



International Institute of Nutritional Research

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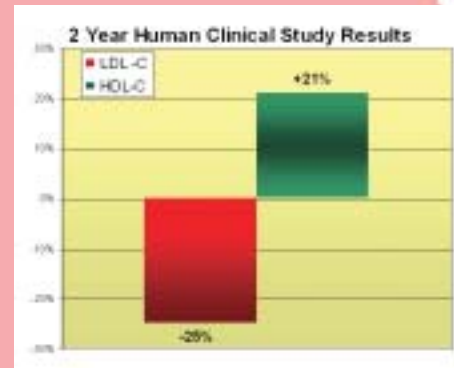
November 2002

THE COMPLETE TRUTH ABOUT CHOLESTEROL

Learn the truth and discover how you can finally and easily

- Lower the bad cholesterol -LDL by an average of **-25%**
- How to increase the protective HDL cholesterol by an average of **+21%**
- Why restricting the fat and cholesterol in your diet has very little effect
- Where the cholesterol is really coming from

ALL IN ABOUT 8 WEEKS TIME!



ALL WITHOUT ANY DANGEROUS DRUGS OR SIDE EFFECTS!

Learn How You Can Take Control of Your “Cholesterol” and Prevent and Even reverse Heart Disease by Simply Understanding -

The True Cause of Heart Disease, Heart Attacks and Strokes*

* Taken from the exciting new book - ***“NO MORE HEART ATTACKS!”***
by Dr. Robert Preston N.D coming soon!



CARDIOVASCULAR DISEASE – It is still America’s Number One Killer!



It doesn't matter whether strokes and heart disease “runs in your family” or not, the chances are much greater that you will die from damaged, hardened and clogged arteries that cause heart attacks and strokes than from any other disease or illness.

HALF of all HEART ATTACKS end in DEATH PRIOR to Reaching a Hospital !

On Valentine’s Day 2002, the Center for Disease Control and Prevention (CDCP) released the results of their recently completed study of what percentage of heart attacks result in death, and when those deaths occur. They were shocked to discover that in this modern era when 911 calls can bring paramedics to almost any home in America within minutes, a full 47% of all heart attacks end in death before hospital medical attention can be given. Out of those who do make it to the hospital, nearly a third will die within a year. **Women take note! You are at a greater risk of dying from a heart attack than the men!** A full 52% of women having a heart attack will die before they can reach the hospital.¹

In addition, another study published on February 19, 2002 in the journal *Circulation*, presented the results of a study at Emory University Medical School which revealed that even when women make it to the hospital, if heart by-pass surgery is performed, the rate of death among women under 50 is *three times greater* than among men. For women over 50 the death rate is still two and a half times greater than for men.² The big message in these two reports is that whether you are a man or a woman:

“If you don’t want to die of a heart attack, you better not have one!”

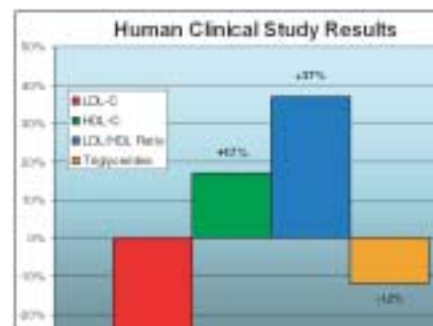
Taking all the necessary steps to prevent a heart attack is by far the very best medicine.

So it is really Great News that POLICOSANOL, a New Nutrient, has been found and thoroughly tested showing it is EVEN MORE EFFECTIVE than the best drugs to reduce several of the major causes of heart attacks and strokes!

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 studies³, 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*.

In the pages that follow, you will learn about the amazing scientific research that shows exactly how Policosanol does this. You will also see fascinating studies where Policosanol was tested against the best “statin” drugs and beat them all, hands down!

**NOTE: Throughout the Balance of this Report will be Revealed The Amazing Benefits of Policosanol as discovered by Doctors and Scientists from around the world, and described in Legitimate Scientific and Medical Publications, with Source Documentation listed for each one.*

THE CHOLESTEROL PROBLEM – *It's Not What You Think It Is !*

Before we look at the many ways Policosanol reduces the risk of heart attacks and strokes, let's take a look at what is called the "cholesterol problem" and see what is *really* going on.

First we need to understand that cholesterol is a *very important and much needed* substance by the human body. It is essential for life, and is required by every cell within the human body. It is so important every cell has the ability to produce most of the cholesterol it needs, therefore very little is absorbed from the diet. Which is why avoiding cholesterol in the diet will not effectively lower blood cholesterol. **It is not coming from the diet, it is being manufactured by the body to meet its needs. NOTE: If the body is making a lot of cholesterol, it is because it needs a lot of it.**

Cholesterol is the vital raw material for the production of a wide variety of key hormones. It is also the key substance required in the transportation of fatty acids through the bloodstream to the cells for the production of energy. While it is true that every cell has the ability to manufacture the cholesterol it needs, the liver has the responsibility for manufacturing virtually all of the cholesterol needed to transport fatty acids. Since cholesterol is so important, the question naturally arises, "Why then is it considered to be so dangerous?" The truth is, the public has been misled. Cholesterol itself is not dangerous and it is not a problem. It is a case of being made to look "guilty by association".

When carbohydrates (sugars and starches in any form) are eaten, they are broken down to glucose and absorbed into the blood, and then along with insulin, the glucose is delivered to the cells to be converted to energy. No matter how much glucose we absorb from our diet, there is a specific limit as to how

The Good Side of LDL Cholesterol

LDL cholesterol is only a problem when it becomes oxidized. You require LDL cholesterol for many important health functions including:

- ✓ Material from which important hormones are manufactured
- ✓ Transports important fatty acids which are the major source of energy for your cells
- ✓ Transports important fatty acids to your heart for 80% of its energy source

The Top 3 Killers*

- Heart Attacks will kill at least 730,000 Americans each year
- Cancer will kill at least 544,000 Americans each year
- Strokes will kill another 160,000 Americans this year

* Source- U.S Almanac 1998

much our cells can convert into energy. When more glucose enters the blood than the body can burn for energy, the liver converts the excess glucose into a variety of fatty acids. The liver then takes three ("tri") of those fatty acids and joins them to a glycerol molecule ("glyceride") to form a triglyceride.

LDL and HDL are NOT Cholesterol

Triglycerides are then used as ingredients by your liver to help manufacture LDL and HDL Lipoproteins more commonly misnamed as LDL and HDL "*Cholesterol.*" If there are more triglycerides than your body needs for LDL and HDL production, the excess is then stored on your body as fat.

The Liver Uses Triglycerides, Cholesterol, and Protein to make Lipoproteins, NOT CHOLESTEROL

When the liver finds itself with a lot of triglyceride molecules on hand it begins to manufacture lipoproteins out of them. It does this by binding several triglyceride molecules together to form the "core" around which the lipoprotein is built.

The "lipid" portion of the lipoprotein is the fatty acids, which are the triglyceride molecules. These triglycerides are the "core" of the lipoprotein. Next, the liver takes a cholesterol molecule and joins it to this core of triglyceride molecules. Finally the liver adds a protein molecule and the finished product is called a "lipoprotein".

Triglyceride (Lipid) + Cholesterol + Protein = Lipoprotein

Although this is what is commonly referred to as blood or serum cholesterol, in reality, as you can see, it is not cholesterol at all. It is an entirely different substance. It is a *lipoprotein.*

Keep in mind that meanwhile the majority of cholesterol in the body is peacefully going about its multitude of other important duties, which have nothing to do with the creation of lipoproteins.

HDL Lipoprotein, the “good guy”

Scientists divide Lipoprotein molecules into different classes according to their density. Keep in mind that oil and fat (lipids) float because they are lighter than water, which means they have a very low density.

On the other hand, the cholesterol and protein portions that makes up the rest of the lipoprotein molecule, have a very high density. Since lipoprotein molecules are created with different amounts of fatty acids in them, they vary in their density. **Those with very few fatty acids have a high density when compared to those with a larger fatty acid content.**

Few Fatty Acids + Cholesterol & Protein (*High Density Lipoprotein*) = *HDL*

Which is why lipoprotein molecules with very few fatty acids are known as **High Density Lipoprotein (HDL)**. Since HDL molecules have few fatty acids, they are not subject to free radical oxidation. Which is *one* of the reasons why HDL is known as the “good” form of cholesterol.

Why LDL Lipoprotein Can Become Dangerous To Your Heart

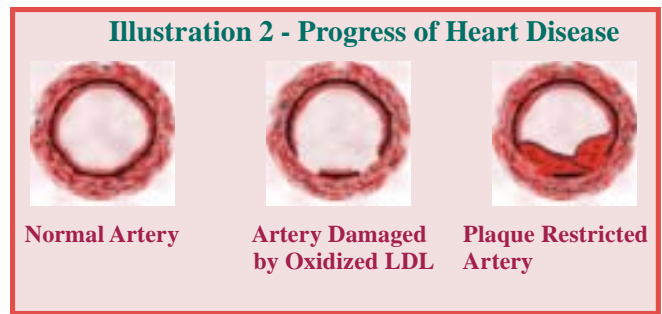
However, most lipoprotein molecules contain a lot of fatty acids. Remember, fatty acids are less dense, so the more fatty acids that are present in ratio to the cholesterol and protein portion of the molecule, the less dense it is. Which is why lipoprotein molecules with a LOT of fatty acids are called **Low Density Lipoprotein (LDL)**.

Many Fatty Acids (*Low Density Lipoprotein*) + Cholesterol & Protein = *LDL*

Here is why we have a problem when there is a lot of LDL. Many of the fatty acids in LDL are unsaturated. This means they do not have all their carbon bonds filled, and this leaves room for an electron charged oxygen (free radical super oxides) to join the unsaturated fatty acid, oxidizing it.

When the fatty acids in LDL become oxidized, the LDL molecule becomes electrically unstable. As the oxidized LDL circulates in your blood stream, it will then release an electron charge into the inner lining of the artery when it comes in contact with it. This creates a hole in the inner lining of the

artery, which is the beginning of a plaque. This is why LDL is known as the “bad” cholesterol.



Why You Need To Keep Your LDL Level Low

Obviously the more LDL you have in your blood, the more there is to become oxidized and cause harm to your arteries. This is why, when your LDL is elevated, the medical profession wants you to lower it.

When your LDL level is low, there are normally enough antioxidant enzymes and nutrients in your blood to protect the LDL from oxidation. However when the LDL level gets too high, your body runs out of protective enzymes and nutrients and the fatty acids of the LDL become oxidized and burn tiny holes in the inner lining of the arteries. (*see illust. #2*)

Once a tiny hole is made in the inner lining of the arterial wall by the Oxidized LDL, the muscle cells in the arterial wall bulge through the hole into the open space within the artery through which the blood flows. To prevent this bulge of muscle cells from growing so big it will block the artery, a repair process begins immediately. Chemical signals are released from the injury, which then causes fibers to form over the wound. Then platelets begin to stick to this fiber network, along with calcium and cholesterol. Now we have what is called a plaque. Studies show that through this process, over time, oxidized LDL can produce thousands of plaques on the inside of blood vessels. When too many plaques form in one place they can literally block the artery. They can also break loose and cause a blood clot that becomes a heart attack or stroke. It is important to keep in mind that none of this would happen, if there were no Oxidized LDL to start the whole thing.

Why Your Body Makes LDL Lipoprotein

A very substantial amount of the energy needed to operate the human body comes from the burning of fatty acids. In fact

over 60% of your entire source of physical energy comes from the burning of these fatty acids. In order for your heart to operate daily, it receives as much as 80% of its energy source from burning these fatty acids.

These important fatty acids are contained within triglyceride molecules produced in the liver. Huge numbers of them are loaded on to *Low Density Lipoprotein molecules* to be transported out to the various tissues of the body where they are to be burned as energy. The purpose of LDL is to transport fatty acids from the liver out to the cells and tissues. There they can be burned in the production of energy. This is a critical source of energy for every cell and considering that your heart obtains 80% of its energy source from burning these fatty acids, you start to see why LDL Lipoproteins are so important.

“LDL Transports Fatty Acids from the Liver > To Cells To Burn For Energy “

Under normal conditions, the body has plenty of special antioxidant enzymes, and free radical neutralizing nutrients within the blood and tissues, to protect the fatty acids in the LDL from being oxidized by free radicals.

When the fat burning mechanisms of the cells and tissues can not use all the fatty acids delivered to them by the LDL, it is the job of the HDL to pick up the excess and transport them back to the liver where they will be reassigned.

“HDL Transports Unburned Fatty Acids > Back To The Liver”

As you can see, this is a well-designed system. Under normal circumstances, it works efficiently and safely to provide our body with lots of energy and life.

Why the Ratio of HDL to LDL is So Important!

It is the job of LDL to transport all the fatty acids in the triglycerides out to the cells and tissues to be properly disposed of by burning them for energy. Under normal conditions, the body provides plenty of enzymes to guard the fatty acids in the LDL transport system and protect them from oxidation by free radical attack.

However, all of that changes when the amount of LDL goes up beyond a certain point, and there is too little HDL to transport the unused fatty acids back to the liver fast enough, which causes the unused fatty acids in the tissues to build to a high level. This high level of fatty acids in the tissues now exceeds the protective capacity of the antioxidant enzymes. As a result, huge numbers of them become oxidized.

The high amount of Oxidized LDL in the blood is now destroying the integrity of the inner lining of the arteries, and plaque is building up. As the result of a large number of plaques forming on the inside of the arteries, they become stiff and rigid, causing a restriction of blood flow and causing blood pressure to rise. Eventually the plaques can become so large they block the flow of blood, or they break off and become a blood clot, either way, they cause a heart attack or stroke.

Here is a summary of the progression from start to finish:

1. More LDL Delivered Fatty Acids Than The Cells Can Burn For Energy >
2. Not Enough HDL To Rapidly Return The Excess Fatty Acids back to the Liver>
3. Not Enough Protective Enzymes Or Nutrients >
4. Produces Free Radical Oxidized LDL Fatty Acids >
5. Oxidized LDL Damages Interior Arterial Walls>
6. Plaques Form On Inside of Arterial Walls>
7. Plaques Become Numerous >
8. Plaques Begin Blocking Blood Flow Or Breaking Loose To Form A Blood Clot >
9. Producing A Heart Attack Or Stroke!

Now you know why doctors want to see your HDL level *high* and your LDL level *low*. When that ratio is favorable, it means excess fatty acids in the tissues will be transported back to the liver *before* they can become oxidized and cause harm to the blood vessels.

A Diet That Produces More Glucose and Fatty Acids than the body can Handle!

The real problem is the sugar and starch from the carbohydrate rich diet of modern America. Forensic scientists tell us that throughout the previous 100,000 years of mankind's history, each person consumed less than 10 pounds of simple sugars and starches per year. About 7,000 years ago humans began growing grains. As a result, starch in the form of grain flour entered the human diet and the amount grew year by year.

One hundred years ago the average American consumed about 100 pounds of grain flour per year. During the past 100 years that amount has grown by about 1 pound per year. Today each American consumes about 200 pounds of grain starch per year.

In George Washington's day the consumption of sugar was still only about 4 pounds per person per year. Even 100 years ago, Americans only consumed about 40 pounds of sugar a year. It is now in excess of 160 pounds per person per year. This calculates out to be in excess of 360 pounds of carbohydrate in the form of simple starch and sugar per person, per year. Just about a pound of sugar and starch per person, every day!

We have created a diet that is foreign to the way the human body has operated for over 100,000 years, and as a result our body lacks the mechanism to burn that much glucose and fatty acids. As a consequence we are now experiencing devastating health problems.

Creating The Adult Onset Diabetes Epidemic



So what's the problem? Simple sugar and starch foods taste great! Well we certainly can't argue about that. However, there is a big downside to all that great taste..

You see, upon digestion *all* of that sugar and starch is easily converted to glucose. It is then absorbed into the blood stream where it is transported to the cells.

1. All Dietary Sugar & Starch Digests Into Glucose >
2. All Glucose Is Easily & Quickly Absorbed Into The Blood >
3. Blood Glucose Is Delivered To the Cells To Be Burned As Energy >

However the glucose cannot get into the cells where it can be burned as energy unless it has insulin to transport it. With each passing year that the pancreas is asked to deal with a pound of such food every day the pancreas gets just a little more *depleted in the nutrients* it needs to produce all this insulin. As a result, the pancreas becomes slower and slower at delivering insulin to the blood.

4. Glucose Requires Insulin From The Pancreas To Get Into The Cell >
5. High Sugar & Starch Diets Deliver Few Supporting Nutrients >

6. Without Adequate Nutrition, Pancreas Insulin Production Slows >

The cells of the body that have all this glucose and insulin shoved at them day after day also become *depleted in the nutrients* required to handle all this glucose and insulin. **As a result the cells lose their ability to respond to the insulin with its glucose load, and they refuse to take them in.** Now both sugar and insulin rise higher and higher in the blood.

7. Without Adequate Nutrition, Cells Fail To Respond to Insulin & Glucose >

8. With Glucose Unable To Enter Cells Rapidly, Blood Glucose Levels Rise >

With inefficient glucose metabolism the individual is unable to manufacture enough energy, so they eat even more simple sugar and starch foods. The blood sugar and insulin now rise even higher. It is called Adult Onset, or Type II sugar diabetes, and that is how it develops. It is now the fastest growing health problem in America. So many new cases are being discovered each year, and at younger ages, that it is now being called a major health epidemic. Depending upon your own personal genetics, this might start in your teens, or you might go until you reach your late 40s, but if you eat a diet high in simple sugars and starches sooner or later it is going to happen.

9. Consistent Elevated Blood Glucose Becomes Type II Diabetes

There is something very important about all of this you need to understand. A healthy pancreas can easily produce all the insulin needed to handle even the great amount required by today's simple sugar and starch diet. Healthy cells can also accept this great amount of insulin and glucose and turn it into energy.

The real problem is that while simple sugar and starch foods are filled with a rich source of energy, **they are almost totally lacking in the nutrients required by the pancreas to produce the required insulin. They also lack the nutrients required by the cells to respond to the insulin, and to convert the glucose to energy. Thus, the longer the individual consumes a diet high in simple sugars and starches, the more nutrient deficient their body becomes, and the less capable they are of handling that type of diet. Adult onset diabetes is just one of the natural consequences of this type of diet.**

Diabetics do not just have elevated glucose and insulin, they also have elevated Oxidized LDL and as a result, they have more heart attacks and strokes than those who are not

diabetic. They also have a higher rate of obesity, high blood pressure, loss of nerve function, cancer and an earlier death than do non-diabetics.

Creating The Obesity Epidemic!



Elevated blood levels of either glucose or insulin are both capable of creating serious health problems.

As soon as either of these factors rise above normal, the liver is designed to try and avoid the twin evils of elevated blood glucose and insulin. It does this by converting excess glucose to fatty acids. The liver then uses these fatty acids, to manufactures triglyceride molecules.

1. Excess Blood Glucose Is Converted To Fatty Acids By The Liver >

2. Three Fatty Acids Are Used By The Liver To Make Triglyceride >

Next, the liver manufactures LDL to transport these triglycerides (containing fatty acids) out to the cells to provide energy by the “other” energy creation pathway, the “fat burning process”. When there are too many fatty acids for the fat burning process, and it cannot get rid of them fast enough, HDL brings them back to the liver.

3. LDL Transports Fatty Acids To Cells To Be Burned As Energy >

4. Fatty Acids In Excess Of The Cell’s Fat Burning Process Are Returned To The Liver By HDL >

The liver then turns the excess fatty acids from the cells into triglyceride molecules and sends them out to be stored in the fat cells of the body.

5. Excess Fatty Acids, Upon Reaching The Liver, Are Converted To Triglycerides And Stored In the Fat Tissue >

6. Excessive Triglyceride Storage In The Fat Tissue Becomes Obesity

Fat on the body is simply storage deposits of excess triglyceride molecules, each of which is composed of three fatty acids. These fatty acids are only being stored as a third and final way to dispose of them.

They began as glucose derived from the simple sugars and starches in the diet. *First* the body tried to burn all the glucose for energy. *Second* when there was too much glucose for this process to handle, the liver turned it into fatty acids. Then it joined 3 of these fatty acids together to create a triglyceride molecule.

Next, the liver combined several of these triglyceride molecules together with a molecule of cholesterol and protein to create a molecule of LDL which it sent out to the cells and tissues so they could burn these fatty acids for energy.

When there were more fatty acids than the cells and tissues could burn for energy, the HDL brought the excess fatty acids back to the liver.

Third with all other options for disposal closed, the liver then sends the triglyceride molecules out to the fat tissues where they will increase the fat storage deposits.

This is the cause of the “other” rapidly growing major health epidemic America is facing, - **Obesity**. We are called obese when our body weighs more than 20% above the ideal weight for our height and the size of our skeletal frame.

The fact that America is experiencing an epidemic of obesity at the same time it is experiencing an epidemic of adult onset diabetes is the direct result of a diet of more simple sugar and starch than the body can handle. The real tragedy of obesity is that more of these people become *diabetic*, have *high blood pressure*, *elevated Oxidized LDL* and a greater number of *heart attacks*, *strokes*, *cancer*, and *early death* than do people of normal body weight.

Why Americans Desperately Need Policosanol

In the face of a world of advertisements encouraging everyone to eat all the delicious tasting sugar and starch based foods they can, it is no small wonder that elevated levels of Oxidized LDL and blood sugar is increasingly more common.

Avoiding those foods is such a clear and simple solution to the problems of obesity, adult onset diabetes, elevated oxidized low density lipoprotein and triglycerides that leads to heart attacks and strokes, you would think these problems would have disappeared by now. Yet, the social pressure to “join in” and partake of the “sugar and starch junk food celebration” during the coffee break at work, and to use them to offset the boredom in front of the TV at home, *is more of a temptation than most people can overcome*.

Thus the epidemic of obesity and adult onset diabetes continues unabated, and even before those appear, for millions of people there is elevated levels of oxidized LDL that damage the arterial linings, causing plaque that produces high blood pressure, heart attacks and stroke.

This is why Policosanol is so desperately needed by millions of Americans. It works with the liver to dispose of those fatty acids in a way that keeps the LDL level down and the HDL level up, thus protecting the blood vessels and removing a major cause of high blood pressure, heart attacks and strokes.

In the pages that follow, you will learn about the amazing scientific research that shows exactly how Policosanol does this. You will also see fascinating studies where Policosanol was tested against the best “statin” drugs and beat them all, hands down!

Total Cholesterol (LDL and HDL)**

Desirable	Less than 200 mg/dL
Borderline High	200-239 mg/dL
High	240 mg/dL or greater

LDL

Optimal	Less than 100 mg/dL
Above Optimal	100-129 mg/dL
High	160-189 mg/dL
Very High	190 mg/dL or greater

HDL

Desirable	35 mg/dL or greater
Undesirable	Less than 35 mg/dL

Ratio of Total Cholesterol to HDL

Desirable	Less than 3.0
Undesirable	3.0 or greater

* According to the National Cholesterol Education Program Expert Panel.

** These levels should be even lower if you have heart disease.

POLICOSANOL – A Powerful New Nutrient You Can Use To Prevent and Even Reverse Heart Disease!*

* Note- the contents of this entire report was used by permission from a new book soon to be released and being written by Dr. Robert Preston titled- **“No More Heart Attacks! How to Use Breakthrough Nutrients to Prevent and Reverse HEART DISEASE -America’s #1 Killer”**



The Nature Of The Problem

As I have pointed out in this book, elevated low density lipoprotein (LDL Cholesterol) is not the cause of heart disease. The real cause is arterial lesions, which are injuries to the inner lining of the arterial walls. These injuries are created to the largest extent by elevated blood homocysteine levels. This results from diets high in refined foods that are filled with sugar and flour. Such a diet lacks sufficient folic acid, as well as vitamins B-6 and B-12, which are needed to prevent the creation of homocysteine.

When this problem occurs and there is not enough HDL to protect the arteries, elevated LDL causes these arterial lesions to grow into dangerous plaques by filling them with triglycerides (fat) and cholesterol particles. These plaques reduce blood flow to the heart, as well as to other organs and tissues, this is known medically as ischemia. Large plaques can break lose and form clots resulting in heart attacks and strokes.

Therefore, obtaining and maintaining healthy ratios of the lipoproteins is an important factor in creating a healthy heart.

Why Drugs Are Not The Solution

Sounds good doesn't it? Got a problem, just take a drug and fix it. Unfortunately human biochemistry is so complex that it is actually very rare for a drug to be able to work within this complexity without eventually making things even worse. This is the case with the drugs that have been designed to lower cholesterol.

The latest, and supposedly the greatest, are what are known as the Statin class of drugs. They work by blocking HMG-CoA reductase, which is one of the key enzymes in the liver that is responsible for the creation of LDL cholesterol. By blocking this enzyme the liver makes less LDL and in time the blood level of LDL goes down.

One of the problems with this approach is that it does nothing to raise the HDL, the lipoprotein you need to protect your heart by reducing the size of the plaques. This means you are still vulnerable to having a heart attack or stroke, and this is why the ads for these drugs state that taking these drugs may not reduce your risk of death or of having a heart attack.

The Importance Of Co Q-10 To The Heart

Worse still is the fact that these drugs also appear to interfere with other absolutely essential enzymes that your body needs in order to be healthy. One of these is Co-enzyme Q-10 (CoQ-10), which is vital to every cell of your body in the energy creation process. It is absolutely essential in order for your cells to burn fat for energy.

Several studies have shown that the statin drugs' interfere with the body's ability to utilize this vital energy-creating enzyme. What was soon discovered was that as these statin drugs interfere with the hearts ability to utilize Co Enzyme Q-10 it led to a "stunning" of the heart. ⁴

Stunning of the heart occurs when there is not sufficient ATP production, the main source of energy which ultimately leads to a weakening of the heart and congestive heart failure. It appears that the longer you take these drugs, the more deficient your body becomes in its ability to utilize CoQ-10. Since CoQ-10 is required by the cell's mitochondria to burn fat for energy, the longer you take statin drugs, the more the ability of your cells to burn fat for energy, may be reduced. Besides the worry of developing congestive heart failure, you would also notice a significant drop in your energy levels and your body may begin storing larger and larger amounts of body fat.

*The Importance of Co Enzyme Q-10**

Many studies have been done that illustrate the importance of Co Enzyme Q-10. These studies have shown:

Co Enzyme Q-10 is directly related to life expectancy.⁵ One group of mice were given Q-10 and the control group was not.

By week 36 all of the control group had died while 40% of the mice given Q-10 were alive and still very healthy. The last of these mice given Q-10 lived a full 80 weeks compared to a maximum of 36 weeks for the control group.

In human terms this was the equivalent of extending human life to 150 years of age just by insuring adequate levels of Co Enzyme Q-10.

**Bliznakov, Emile, G. & Hunt, Gerald, L. (1987) The Miracle Nutrient Coenzyme Q-10, Bantam Books, N.Y.*

In every animal studied it has been found that regardless of the age of the animal, when tissue levels of CoQ-10 drop below 25% of what they were when they were young, *they die*.⁵ This makes it abundantly clear that CoQ-10 is vital to your health and you don't want to take anything into your body that will reduce the amount you have.

The fastest growing heart health problem in this nation today is the *growing epidemic of congestive heart failure*. While it is true there are several possible causes for the condition, it is also true that the epidemic growth of this condition coincides directly with the growing use of the statin class of cholesterol lowering drugs.

You will also notice that the ads for these cholesterol lowering statin drugs warn that "*there is a strong possibility they can cause serious and permanent damage to the liver and or the kidneys*". This is so critical that if you take these drugs, you must be carefully monitored by a doctor, with regular blood tests to determine if damage to the liver or kidneys has begun. Then the use of the drug can be halted, hopefully before the damage is permanent or fatal. One of these statin drugs with the trade name of Baycol had to be recalled in August of 2001 because over 50 deaths were attributed to its use.⁶ Baycol is the 12th FDA approved drug recalled since 1997.

In spite of all the dangers associated with the use of these drugs, the evidence that they prevent heart attacks or save lives is so weak that most of their advertisements state that taking these drugs provides no assurance that it will prevent a heart attack or death.

Introducing Policosanol - A Life Saving Nutrient

As you have read earlier, one of the biggest contributors to the development of oxidized LDL and the development of heart disease lies in the huge amount of sugar and starches consumed in the average diet.

It's very ironic to consider that while simple sugar or sucrose has such a devastating impact on your heart health, scientists have been able to isolate a nutrient called *policosanol* from sugar cane that provides dramatic benefit to your heart and can even reverse existing heart disease, lower high blood pressure and lower LDL while raising HDL!

The First Policosanol Breakthrough

As research scientists around the world have studied the effect of using policosanol as a nutrient they have been amazed at the extremely wide range of dramatic improvements it has produced in a great many conditions. Since 1994 when large enough quantities of policosanol became available to allow scientist to study it, literally dozens of studies have been performed. Sixty published medical and scientific abstracts on the results of the nutritional use of policosanol are in the archives of the U.S. governments National Library of Medicine. Listed below is a brief list of some of the amazing results these studies on policosanol have revealed:



No doubt as you read through that list you spotted several benefits from this amazing nutrient you would really love to experience for yourself. Since this book is about preventing and recovering from heart attacks, we are going to concentrate on this amazing nutrient's powerful ability to protect the arteries and prevent heart attacks and strokes by assisting the body in normalizing cholesterol, reducing the number and size of arterial injuries and plaques, reducing platelets from abnormal clumping that cause blood clots, reducing elevated blood pressure and improving blood circulation.

Policosanol Does Not Work Like Statin Drugs Do

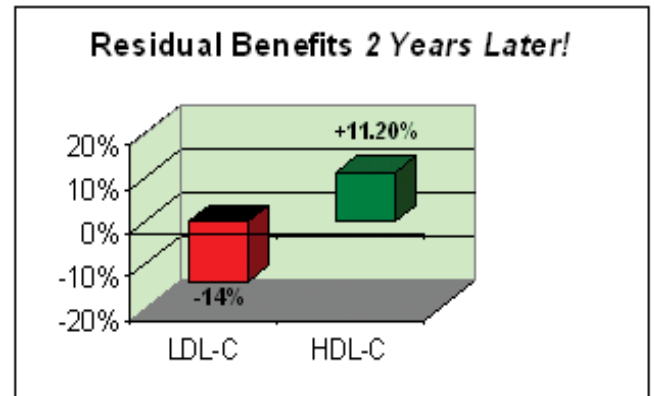
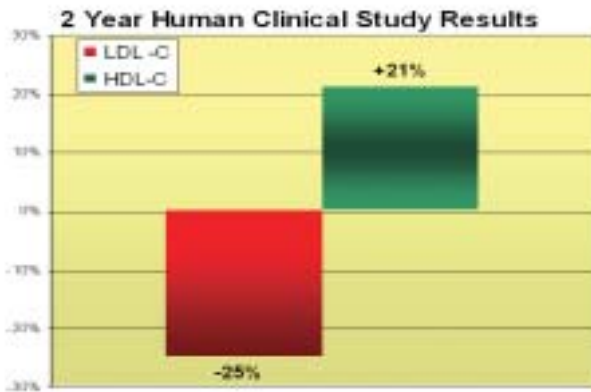
Policosanol works entirely different than statin drugs. First, policosanol does not interfere with your cells ability to create energy by utilizing important Co Enzyme Q-10.⁷ Second, policosanol is used by your own body to control the conversion of fats to triglycerides which ultimately lowers the development of excessive LDL Lipoproteins (cholesterol), Third, policosanol actually increases your bodies ability to take up LDL and burn it for energy, Fourth, policosanol provides additional protection for your arteries from injury, Fifth, policosanol protects LDL from oxidation, Sixth, policosanol reduces platelet aggregation- the development of blood clots, Seventh, policoasanol is a safe all natural and non toxic nutrient. Even at doses that were *hundreds of times the recommended dose*, policosanol had shown no signs of toxicity.⁷

AMAZING POLYCOSANOL!

- ✓ **Helps prevent lipids (fats) in the body from turning rancid.** Rancid fat is a major factor that increases the rate of aging. (*Free Radicals*)
- ✓ **Helps to protect the endothelial cells from damage,** these are the cells that line the blood and lymph vessels, as well as the heart and lungs.
- ✓ **Helps relieve excess blood vessel constriction and lowers high blood pressure.**
- ✓ **Helps to increase the basal or core metabolic rate,** thus providing more energy and less of a tendency to gain excess body fat.
- ✓ **Improves the performance of the heart muscle (myocardium)** thus reducing the risk of congestive heart failure
- ✓ **Helps the aging body produce more sex hormones,** be more sexually active and look and feel younger.
- ✓ **Improves and sharpens muscle reflexes.**
- ✓ **Serves as an “adaptogen”** allowing the body to more effectively adapt to stress without harm.
- ✓ **Improves energy levels, stamina and strength.**
- ✓ **Greatly improves the body's ability to lower the level of LDL and raise the level of HDL to artery and heart protective levels.**

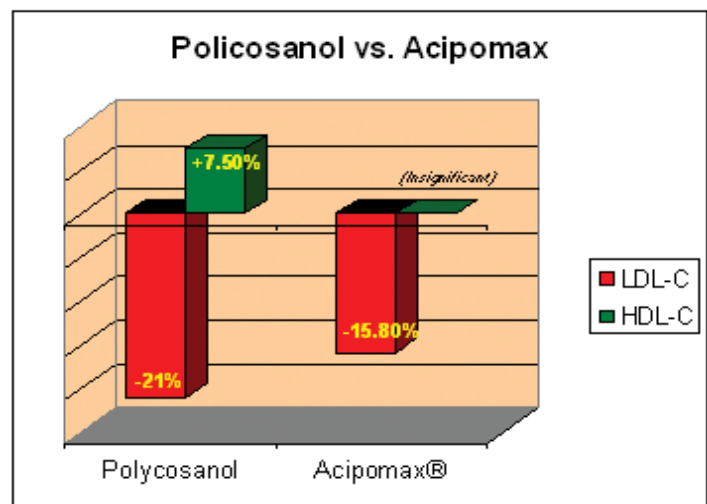
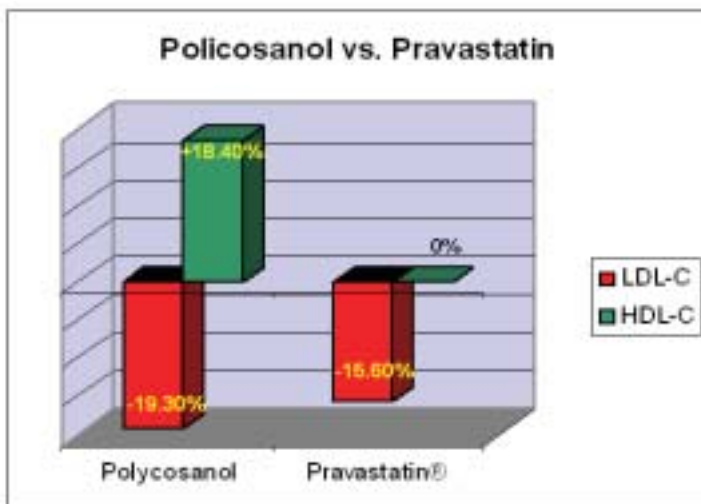
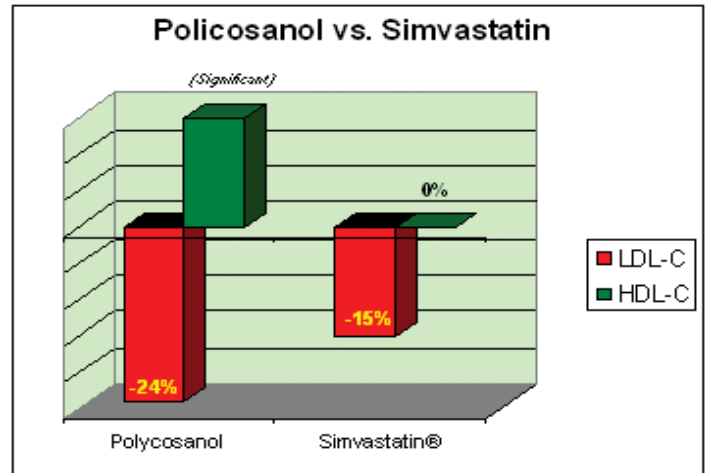
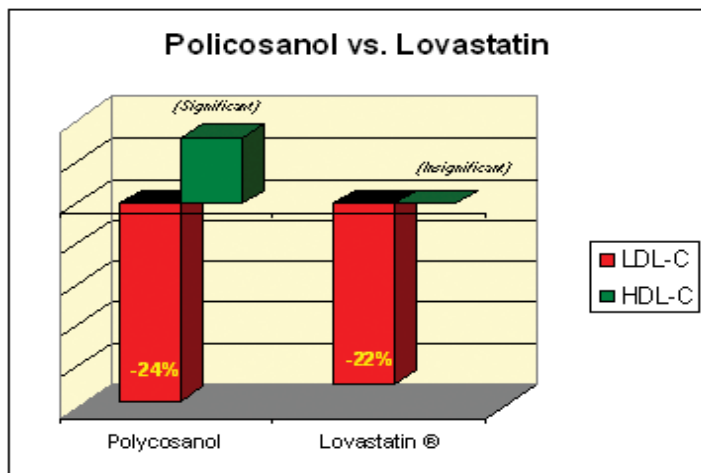
Human Studies With Picosanol Prove Its Protective Benefits

Picosanol 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 picosanol was still providing these major health benefits a full 2 years later after the patients had stopped using it!⁸

Picosanol provided many benefits, too numerous to list here. However here is a summary of how Picosanol did compared to the statin drugs.^{9,10,11}



- *Frustrated because you changed your diet and suffered, yet your cholesterol levels barely changed or they got worse?* Find out why on page 3
- *Do you know the true cause of heart disease, heart attacks, strokes and hardening of your arteries?*
It's not cholesterol's fault. Learn the true cause on page 4
- *Wonder why you have no energy while using those "miracle" statin drugs?* -find out why on page 9
- *Why cholesterol is actually very important for your good health* -see page 3
- Drop your LDL by an average of -31%
- Raise your HDL by an average of +8%
- Improve your HDL/ LDL ratio by an average of +34%
- Stop the true cause of heart disease in its tracks

Repair and reverse damages already done

READ THE WHOLE STORY INSIDE !

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DISCLAIMERS

The material contained in this publication has been carefully researched and is believed to be reliable and accurate. However, it is not presented as medical advice. It is offered as educational information. The reader is advised to obtain the services of a competent and qualified physician if the need for medical treatment is indicated.

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