

The **Bell Institute of Health and Nutrition** wants to alert you to an exciting new study concerning cholesterol reduction. As you know, lowering LDL cholesterol is an important step toward reducing risk of heart disease. A 10% decrease in total cholesterol levels (population-wide) may result in an estimated 30% reduction in the incidence of coronary heart disease (CHD).<sup>1</sup>

### **Cheerios® can help lower cholesterol 10% in 1 month**

A new study showed eating two 1 ½ cup servings of Cheerios daily as part of a reduced calorie diet low in fat lowered LDL cholesterol about 10% in one month.<sup>2</sup>

### **Background**

The 12-week study compared whether or not Cheerios, as part of a reduced calorie diet low in fat, would lower LDL cholesterol more than just following a reduced calorie diet low in fat alone. The participants were divided into two diet groups—the Cheerios group and the Control group. Both groups were instructed on choosing low-fat, lower calorie foods and controlling their portion sizes in order to reduce their total calorie intake by 500 calories each day.

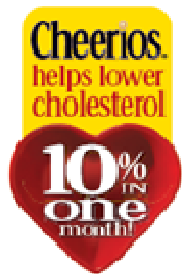
The Cheerios group ate two 1 ½ oz (equal to about 1 ½ cups) servings of Cheerios each day as part of their reduced calorie diet. The Control group ate two 1 ½ oz servings of foods that were similar in calories.

After 4 weeks, the Cheerios group successfully lowered their LDL cholesterol by about 10% (or 17 points). The reduction in LDL cholesterol was about 5% (7 points) more in the Cheerios group than in the Control group.

After 12 weeks, reduction in bad cholesterol in the Cheerios groups was not significantly different than the reduction found at 4 weeks. In addition, the Cheerios group still lowered their bad cholesterol significantly more than the Control group. This means the benefit of eating Cheerios to lower bad cholesterol was consistent throughout the study.

### **Power of Oats to Reduce Cholesterol**

The soluble fiber in oats binds some of the cholesterol in the digestive tract. This cholesterol is "trapped" and some of it is removed from the body naturally. Oats contain more soluble fiber than whole wheat, rice or corn. In addition to soluble fiber, oats contain vitamins, minerals and unique antioxidants, which also help make oats healthy.



Patients can follow these two daily steps to help lower their cholesterol 10% in one month:

- **Step 1: Consume two 1 ½ cup servings of Cheerios cereal.**
- **Step 2: Decrease intake by 500 calories.**

### **Benefits of Cheerios**

- Cheerios is the only leading ready-to-eat cereal that has been clinically proven to lower LDL cholesterol levels
- Made with 100% natural whole grain oats
- No artificial colors or flavors
- One gram of sugar
- Low in fat
- Saturated fat free
- Naturally cholesterol free



For heart health education resources, visit [www.bellinstitute.com/hearthealth](http://www.bellinstitute.com/hearthealth).

