

# DISCOVER THE BREAKFAST CEREAL THAT HELPS FIGHT HIGH CHOLESTEROL

More than 1 in 3 Australian adults have high cholesterol.<sup>1</sup> A number of large, long-term studies clearly show the important role that elevated cholesterol plays in heart health.<sup>2</sup> Lowering cholesterol is recognised by leading health authorities as an important contributor to heart health.<sup>3</sup>

The most effective cholesterol lowering dietary strategies are replacing saturated and trans fats with unsaturated fats and daily intake of plant sterols, as part of a healthy diet.<sup>4</sup> These two strategies account for the majority of the cholesterol lowering effect that is achievable through diet. A daily intake of 2 grams of plant sterols from plant sterol enriched food, as part of a healthy diet and lifestyle, has been proven to lower LDL "bad" cholesterol by up to 9%.<sup>5</sup> Replacing saturated and trans fats with unsaturated fats has the potential to further lower LDL cholesterol by around 6–8%.<sup>4,6</sup>



**Professor Peter Clifton**

**Dr. Peter Clifton is the Professor of Nutrition at the University of South Australia and a general physician. He has over 30 years' experience researching the prevention and treatment of cardiovascular diseases, type 2 diabetes, obesity and other metabolic conditions.**

**“ OVER THE COURSE OF MY CAREER WE HAVE LEARNT A LOT ABOUT HEART HEALTH AND THE IMPORTANT ROLE THAT DIET AND LIFESTYLE PLAYS. I RECENTLY CONDUCTED A CLINICAL TRIAL IN PARTNERSHIP WITH SANITARIUM HEALTH AND WELLBEING™ AND THEIR NEW BREAKFAST CEREAL PRODUCT WEET-BIX™ CHOLESTEROL LOWERING. ”**

Evidence-based dietary recommendations for the management of cholesterol, including dietary recommendations around plant sterols, are also supported by international authorities. These include the European Society of Cardiology, International Atherosclerosis Society, American Heart Association, Dutch Heart Foundation, Finnish Nutrition Association, Finnish Medical Society, Spanish Atherosclerosis Society and Nutrition Foundation of Italy.

The cholesterol lowering benefits of plant sterols are additive to statins therapy, so the Heart Foundation also recommends that people taking statins can benefit from eating plant sterol enriched foods in addition to statin therapy.<sup>7</sup>

## TO LOWER CHOLESTEROL BY UP TO 9%†, TAKE TWO A DAY

Dr. Clifton has led an investigation into the efficacy of Weet-Bix™ Cholesterol Lowering at reducing cholesterol. He carried out a randomised controlled clinical trial – the gold standard of scientific studies – of 46 Australian adults with high cholesterol (>5.5mmol/L). Those who ate two Weet-Bix™ Cholesterol Lowering each day for four weeks experienced a significant reduction in their LDL cholesterol levels of up to 9%.

This study also established that by simply eating two Weet-Bix™ Cholesterol Lowering per

day some diet quality measures, including daily wholegrain intake, as well as thiamine, riboflavin, niacin and iron, were increased.

Overall, the study supported Weet-Bix™ Cholesterol Lowering as being an effective, easy and nutritious food for people with high cholesterol.



**Heart Foundation**

**THE HEART FOUNDATION RECOMMENDS THAT PEOPLE WITH ELEVATED LDL CHOLESTEROL EAT 2–3 GRAMS OF PLANT STEROLS EACH DAY FROM PLANT STEROL-ENRICHED FOODS.<sup>7</sup>**

**NEW**



**“WEET-BIX™ CHOLESTEROL LOWERING EFFECTIVELY LOWERED LDL CHOLESTEROL BY UP TO 9%† WITHIN 4 WEEKS”**

To find out more visit [www.sanitarium.com.au/cholesterol-lowering-weetbix-hcp](http://www.sanitarium.com.au/cholesterol-lowering-weetbix-hcp)

†Two Weet-Bix™ Cholesterol Lowering daily provide 2g of plant sterols, which is clinically proven to lower LDL cholesterol by up to 9% in 4 weeks as part of a healthy diet low in saturated fat. Weet-Bix™ Cholesterol Lowering may not be suitable for children under 5 years and pregnant or lactating women. References: 1. Australian Bureau of Statistics. Australian Health Survey: Biomedical Results for Chronic Diseases, 2011–12. 2. Huxley R et al. *Semin Vasc Med* 2002;2(3):315–23. 3. National Vascular Disease Prevention Alliance. Guidelines for the management of Absolute cardiovascular disease risk, 2012. Available at: <https://www.heartfoundation.org.au/images/uploads/publications/Absolute-CVD-Risk-Full-Guidelines.pdf>. Accessed: 10 May 2017. 4. Clifton P et al. *Aust Fam Physician* 2009;38(6):424–9. 5. Ras R et al. *Br J Nutr* 2014;112:214–9. 6. Mensink et al. *Am J Clin Nutr* 2003;77(5):1146–55. 7. Heart Foundation. Position Statement Phytosterol/stanol enriched foods. Available at: <https://www.heartfoundation.org.au/images/uploads/publications/Stanols-QA.pdf>. Accessed: 10 May 2017. S&SW. WCL0012MOFFPC.

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