

**TAKE TWO A DAY
TO LOWER LDL
CHOLESTEROL**



The facts on cholesterol

Cholesterol has many important roles in the body, from assisting with digestion, hormone production and providing structure to cells.

6.5 MILLION Australian adults have elevated cholesterol.^{1,2}

The two types of cholesterol are:

LDL Cholesterol (Bad)

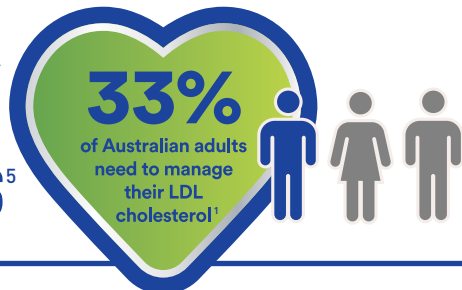
Low-density lipoprotein (LDL) – the ‘bad’ cholesterol can clog arteries and is important to manage for good heart health.

HDL Cholesterol (Good)

High-density lipoprotein (HDL) – the ‘good’ cholesterol helps remove LDL cholesterol from the blood, returning it to the liver.

Managing LDL cholesterol is important for good heart health.^{3,4}

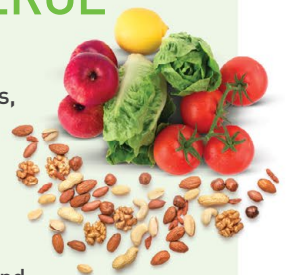
Heart Health is a serious issue for over **4 MILLION AUSTRALIANS**⁵



THE HEART FOUNDATION RECOMMENDS THAT PEOPLE WITH ELEVATED CHOLESTEROL CONSUME 2-3 GRAMS OF PLANT STEROLS DAILY FROM ENRICHED FOODS⁶

LOWERING YOUR CHOLESTEROL

A healthy diet rich in wholegrains, vegetables, fruits, legumes, nuts, seeds, and healthy fats is important for heart health.⁷



Limiting saturated fat and alcohol intake, not smoking, and maintaining an active lifestyle are also important.⁷

Lower your cholesterol with just **TWO Weet-Bix™ Cholesterol Lowering** per day

The 2g of plant sterols in a daily serve (i.e., 2 biscuits) of Weet-Bix™ Cholesterol Lowering is clinically proven to lower LDL cholesterol levels by up to 9% in 4 weeks as part of a healthy diet low in saturated fat.⁸

DID YOU KNOW?



Plant Sterols

are naturally found in plant foods, and we have added them to Weet-Bix™ to make Weet-Bix™ Cholesterol Lowering. Plant sterols actively block cholesterol absorption in the gut.⁹

[†]Two Weet-Bix™ Cholesterol Lowering daily provide 2 grams of plant sterols, which is clinically proven to lower LDL cholesterol by up to 9% in 4 weeks as part of a healthy diet low in saturated fat.



PLANT STEROLS



Together with a healthy balanced diet, the Heart Foundation recommends the daily intake of 2g of plant sterols to lower cholesterol.⁶

For further information on healthy eating and cholesterol, visit heartfoundation.org.au

What if I am taking cholesterol lowering medication?



Plant sterols + Healthy Diet

Plant sterol enriched foods combined with a healthy diet (i.e., replacing saturated and trans fats with unsaturated fats) can work together to lower LDL cholesterol.¹⁰

Visit heartfoundation.org.au to learn more.

Plant sterols + Statins

The Heart Foundation also recommends that people taking statins can benefit from eating plant sterol-enriched foods.^{6, 10, 11}

See the Heart Foundation's Dietary Position Statement on Plant Sterols.

TIPS FOR GETTING YOUR TWO-A-DAY!

Weet-Bix™ Cholesterol Lowering are versatile, meaning you can customize your flavour for the day with different toppings. Why not try the following toppings with your two Bix – we've got you covered for a week!

DAY 1
 ½ cup reduced fat milk
 2 tbs reduced fat yoghurt
 1 sliced peach
 2 tsp sunflower seeds

DAY 4
 ½ cup reduced fat milk
 2 tbs reduced fat Greek yoghurt
 4 apricot halves
 1 tbs chopped hazelnuts

DAY 2
 ½ cup reduced fat milk
 chopped fruit:
 - 3 large strawberries
 - ½ mango
 - ½ kiwifruit
 1 tbs walnuts
 1 tsp lime
 1 tsp honey

DAY 5
 ½ banana
 ½ kiwifruit
 1 tbs chopped almonds
 ½ cup reduced fat milk

DAY 3
 100g reduced fat vanilla yoghurt
 1 tbs chia seeds
 4 large strawberries

DAY 6
 2 tbs plain reduced fat yoghurt
 ½ cup mango
 ½ reduced fat milk
 1 tbs chopped macadamias

DAY 7
 ½ cup reduced fat milk
 ½ cup blueberries
 2 chopped dates
 1 tbs chopped almonds

Weet-Bix™ Cholesterol Lowering doesn't just have to only be consumed at breaky, check out our Cauliflower Fritters or Spinach Frittatas which make for a great lunch, dinner, snack or savoury breakfast!



Scan the QR code or [click here](#) to find out more about how to support a healthy heart with Weet-Bix™ Cholesterol Lowering.

You'll find a copy of this fact sheet, recipes, heart healthy tips and more!



References:

- 1) Australian Bureau of Statistics. Australian Health Survey: Biomedical Results for Chronic Diseases. Canberra: ABS; 2011.
- 2) Australian Bureau of Statistics. National, state and territory population. Canberra: ABS; 2022.
- 3) Mach F, et al. Eur Heart J. 2020;41(1):111-88.
- 4) Ray KK, et al. Glob Heart. 2022;17(1):75.
- 5) Australian Institute of Health Welfare. Heart, stroke and vascular disease: Australian facts. Canberra: AIHW; 2023.
- 6) National Heart Foundation of Australia. Dietary Position Statement: Phytosterol/stanol enriched foods & Heart Healthy foods. 2017.
- 7) National Vascular Disease Prevention Alliance. Guidelines for the management of absolute cardiovascular disease risk. 2012.
- 8) Clifton P, et al. Foods. 2018;7(3).
- 9) Plat J et al. Am J Cardiol. 2005;96:15-22.
- 10) National Heart Foundation of Australia. Summary of evidence - Phytosterol/Stanol enriched foods. 2009.
- 11) National Heart Foundation of Australia. Position Statement Phytosterol/stanol enriched foods: Questions and Answers – Professional 2017.

Compiled by Accredited Practising Dietitians from the Sanitarium Nutrition Insights team, April 2023

Weet-Bix™ Cholesterol Lowering may not be suitable for children under 5 years and pregnant or lactating women. For further information talk to your Health Care Professional. Individual results may vary due to diet, genetic or other reasons

