



International Institute of Nutritional Research

Special Research Report #6 Volume 1 May 2003

CLEARING UP THE CHOLESTEROL CONFUSION!

FACTS:

- **50% of All Heart Attack Victims Had Perfectly “Normal” LDL Cholesterol Levels. LDL Cholesterol is Not a Good Indicator of Your Potential for Heart Disease.**
 - **LDL Cholesterol is NOT Harmful! In Fact it is Required by Your Body for Many Important Health Functions EVERYDAY. Find out what is harmful, learn how to really “read” your lab reports.**
 - **Lower Your Total Cholesterol Levels to <175, and You Significantly Increase Your Risk of Developing Cancers, Diabetes, Depression and Emotional Problems!**
 - **Lowering Your LDL Cholesterol and Not Raising Your HDL Cholesterol Does NOT Provide Any Significant Health Benefits! (In Spite of What the Commercials on Television Imply.)**
 - **ONLY 40% of All Heart Attack Victims Will Survive Their First Heart Attack! If You Do Survive, There is an 80% Likelihood of You Having Another Heart Attack in the Near Future**
- All Natural Cardio-Cosanol™ Can Raise Your HDL and Do Wonders to Bring Your Cholesterol Ratios to Healthy Balance Once Again!**

The Best Way to Prevent Heart Disease.

Every day we are bombarded with messages from the drug industry promoting the wonders of their statin drugs. They tell you that along with a healthy diet and exercise, if you have high cholesterol levels, then you should go and see your doctor and tell him you want the new miracle statin drug you saw on television. Then of course comes the long list of side effects you need to be aware of.

These statin drugs are generally effective for lowering your LDL Cholesterol levels.

So what? Here is what else you may get with your lower LDL.....

- **Congestive Heart Failure**
- **Liver Damage / Failure**
- **Kidney Damage / Failure**
- **Fatigue**
- **Shortened Life Span**
- **Ideopathic Polyneuropathy - the degeneration of nerve endings in the leg. Severe cases result in numbness, tingling and great pain in the legs that can lead to an inability to walk.**

Statin drugs are designed to work by blocking HMG-CoA reductase, which is one of the key enzymes in the

liver that is used to manufacture LDL Cholesterol. Unfortunately, these statin drugs also appear to interfere with other absolutely essential enzymes that your body needs to be healthy. One of these is **Co-Enzyme Q-10 (Co-Q10)** which is vital to every cell in your body for the creation of energy.

Co-Q10 is absolutely essential in order for your cells to burn fat for energy. *Interfering with your hearts ability to utilize Co -Q10 to burn fat for energy can lead to the development of serious heart problems, especially **Congestive Heart Failure.*** When the mitochondria of your heart muscle are not able to manufacture ATP (*the fuel the heart cells run on*) due to the interference from these statin drugs, your heart muscle contraction gets weaker and weaker as less blood is pumped. The blood stagnates in the lungs and breaks down into platelets, blood cells and water and eventually you die from "congestive heart failure." It's a horrible tragedy and if you decide to use the statin drugs at least make sure that you greatly increase your supplementation of Co Enzyme Q-10 to help minimize the damage.

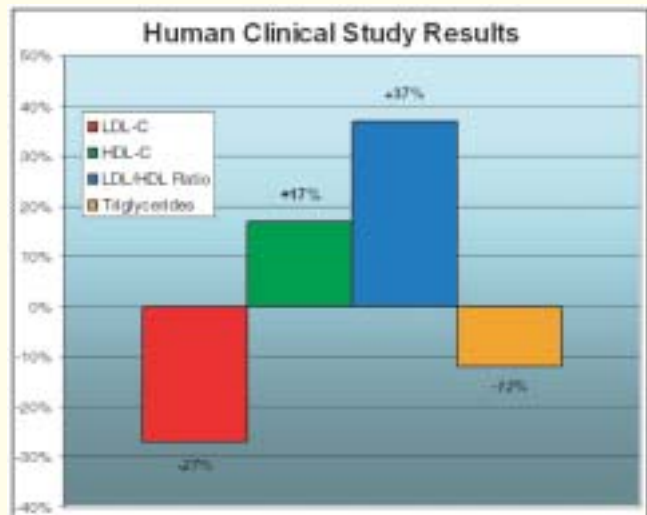
Lowering your LDL levels without raising your HDL levels at the same time is of very little if any health benefit for you. In fact the side effects from these statin drugs mentioned in the television commercial, are bad enough, *but the longer term side effects are even worse!* Never let anyone convince you to blindly use these statin drugs just because you have "*high cholesterol*" levels. Spend a little time understanding what's really going on and then make a well informed intelligent choice.

That's right, an all natural nutrient - Policosanol, has been scientifically proven to be even more effective than even the most expensive statin drugs.

In one of many important studies¹, Policosanol was shown to:

- **Lower dangerous LDL cholesterol levels by -27%**
- **Raise beneficial HDL cholesterol levels by +17%**
- **Greatly improve the overall ratio of LDL / HDL cholesterol by a whopping 37%!**
- **Lower Triglycerides by more than 12%!**

It beat the results of even the most popular statin drugs and Policosanol did all this with absolutely *no side effects.*



Thanks to the barrage of propaganda promoting these statin drugs, there is considerable confusion being generated. This special report is designed to help you make sense of it all and understand what you can do to prevent heart attacks, heart disease and strokes. You can learn how an all natural substance called "*Policosanol*" can lower the bad cholesterol levels, raise the good ones, help get the total ratios in a healthy balance, provide protective benefits and even outperform the statin drugs.¹ All with no side effects!

Heart Attacks are #1

After 50 years of medical research and treatment, heart disease in the United States still results in more deaths each year than from all other sources combined, including accidents and cancer!



Worse yet is the fact that according to the U.S. Government Center for Disease Control and Prevention, **half of all those who have a heart attack will die before they ever reach the hospitable.** In fact, among women, those who have a heart attack have a death rate higher than that of men. In addition, death from Coronary Artery Disease is the leading cause of death in women.²

The Cholesterol Problem- It's Not What You Think It is!

Many people now believe that the lower their level of cholesterol the better. This is simply not true. In fact if your total cholesterol levels drop below 175, you increase your likelihood of developing cancers, depression, suicide, accidents and many other emotional disorders. The lower you go, the higher your risk.

Keeping those total cholesterol levels in the right ratio and in the right range is the key to a long and healthy life. Recent research is showing that the ideal range to achieve maximum health benefits is between 175 and 225. However, if you have good HDL Cholesterol levels, 50 to 60 or even better, even with a low or high LDL Cholesterol level, **the protective benefits of the high HDL will far outweigh the risks of the LDL levels.** *Policosanol* is one of the few natural substances that actually allows you to raise your HDL levels which is really important if you want to prevent heart disease.

Healthy Benefits of Cholesterol

LDL (*Low Density Lipoprotein*) and HDL (*High Density Lipoprotein*) are manufactured by your liver every day. They are absolutely essential to your good health. That's right, you need both of them to live a healthy life.

- LDL cholesterol is used by your body to transport important fatty acids to your cells, which is a major source of energy for you. That's because your cells in turn burn these fatty acids to generate energy for you.

- LDL cholesterol is also used to transport these important fatty acids to your heart -**which is fully 80% of its source of energy.** *Do you think that is important?* When these statin drugs are used to lower LDL cholesterol, they also cause a decline in the ability of your heart mitochondria to manufacture ATP fuel for your heart muscle cells, making it weaker and weaker. That reduces your hearts ability to create enough energy to contract fully. This leads to congestive heart failure which ultimately leads to death.

- LDL cholesterol is also the raw material that your body uses to manufacture many important hormones that you need daily. If you want to enjoy good health you need adequate levels of LDL and HDL Cholesterol.

Once your liver manufactures LDL cholesterol, it releases it via your blood stream to circulate throughout your body where each organ and gland can take what it needs to keep you healthy. Naturally there will be some LDL cholesterol left over circulating in your blood stream and your body knows the importance of LDL cholesterol so it tries to get the excess back where it can be stored in your liver for future needs.

This is where HDL cholesterol comes into action. It is the job of your HDL cholesterol to find whatever excess LDL is still circulating in your blood stream and bring it back to the liver where it can be stored and released later as needed.

HDL cholesterol provides many protective benefits and you want to increase the level of HDL as much as possible. The statin drugs will generally lower your

LDL cholesterol, but they will not raise your protective and beneficial HDL cholesterol. **Policosanol** on the other hand will lower LDL while raising HDL levels at the same time.³ Truly the best of both worlds.

LDL Cholesterol Makes For a Lousy Indicator of Potential Heart Disease

LDL cholesterol is very important for your good health. LDL cholesterol DOES NOT CAUSE HEART DISEASE.

Are you ready for this? The amazing fact is, that almost half of all the people who have a heart attack have **normal blood pressure, normal cholesterol, normal blood sugar and normal triglycerides!** In other words, according to the experts, *there is nothing wrong with them.* There is no reason for them to have a heart attack! *So how do you know if you are truly at risk of having a heart attack? What are the best indicators to watch for signs of heart disease trouble developing?*

LDL Cholesterol Does Not Cause Heart Disease

Excess LDL cholesterol circulating in your blood stream does not cause heart disease. Elevated LDL Cholesterol levels are only dangerous if they become *oxidized* in which case they become **VLDL** (*Very Low Density Lipoprotein*). This process of oxidation is very similar to free radical damage that is being done to your cells.

In a study of a group of older men and women (average age 100 years old) researchers found a very interesting link between good cognitive/mental function and high cholesterol.⁶

Those participants who had high HDL cholesterol levels, had the best cognitive function. Keeping your HDL Cholesterol levels as high as possible not only protects you from heart disease, it can also keep your mind and mental process sharp especially as you age.

As the LDL cholesterol circulates freely throughout your blood stream, oxygen molecules also known as **free radicals** can attach themselves to the LDL molecules, and you end up with oxidized LDL cholesterol or **VLDL**, a very dangerous component of heart disease. VLDL is also the stuff that plaque is made of in addition to triglycerides.

“Almost half of all the people who have a heart attack have normal blood pressure, normal cholesterol, normal blood sugar and normal triglycerides!

In other words, according to the experts, *there is nothing wrong with them.*”

The idea behind the statin drugs is that if you lower your LDL cholesterol levels, then there will be less that can possibly oxidize and become VLDL cholesterol. *Wouldn't it be much better for you to lower excess LDL levels with high HDL levels, before it can become oxidized and cause trouble?* Of course it would and that is exactly what Policosanol does while it also provides protection for your arteries and can even help lower high blood pressure.⁴

You need to protect your beneficial LDL cholesterol from free radical damage (oxidation) so in turn you can protect yourself from heart disease, heart attacks and strokes. Policosanol has been proven to one of the most effective protectors of your LDL Cholesterol from oxidation- naturally!⁵ Think of Policosanol as a “super antioxidant” for your LDL cholesterol !

Expert Dietary Advice is Not Only Confusing, It's Wrong!

If you have been confused by all the conflicting claims of what to do, and what not to do, to prevent heart disease, don't feel that you are alone. Even doctors and medical researchers have been confused.

First the medical experts told you not to eat eggs, then a few years later they told you it was alright to eat an egg-once in awhile, and now they say you can eat all the eggs you want. Then they told you that consuming alcohol causes heart disease, later you were told that consuming some red wine was actually good for your heart.

You were also told that eating fish is good for you, and eating red meat is not only bad for you, it is supposed to be a total disaster. Some fibers are good for you but others are not. Consuming butter, cheese, or whole milk is also supposed to be bad for your heart. Drinking green tea is okay, but coffee will do your heart in. All of this advice from our medical experts over the years and time has proven it all wrong.

The Right Diet

Eating the right kind of diet is much *easier* than you might think. Try to eat foods as nature created them. Humans need a wide variety of foods everyday to satisfy our many nutritional needs so eat a wide variety of foods as found in nature.

Avoiding the foods that quickly turn into glucose in the blood stream is the key. Eat a natural diet of all the fresh fruits and vegetables, fish, red meat, chicken and other high quality sources of protein. Avoid sugars, soda pop, flour, breads, spaghetti, noodles, donuts ...all processed foods that quickly convert to glucose in your blood stream.

When your blood glucose levels are too high, your body goes into action immediately to lower it. The **pancreas manufactures insulin** to try and transport the glucose into the cells where it can be burned for energy, the **kidneys get overworked** as some of the excess glucose is eliminated through the urine and your **liver begins converting the excess glucose into triglycerides** which will most likely be stored on you as body fat. In fact, if you have excess body fat stored on you now, realize that it was all originally excess blood glucose that didn't get burned for energy.

If you want to lower those high triglycerides, the fastest and easiest way to get your blood glucose levels under control is by eliminating those simple carbohydrates that are so quickly converted to glucose.

Where the Cholesterol is Really Coming From

Almost all of your cholesterol is manufactured by your liver. Your diet is the key but probably in ways you may have never realized. This is why cutting out all those foods like eggs and meat seem to have very little effect on lowering your cholesterol levels.

On the other hand, **what you choose to eat will directly influence how much cholesterol your liver will manufacture.** Here again, we come back to the simple carbohydrates and processed foods which not only raise your blood sugar levels quickly, they will also make you fat and will make your liver produce even more cholesterol.

The True Cause of Heart Disease- Arterial Lesions

As we have already discussed, the true culprit in the cause of heart disease is the amount of VLDL cholesterol in your blood stream. Remember, VLDL cholesterol is simply LDL cholesterol that has been oxidized by dangerous free radicals.

These powerful free radicals are partial molecules and they carry a very small electrical charge. They do their damage by releasing their charge on your cells much like static electricity. Once they have zapped a normal healthy cell enough they can permanently damage it or even completely destroy it. Wherever the free radicals congregate and do their most damage, this is where you will notice the effects. If it is in the joints it may be arthritis. If the damage is concentrated in the liver or kidneys, it may lead to organ failure. If the damage is being done inside of your arteries it can lead to heart disease and plaque build up.



As the dangerous form of VLDL cholesterol circulates throughout your bloodstream, they are free radicals that release their charge on your arterial walls. Eventually they create very tiny holes or lesions in the arteries which will fill with cholesterol. You now have the beginning of heart disease.

That fills the hole for now, but the problem is that it also restricts the blood flow through the artery, and over time more and more cholesterol, fiber and calcium binds to the existing patchwork so you end up with a severe restriction and blockage which leads to heart attack or strokes.

How to Read Your Blood Work Results (*Lipid Profile*)

Most of the time doctors will order a lipid panel for their patients to determine cholesterol levels and monitor their patients especially if they are using the statin drugs. They are watching closely for signs of liver or kidney damage as well as cholesterol levels. Some of the more common items on this blood test include:

Total Cholesterol Levels- This number is simply the total of both HDL and LDL cholesterol. The ideal range is between 200 to 225 but this number is not nearly as significant as the HDL by itself. Keeping the HDL levels high will provide tremendous protection from low or high cholesterol levels.

LDL Cholesterol- The higher the number, the more LDL that can be exposed to harmful free radicals that can turn into VLDL, the truly dangerous form. Once again keeping those HDL levels high will provide tremendous protection for your LDL from becoming VLDL. Normal LDL ranges are generally in the 100 to 120 range.

HDL Cholesterol- One of if not the most important indicator of them all. You want this number as high as possible because of its many health benefits. You want to see this number to be

above 50 if possible. Policosanol is one of the few things known to actually *increase* HDL levels in addition to lowering LDL.

VLDL Cholesterol- This is oxidized LDL cholesterol. The lower this number the better. You want to see this number below 20. This is one of the very best indicators of heart disease potential problems.

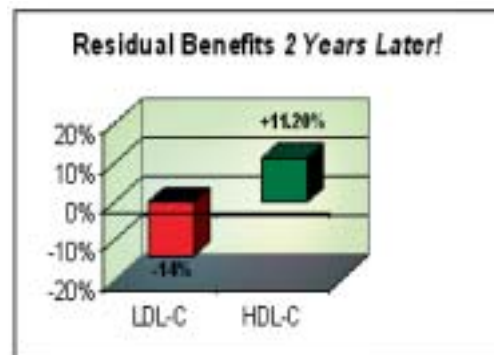
Homocysteine Levels- Another good potential indicator of developing heart disease problems. You want to keep this number as low as possible. If you have high homocysteine levels, supplementing with #3027 Mag Six and #1006 LifeTime is an excellent source of the best forms of Folic Acid, B-6, B-12 and Magnesium that your body can utilize to lower homocysteine levels.

Triglycerides- probably the best indicator of a diet that is too high in refined foods. The best way to lower triglycerides is to eliminate the sugar and flour from your diet.

C- Reactive Protein- Many times the lab does not perform this test. *Ask your doctor for it.* It indicates inflammatory action going on inside your blood vessels and this is the beginning of heart disease as explained earlier. You want this number as low as possible.

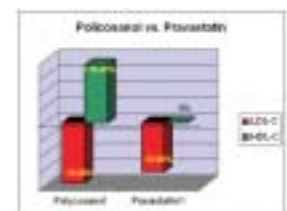
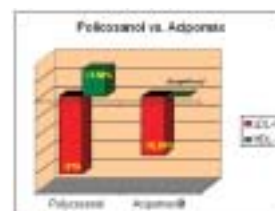
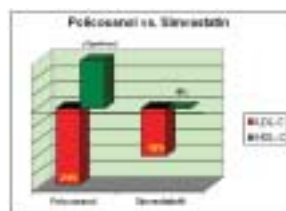
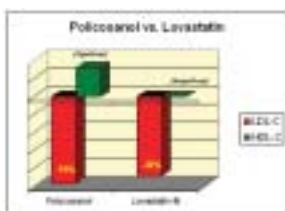
Human Studies With Policosanol Prove Its Protective Benefits

Policosanol has proven through actual human clinical studies to be extremely effective. Take a look at the various charts and see for yourself.



While the dramatic reduction (-25%) in LDL and the significant increase in HDL(+21%) were very exciting, just as exciting was that policosanol was still providing these major health benefits a **full 2 years later** after the patients had stopped using it!¹⁰

Policosanol provided many benefits, too numerous to list here. However here is a summary of how Policosanol did compared to the statin drugs.^{1,7,8,9}





Dr. Robert Preston N.D.

Questions and Answers

1. Is it possible to use policosanol and drop my total cholesterol levels too low?

Yes in rare circumstances. If you are using any of the statin drugs with policosanol you should have your total cholesterol levels checked periodically to make sure they do not drop below 175 or less unless the protective HDL cholesterol levels are 60 or more.

2. Is it safe for diabetics to use Policosanol?

Yes. In fact in one study the researchers at the Enrique Cabrera Hospital in Havana, Cuba were able to demonstrate that policosanol improved the ratio of LDL to HDL cholesterol in diabetic type II patients by over 23%, which was almost 10 % higher than the results with a popular statin drug. In addition, they noted that the patients using policosanol had no adverse effects on their liver where as the statin drug users showed an increased level of liver enzymes, indicating severe liver stress.

3. How much policosanol do I need to take each day to enjoy all those benefits?

Almost all of the clinical studies completed were based on a 20 mg per day dose. If you increase the dosage higher than 20mg per day you may increase the benefits, but 20 mg. to 40 mg. per day is an excellent dosage for optimum results.

4. How long will it take for me to see measurable results in my cholesterol levels?

Studies indicate that policosanol goes to work in a matter of a few days and in some cases the benefits remained even 2 years after discontinuing the use of the product! Generally speaking, you should expect measurable results and changes in your cholesterol levels after 2 full months of daily supplementation.

5. Is it safe to use Policosanol with other medications?

Yes, there are no known drug interactions or toxicity issues. If you have any concerns it would be wise to consult with a competent physician.

6. If my cholesterol levels are considered "normal," can I use policosanol on a daily basis as a preventative measure?

Absolutely. Doing this will go a long way toward insuring that you have a healthy heart and circulatory system because policosanol provides so many protective benefits in addition to the ability to lower LDL and raise HDL levels.

7. Is policosanol safe to use if you have already had a heart attack?

Yes. In fact using policosanol daily as suggested would be an excellent way to protect your heart and circulatory system from further damage and studies show that it may also reverse the plaque build up and damages already done over a gradual period of time.

8. Are there other supplements I should take on a daily basis along with policosanol?

That is an excellent idea. A good multi vitamin with adequate levels of the B vitamins, Magnesium, L-Carnitine and Co Enzyme Q-10 would be a good choice. All of these important heart nutrients combined with policosanol would go a long way to prevent the development of heart disease problems in the future as well as keeping you in good health. A high quality formulation similar to the Vitality #1007 Lifetime would be a great choice.

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*FDA Disclaimer- These statements have not been evaluated by the Food and Drug Administration. The material discussed in this report has been carefully researched and is believed to be reliable and accurate. It is offered only as educational information. The reader is advised to obtain the services of a competent physician if the need for medical treatment is indicated.

Discontinuing the use of prescription drugs can be very dangerous. The reader is advised to consult with their physician before doing so.

ALL NATURAL POLICOSANOL WITH NO SIDE EFFECTS!

In Less Than 3 Short Months....

- **Lower Your Total Cholesterol 27%**
- **Raise Your HDL by 13%**
- **Lower your Dangerous LDL Cholesterol by 27%**
- **Lower Triglycerides 12%**
- **Prevent the Creation of Dangerous Oxidized VLDL Cholesterol**
- **Protect your arteries and heart from damage**
- **Lower Your High Blood Pressure**

* GUARANTEE *

- Lower Your Dangerous LDL-C - by 25% or more**
- Raise Your Protective and Beneficial HDL-C - by 10% or more**
- Lower Those Triglycerides - by 10% or more**

ALL OF THESE MAJOR HEALTH BENEFITS IN 90 DAYS OR LESS OR YOUR MONEY BACK.

Vitality is *excited* to announce the availability of our exciting new product...

Cardio-Cosanol™ Standardized Policosanol ! *

If you are concerned about:

- Heart Attacks
- Strokes
- High LDL Cholesterol
- High Triglycerides
- High Blood Pressure
- Heart Disease
- Plaque and Hardening of the Arteries
- Poor and Restricted Circulation
- Low HDL- Cholesterol
- Arterial Lesions
- Shortened Life Span
- Congestive Heart Failure



Just 1 capsule in the morning and 1 capsule in the evening is all it takes to protect your heart from America's # killer- *Heart Disease*.



Another Exciting
New Vitality Product
Formulated by Dr.
Robert Preston!

Then you need this!

This is the Answer you have been searching for!

Cardio-Cosanol™ Policosanol.

- Physician Formulated all natural product
- No dangerous side effects to worry about
- Safe non toxic
- Backed by over 50 published scientific studies and clinical results
- Results in 90 days or less

**All the Great Heart Protection Daily-
for less than \$1 per day!**

****FREE CARDIO-COSANOL™!!! ****

*See Reverse Side for a
Great Money Saving Offer!*

Hurry- Call Now 1-800-423-8365

<http://www.vitality-corp.com>

* Offer expires June 30, 2003 or while supplies last. Limit 12 bottles per order.



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FREE *CARDIO-COSANOL*™ !

Now that you know how effective Vitality's new *Cardio-Cosanol*™ is for improving your cholesterol levels, here's your chance to stock up and save! Buy 5 bottles of #1015 *Cardio Cosanol*™ and we will give you the 6th bottle absolutely free! That saves you \$31.95 but you need to hurry because this offer expires **June 30, 2003** or while supplies last. *Limit 12 bottles per customer please.*



SAVE OVER \$31.00!!*

= FREE !



****Buy 5 Bottles... and the 6th One is Free! ****

You get 6 bottles of the Incredible *Cardio-Cosanol*™ for just \$159.75. ***You save \$31.95!***

Cardio Cosanol™ is the exciting new product from Vitality that is guaranteed to lower your dangerous LDL cholesterol and raise your beneficial HDL cholesterol while protecting your heart and arteries from damage. Safe, all natural and with no toxic side effects to worry about, *Cardio Cosanol*™ is your best weapon against heart disease and heart attacks. Just 1 capsule twice daily will provide you and your loved ones all the wonderful benefits.

** Offer expires June 30, 2003 or while supplies last. Limit 12 bottles per order please.*

YES! I want to lower my LDL Cholesterol levels and protect my heart! Please rush my order of *Cardio-Cosanol*™ to me immediately.

I understand that I will see measurable results in my cholesterol levels in 90 days or less. I also understand that if I am unhappy with the product for any reason I can return it for a full refund within 90 days of purchasing it.

Please send me ____ (set of 5 bottles) of *Cardio Cosanol*™ bottles x \$159.75 = \$ _____

and I understand that I will also receive the 6th bottle with my order absolutely free.

Freight Charges ** ***\$ FREE!***

Sales Tax *** _____

TOTAL \$ _____

First Name Last Name

Delivery Address

City State Zip

- Method of Payment
- Check or Money Order Enclosed
 - Please charge my credit card (Visa, Mastercard or Discover only)

Credit Card # Expiration date

Signature

** - Freight is free for orders over \$50.

*** Nevada residents add 7% sales tax