

TAKE TWO A DAY  
TO LOWER LDL  
CHOLESTEROL



CLINICALLY PROVEN



**6.5 MILLION**

Australian adults have  
elevated cholesterol.<sup>1,2</sup>

Managing cholesterol is important for  
good heart health.<sup>2</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>

\*Two Weet-Bix™ Cholesterol Lowering daily provide 2 grams 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. This information is intended for healthcare professionals. Individual results may vary due to diet, genetic or other reasons. Individuals should talk to their Health Care Professional for further information.

# Top Dietary Strategies FOR LOWERING CHOLESTEROL

The mechanisms by which the below interventions work are complementary when it comes to reducing LDL cholesterol:<sup>4</sup>



**Replacing saturated and trans fats with unsaturated fats** is considered the most effective dietary approach to reducing LDL cholesterol while maintaining or increasing HDL cholesterol<sup>3</sup>



**Add in plant sterol enriched foods** like breakfast cereals and spreads. Two (2) grams of plant sterols per day can lower LDL cholesterol by up to 9% within 4 weeks, as part of a healthy diet low in saturated fat<sup>5</sup>



**Include more foods that contain soluble fibres** like oats, barley, eggplant, broccoli, legumes, psyllium husks, chia seeds, and linseeds (or flaxseeds). Studies have shown that 3g of beta-glucan per day (from oats or barley) can reduce LDL cholesterol by about 5-7%<sup>6,7</sup>, while 10g of other soluble fibres per day can reduce LDL cholesterol by about 3%<sup>8</sup>



**Regularly eat nuts and seeds** as this has a beneficial impact on lowering total and LDL cholesterol levels – consuming 30g of nuts per day has been found to reduce LDL cholesterol by around 3%<sup>9</sup>



**Boost soy intake** as diets which contain soy foods (≥30g/day) can reduce LDL cholesterol by about 3-5%<sup>9</sup>



## Other Lifestyle Interventions to Support Heart Health

01

### Eating a well-balanced diet

rich in wholegrains, fruits, vegetables, legumes, low fat dairy/plant-based alternatives, nuts and seeds.

02

### Avoiding alcohol and tobacco

is best for overall health. Alcohol intake should be limited to no more than 10 standard drinks per week and no more than 4 standard drinks on any one day.<sup>10</sup> Smoking cessation is encouraged.

03

### Being active

most days of the week for at least 30 minutes is not only important for heart health but has other great health benefits like feeling more energetic, happier and more relaxed.

04

### Minimising salt intake

is an important strategy for managing high blood pressure. Choosing products that are lower in sodium (i.e. ≤400mg sodium/100g), labelled as 'no added salt' or 'salt reduced' is recommended alongside watching the quantity of salt added during cooking and at the table.



Leading health authorities  
recommend dietary interventions  
**TO HELP MANAGE CHOLESTEROL**

**THE HEART FOUNDATION RECOMMENDS THAT PEOPLE  
WITH ELEVATED LDL CHOLESTEROL CONSUME 2–3 GRAMS  
OF PLANT STEROLS EVERY DAY FROM PLANT STEROL  
ENRICHED FOODS.<sup>11</sup>**

**What about  
cholesterol lowering  
medication?**

The Heart Foundation recommends that people taking statins can benefit from eating plant sterol-enriched foods in addition to statin therapy.<sup>11</sup>

See the Heart Foundation's Dietary Position Statement on Plant Sterols.



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, American Heart Association, International Atherosclerosis Society, Dutch Heart Foundation, Finnish Nutrition Association, Finnish Medical Society and Nutrition Foundation of Italy.



## PLANT STEROLS

Together with a healthy balanced diet, the Heart Foundation recommends the daily intake of 2g of plant sterols to lower cholesterol.<sup>11</sup>

For further information on healthy eating and cholesterol, visit [heartfoundation.org.au](http://heartfoundation.org.au)

Sanitarium Health Food Company's  
Weet-Bix™ Cholesterol Lowering is  
**CLINICALLY PROVEN TO  
LOWER CHOLESTEROL**

In a randomised controlled clinical trial, adults 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%.<sup>12</sup>

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 thiamin, riboflavin, niacin and iron, were increased.

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

**WEET-BIX™ CHOLESTEROL LOWERING EFFECTIVELY  
LOWERED LDL CHOLESTEROL BY UP TO 9%<sup>†</sup>  
WITHIN 4 WEEKS.**

These findings have been published in a high impact peer-reviewed journal. [Read more here: Clifton P, Keogh J. Cholesterol Lowering Effects of Plant Sterols in One Serve of Wholegrain Wheat Breakfast Cereal Biscuits-a Randomised Crossover Clinical Trial. Foods. 2018 Mar 16;7\(3\):39.](#)

<sup>†</sup>Two Weet-Bix™ Cholesterol Lowering daily provide 2 grams 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.







## Discover the breakfast cereal that HELPS LOWER LDL CHOLESTEROL

Weet-Bix™ Cholesterol Lowering is:

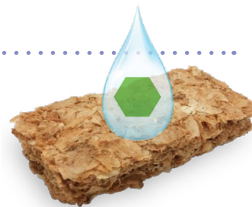
### EFFECTIVE

- ✓ The 2 grams of plant sterols in a daily serve of Weet-Bix™ Cholesterol Lowering is clinically proven to actively lower LDL cholesterol levels by up to 9% in 4 weeks as part of a healthy diet low in saturated fat<sup>12</sup>



### EASY

- ✓ Eating just two Weet-Bix™ Cholesterol Lowering every day provides the optimal amount of 2 grams of plant sterols in one serve.
- ✓ Available on major supermarket shelves in the breakfast cereal aisle.



### ENJOYABLE

- ✓ Very high in wholegrains and a source of fibre
- ✓ Low in saturated fat and sugar, with a 5 Health Star Rating
- ✓ Good source of iron and essential B vitamins, including thiamin and folate
- ✓ Same great taste as the regular Weet-Bix™ Australians know and love



Find out more about Weet-Bix Cholesterol Lowering at  
[weetbix.com.au](http://weetbix.com.au)

## How to support your clients with some FREQUENTLY ASKED QUESTIONS

### I am taking statins - what will happen if I eat Weet-Bix™ Cholesterol Lowering?

The Heart Foundation recommends people taking statins consume 2-3g of plant sterols daily in addition to their statin therapy.<sup>11,13</sup> If patients are already on cholesterol lowering medication, they should continue taking it. Plant sterol enriched foods combined with a healthy diet can work together to lower LDL cholesterol.<sup>14</sup>

See the Heart Foundation's Dietary Position Statement on Plant Sterols and visit [heartfoundation.org.au](http://heartfoundation.org.au) for more information on healthy eating and cholesterol.



### What if I want to eat more than 2 Weet-Bix™ for breakfast?

2-3 grams of plant sterols is recommended per day to lower cholesterol. Having more than 2 biscuits will not cause harm; however, it does not provide further cholesterol lowering benefits. For individuals who like to enjoy more than 2 biscuits, we recommend ensuring the first 2 are Weet-Bix™ Cholesterol Lowering, and then topping up with regular Weet-Bix™.



### I like to switch up my breakfast - do I need to eat Weet-Bix™ Cholesterol Lowering every day?

Weet-Bix™ Cholesterol Lowering containing plant sterols needs to be consumed daily in order to achieve and maintain the optimal cholesterol lowering benefits. If they aren't eaten daily, they will not be as effective. Weet-Bix™ Cholesterol Lowering are however very versatile, and can be enjoyed in a number of different ways. You can heat them to a porridge like temperature and the plant sterol is not affected – it will still be beneficial. You could also whizz them up in a smoothie or use them in cooking, making sure that each serve contains 2 wheat biscuits.







## TROPICAL BIRCHER MUESLI

This bright and sunny make-ahead breakfast is a real treat!

Skill: Easy | Prep time: 5 mins | Servings: 1

### INGREDIENTS:

- 1 cup So Good™ Unsweetened Almond Milk
- 1/4 cup natural low fat Greek yoghurt
- 1/2 apple, grated
- 1/4 cup chopped pineapple
- 1/4 cup chopped mango
- 2 Weet-Bix™ Cholesterol Lowering, crushed
- 2 Tbs chopped unsalted macadamias, toasted
- 2 tsp flaked coconut, toasted
- 2 tsp honey or maple syrup, optional

### METHOD:

In a jar or bowl, combine So Good™ milk, yoghurt, apple, pineapple, and mango. Stir well.

Fold through Weet-Bix™ and half the macadamias.

Top with flaked coconut and remaining macadamias.

Drizzle with syrup, if using. Serve immediately or store, covered, in the fridge overnight.



Have you seen our client fact sheet? [Scan the QR code or click here](#) to download and access more resources and ways for your clients to enjoy Weet-Bix™ Cholesterol Lowering



#### References:

- 1) Australian Bureau of Statistics. Australian Health Survey: Biomedical Results for Chronic Diseases. 5 August 2013. Available from: [abs.gov.au/statistics/health/health-conditions-and-risks/australian-health-survey-biomedical-results-chronic-diseases/2011-12#cardiovascular-disease](https://abs.gov.au/statistics/health/health-conditions-and-risks/australian-health-survey-biomedical-results-chronic-diseases/2011-12#cardiovascular-disease). 2) Australian Bureau of Statistics. Population by age and sex – national. Summary statistics of Australia's population by age and sex. 26 Sept 2022. Available from: [abs.gov.au/statistics/people/population/national-state-and-territory-population/mar-2022](https://abs.gov.au/statistics/people/population/national-state-and-territory-population/mar-2022). 3) Ministry of Health. [2018]. Wellington, New Zealand. 4) Chiavaroli, L., et al. [2018]. Prog Cardiovasc Dis, 61(1):43-53. 5) Ras, R. G. [2014]. Br J Nutr, 112(2), 214-219. 6) FSANZ. [2015]. Systematic Review of the Evidence for a Relationship between Oats, Barley and their derived 8-glucan -glucans on Blood Cholesterol Concentration. FSANZ: Auckland, New Zealand. 7) Othman, R., Moghadasian, M., & Jones, P. [2011]. Nutr Rev, 69(6), 299-309. 8) Brown, L., Rosner, B., Willet, W., Sacks, F. [1999]. Am J Clin Nutr, 69 (1), 30-42. 9) PEN. [2018]. Cardiovascular Disease – Dyslipidemia: Key Practice Points. Available at <https://www.pennutrition.com/KnowledgePathway.aspx?kpid=2878&pqcatid=146&pqid=2601&kpid=2604&book=Evidence&num=3#Evidence>. 10) Heart Foundation. [2021]. Position Statement: Alcohol and Heart Health. National Heart Foundation of Australia. 11) Heart Foundation. [2017]. Position Statement: Phytosterol/ stanol enriched foods & Heart Health Foods. National Heart Foundation of Australia. 12) Clifton P, Keogh J. Foods. 2018 Mar 16;7(3):39. 13) National Heart Foundation of Australia. Position Statement Phytosterol/stanol enriched foods: Questions and Answers – Professional 2017. 14) National Heart Foundation of Australia. Summary of evidence - Phytosterol/Stanol enriched foods. 2009.

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 **Weet-Bix™**  
The Health Food Company