

Benecol : proven to reduce cholesterol : 30p coupon inside / McNeil Consumer Nutritionals UK. Ltd.

Contributors

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Proven To Reduce Cholesterol

Benecol



30p
COUPON
INSIDE



Making Benecol Part Of Your Lifestyle

Because there is a range of Benecol foods, Benecol is easy to include in your diet. A single serving of any Benecol food gives you the same amount of plant stanol ester, so you simply mix and match spreads, cream cheese style spreads and yogurts to suit your lifestyle.



Benecol Spreads

A delicious rich spread with a creamy, buttery taste. In regular and light varieties, you can use Benecol spread exactly like any other spread – on toast, crackers or in sandwiches. Benecol regular spread can also be used for cooking and baking. Benecol light is not suitable for cooking.

Benecol Yogurt

Benecol yogurts are low in fat and come in 3 tempting flavours, all packed with juicy pieces of real fruit. Choose from strawberry, apricot and cherry. They also contain Bifidobacteria which thrive in the gut and are thought by many to contribute to gut health and good digestion.

Benecol Cream Cheese Style Spread

A delicious cream cheese style spread available in plain and garlic & herb flavours. Try it on fresh bread, bagels, crackers or jacket potatoes.

Two to three servings a day as part of an everyday healthy eating routine will give you the optimum cholesterol reducing effect. Use the table as a guide. Once you start eating Benecol foods regularly,

you can start to see the results after only 2 weeks. You must then continue to eat the recommended 2 to 3 servings a day as part of your healthy balanced diet to maintain lower cholesterol levels.

The information provided below will be collected and held by McNeil Consumer Nutritionals UK Ltd and may be used to provide you with marketing information about the Benecol range of foods and other related products and for other marketing purposes. The information provided may be made available to other companies related to McNeil Consumer Nutritionals UK Ltd. You have the right to access and correct any inaccuracies in information held by McNeil Consumer Nutritionals UK Ltd about yourself. You also have the right to object to the use of information provided by yourself for direct marketing purposes by contacting McNeil Consumer Nutritionals, PO Box 79, Sanderton, Bucks, HP14 4HJ (do not send applications to this address).

	1 SERVING	EQUAL TO	EXAMPLE
Margarine	12g	2 tsps	Sufficient for one slice of bread
Cream Cheese Style Spread	20g	1 tbsp	Sufficient for one sandwich
Yogurt	150g	1 pot	Sufficient for one snack/meal

To receive a full information pack, fill in your name, address and post code and send to Benecol, Freepost, SEA 6937, Croydon CR9 4WZ or phone the Benecol Information Service free on 0800 018 4010.

Title: Mr Mrs Miss Ms Other _____
 Initials: _____ Surname: _____
 Address: _____
 Town: _____
 County: _____ Postcode: _____

In which retailer did you pick up this leaflet? _____

If you do not wish to receive further information, please tick box

6/00

30p OFF



YOUR NEXT PURCHASE OF ANY BENECOL PRODUCT

VALID UNTIL 31.12.00

To the consumer: This coupon can be used in part payment against any Benecol product. Only one coupon may be used per purchase. Please do not attempt to redeem against any other product as refusal to accept may cause embarrassment. Coupon valid until 31.12.00.

To the retailer: McNeil Consumer Nutritionals will redeem this coupon at its face value provided that it has been accepted in part payment against any Benecol product. McNeil Consumer Nutritionals reserve the right to refuse payment against misredeemed coupons. Please submit coupons to: Dept 1167 (NCH), Corby, Northants NN17 1NN. NCH 1212 01160



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Our bodies need cholesterol to make cell membranes, insulate nerves and to produce certain hormones. However, cholesterol in today's world is a concern for all – whether directly for us, or for our family and friends.

Cholesterol levels are affected by many factors, including body weight, exercise, smoking, age and diet. Of these, diet is considered by health care professionals to be one of the most effective ways to maintain healthy cholesterol levels. And, of course, keeping cholesterol within healthy limits (5 millimoles per litre of blood) is regarded as an important factor in maintaining a healthy heart.

Although there is only one type of cholesterol, it is moved round our bodies by 'vehicles' called lipoproteins.

- *High Density Lipoprotein (HDL) removes surplus cholesterol from the circulation and is thus called 'good' cholesterol.*
- *Low Density Lipoprotein (LDL) which tends to 'dump' unused cholesterol in the body tissues, especially in blood vessel walls, and is therefore known as 'bad' cholesterol.*

8.0	It may be advisable to consult with your doctor who will advise the best approach to manage your cholesterol levels
7.6	
7.4	
6.0	
5.2	Maximum desirable upper limit but eat healthily and get tested more frequently to ensure that you don't exceed this level
5.1	
5.0	
4.5	Ideal value – continue to exercise and eat healthily to keep it that way

THE FACTS ABOUT CHOLESTEROL



Benecol is a range of delicious foods which contain a unique cholesterol-lowering ingredient - plant stanol ester - which is proven to reduce LDL (bad) cholesterol by up to 14% as part of a healthy diet. Thousands of people are now eating Benecol to actually reduce their cholesterol levels.



Without Benecol

With Benecol

In numerous scientific studies, plant stanol ester, has been clinically proven to actually lower cholesterol. All Benecol foods contain plant stanol ester which, by blocking the absorption of cholesterol into the body, works to reduce 'bad' (LDL) cholesterol by up to 14%. Once the plant stanol ester has done this, it simply passes through the body.

You too can effectively manage your cholesterol level simply by eating the recommended 2 to 3 servings per day of any Benecol foods as part of your healthy eating routine (see over for details).



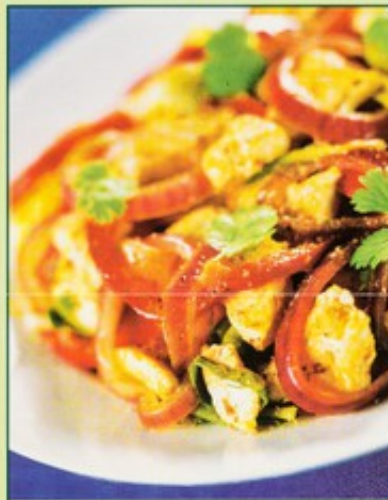
HOW BENECOL FOODS WORK TO LOWER CHOLESTEROL

What is the difference between a reduced cholesterol diet and eating Benecol foods?

Foods with no or low cholesterol do not add to your cholesterol levels. Benecol foods are unique as the plant stanol ester they contain actually reduces your cholesterol.

Do Benecol foods look or taste different from similar foods?

You won't be able to tell the difference. Benecol foods look and taste the same as foods which do not contain plant stanol ester.



What happens if I forget to eat Benecol for a couple of days, for example, over a weekend?

A small lapse of 1 or 2 days will not make a great deal of difference to your cholesterol level as long as you then continue to eat Benecol foods as part of your ongoing healthy eating routine and lifestyle.

Can I buy other foods which contain the same ingredient – plant stanol ester – which makes Benecol work?

No. Benecol is the first and only range of foods you can buy containing plant stanol ester.



If you have further questions, phone the Benecol Information Service free on 0800 018 4010 or fill in your details overleaf and send to Benecol, Freepost, SEA 6937, Croydon CR9 4WZ. Our staff will be pleased to help and can also send you a full information pack.

COMMON QUESTIONS AND ANSWERS