

# Cholesti Mx

## PROMOTES HEALTHY CHOLESTEROL LEVELS



### Positioning Statement

Cholesti Mx is a unique dietary supplement containing all-natural ingredients that are scientifically proven to assist in maintaining healthy cholesterol levels.

### Concept

Cholesti Mx is a proprietary red yeast rice supplement that promotes healthy cholesterol levels.

Cholesti Mx (patent pending) is a proprietary scientifically standardised all natural form of *Monascus purpureus* Went yeast fermented on rice, a traditional Chinese health food. The health enhancing qualities of this yeast have been known and used in China for over two thousand years. Cholesti Mx is a natural dietary supplement with the scientifically-supported ability to promote healthy blood lipid levels.

The ancient Chinese pharmacopoeia Ben Cao Gang Mu records the use of this yeast to promote the health of the cardiovascular system. This application was confirmed by the discovery that a proprietary strain of the yeast produces metabolic agents that assist in the promotion of normal cholesterol levels. This proprietary dietary supplement was introduced as Cholesti Mx. Over twenty clinical trials involving thousands of subjects support the use of the proprietary ingredient in Cholesti Mx as a dietary supplement to maintain healthy blood lipid levels.

The effect of Cholesti Mx is partially attributed to the presence of HMGCoA reductase inhibitors, enzymes in the liver that control the amount of cholesterol produced in the liver. It has been hypothesised that relatively high concentrations of unsaturated fatty acids and other natural compounds found in Cholesti Mx may work in concert with HMG-CoA reductase inhibitors to provide additional health benefits.

### Primary Benefits

- Promotes and maintains healthy cholesterol levels
- Promotes and maintains healthy blood lipid (fat) levels
- Helps prevent oxidation of LDL cholesterol
- Natural complement to a healthy diet and exercise

### What Makes This Product Unique?

- Supported by clinical research
- Scientifically standardised
- Patent pending formula
- 100% natural

### Who Should Use This Product?

Adults who are concerned about maintaining desirable cholesterol levels and for whom their doctor has determined that dietary supplementation rather than medical treatment is appropriate.

### Frequently Asked Questions

#### *What is Cholesti Mx made of?*

Red yeast rice. To be more specific, an exclusive strain of standardised *Monascus purpureus* Went yeast fermented on premium rice.

#### *How is Cholesti Mx standardised?*

The important constituents in Cholesti Mx are standardised through scientific and analytical methods in a sterile environment to ensure that every capsule contains the prescribed level of constituents, every time. Other routine testing includes heavy metal content, full microbial testing and residual solvents.

#### *Why is it important to maintain healthy cholesterol levels?*

The health of the brain, the heart and the cardiovascular system, and the function of other organs depend on the unobstructed flow of blood for the delivery of oxygen and nutrients, and the removal of harmful metabolites and waste.

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High levels of cholesterol, particularly LDL ("bad") cholesterol, are implicated in a vicious process in which blood flow is restricted by cholesterol-related plaque in the vessels. This can result in reduced flow of blood (and oxygen) to the brain, heart, and other organs. Conversely, HDL ("good") cholesterol may help remove excess cholesterol from the blood and facilitate regression of plaque resulting in improved blood flow to vital organs.

## *How does Cholesti Mx work?*

80% of the cholesterol in the body is produced by the liver. The remaining portion of cholesterol comes from dietary consumption of foods containing cholesterol.

The naturally occurring HMG-CoA reductase inhibitors in Cholesti Mx work inside the body by lowering the body's own production of cholesterol.

## *If I am currently on medication, can I take Cholesti Mx?*

It is impossible for us to know all the interactions that can occur when taking our products along with drugs. If you are currently on a prescription medication (or have a medical condition), we always recommend that you consult with a doctor prior to taking any of our products. If you are on Coumadin (or any anticoagulant medication), immunosuppressive drugs, or a cholesterol-lowering drug, we do not recommend that you take Cholesti Mx.

## *How long must I take Cholesti Mx before I realise the cholesterol lowering benefits?*

You may experience reduced cholesterol levels after 4 weeks, but optimum results will occur after 8 weeks of dietary supplementation with Cholesti Mx.

## Key Scientific Studies

1. Heber D, Yip L, Ashley JM, Elashoff DA, Elashoff RM, Go VLW. Cholesterol-lowering effects of a proprietary chinese red yeast rice dietary supplement. *Am J Clin Nutr* 1999;69:231-6.
2. Wang J, et al. Multicenter clinical trial of the serum lipid-lowering effects of a *Monascus purpureus* (red yeast) rice preparation from traditional Chinese medicine. *Current Therapeutic Research*, 1997;58(12):964-978.
3. Rippe J, et al. A multi-center, self-controlled study of Cholestin in subjects with elevated cholesterol. American Heart Association: 39th Annual Conference on Cardiovascular Disease Epidemiology and Prevention. March 24-27, 1999. Orlando, Florida.
4. Keithley JK, et al. A Pilot Study of the Safety and Efficacy of Cholestin in Treating HIV-Related Dyslipidemia. *Nutrition* 2002;18(2):201-204.

5. Heber D, et al. An analysis of nine proprietary Chinese red yeast rice dietary supplements: implications of variability in chemical profile and contents. *J Alt Comp Med* 2001;7(2):133-9.
6. Mark Ma. Constituents of Red Yeast Rice. *The Journal of Agricultural & Food Chemistry* Vol 48, 5220-5225, 2000.
7. Cholestin Bar Clinical Study Published in JGIM (Milley). The effect of *Monascus Purpureus* on Lipid Profiles in Hypercholesterolemic Individuals. *Journal of General Internal Medicine* 2000;15 (Supplement 1).

## Supplement Facts

(1 Capsule)

Serving Size:	(1 Capsule)	
Amount Per:	1 Capsule	600 mg
Red yeast rice		

## Directions for Use

Take 1 capsule daily with meal.

## Warnings

Children and pregnant women should not eat  
It has no effect in prevention or treatment of disease  
Read the instructions before consuming  
Should eat a variety of foods from the 5 food groups in the right proportions on a regular basis