

Benecol[®]

supporting every

CHOLESTEROL LOWERING DIET

Rob, 63
Peripheral Arterial Disease

Lottie, 59
Menopause

Anthony, 55
Statin intolerant

Anne, 25
Familial Hypercholesterolaemia

Lina, 49
Diabetes

Nell, 43
Living with obesity



Elevated cholesterol, a risk factor for coronary heart disease, can affect patients in many patient groups. Daily use of Benecol[®] products with plant stanols reduces cholesterol by 7-10% in 2 - 3 weeks in all patient groups.

Each tear off sheet is designed to help you support your patients diagnosed with high cholesterol. Small changes to diet and the inclusion of foods containing plant stanols can make a big difference in lowering cholesterol levels.



To order more tear off pads scan the QR code & complete the order form or email hcpsupport@raisio.com

SIMPLE. PROVEN. TASTY.

*Plant stanol ester has been shown to lower cholesterol. High cholesterol is a risk factor in the development of coronary heart disease. A daily intake of 1.5-2.4 g of plant stanols has been shown to lower cholesterol by 7-10% in 2-3 weeks, and a daily intake of 2.5-3.0 g of plant stanols has been shown to lower cholesterol by 10-12.5% in 2-3 weeks.

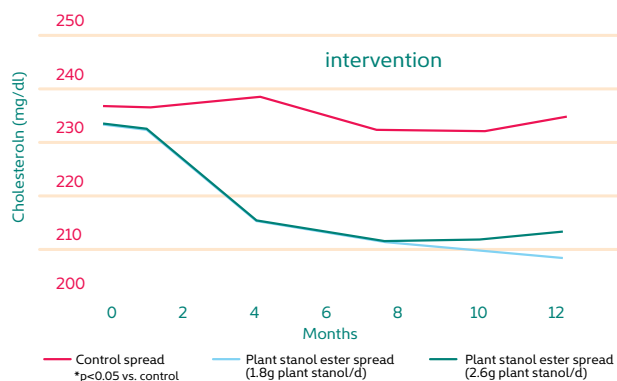
Benecol®

PROVEN TO LOWER
CHOLESTEROL

Dear HEALTHCARE PROFESSIONAL

As you know, dietary considerations are critical for managing hypercholesterolaemia, even when cholesterol medication has been prescribed.¹⁻³ Foods with added plant stanols provide a simple and clinically proven way to help your patients increase the effects of cholesterol-lowering dietary changes.^{1,3,4}

Change in Serum Total Cholesterol Levels



FAST & SUSTAINED EFFICACY WITH DAILY USE

The LDL cholesterol lowering effect of plant stanol ester is sustained with daily use.

Functional foods with added plant stanols like Benecol products, are proven to lower LDL-cholesterol quickly with daily use.^{5-7*} And best of all, these cholesterol lowering benefits are sustainable with continued daily use. Plant stanols are proven to lower LDL-cholesterol with daily use, leading to sustained results.^{5-7*} Even patients receiving statin medication may achieve up to an additional 10% cholesterol lowering effect with plant stanols, which may be greater than doubling a statin dose.^{4,8,9}

Reference:

Figure adapted from Miettinen et al. NEJM 1995; 33: 1308-13127. A one-year randomised, double-blind, placebo-controlled clinical trial. 153 subjects with mild hypercholesterolemia. Control group n=51: margarine without plant stanols. Intervention group n=102: margarine containing plant stanols (2.6g per day, reduced to 1.8g per day in half of the subjects at 6 months).

Benefits of plant stanols & Benecol products:



**Proven effective
in over 80
clinical studies**



**Reduces cholesterol
IN ADDITION to cholesterol
lowering medication**

Achieved through prescription
medication and dietary changes



**Recommended in
several international
guidelines.**

As part of dietary recommendations
for a variety of patient groups

Benecol® functional foods contain plant stanols, in the form of plant stanol ester, which can be safely added to other dietary recommendations to markedly enhance cholesterol-lowering*. This patient information leaflet aims to complement your advice and help you to educate patients about cholesterol-lowering dietary modifications. For more information, on plant stanol ester, for healthcare professionals, please visit: www.benecol.co.uk/hcp

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PROVEN TO LOWER
CHOLESTEROL

BETTER TOGETHER

You have received this leaflet because your healthcare professional has told you that your cholesterol levels are higher than they should be, which increases your risk of coronary heart disease.

By making small changes it is possible for you to lower and maintain normal cholesterol levels.

Here's some simple steps you can take to help lower your cholesterol:



Replace saturated fats with healthier unsaturated fats

- Choose vegetable oil based spreads.
- Use fat-free or low-fat dairy alternatives
- Reduce fatty meat and processed meat products
- Use vegetable oils like olive oil in cooking, baking & in salad dressings
- Include nuts and seeds in your diet



Increase the intake of dietary fibre

- Choose whole grain products
- Increase vegetables, fruit, and berries
- Increase pulses, seeds and nuts



Add plant stanols to your diet

- Replace your regular spread or yogurt with a Benecol product
- Enjoy Benecol yogurt drink as a dessert with your main meal



Consider other heart-healthy options

- Eat fish 2-3 times per week, including one portion of oily fish
- Reduce added salt in cooking
- Maintain weight, and if overweight, 5-10% weight reduction brings clear health benefits
- Take regular exercise



1 x bottle per day

= **7-10%**
reduction in
cholesterol*

Benecol® products with added plant stanol ester, lower cholesterol & keep it lower with everyday use*

The cholesterol-lowering effect of plant stanols is in addition to the effects of:

- Other cholesterol-lowering dietary changes
- Statin medication

Benecol products are recommended as part of a balanced and overall healthy diet.

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Benecol®
PROVEN TO LOWER
CHOLESTEROL

YOUR GOAL MADE EASIER

A daily intake of plant stanols lowers cholesterol in
2-3 weeks* Using Benecol® products daily, makes
lowering cholesterol simple.

To get the right amount of plant stanols, you can consume
ONE OF THE FOLLOWING options with a main meal every day:

1 x Benecol Yogurt Drink



OR

1 x Benecol Yogurt



OR

30g or 6 teaspoons of
Benecol Spread



Cholesterol Levels

Name

Test Date	Cholesterol reading

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for exclusive
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offers



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of 2.5-3.0 g of plant stanols has been shown to lower cholesterol by 10-12.5% in 2-3 weeks.

€1.50 OFF

Any product from
the Benecol range

Benecol®



To the Consumer: This coupon can be used on any Benecol product. Only one coupon may be used per purchase. Please do not attempt to redeem against anyother product as this will not be accepted. Coupon to be redeemed in retail outlets in ROI only.

To the Retailer: Raisio Ireland Ltd. will redeem this coupon at its face value provided that it has been accepted as part payment for any Benecol product. Raisio Ireland Ltd. reserve the right to refuse payment against incorrectly redeemed coupons. Valid in ROI only. Terms and conditions are subject to Irish law.

Please submit coupons to: Raisio Ireland C/O PPS, PO Box 5149, Crumlin, Dublin 12.

Coupon valid until: 31/12/2027.





PLANT STANOLS

in Benecol[®] help your patients to achieve better numbers*



References:

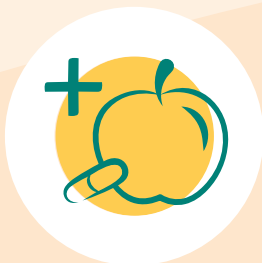
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CLINICALLY PROVEN TO LOWER CHOLESTEROL



**Additive benefits
to medication
& diet**



**Works fast
with sustained
efficacy**



**Proven effective
in over 80
clinical studies**



**Recommended
in international
guidelines**

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