

**An offer to support you in your Benecol routine / Lynne Joyner, Benecol Customer Care.**

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McNeil Consumer Nutritionals. Benecol Information Service.

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September 2000

Mr S Lowther  
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Dear Mr Lowther

#### An Offer To Support You In Your Benecol Routine

As someone who has enquired about Benecol in the past, we hope that you'll appreciate a little extra help with your Benecol routine.

Now you can claim a complimentary voucher worth £2.49 to exchange in your local supermarket for a free pack of any Benecol Spread. All you have to do is send us 5 foils from packs of Benecol Spreads. See the application form below for full details.

#### The Range Of Benecol Foods - More Convenient For Your Everyday Diet

Our aim is to make cholesterol management as easy and convenient as possible. That's why we've developed a whole range of Benecol foods - three tempting flavours of Yogurt, two delicious varieties of Cream Cheese Style Spread as well as Regular and Light Spreads.

Simply mix and match servings from the range of Benecol foods to give you the recommended 2 to 3 servings of Benecol a day. As plant stanol ester is not affected by cooking, you can also use Benecol foods in your favourite recipes\*.

#### Coming Soon... Even More Choice

Look out for new Benecol Olive Oil Spread and Light Cream Cheese Style Spreads in both Plain and Garlic & Herb flavours this Autumn. Incorporating Benecol into your everyday diet has never been easier!

#### Proven To Reduce LDL (Bad) Cholesterol - By Up To 14%!

More than 20 clinical studies prove that Benecol can reduce bad (LDL) cholesterol by up to 14% as part of a healthy diet and lifestyle. We very much hope that you are one of the thousands of people in the UK who have now found that by regularly eating the Benecol range of foods, you can very successfully manage your cholesterol levels.

#### Your Views

We are always interested to hear from you, so if you have any views or comments about the Benecol range, simply phone us free on 0800 0184010, or write to us at Benecol Information Service, Freepost SEA 6937, Croydon CR9 4WZ. You can also visit our web site at [www.benecol.co.uk](http://www.benecol.co.uk) for further information.

Thank you.

Yours sincerely

Lynne Joyner  
Benecol Customer Care

\*Benecol Light Spread is not suitable for cooking

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**YOUR  
COMPLIMENTARY  
PACK OFFER  
APPLY NOW**



Use this application  
form to claim your  
free Benecol pack  
voucher with  
a value of

**£2.49**

#### HOW TO APPLY

Simply collect 5 foils from inside packs of Benecol Light, Regular or Olive Oil Spreads. Put them in an envelope together with this application form and post them to: Benecol Pack Offer, Freepost SEA 6937 Croydon, Surrey CR9 4WZ. Within 28 days, we'll send you a voucher that you can exchange at your local store for any Benecol Spread up to the value of £2.49.

Mr S Lowther  
74103/30724922



**Terms & Conditions:** 1. Open to UK and ROI residents only. 2. Employees of McNeil Consumer Nutritionals Ltd., their families, agencies and anyone else connected with this offer are not eligible to apply. 3. Only applications using this official application form and accompanied by the correct number of pack foils will be accepted (no photocopies). 4. Applications must be received by 31.12.00. 5. Proof of posting cannot be accepted as proof of delivery. 6. Allow 28 days for delivery.

Promoter: McNeil Consumer Nutritionals Ltd., PO Box 79, Sanderton, Bucks, HP14 4HJ (Do not send applications to this address)

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