

SYTRINOL™ For Heart Health

Don't Be Confused About Cholesterol

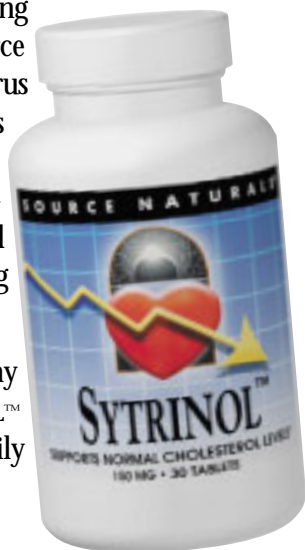


Maintaining your cardiovascular health is one of the best ways you can stay fit. That means working to keep your cholesterol levels within the normal range. And contrary to popular belief, the amount of cholesterol you consume in food is not the most important

factor for regulating normal cholesterol levels. It is actually the liver's imbalanced production of cholesterol that is much more critical for your cardiovascular health.

You can address the root cause of maintaining normal cholesterol levels today with Source Naturals SYTRINOL™. This patented blend of citrus polymethoxylated flavones and tocotrienols has been clinically shown to promote cardiovascular health by supporting normal cholesterol production by your liver, promoting balanced triglyceride (fat) production, and providing antioxidant protection.

Source Naturals, an industry leader in many categories, introduces the science of SYTRINOL™ in the CHOLESTEROL RESCUE™ product family to support your better heart health today.



Sytrinol™

Strategies for WellnessSM

The Truth About Cholesterol

Cholesterol is a very confusing subject – our bodies require it but we can also get too much of it. Cholesterol is one type of the ring-shaped compounds called sterols. Other sterols include bile



acids, sex hormones, adrenal hormones and vitamin D. Approximately 90% of the cholesterol in your body is in your cell membranes. The remaining 10% can be found in your blood and throughout your body.

Liver's Over-Production of Cholesterol

When your body needs more cholesterol, your liver takes carbohydrates, proteins and fats (also called triglycerides) from your diet and converts them into cholesterol. The amount of cholesterol that you might consume from foods (in animal products such as eggs, milk, cheese and beef) is minute compared to the amount of cholesterol produced by your liver.

Thus, cholesterol from food isn't as critical to your total cholesterol. But balancing the cholesterol produced by your liver is very critical to your total cholesterol and thus, your cardiovascular health.

Oxidized LDL Cholesterol

Despite the confusion, cholesterol is a vital component of good health that strengthens cell membranes and provides building blocks for hormones, bile and vitamin D production. However, there is one potential pathway where cholesterol can contribute to an imbalance. When cholesterol moves through the blood to individual cells, it can travel in groups such as lipoproteins, which also contain fats and proteins. When the cholesterol is moving through your blood in Low Density Lipoproteins (LDL) it can undergo oxidation by free radicals in the artery walls. Some medical experts theorize that the oxidized LDL cholesterol becomes trapped in



the artery walls as imbalanced deposits instead of completing the journey to join cell membranes. These deposits can

eventually reduce the size and function of the arteries, compromising blood flow. Thus, antioxidant protection, balanced triglyceride production, and normal cholesterol production by the liver can all be critically important to your good health. And SYTRINOL™ provides all of these benefits.

How SYTRINOL™ Supports Heart Health

SYTRINOL is a powerful scientifically formulated blend protected by U.S. patent numbers 6,251,400, 09/481724. It contains natural citrus polymethoxylated flavones (PMFs) and tocotrienols that go deep to address the root causes of cholesterol wellness.

Citrus PMFs

Polymethoxylated flavones are types of polyphenolic compounds called flavonoids, which are the largest known category of phytonutrients. Health benefits of various flavonoids include antioxidant activity, immune system support, and cellular protection. The unique structure of polymethoxylated flavones, which naturally contain methyl groups paired with oxygen in key places, enables PMFs to interfere with cholesterol production. The citrus PMFs in SYTRINOL, such as tangeretin and sinensetin, promote normal cholesterol levels by inhibiting both the production of cholesterol precursors, such as cholesteryl esters, and the activity of HMG CoA Reductase, an enzyme that synthesizes cholesterol in the liver. These PMFs can also balance the body's



production of triglycerides by inhibiting the activity of your liver's triglyceride producing enzyme, diacylglycerol acetyltransferase. Since LDL cholesterol is made from cholesterol and triglycerides, decreasing your liver's production of triglycerides will reduce the amount of those triglycerides available to form LDL cholesterol compounds.

Tocotrienols

Tocotrienols are compounds similar to vitamin E in structure and function. The tocotrienols in SYTRINOL increase degradation of cholesterol building blocks such as Apolipoprotein B, interfere with cholesterol production, and provide antioxidant protection. The tocotrienols in SYTRINOL are also especially protective antioxidants for LDL cholesterol compounds that have already been produced, helping to prevent the oxidized LDL cholesterol conditions that may affect your cardiovascular circulation.

SYTRINOL'S Proactive Synergy

SYTRINOL works so well because this natural blend of PMFs and tocotrienols works proactively, synergistically, and independently. In preliminary human research, SYTRINOL proactively supported balanced cholesterol and triglyceride production by the liver through the synergistic effects of the PMFs and tocotrienols. Furthermore, SYTRINOL promotes LDL cholesterol antioxidant protection.

Other products work reactively to disable existing cholesterol and may only work in conjunction with diets. And because SYTRINOL works independently of diet, you can take it anytime.

Three Lifestyle Strategies for Cardiovascular Health

1. Exercise regularly to increase heart-healthy HDL cholesterol and lower blood triglycerides (fats).
2. Eat a healthy diet rich in fruits, vegetables, whole grains, and lean proteins to help maintain normal cholesterol and triglyceride levels.
3. Take the right supplements to promote your cardiovascular health. In preliminary clinical studies, the amino acid L-ARGININE supported healthy blood flow to the heart and body. GARLIC OIL helps to maintain healthy cholesterol levels and promotes healthy circulation. POLICOSANOL CHOLESTEROL COMPLEX, CHOLESPONSE™, CHOLESFIBER™, CHOLESTREX®, and GRAPEFRUIT PECTIN all help to support normal cholesterol levels. HEART RESPONSE™ and HEART SCIENCE™ are advanced formulas that address heart health. Additionally, you can get

cardiovascular system supporting compounds such as folic acid, beta-carotene, CoQ10, lipoic acid, ginkgo, grapeseed extract, hawthorn extract, magnesium, vitamin E, and many other nutrients in LIFE FORCE MULTIPLE™, Source Naturals' best-selling multiple.

There is a revolution underway in natural health consciousness, and your local health food store is at the forefront. You can benefit right now – long before word spreads to the general public – with the innovative heart nutrition of SYTRINOL, a CHOLESTEROL RESCUE™ product.

SYTRINOL™ is a trademark of KGK Synergize exclusively licensed worldwide to SourceOne Global Partners.

References

- Guthrie, N. and Kurowska, E.M. (2000). Anticancer and Cholesterol-Lowering Activities of Citrus Flavonoids. *Handbook of Nutraceuticals and Functional Foods*, Wildman, R.E.C, Ed., CRC Press, Boca Raton, FL, 113-126.
- Guthrie, N. and Kurowska, E.M. (2000). Anticancer and Cholesterol-Lowering Activities of Tocotrienols. *Handbook of Nutraceuticals and Functional Foods*, Wildman, R.E.C, Ed., CRC Press, Boca Raton, FL, 269-280.



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