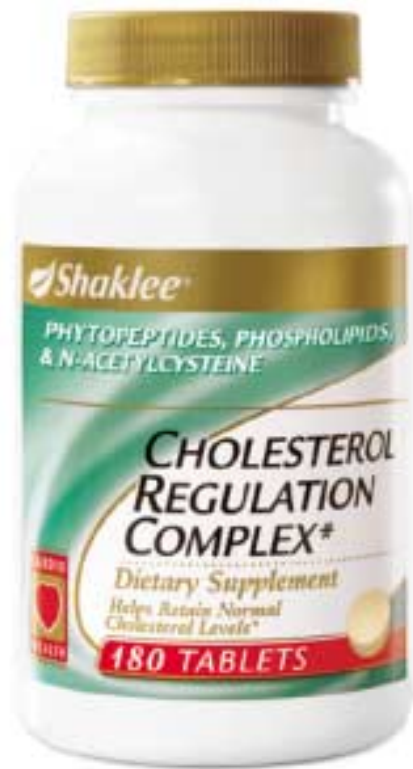


New Shaklee® Product



Introducing Cholesterol Regulation Complex*!

#20648

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

High Cholesterol: A Common Health Issue

- Heart disease continues to be the #1 killer in the US, and high cholesterol leads to a higher incidence of heart disease.
 - 158 million American adults have ‘undesirable’ cholesterol levels (>200mg/dL total cholesterol) or ‘high’ cholesterol
 - 10% of children aged 12-19 have ‘undesirable’ cholesterol levels.

NIH Guidelines: Revised May 2001

	Total Cholesterol	LDL (“Bad”) Cholesterol	HDL (“Good”) Cholesterol
Normal	Less than 200	Less than 130	60 or higher
Borderline	200-239	130-159	-
Too High or Too Low	240 or higher	160 or higher	40 or lower

- Revised *National Institutes of Health* Guidelines will:
 - Triple the number of prescriptions for cholesterol management from 12 to 36 million
 - Increase the number of people targeted for dietary management of cholesterol from 52 to 65 million
 - Encourage doctors to give patients a complete lipoprotein profile every 5 yrs starting at age 20

Cholesterol Management: What can people do?

- Make lifestyle changes
 - Consume more fiber
 - Follow special diets
- Take prescription medications
 - 7% of US adults currently take prescription drugs for cholesterol
 - 13 million Americans take statin drugs – the most common prescription medication.

Sources: Gallup Target Market Report on Health & Fiber, 2002; Self care in the new millennium, Roper starch , 2001

New!

Cholesterol Regulation Complex*

- For adult men and women who want a safe, natural way to take control of their cholesterol before it becomes a problem
 - especially those with:
 - Family history of heart disease or type 2 diabetes
 - Diets high in cholesterol or saturated fats
 - Excess weight or obesity
 - Physical inactivity
 - Smoking
- Safe, natural product
- Convenient tablet form

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Product Description

Dietary supplement in a convenient, 30 day supply

6 tablets daily include:

- Soy phytopeptides with bound phospholipids (cSPHP) - 3000 mg
- N-Acetylcysteine (plant derived) - 200 mg

Key Ingredients

Hydrolyzed Soy Protein Blend

- Provides phytopeptides bound to phospholipids that are clinically shown to:
 - Help retain normal cholesterol by inhibiting absorption of cholesterol in the intestinal tract*
 - Increase HDL ('good') cholesterol by 37% after 3 months*

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Key Ingredients

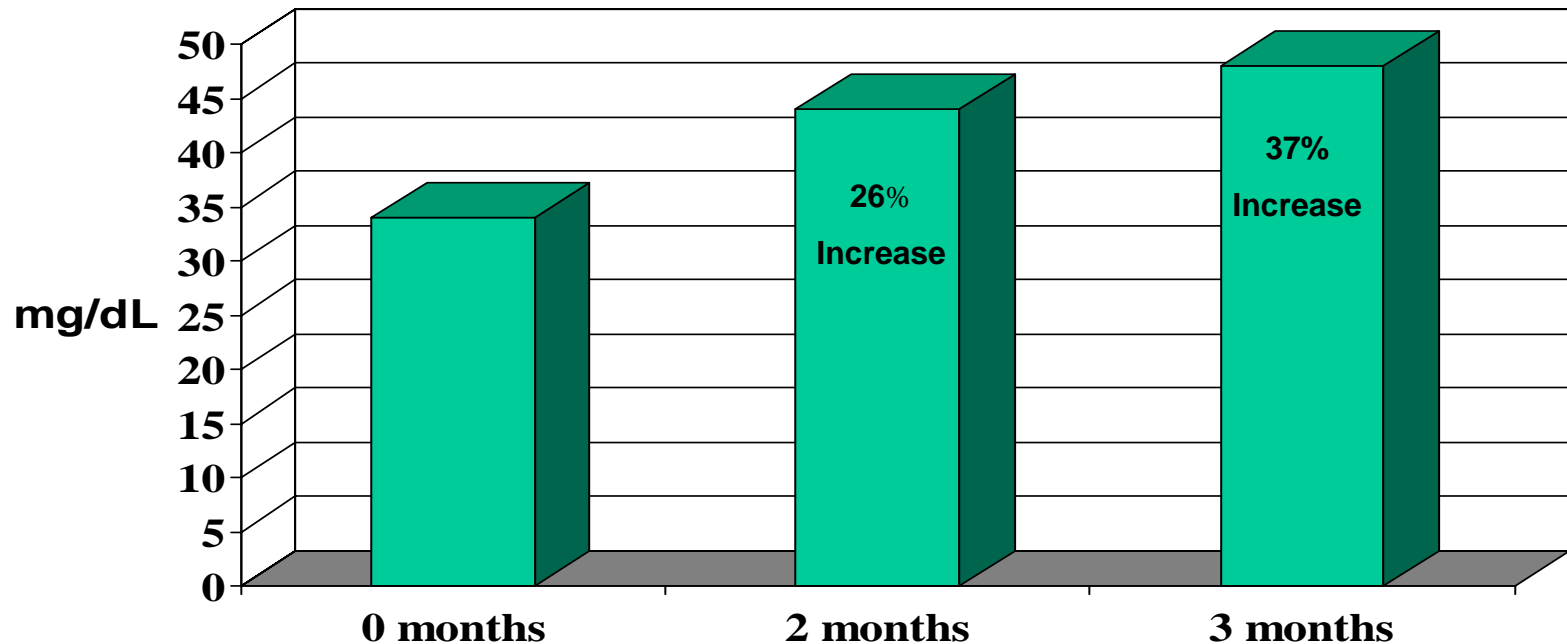
N-Acetylcysteine (NAC)

- Plant-derived antioxidant
- Contributes L-cysteine, which is involved in the body's production of the powerful antioxidant Glutathione
- Scientific evidence suggests NAC may help prevent the oxidation of LDL ('bad') cholesterol*

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Scientific Support: Cholesterol Clinical Results (CSPHP)

Clinically proven to Increase “Good” (HDL) Cholesterol^{†*}



[†]Clinical studies of the phytopeptides and bound phospholipids showed a 37% increase in HDL (“good”) cholesterol after 3 months.

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Cholesterol Regulation Complex*

Benefits

- Helps retain normal cholesterol levels*
- Promotes cardiovascular health*
- Increases HDL ('good' cholesterol) by up to 37% within 3 months*
- Helps prevent LDL ('bad' cholesterol) oxidation*
- Helps inhibit absorption of dietary cholesterol without interrupting Coenzyme Q10 production*

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The Shaklee Difference

- 1st product in the market with soy phytopeptides & phospholipids (CSPHP)
- Unique – proprietary blend
 - Multifaceted approach to cholesterol management
 - Increases HDL (good cholesterol) levels*
- Safe, natural approach to retaining normal cholesterol levels*
- Does not interrupt production of CoenzymeQ₁₀
- Clinically studied ingredients

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How Can I Get Cholesterol Regulation Complex*?

- From authorized Shaklee Independent Distributor
- Order directly from Shaklee.com or Shaklee.net
- Order directly by calling 1-800-SHAKLEE (1-800-742-5533)

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Cholesterol Regulation Complex*: Complementary Shaklee Products

- CoQHeart[®]: #20647
- Essential Omega-3 Complex: #20234
- Vita-E Complex[®]: #20112
- B-Complex: #20186/ #20194
- Garlic Complex: #20083 / #20084
- Shaklee Fiber Plan[®] Unflavored: #20362

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