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"Cholesterol reduction you can really count on"

Benecol



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, Light Cream Cheese Style Spreads and Yogurts to suit your lifestyle.

Benecol Spreads

Delicious rich Spreads with a creamy, buttery taste. Available in Light and Regular varieties, you can use them just like any ordinary spreads. New Benecol Olive Oil Spread is a delicious, reduced fat spread made with all the goodness and great taste of pure Mediterranean olive oil. It is also low in saturated fats and has no hydrogenated fats.

Benecol Light Cream Cheese Style Spreads

Available in Plain and Garlic & Herbs flavours, new Light Cream Cheese Style Spreads are now even lower in fat and calories. Try them on fresh bread, bagels, crackers or jacket potatoes.

Benecol Yogurts

Low in fat, Benecol Yogurts come in three tempting flavours - Strawberry, Apricot and Cherry - all packed with real pieces of juicy fruit. They also contain Bifidobacteria which are thought to contribute to gut health and good digestion.



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 may start to see the results after only 1-2 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.

	1 SERVING	EQUAL TO	EXAMPLE
Spreads	12g	2 1/2 tsps	Sufficient for two slices of bread
Light Cream Cheese Style Spreads	20g	4 tsps	Sufficient for one sandwich
Yogurts	150g	1 pot	Sufficient for one snack/meal

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

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11.2



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.

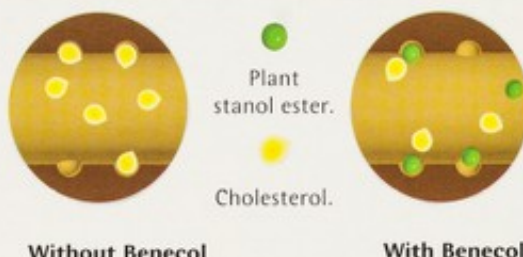
- *High Density Lipoprotein (HDL) removes surplus cholesterol from the circulation and is thus called 'good' cholesterol*
- *Low Density Lipoprotein (LDL) tends to 'dump' unused cholesterol in the body tissues, especially in blood vessel walls, and is therefore known as 'bad' cholesterol.*

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.



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).

Healthy cholesterol levels are generally regarded as an important factor in maintaining a healthy heart, and you can rest assured - no other food reduces cholesterol more than Benecol.

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.



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. You can also visit our website www.benecol.co.uk



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.

COMMON QUESTIONS AND ANSWERS