



Make space

for a cholesterol-lowering addition to your patients' diet

A guide to help your patients lower their cholesterol

Each tear-off sheet is designed to help you support your patients to make the small changes that could make a big difference to their cholesterol levels, including dietary suggestions and inclusion of functional foods containing plant stanols.*



The number to order more tear off pads is: 0800 018 4010 (9am-5pm, Monday-Friday)

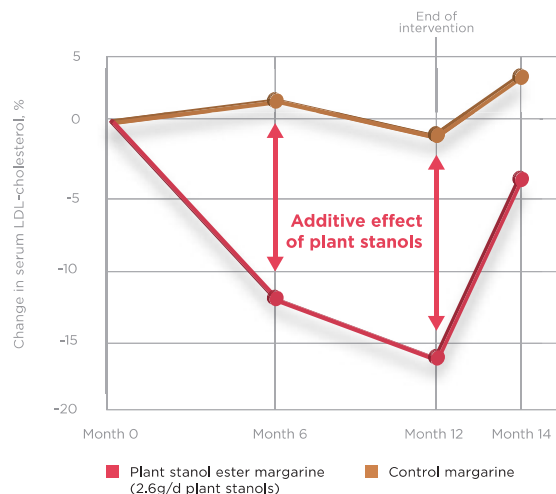
*Plant stanol ester has been shown to lower cholesterol. High cholesterol is a risk factor in the development of coronary heart disease. The beneficial effect has been shown with a daily intake of 1.5-3.0g plant stanols. Individual results may vary.

Dear Healthcare Professional,

As you know, dietary considerations are critical for managing hypercholesterolaemia, even when cholesterol medication has been initiated.¹⁻³ Functional foods with added plant stanols provide a simple and clinically proven way to help your patients increase the effects of cholesterol-lowering dietary changes.^{1,3,4}

Functional foods with added plant stanols are proven to lower LDL-cholesterol and keep it lower with daily use^{5-7*}

Cholesterol-lowering effect of plant stanol ester in the landmark study by Miettinen *et al.*⁷



Research has shown, in just 2 to 3 weeks, a daily intake of 2 grams of plant stanols can lower LDL-cholesterol by 7-10%.^{5-7*}

Even patients receiving statin medication may receive up to an additional 10% cholesterol lowering effect with plant stanols, which may even be greater than doubling a statin dose.^{4,8,9}

Adapted from Miettinen *et al.* NEJM 1995; 33: 1308-1312⁷

A one-year randomized, double-blind, placebo-controlled clinical trial. 153 subjects with mild hypercholesterolemia. Control group n=51: margarine without plant stanols. Intervention group n=102: margarine containing plant stanols (2.6g per day, reduced to 1.8g per day in half of the subjects at 6 months).



International guidelines include plant stanols as part of the dietary recommendations for patients with elevated blood cholesterol, particularly for the following groups:^{1,4}

- Individuals with high LDL-cholesterol at low or intermediate cardiovascular risk who do not qualify for statin therapy
- High and very high risk patients, such as patients with diabetes, who fail to reach their LDL-cholesterol targets on statins alone, or are statin intolerant
- Adults and children with familial hypercholesterolemia

Benecol® functional foods contain plant stanols, in the form of plant stanol ester, which can be safely added to other dietary recommendations to markedly enhance cholesterol-lowering*

This patient information leaflet aims to complement your advice and help you to educate patients on cholesterol-lowering dietary modifications.

Please visit www.benecol.com/hcp for more information on plant stanol ester for healthcare professionals.

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Helping you to lower cholesterol

You are probably receiving this leaflet because your doctor has told you that your cholesterol levels are higher than they should be. Although cholesterol is vital for our health, too much cholesterol in the blood increases the risk of coronary heart disease.

The good news is that by making small changes we can often lower and maintain normal cholesterol levels. See below for some of the key steps to help you lower cholesterol.



Replace saturated fats with healthier unsaturated fats

- Choose vegetable oil based spreads instead of butter
- Replace full-fat dairy products with fat-free or low-fat alternatives
- Reduce fatty meat and processed meat products
- Reduce other fatty products, such as bakery products and crisps
- Use vegetable oils, such as rapeseed or olive oil, in cooking, baking, and in salad dressings
- Include nuts and seeds in your diet



Increase the intake of dietary fibre

- Choose whole grain products
- Increase vegetables, fruit, and berries
- Increase pulses, seeds and nuts



Add plant stanols to your diet

- Replace your regular spread or yogurt with a Benecol® product
- Enjoy Benecol yogurt drink as a dessert



Also, consider other heart-healthy options

- Eat fish 2-3 times per week
- Cut down salt
- Keep a healthy weight
- If overweight, 5-10% weight reduction brings clear health benefits
- Exercise daily

Benecol® products with added plant stanol ester are proven to lower cholesterol and keep it lower with everyday use*

The cholesterol-lowering effect of plant stanols adds to the effects of:

- Other cholesterol-lowering dietary changes
- Statin medication

Benecol products are recommended as part of a balanced and varied diet and an overall healthy diet.

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Benecol[®] products contain plant stanols – proven to lower cholesterol




Charity Registration No: 1003904

A daily intake of 1.5–2.4g plant stanols lowers cholesterol by 7–10% in 2–3 weeks*


To get the right daily amount of plant stanols, you can choose one of the following options:

One Benecol[®] yogurt drink




Or

One Benecol[®] yogurt



Or

Benecol[®] spreads
(30g = 6 tsp)



Keeping track of your cholesterol results:

Name:	
Date of test	Cholesterol reading

And for easy cholesterol-lowering on the go:



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50 OFF^p

any product from the Benecol[®] range



To the Consumer:

This coupon can be used as part payment for any Benecol[®] product from the range. Only one coupon can 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:

Benecol[®] Limited will redeem this coupon at its face value provided that it has been accepted as part payment for any Benecol product from the range. Benecol Limited 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: 14/05/2021 **NCH Code:** 2133 00024



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Benecol[®] provides an easy and complementary dietary step for your patients

Benecol[®] products, containing plant stanols, provide:

- A complementary addition to a cholesterol-lowering diet supported by international guidelines¹⁻⁴
- Robust and sustainable cholesterol lowering^{4-10*}
 - proven in over 80 clinical studies
- An additive effect to statins^{8,9,11,12}

Running out? Need to order your next tear-off pad?

Call the Benecol[®] helpline on: 0800 018 4010

(9am-5pm, Monday-Friday)

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References:

1. Mach F, Baigent C, Catapano AL, *et al.* 2019 ESC/EAS Guidelines for the management of dyslipidaemias: lipid modification to reduce cardiovascular risk. *Eur Heart J* 2019; doi:10.1093/eurheartj/ehz455. 2. Piepoli *et al.* 2016 European Guidelines on cardiovascular disease prevention in clinical practice. *Eur Heart J* 2016; 37: 2315-2381. 3. Grundy *et al.* An International Atherosclerosis Society Position Paper: Global recommendations for the management of dyslipidemia. *J Clin Lipidol* 2014; 8(1): 29-60. 4. Gylling *et al.* Plant sterols and plant stanols in the management of dyslipidaemia and prevention of cardiovascular disease. *Atherosclerosis* 2014; 232(2): 346-360. 5. Rosin *et al.* Optimal use of plant stanol ester in the management of hypercholesterolemia. *Cholesterol* 2015; 2015: 706970. 6. Agostoni *et al.* European Food Safety Authority. Scientific Opinion on the substantiation of a health claim related to 3 g/day plant stanols as plant stanol esters and lowering blood LDL-cholesterol and reduced risk of (coronary) heart disease pursuant to Article 14 of Regulation (EC) No 1924/2006. *EFSA Journal* 2012; 10(5): 2693. 7. Miettinen *et al.* Reduction of serum cholesterol with sitostanol-ester margarine in a mildly hypercholesterolemic population. *N Engl J Med* 1995; 333(20): 1308-1312. 8. Scholle *et al.* The effect of adding plant sterols or stanols to statin therapy in hypercholesterolemic patients: systematic review and meta-analysis. *J Am Coll Nutr.* 2009; 28(5): 517-524. 9. Hallikainen M *et al.* Plant stanol esters lower LDL-cholesterol level in statin-treated subjects with type 1 diabetes by interfering the absorption and synthesis of cholesterol. *Atherosclerosis* 2011; 217(2): 473-478. 10. Musa-Veloso *et al.* A comparison of the LDL-cholesterol lowering efficacy of plant stanols and plant sterols over a continuous dose range: results of a meta-analysis of randomized, placebo-controlled trials. *Prostaglandins Leukot Essent Fatty Acids* 2011; 85(1): 9-28. 11. Blair SN *et al.* Incremental reduction of serum total cholesterol and low-density lipoprotein cholesterol with the addition of plant stanol ester-containing spread to statin therapy. *Am J Cardiol* 2000; 86(1): 46-52. 12. de Jong *et al.* Effects of long-term plant sterol or stanol ester consumption on lipid and lipoprotein metabolism in subjects on statin treatment. *Br J Nutr* 2008; 100(5): 937-941.

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