

**New: Benecol snack bars... / Lynne Joyner, Benecol Customer Care.**

**Contributors**

Joyner, Lynne.  
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Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>

Mr S Lowther  
Wellcome Trust  
183 Euston Road  
London  
NW1 2BE



Ref No: 30724922

Dear Mr Lowther

**New - Benecol Snack Bars**

Our aim is to make cholesterol management as simple and convenient as possible. That's why we've introduced new Benecol Snack Bars. Delicious, convenient and less than 100 calories a bar, they're now available in three tempting flavours. But don't take our word for it - see inside for your free trial bar.

**Deliciously Convenient - At Home Or On The Move**

Each bar counts as one serving of Benecol foods, and can be used to obtain the recommended 2 to 3 servings a day you need to lower your LDL cholesterol level by up to 14%, as part of a healthy diet. Remember no other range of foods lowers cholesterol more than Benecol.

Choose from Apricot, Raisin & Nut and Milk Chocolate Chip & Hazelnut. Individually wrapped for convenience, Benecol Snack Bars are great when you are out and about: breakfast on the move, in the lunchbox or tea time treat - a satisfying snack anytime.

**Delivered To Your Door - Try All Three For Only £1.49**

Benecol Snack Bars are currently only available through the mail. **You can choose a three flavour trial pack for only £1.49** - but hurry, this offer is available for a limited period only. Alternatively you can order boxes of 12 bars. See the enclosed order form for full details.

**Tell Us What You Think**

Your comments are always important. If you have any views on the Benecol range of foods in general or new Snack Bars in particular call us free on 0800 0184010, or write to us at Benecol Information Service, Freepost SEA 6937, Croydon CR9 4WZ.

Yours sincerely

Lynne Joyner  
Benecol Customer Care



*proven  
to reduce  
cholesterol*