

SOURCE



NATURALS®

Strategies for Wellness™

CHOLESTREX™

FOR YOU &
THE ONES YOU LOVE




Our lives depend on an uninterrupted flow of blood throughout the 60,000 miles of arteries, veins, and capillaries that bring vital nourishment to our cells.

Our bodies have complex chemical strategies to maintain and repair blood vessel walls. Cholesterol is an important part of the process. However, too much cholesterol in the bloodstream can have serious consequences for our well-being.

By understanding how nutrition affects blood cholesterol, we can gain valuable control of our health. Source Naturals CHOLESTREX has been formulated to provide the nutritional support that we need to maintain healthy cholesterol levels.





SINCE DOCTORS FIRST DISCOVERED that cholesterol was the primary ingredient in the sticky deposits that clogged their patients' arteries, scientists have gained a thorough understanding of cholesterol's role in our health. Essential to human and animal life, cholesterol is part of every cell in the body. Because cholesterol is so important, the liver synthesizes from 1 to 2 grams of it each day. In addition, we get about another 500 mg from the foods we eat.

Problems occur when too much cholesterol gets into the bloodstream. Today, it's estimated that over 50 million adults in the United States have cholesterol levels that are too high.

The body's processes to manage excess cholesterol depend upon a lifestyle that includes exercise, stress reduction and proper nutrition. Source Naturals Cholestrex is designed to deliver a comprehensive combination of nutrients known to support a healthy blood vessel system – and keep the life stream flowing.

Cholesterol: What It Is

Cholesterol is a solid waxy substance, technically classed as a "sterol." Cholesterol enables our cell membranes to maintain their integrity. It is the basic raw material from which the body makes steroid hormones, which include the sex hormones.

Cholesterol is the primary component of bile salts that the liver creates to help us assimilate fats, fat-soluble vitamins and essential fatty acids. The liver also uses bile to rid itself of stored toxins. Our skin contains large amounts of cholesterol, making it resistant to the absorption of water-soluble toxins. Even the brain is 7% cholesterol (dry weight).

Cholesterol in the Blood

Because it's not water-soluble, cholesterol must be attached to a carrier molecule in order to be transported in the bloodstream. The liver manufactures two types of carrier molecules for cholesterol, LDL and HDL.

LDL (low density lipoprotein) molecules carry cholesterol from the liver out to cells of the body. One of its functions is to repair damaged cells, including those of the artery walls. LDL is primarily made up of saturated fats, (meat fats, butter, etc.).

HDL (high density lipoprotein) molecules transport cholesterol and fatty acids from body tissues back to the liver for disposal. HDL helps remove excess fat and cholesterol from the bloodstream. HDL is composed of liquid fats (most vegetable oils).

It's crucial to have a proper balance between LDL and HDL cholesterol. High LDL – a sign that the body has too much fat – is a threat to the health of blood vessels, because excess LDL cholesterol may accumulate in damaged areas of vessel walls. These "fatty streaks" are the beginning stage of artery blockage.

Cholesterol and Artery Damage

The walls of the blood vessels cover a surface area of half an acre and are under constant pressure. Of all the blood vessels in the body, the coronary

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arteries are under the greatest stress. Named for the Latin word for crown (corona), they sit directly on the heart muscle and must continually expand and contract with every heartbeat. That's 100,000 times each day. This constant squeezing can cause small lesions in the artery wall. This triggers a repair process where LDL cholesterol comes in to patch up the damage.

Recent research has found that the crux of the problem is the oxidation of LDL cholesterol. Rich in fatty acids, the LDL molecule becomes permanently altered when oxidized by free radicals (overreactive molecules that steal electrons from other molecules). These rancid, oxidized LDL molecules are no longer recognized by the body, so they're attacked by immune system cells. These immune cells become bloated with the oxidized lipids, accumulate in artery lesions and create plaque in blood vessels.

Why is LDL cholesterol being oxidized? First of all, there's too much of it in the blood, while not enough HDL. Secondly, the blood doesn't have enough antioxidants to neutralize free radicals. The ingredients in Source Naturals Cholestrex address these specific problems in several ways. Cholestrex also provides nutrients that protect and strengthen blood vessel walls.

Cholestrex Has It All

Vitamin C helps maintain the health of artery walls because it's the key building block for collagen and elastin, the primary constituents of blood vessels. **Copper** is required by the enzyme that weaves together the fibers of collagen and elastin into the matrix that makes vessel walls both tough and flexible.

As an antioxidant, vitamin C scavenges free radicals in the blood plasma and also regenerates vitamin E within the LDL molecule. **Vitamin E** has a critical role as the primary protector of LDL, preventing its oxidation. One molecule of vitamin E can protect 200 molecules of polyunsaturated fatty acids from free radical damage.

GTF Chromium is involved in insulin activity and the normalization of blood sugar. Excess simple sugars are converted to triglycerides, the blood fats which can accumulate in artery walls.

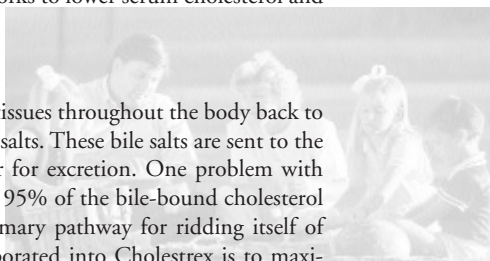
Lecithin is a component of HDL that emulsifies excess blood fat so it can be more readily transported in the bloodstream to the liver, where it's metabolized. **Vitamin B3** (niacin) assists in the metabolism of fats, and puts an electric charge on red blood cells so they repel each other, which prevents blood clumping. The amino acid, **L-Arginine**, works to lower serum cholesterol and triglycerides by inhibiting fat absorption.

The Body's Cholesterol Removal System

HDL molecules carry cholesterol from tissues throughout the body back to the liver, where it is incorporated into bile salts. These bile salts are sent to the intestines, where they combine with fiber for excretion. One problem with the typical American low fiber diet is that 95% of the bile-bound cholesterol is reabsorbed. Since this is the body's primary pathway for ridding itself of excess cholesterol, another strategy incorporated into Cholestrex is to maximize the production of bile salts and minimize their reabsorption by increasing levels of fiber.

The oxidation of LDL cholesterol is at the heart of the problem

In the typical American diet, 95% of the cholesterol meant for removal is reabsorbed



Fiber is a key element of Cholestrex. Its four types of soluble fiber bind with bile salts that are laden with cholesterol to ensure their excretion from the body. Oat Bran & Fiber, Grapefruit Pectin, Psyllium Seed Husks and Alfalfa Seeds also absorb cholesterol from our food, thereby lowering total blood cholesterol. Alfalfa seeds are considered a blood purifier.

Beta sitosterol, a plant equivalent of cholesterol, binds to sites in the intestines that would otherwise absorb cholesterol. Cholestrex provides a daily total of 300 mg of beta sitosterol which may, by itself, neutralize 200 to 300 mg of incoming dietary cholesterol by preventing its absorption.

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Vitamin C, among its many other vital roles, is the key factor in activating an enzyme that will increase the liver's conversion of cholesterol into bile salts. CHOLESTREX uses bioactive mineral ascorbate forms of vitamin C that will not irritate the digestive system.

Working in conjunction with the fiber in CHOLESTREX, Calcium increases HDL, while lowering total serum cholesterol.

Cholestrex—Intelligent Nutritional Support

Our generation is fortunate to witness the remarkable progress made by modern science in understanding the body's complex biochemical processes. As we realize the vital connection between nutrition and cholesterol levels, we are empowered to improve our health and vitality beyond previous standards of wellness.

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