

TO LOWER LDL CHOLESTEROL BY UP TO 9%[†], TAKE TWO A DAY



[†]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

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APPROXIMATELY 1 IN 5 KIWI ADULTS HAVE RAISED CHOLESTEROL^{1,2}

A number of large, long term studies clearly show the important role that elevated cholesterol plays in heart health³. Lowering cholesterol is recognised by leading health authorities as an important contributor to heart health⁴

TOP DIETARY STRATEGIES FOR LOWERING CHOLESTEROL

The mechanisms by which the below interventions work are complementary when it comes to reducing LDL cholesterol.⁵



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.⁴



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.⁶



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%,^{7,8} while 10g of other soluble fibres per day can reduce LDL cholesterol by about 3%.⁹

OTHER LIFESTYLE INTERVENTIONS TO SUPPORT HEART HEALTH

- Eating a well balanced diet rich in wholegrains, fruits, vegetables, legumes, low fat dairy/plant based alternatives, nuts and seeds.
- Avoiding alcohol and tobacco is best for overall health. If your clients drink, advise them to minimise to no more than 10 standard drinks per week for women and no more than 15 for men. Smoking cessation is encouraged.
- 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.
- Minimising salt intake is an important strategy for managing high blood pressure. Choosing products that are lower in sodium (i.e. $\leq 400\text{mg}$ sodium/100g) is recommended alongside watching the quantity of salt added during cooking and at the table.



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%¹⁰. The NZ Heart Foundation recommend eating at least 3-4 small handfuls of nuts and seeds a week, which roughly equates to 15g per day.¹¹



Boost soy intake as diets which contain soy foods (≥ 30 g/day) can reduce LDL cholesterol by about 3-5%.¹⁰

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SANITARIUM HEALTH FOOD COMPANY™ PARTNERED WITH AN EXPERT IN THE FIELD OF NUTRITION & CARDIOVASCULAR DISEASE



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.

Dr Clifton 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).

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

TO INVESTIGATE A BREAKFAST CEREAL THAT HELPS 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%.

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.

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

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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



¹2g of plant sterols daily lowers cholesterol within 4 weeks as part of a healthy diet low in saturated fat.

WEET-BIX™ CHOLESTEROL LOWERING IS 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™ New Zealanders know and love

WEET-BIX™ CHOLESTEROL LOWERING IS 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



HOW TO SUPPORT YOUR CLIENTS WITH SOME FREQUENTLY ASKED QUESTIONS

“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 AM TAKING STATINS – WHAT WILL HAPPEN IF I EAT WEET-BIX™ CHOLESTEROL LOWERING?”

The Australian Heart Foundation recommends people taking statins consume 2-3g of plant sterols daily in addition to their statin therapy.¹² If patients are already on cholesterol lowering medication, they should continue taking it. Research shows that plant sterol enriched foods work together with statins, to have an even greater impact on lowering LDL cholesterol levels.¹³

“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.

For more ways to inspire your clients to enjoy Weet-Bix™ Cholesterol Lowering, check out our delicious recipes at:

<https://weetbix.co.nz/recipe-category/cholesterol-lowering/>

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