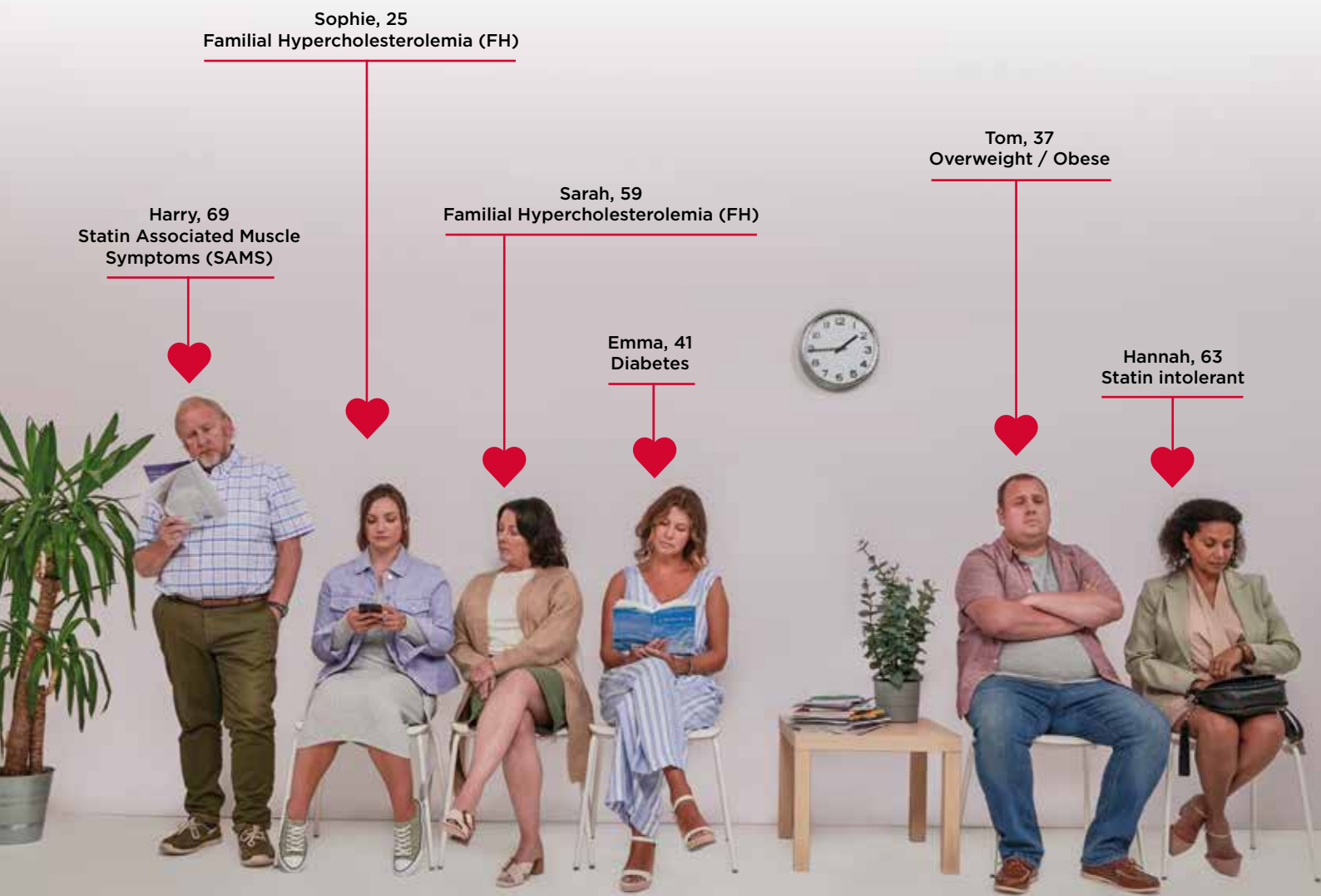


Cholesterol, Simplified.

Your patients are waiting for a simple solution to help reduce their cholesterol.
High cholesterol can affect people of all backgrounds and is a risk factor for coronary heart disease.

Daily use of Benecol® products containing plant stanols equals reduced cholesterol.



Each tear off sheet is designed to help you support your patients diagnosed with high cholesterol. Small changes to diet and the inclusion of foods containing plant stanols can make a big difference in lowering cholesterol levels.

To order more tear off pads call: **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.

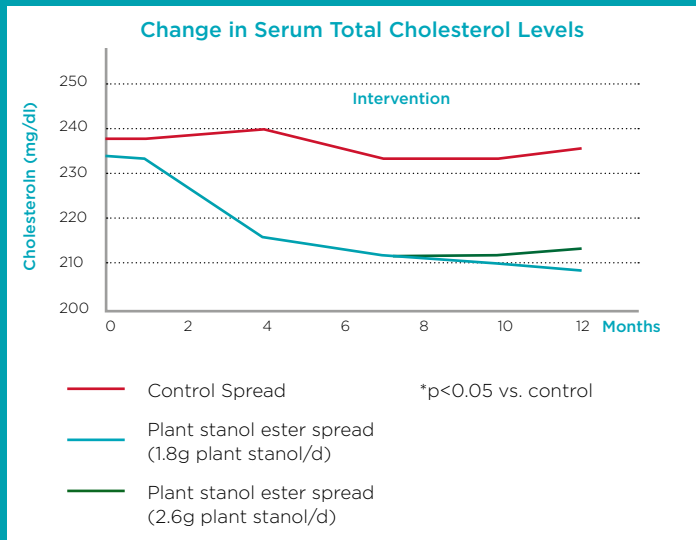


Dear Healthcare Professional

As you know, dietary considerations are critical for managing hypercholesterolaemia, even when cholesterol medication has been prescribed.¹⁻³ 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}

Sustained efficacy with daily use

The LDL cholesterol lowering effect of plant stanol ester is sustained with daily use.



Functional foods with added plant stanols like Benecol products, are proven to lower LDL-cholesterol quickly with daily use.^{5-7*} And best of all, these cholesterol lowering benefits are sustainable with continued daily use.

Plant stanols are proven to lower LDL-cholesterol with daily use, leading to sustained results.^{5-7*} Even patients receiving statin medication may achieve up to an additional 10% cholesterol lowering effect with plant stanols, which may be greater than doubling a statin dose.^{4,8,9}

Reference:
Figure adapted from Miettinen et al. NEJM 1995; 33: 1308-13127. A one-year randomised, 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).

Benefits of plant stanols and Benecol products:



Proven effective in over 80 clinical studies



Reduces cholesterol IN ADDITION to cholesterol lowering achieved through prescription medication and dietary changes



Recommended in several international guidelines as part of dietary recommendations for a variety of patient groups

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 about cholesterol-lowering dietary modifications.

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

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* Plant stanol ester has been shown to lower cholesterol. High cholesterol is a risk factor in the development of coronary heart disease. A daily intake of 1.5-2.4g plant stanols has been shown to lower cholesterol by 7-10% in 2-3 weeks. Individual results may vary.

Cholesterol, Simplified

You have received this leaflet because your healthcare professional has told you that your cholesterol levels are higher than they should be, which increases your risk of coronary heart disease.

By making small changes it is possible for you to lower and maintain normal cholesterol levels.

Here's some simple steps you can take to help lower your cholesterol:



Replace saturated fats with healthier unsaturated fats

- Choose vegetable oil based spreads
- Use fat-free or low-fat dairy alternatives
- Reduce fatty meat and processed meat products
- Use vegetable oils like 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 with your main meal



Also, consider other heart-healthy options

- Eat fish 2-3 times per week, including one portion of oily fish
- Cut down salt and reduced added salt in cooking
- Maintain weight, and if overweight, 5-10% weight reduction brings clear health benefits
- Take regular exercise



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

The cholesterol-lowering effect of plant stanols is in addition to the effects of:

- Other cholesterol-lowering dietary changes
- Statin medication

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

* 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.



ONE



PER DAY

=

7-10%

REDUCTION IN CHOLESTEROL*

The plant stanols in Benecol lower cholesterol.
Simply put, Benecol adds up
to lower cholesterol.



* Plant stanol ester has been shown to lower cholesterol. High cholesterol is a risk factor in the development of coronary heart disease. A daily intake of 1.5-2.4g plant stanols, has been shown to lower cholesterol by 7-10% in 2-3 weeks. Individual results may vary.

Cholesterol, Simplified

Using Benecol products daily, makes lowering your cholesterol simple.

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

To get the right amount of plant stanols, you can consume one of the following options with a main meal every day:

One Benecol®
yogurt drink



OR

One Benecol®
yogurt



OR

Benecol®
spreads
(30g or 6 tsp)



PER DAY = 7-10% REDUCTION IN CHOLESTEROL*

* Plant stanol ester has been shown to lower cholesterol. High cholesterol is a risk factor in the development of coronary heart disease. A daily intake of 1.5-2.4g plant stanols, has been shown to lower cholesterol by 7-10% in 2-3 weeks. Individual results may vary.

Name	
Date of test	Cholesterol reading

**50p
OFF**

**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: 14/05/2022 NCH Code: 2133 00024



Benecol simplifies cholesterol lowering for your patients



Need to order your next tear-off pad?

To order more pads call: **0800 018 4010**

(9am-5pm, Monday – Friday)

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.
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Cholesterol, Simplified



Additive benefits to medication and diet



Works fast with sustained efficacy



Proven effective in over 80 clinical studies



Recommended in international guidelines



Wales & South West

ONE  PER DAY = 7-10% REDUCTION IN CHOLESTEROL*

The plant stanols in Benecol are clinically proven to lower cholesterol.
Simply put, Benecol adds up to lower cholesterol for patients.



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