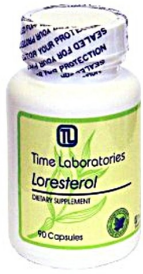


Loresterol



- Proven to reduce total cholesterol more effectively than statin drugs
- No significant side effects
- Does not interfere with the body's ability to make CoQ10

NOTE: Loresterol may be added to Ultra Omega-Linic to further optimize cholesterol and triglyceride levels if needed

Uses for Loresterol:

Policosanol reduces total cholesterol more effectively than the three "Statin" drugs with which it was compared. There were no significant side effects from Policosanol. Policosanol has been extensively examined in several placebo-controlled double blind studies. Total and Low Density Cholesterol (LDL) levels were reduced by 14% and 15% respectively. Triglyceride levels were also reduced, but not significantly. Total cholesterol to high-density cholesterol (HDL) levels were reduced by 20%, and LDL:HDL ratio was reduced by 24.2%. HDL levels were increased by an average of 17%. Policosanol also has anti-inflammatory action and has reduced platelet aggregation in hyperlipidemic patients in several studies.

Policosanol, 5 mg twice daily, is the most studied dose. In studies with patients having intermittent claudication, the dosage was 10 mg twice daily.

Mechanism of Action

The lipid metabolizing effect of policosanol is caused by stimulation of the receptor-mediated degradation of LDL. Unlike the Statins, policosanol does not interfere with the ability of the body to produce Co-enzyme Q10. It also enhances the binding, uptake, and degradation of LDL cholesterol which is independent of its effect on cholesterol synthesis. The ischemic protective effect of policosanol is due to inhibition of platelet aggregation and antioxidant effect. The inhibition of platelet aggregation is caused by its action on platelet fibrinogen-binding sites.

Hesperidin is a flavanone glycoside comprised of the flavanone hesperidin and the disaccharide rutinose. It has an anti-inflammatory action and has been shown to significantly reduce triglyceride levels. In one study HDL levels increased by 21%, LDL/HCL ratio dropped 15% and slightly lowered total cholesterol levels. It also has a mild anti-inflammatory action, reduces capillary permeability and has a protective effect against perivascular edema. It has no significant side effects.

There have been no reported problems with the use of either product in pregnancy and lactation. Scientific evidence for their safe use in pregnancy and lactation is not available.

By John W Jones, MD, MPH
Nutritional Consultant for Nutrition Pure and Simple
www.ijconsulting.net

Supplement Facts: Serving Size: 1 Capsule, Servings per Container: 90

Each capsule contains 5 mg Policosanol and 50 mg Hesperidin

Other ingredients: Microcrystalline cellulose, Magnesium stearate, gelatin

Suggested Use: One capsule AM & PM daily or as directed by a health professional.

Highest Quality HPLC Analyzed Plant Extract

How Loresterol is Supplied:

VML Bottles of 90 capsules.



Phone: 888.953.5553
www.nutritionpureandsimple.com

*These statements have not been evaluated by the Food and Drug Administration
Products are not intended to diagnose, treat, cure, or prevent any disease*