

# TO LOWER LDL CHOLESTEROL BY UP TO 9%<sup>†</sup>, TAKE TWO A DAY



<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.

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.

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# APPROXIMATELY 1 IN 4 NEW ZEALAND ADULTS NEED TO MANAGE THEIR CHOLESTEROL<sup>1,2</sup>

A number of large, long-term studies clearly show the important role that elevated cholesterol plays in heart health.<sup>3</sup> Lowering cholesterol is recognised by leading health authorities as an important contributor to heart health.<sup>4</sup>

Adopting a diet that emphasises a variety of wholegrain cereals and breads, vegetables, fruits, legumes, including soy, nuts and seeds, soluble fibre and healthy fats every day is important to help manage heart health.<sup>4</sup>

Other health lifestyle factors, such as not smoking, maintaining an active lifestyle and healthy weight, are also important.<sup>4</sup>

## THE MOST EFFECTIVE CHOLESTEROL- LOWERING DIETARY STRATEGIES ARE:<sup>5-7</sup>

- Replacing saturated and trans fats (unhealthy) with unsaturated fats (healthy)
  - Has the potential to lower LDL cholesterol by around 6–8%<sup>5,7</sup>
- Addition of a daily intake of plant sterols from plant sterol-enriched foods
  - 2 grams daily lowers LDL cholesterol by up to 9% within 4 weeks, as part of a healthy diet low in saturated fat<sup>6</sup>

**THE EFFECTS OF PLANT STEROL-ENRICHED FOODS AND A HEALTHY DIET (I.E. REPLACING SATURATED AND TRANS FATS WITH UNSATURATED FATS) ARE ADDITIVE TO EACH OTHER, REDUCING LDL CHOLESTEROL BY UP TO ~15%.<sup>6-8</sup>**

# LEADING HEALTH AUTHORITIES RECOMMEND DIETARY INTERVENTIONS TO HELP MANAGE CHOLESTEROL

Evidence-based dietary recommendations for the management of cholesterol, including dietary recommendations around plant sterols, are also supported by international authorities.

These include:

- the National Heart Foundation of Australia,
- the European Society of Cardiology,
- American Heart Association,
- International Atherosclerosis Society,
- Dutch Heart Foundation,
- Finnish Nutrition Association,
- Finnish Medical Society,
- Spanish Atherosclerosis Society and
- Nutrition Foundation of Italy.

# SANITARIUM HEALTH & WELLBEING™ HAVE PARTNERED WITH AN EXPERT IN THE FIELD OF NUTRITION AND CARDIOVASCULAR HEALTH



**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 RECENTLY CONDUCTED A CLINICAL TRIAL IN PARTNERSHIP WITH SANITARIUM HEALTH & WELLBEING™ AND THEIR NEW BREAKFAST CEREAL PRODUCT WEET-BIX™ CHOLESTEROL LOWERING.”**

# TO INVESTIGATE A NEW 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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TOP 10

# TIPS FOR A HEALTHY HEART



**Eating foods rich in unsaturated fats** (nuts, seeds, olive oil, avocado) that lower cholesterol and help maintain heart health. Avoiding foods high in saturated fats (butter, meat and dairy fats, coconut oil) that raise cholesterol. Choosing the right fat is more important than how much fat your patients eat.



**Eat more wholegrains** many people don't eat enough. Advise your patients to choose mostly wholegrain breakfast cereals, breads, crackers, rice and pastas instead of refined varieties like white bread, white rice or refined pasta. They should also eat a variety of wholegrains such as brown rice, wheat, oats, quinoa, millet, buckwheat, sorghum, barley and rye.



**Eating a variety of fruits and vegetables** as they are packed full of nutrients and fibre for overall good health, including heart health. Advise your patients to aim for at least 2 serves of fruits and 5 serves of vegetables a day. Fresh, frozen, canned or dried fruits and vegetables are all suitable.



**Soluble fibres** from some wholegrains (barley, oats), seeds (flax, chia), psyllium husks, some vegetables, fruits and legumes (lentils, chickpeas / hummus, kidney beans) help to reduce cholesterol and maintain heart health. These fibres act like a gel in the gut that helps lower cholesterol by reducing the liver's natural production of cholesterol. The net result is less cholesterol absorbed and less cholesterol in the blood.



**Soy foods are important heart healthy foods.** They are a source of polyunsaturated fats (omega-3 and omega-6) and high-quality protein that help with lowering cholesterol. Soy milk can be added to breakfast cereals, smoothies, or your patients' choice of beverage. Tofu, tempeh or soy sausages can be added to salads, stir-fries or curries for lunch or dinner.



**Nuts are a great source of unsaturated fats, protein and fibre.** Advise your patients to eat a handful of unsalted nuts a day by adding to breakfast cereal, a salad or stir-fry, or simply eating as a quick snack. A spread of peanut butter on wholegrain bread or crackers is also a great way to enjoy nuts.



**Watching their salt intake** will help your patients keep their blood pressure in check. Advise them to avoid highly salted snacks and chips, reduce the amount of salt they add while cooking and use no added salt products when available. They can enhance flavour with a variety of herbs and spices instead of salt.



**Being active most days of the week**, for at least 30–40 minutes, will help keep your patients' hearts fit and strong. There are other great side effects like feeling more energetic, happier and more relaxed.



**Keeping your patients' weight in check** is important for overall good health, including heart health. If needed, losing even just a few kilos can help improve their cholesterol levels and blood pressure.



**Avoiding alcohol and tobacco** is best for overall health. If your patients drink, advise them to minimise to no more than two standard drinks on any occasion. If they smoke, offer support on how to quit.

# 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>5</sup>



## 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



## WEET-BIX™ CHOLESTEROL LOWERING IS ENJOYABLE



- ✓ Very high in wholegrains and a source of fibre
- ✓ Low in saturated fat and sugar
- ✓ 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

Find out how to support heart health with Weet-Bix™ Cholesterol Lowering at [sanitarium.co.nz/features/weetbix-cholesterol-hcp](https://sanitarium.co.nz/features/weetbix-cholesterol-hcp)

**References:** 1. Ministry of Health. Annual Update of Key Results 2015/16: New Zealand Health Survey. 2. Ministry of Health. Unpublished data email correspondence, 16.01.2017. 3. Huxley R *et al.* *Semin Vasc Med* 2002;2(3):315-23. 4. 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: 21 November 2017. 5. Clifton P *et al.* *Aust Fam Physician* 2009;38(6):424-9. 6. Ras R *et al.* *Br J Nutr* 2014;112:214-9. 7. Mensink *et al.* *Am J Clin Nutr* 2003;77(5):1146-55. 8. Heart Foundation. Position Statement – Phytosterol/Stanol enriched foods, updated August 2017. Available at: [https://www.heartfoundation.org.au/images/uploads/main/Heart\\_Foundation\\_Position\\_Statement\\_-\\_PhytosterolStanol\\_enriched\\_foods\\_2017.pdf](https://www.heartfoundation.org.au/images/uploads/main/Heart_Foundation_Position_Statement_-_PhytosterolStanol_enriched_foods_2017.pdf). Accessed 21 November 2017. WNZ0007.

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