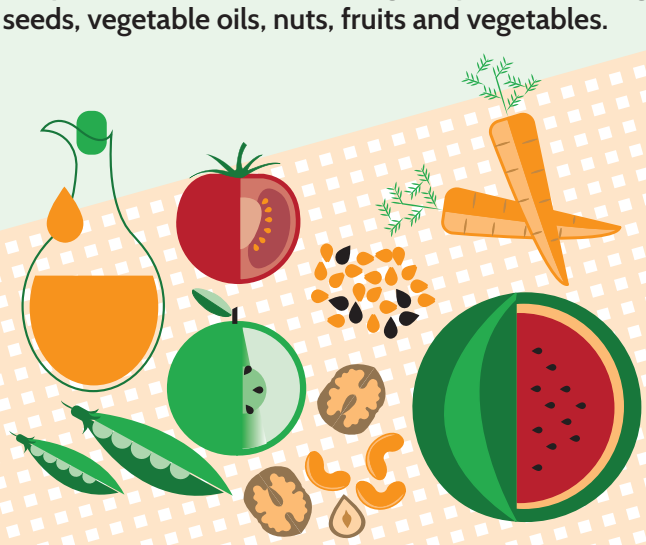
LOWER CHOLESTEROL WITH PLANT STEROLS AND STANOLS

A healthy diet & lifestyle help lower blood LDL-cholesterol, which is an important risk factor in the development of heart disease

What are plant sterols and stanols and where can they be found?

Plant sterols and stanols are components in plants. They are found in foods we regularly eat, such as grains, seeds, vegetable oils, nuts, fruits and vegetables.



1.5-3.0g/d

7-12.5% ↓

Medical associations

Regulatory bodies

Numerous scientific studies prove that a daily intake of 1.5-3.0g/d plant sterols or stanols reduces blood LDL-cholesterol levels dose-dependently by 7-12.5% in a period of 2 – 3 weeks.

An intake of 2g of plant sterols and stanols by consuming regular food is simply not possible

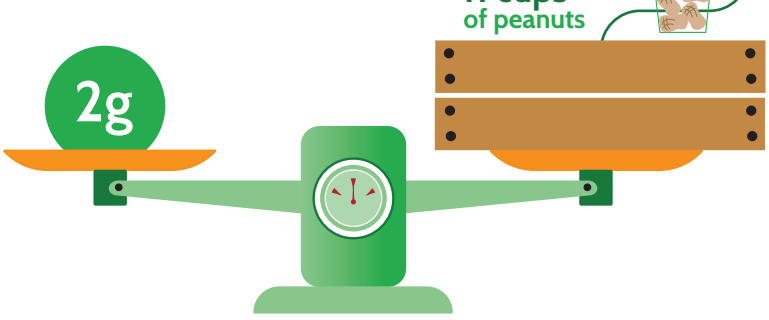
The amount of plant sterols and stanols in regular food is very small. It is practically not possible to get enough plant sterols and stanols through a regular daily diet, to significantly reduce blood LDL-cholesterol levels.

0.3g

the average intake of plant sterols and stanols from regular diets

0.6g

the average amount of plant sterols and stanols in a vegetarian diet



425 tomatoes or 150 apples

or

70 slices of wholemeal bread or 83 oranges

or

11 cups of peanuts

Plant sterols and stanols are added to some foods and food suppplements to facilitate sufficient intake of these ingredients

Examples of foods with added plant sterols or plant stanols which have been shown consistently to lower blood LDL-cholesterol levels

Positive effects of plant sterols and stanols

Reduced LDL-cholesterol ...

Cholesterol is essential for the normal functioning of our bodies. However, low density lipoprotein (LDL) cholesterol circulating in the blood is the 'bad' type of cholesterol. A daily intake of 1.5-3.0g/d plant sterols or stanols reduces LDL-cholesterol dose-dependently by 7-12.5% in 2-3 weeks. The effect is sustained with sufficient and continuous use.

... may result in reduced risk of cardiovascular diseases

High blood LDL-cholesterol is associated with atherosclerosis and increased risk of heart disease. The causal relationship between LDL-cholesterol and heart disease is supported by both epidemiological and interventional studies.

Safe and effective

The cholesterol-lowering properties of plant sterols and stanols have been studied for over 60 years and published in numerous studies.

Balanced diet and lifestyle

Introducing foods with added plant sterols and stanols as part of a healthy and balanced diet will further improve cholesterol-lowering and hence contribute to blood cholesterol management of individuals.

IPSSA International Plant Sterols & Stanols Association

International Plant Sterols and Stanols Association (IPSSA)
www.ipssa-association.com