

Unsure about how to lower your cholesterol? : Benecol : Let's lower cholesterol together : Your quick and easy guide to lowering cholesterol / Johnson & Johnson Limited.

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Unsure about how to
lower your cholesterol?



Benecol.[®]
*Let's lower
cholesterol
together.*

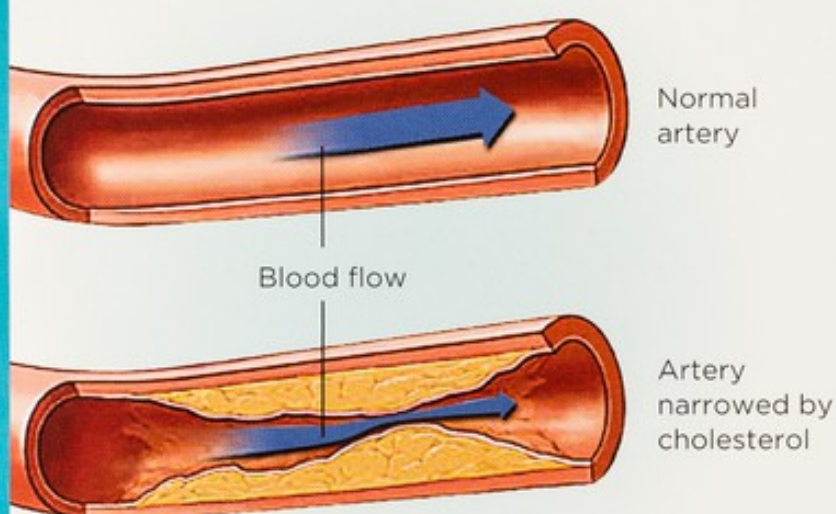
Your quick
and easy guide
to lowering
cholesterol



What is cholesterol?

Many adults have high cholesterol and yet a lot of people don't know about the risks this can have for their health.

Our bodies need a certain amount of cholesterol for good health, but too much of this waxy, fat-like substance can build up and narrow our arteries.



There are two types of cholesterol:

- **LDL (low-density lipoprotein)** is known as 'bad' cholesterol, as it can slowly build up in the walls of the arteries, making them narrower (see above).
- **HDL (high-density lipoprotein)** is known as 'good' cholesterol because it removes excess cholesterol from the bloodstream.

The ratio of HDL to LDL is important, you want a HIGH level of HDL and a LOW level of LDL.

What should your cholesterol number be?

Your GP will be able to advise you regarding an appropriate target. In general, a normal and healthy cholesterol reading should aim for total cholesterol less than or equal to 5mmol/l and an LDL cholesterol level less than or equal to 3mmol/l. Measuring cholesterol levels is relatively simple. Your GP or Nurse will take a small blood sample which is then used to measure the amount of cholesterol in your blood.

Why is reducing high cholesterol, which is a risk factor in the development of heart disease, so important?

Heart disease is one of UK's biggest health problems, and has multiple risk factors, some of which you can't change, for example family history, getting older and ethnic origin. On the positive side, you can change things in your diet and lifestyle. A high level of blood cholesterol is recognised alongside obesity, smoking, Type 2 diabetes, stress and lack of exercise as one of the main risk factors in the development of heart disease. Remember that you may need to alter more than one of these to reduce your overall risk.

High cholesterol is a major risk factor for developing heart disease. The most common dietary cause of high cholesterol is too much saturated fat in the diet. It is also affected by lack of exercise, smoking, being overweight, and a family history of heart disease.

Do you know your cholesterol number? NHS guidelines recommend that all adults over 40 are tested. Ask your GP.

How can I lower my cholesterol and help to maintain a healthy heart?

Reduce saturated fats

Saturated fats are found in high-fat dairy products (such as some cheeses, milk and butter), in fatty cuts of meat and cakes, biscuits and pastries. Choose products that are low in saturated fat (<1.5g/100g). Look at the nutrition table on the packaging of foods that you buy.

Introduce cholesterol-lowering foods

There are many cholesterol-lowering foods on the market, such as Benecol® foods. Benecol® foods contain a unique ingredient called plant stanol ester which partially blocks cholesterol from entering the bloodstream. Simply enjoying Benecol® foods every day, as part of your healthy diet can lower your cholesterol by up to 10% within 3 weeks*



Eat more fruit and vegetables & wholegrain foods

Aim to eat at least 5 portions a day. Fruit and vegetables are an excellent source of soluble fibre. Eating fibre-rich foods can help lower 'bad' LDL cholesterol.

Be active!

Physical activity can help to improve your 'good' HDL cholesterol level. Aim for 30 minutes of moderate exercise 5 times a week.

*A daily intake of 1.5-2.4g plant stanols lowers cholesterol by 7 to 10% in 2 to 3 weeks as part of a healthy balanced diet and lifestyle.

Diabetes and heart disease

More than 7 out of every 10 people with Type 2 diabetes have raised cholesterol which is a major risk factor for heart disease. The good news is that steps can be taken to help, such as appropriate dietary and lifestyle changes, disease management and treatment where appropriate. Speak to your GP about specific cholesterol targets if you are living with diabetes.

Benecol® foods and statins

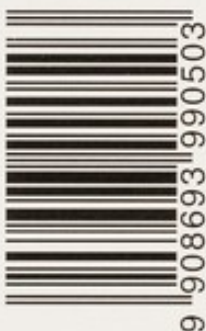
If you take cholesterol lowering medication seek your GP's advice about any potential benefits of including Benecol® foods in your diet with your current statin medication.

The Benecol® Range

For delicious, effective ways to help reduce cholesterol, make Benecol® foods part of your healthy diet and lifestyle. Our yogurt drinks are available in many delicious fruit flavours and also include 2 dairy free variants – 1 bottle per day is enough to lower cholesterol. Alternatively, our range of low-fat yogurts are available in a variety of fruit flavours (including a fat free variant) and Benecol® Spreads offer great substitutes for traditional butter and margarine – 2 to 3 servings a day of Benecol® Yogurts or Spreads (1.5-2.4g of plant stanol) will lower cholesterol.



**50p
OFF** any Benecol®
product from
the range



To the Consumer:

This coupon can be used as part payment for any Benecol® product from the range. 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 to be redeemed in the UK only.

To the Retailer:

Johnson & Johnson Ltd. will redeem this coupon at its face value provided that it has been accepted in part payment for any Benecol® product from the range. Johnson & Johnson Ltd. reserve the right to refuse payment against misredeemed coupons. Coupon to be redeemed in the UK only.

Terms and conditions are subject to UK law.

Please submit coupons to:

Valassis Ltd, PO Box 6199 Nuneaton, CV11 9HQ

Coupon valid until: 31 December 2013 **NCH Code:** 1212-00029



For further information and advice on
cholesterol visit www.benecol.co.uk
or call 0800 018 4010
(9am - 5pm, Monday - Friday)



*Let's lower
cholesterol
together.*

High cholesterol is a major risk factor for heart disease. As heart disease has multiple risk factors, you may need to change more than one to lower overall risk. The plant stanols in Benecol® - 1.5 to 2.4g daily - lower cholesterol as part of a healthy balanced diet and lifestyle within 2 to 3 weeks. May not be nutritionally suitable for pregnant or breastfeeding women and children under 5 years old. Do not consume more than 3g of plant stanols per day. People taking cholesterol lowering medication should consult their GP.

This leaflet is produced by Johnson & Johnson Limited, marketers of Benecol® foods.