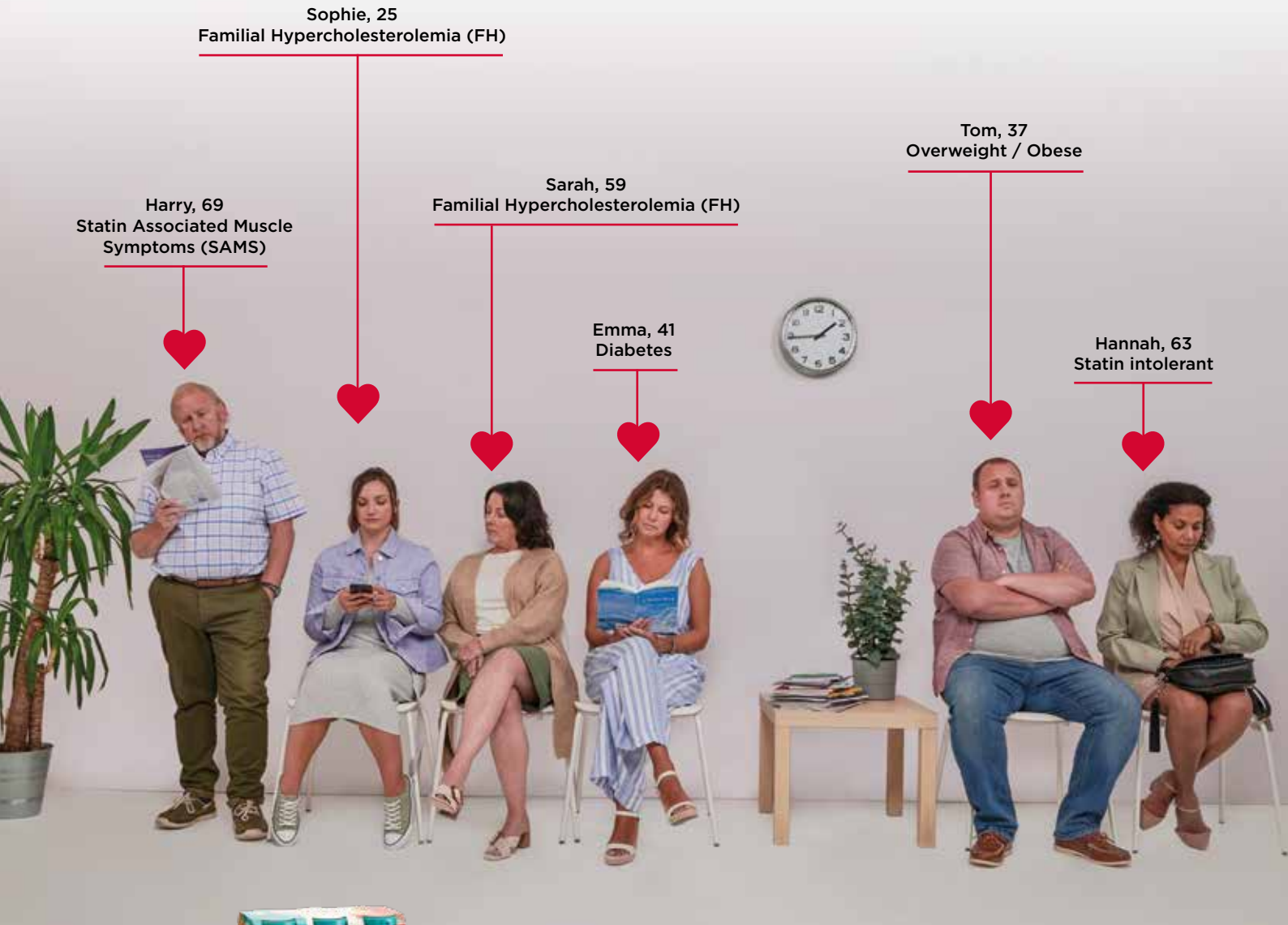


# Cholesterol, simplified.

Elevated cholesterol, a risk factor for coronary heart disease, can affect patients in many vulnerable groups.

Daily use of Benecol products with plant stanols equals reduced cholesterol for your patients.



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: **1800 551 707**  
(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 1.5-3g plant stanols.



# Dear Healthcare Professional

As you know, dietary considerations are critical for managing hypercholesterolaemia, even when cholesterol medication has been prescribed.<sup>1-3</sup> Foods with added plant stanols provide a simple and clinically proven way to help your patients increase the effects of cholesterol-lowering dietary changes.<sup>1,3,4</sup>

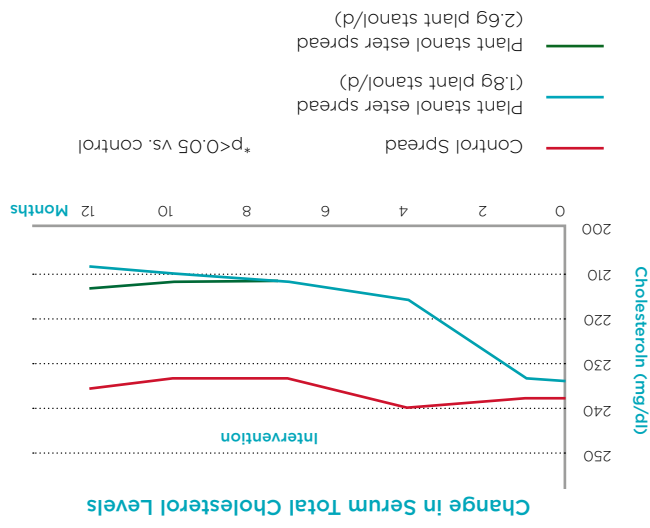
## Sustained efficacy with daily use

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

Functional foods with added plant stanols like Benecol products, are proven to lower LDL-cholesterol quickly with daily use.<sup>5-7\*</sup> 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.<sup>5-7\*</sup> 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.<sup>4,8,9</sup>

Reference:  
Figure adapted from Miettinen et al. NEJM 1995; 33: 1308-1312. 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 stanols 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.ie/hcp](http://www.benecol.ie/hcp) for more information, on plant stanols ester, for healthcare professionals.

To order more tear off pads call: **1800 551 707** (9am-5pm, Monday – Friday) or email [hcpmarketing@raisio.com](mailto:hcpmarketing@raisio.com)

\* Plant stanols 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
- Reduce 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.



ONE



PER DAY

=

7-10%

REDUCTION IN CHOLESTEROL\*

## The plant stanols in Benecol 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 PLANT STANOLS LOWERS CHOLESTEROL 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 = REDUCES CHOLESTEROL\*

\* 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 1.5-3g plant stanols.

Name	
Date of test	Cholesterol reading

Join the  
Benecol  
Community  
to receive  
exclusive news  
and offers!





# Benecol simplifies cholesterol lowering for your patients.



## Need to order your next tear-off pad?

To order more pads call: **1800 551 707**  
(9am-5pm, Monday - Friday)

or email [hcpmarketing@raisio.com](mailto:hcpmarketing@raisio.com)

#### References:

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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



ONE



PER DAY



PROVEN TO LOWER CHOLESTEROL\*

Benecol Tear Off Pad Ireland

The plant stanols in Benecol lower cholesterol.



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