

## **Cholest EZE:**

### **A Natural Approach to Helping the Body Regulate Blood Fats**

Cholesterol is one of the most misunderstood substances in the human body. Regardless of your viewpoint on the subject, it is generally agreed that excess cholesterol in the blood is not a healthy situation.

This unique formulation, developed by The Institute of Nutritional Science, is distributed exclusively through Phoenix Nutritionals. Each of the ingredients in this specialized formulation has been thoroughly tested and is backed by many clinical studies, verifying their positive effect in supporting the body in regulating cholesterol production and elimination.

***Excerpted from a lecture by K. Steven Whiting Ph.D.,  
Director, Institute of Nutritional Science. Reproduced by  
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It is estimated that 100 million people in industrialized nations have cholesterol levels exceeding safe, recommended levels. While cholesterol has never caused heart disease, it is well established that excess serum cholesterol can be a risk factor in heart disease once the damage to arterial integrity has taken place.

Drugs used to control this condition, called statin drugs, are effective for some people, but come at a risky price. Firstly, they only work for a small percentage of the population. Secondly, routine blood tests are required when taking these drugs due to their potential harm to liver function.

There are natural factors, which can assist the liver in regulating all of the lipids within the body. Since the body manufactures far more cholesterol and is consumed in the diet, and since cholesterol is absolutely essential to human health, we want to control the level of cholesterol, not destroy its production.

By nourishing the liver and providing dietary co-factors that the body can use to effectively eliminate excess cholesterol, millions of people have been able to normalize their cholesterol without the fear of potentially harmful drug therapy.

We suggest that if you have a present problem with elevated cholesterol (above 220) you take 3 capsules of Cholest Eze twice per day for the first 90 days, after which you should have your total cholesterol checked again. If it has returned to a more normal level, slowly reduce the amount of Cholest Eze to a maintenance level that's right for your body. If your total cholesterol is above 260, we suggest using 1 tablespoon of lecithin granules twice per day, in addition to the 6 capsules of Cholest Eze for the first 90 days.



Capsule per Container: 90	...	...	...
Servings size: 3 Capsules	...	...	...
Servings per Container 30:	...	...	...
Each Three Capsules Contain	...	...	% Daily Value
Chromium (polynicotinate)	...	200 mcg	166%
Guggulipids	...	200 mg	*
Pantethine	...	200 mg	*
Inositol Hexanicotinate	...	100 mg	*
Phytosterols Complex	...	375 mg	*
Beta Sitosterol	...	150 mg	*
Campesterol	...	75 mg	*
Stigmasterol	...	40 mg	*
Brassicasterol	...	2 mg	*
Oat Bran	...	300 mg	*
Apple Pectin	...	300 mg	*
Psyllium Husk	...	300 mg	*

\* Daily value not established

**Suggested Use: Three to six capsules daily, or as directed by your health care practitioner.**

**For best results, we suggest using this product in conjunction with a Full Spectrum Liquid nutritional supplement. Doing so will provide you body with the broad spectrum of nutritional support it needs every day. Consult your retailer for further details and recommendations**

**These statements have not been evaluated by the Food and Drug Administration in the USA. This product is not intended to diagnose, treat, cure, or prevent any disease.**