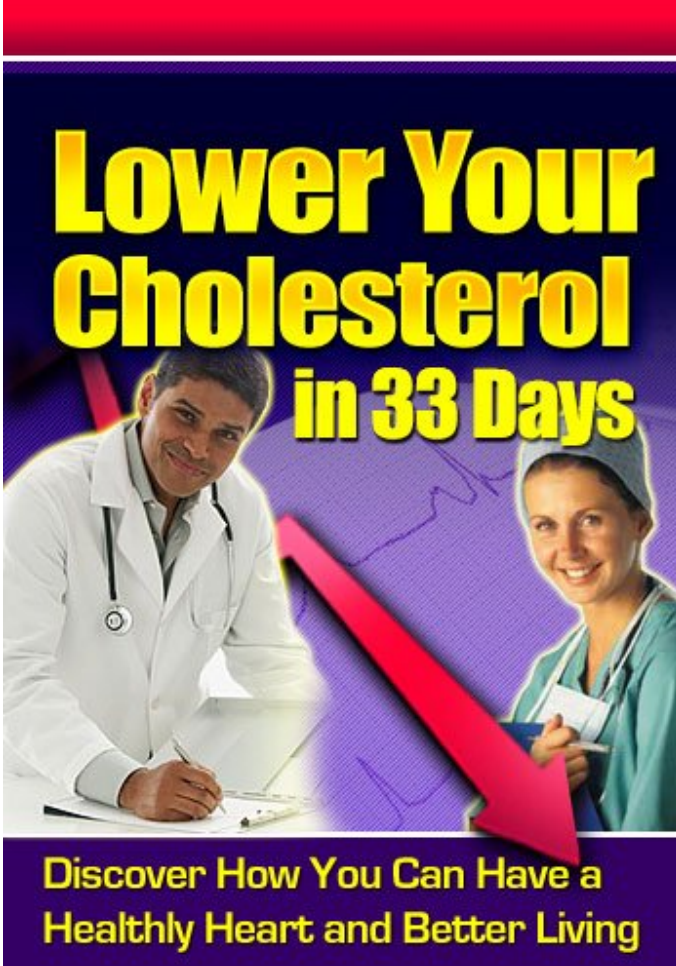


*DISCLAIMER: This information is not presented by a medical practitioner and is for educational and informational purposes only. The content is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your physician or other qualified health provider with any questions you may have regarding a medical condition. Never disregard professional medical advice or delay in seeking it because of something you have read.*

*Since natural and/or dietary supplements are not FDA approved they must be accompanied by a two-part disclaimer on the product label: that the statement has not been evaluated by FDA and that the product is not intended to "diagnose, treat, cure or prevent any disease."*

Secrets to Effectively Lower Your Cholesterol

# LOWER YOUR CHOLESTEROL



**Lower Your  
Cholesterol  
in 33 Days**

**Discover How You Can Have a  
Healthy Heart and Better Living**

**YES, YOU CAN DO IT TOO,  
IN JUST 30 DAYS OR LESS!**

**Lower your Cholesterol in 33 Days or Less!**

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## **Getting A Handle On The Basics Of Cholesterol**

For most of us, worrying about cholesterol starts with a diagnosis and some treatment suggestions by our physicians. For others, wanting to live healthy lives, lowering their cholesterol is an important well-being and health-conscious priority.

Maybe some new research, study or statistics gave you reason and pause for thought, concern and/or reflection. Whether you are concerned for your own health, a loved one, or maybe just someone you know or care about, this guide will have valuable insights for you.

Most of us are worried about having or getting the dreaded diagnosis of high levels of "bad" cholesterol. Whatever the motivation was for you picking up this book, there is lots to learn surrounding this life-enabling or debilitating health concern.

In fact, many experts now think that high cholesterol levels are among the greatest health problems that face us today. In this book, you will learn how to take control of your health. By the end of this e-book, you will know:

- How to speak to your doctor about cholesterol and get the information you need to do the right thing and lower your cholesterol
- Myths regarding cholesterol that deserve your attention
- The secrets that can make healthy cholesterol a part of your life permanently!
- What cholesterol is and why it is important
- What secrets you should know to live a healthy life
- What to eat for a healthy heart and to lower your cholesterol maintain it and stick with your plan on keeping it within and below acceptable limits, for a healthy life and longevity
- What too high cholesterol can do and treatments that can help you lower your cholesterol

... and much, much more!

The book is written to enable you to use it any which way you please. You can read it cover to cover, or just focus in on particular sections that appeal to you and address your situation or needs. A glossary and resource listing is provided at the end of the text. Getting your cholesterol in check in as less than 30 days is the goal. Practical, handy tips and advice is provided throughout the text to help you along the way.

It is NOT structured as a systematic DIY process, for each situation and individual and challenges we face are difference. Lowering cholesterol is also NOT a logical sequential process per se. It is a complex, layered and multi-faceted problem and issue. High cholesterol can kill you! That is the seriousness and reality at hand here. There are several ways of dealing effectively with it and lots you can do, to

## Secrets to Effectively Lower Your Cholesterol

help lower it right away and manage your health long term. What you need to do might differ greatly from the person next to you also reading this book! NO TWO INDIVIDUAL JOURNEYS AND SOLUTIONS MAY BE THE SAME. This guide is versatile enough that there is a customization possible for each and every one of us, dealing with lowering cholesterol in our own lives. It is unique and personalized and it will help you come up with your personal 'treatment' and plan of action. It will provide you with everything you need to come up with your own tailored solution that is just right for you situation and circumstance!

Cholesterol is still a medical problem and diagnosis first and foremost. It is of extreme importance that you do consult with your physician about your condition and get the treatment and intervention that is right for you. Coming up with the plan of action is part of your strategy of 'getting within and below acceptable limits for your cholesterol' LOWERING IT a priority! Ask your doctor, which of the tips and recommendation in this book might be helpful to you.

Let us get right to it then...

### What Is Cholesterol Exactly?

What are we dealing with, when we are talking about lowering cholesterol? We do need to define and know what it is, in order to deal with it appropriately and responsibly.

Here is one such definition and some quick-facts about cholesterol that you need to know and be aware of:

- Cholesterol is a fat-like and waxy substance, produced by the liver.
- It has its place and function in the human body and system and too much of it puts your health at risk.
- Cholesterol forms part of every cell within the body.
- When the cholesterol level is appropriate, all is well
- It plays a life-giving role in many functions of the body.
- When cholesterol is at a good level, you are healthy and in top shape
- It works to build and repair cells
- It produces hormones such as estrogen and testosterone
- Produces bile acids which are proven to aid in the digestion of fat
- With too much cholesterol in the body, build up occurs
- Damage to and clogging of your arteries result.

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This is how the problem oftentimes gets its start:

A diet high in saturated foods (including dairy, meat and eggs) heightens and elevates your cholesterol levels in the body.

**Cholesterol Tip # 1: Eating FRESH is GREAT! Fruit, vegetables, and grains will help you maintain optimal health. These foods typically have 0% cholesterol.**

Therefore, it is possible to NOT fall into the trap of high levels of cholesterol and you have a role to play, by choosing the right kind of foods to pass from fork to mouth.

If you do opt for a healthier diet and lifestyle you have already made a giant leap in taking control of not only your cholesterol, but your heart health, life and future! If you do eat right and better, you are in a better position to get your health back and lower your risk for heart disease and stroke. SIMPLY LOWERING YOUR CHOLESTEROL BY 1% CAN MAKE A WORLD OF DIFFERENCE AND IS WORTH THE EFFORT!

YOU CAN PERMANENTLY DEAL WITH YOUR CHOLESTEROL PROBLEM. Monitor your levels regularly and discuss them with your doctor. YOU DO NOT ONLY HAVE TO RELY ON MEDICATIONS, there are healthier choices, options, lifestyle changes that you can make that can have a great lowering effect too. We will take a closer look at these as we go along.

The advice and recommendations given in this book is for informational and education purposes, providing you with alternative, healthier and natural options for 'treatment' . It is NOT to substitute medical diagnosis and treatment. For this, discuss your plan with your doctor.

Again understanding more about cholesterol, the different types and manifestations of it as well as the effects and risks it carries, is of importance. We will pause to reflect on them briefly.

There is more than ONE 'type' of cholesterol, although we just refer to them as cholesterol. They have different functions in the body and are even different types of 'substances', with their own characteristics and qualities.

Like other fats, cholesterol CANNOT be absorbed or dissolved in your blood. They are carried in your system from cell to cell. Transported if you will. They consist mainly of an outer layer of protein and an inner core of both cholesterol and triglycerides - another form of fat and highly dangerous, as we will continue to discover. Here is a summary on what these different types of cholesterol are and do

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in the body.

The two main types of lipo-proteins are: High density and Low density lipo-proteins

When we refer to our cholesterol 'levels' and test results, we imply all/both of the above. These are also referred to in the common language as good and bad cholesterol.

### **BUT, WHAT CAUSES CHOLESTEROL EXACTLY? WHERE DOES IT COME FROM?**

In a continued attempt to understand and handle cholesterol effectively, we need to know and probe more.

You could have extremely high levels of bad cholesterol, despite the fact that you are healthy and thin. Due to heart risk and health factors, some individuals will require a very aggressive approach, which includes medical treatment and cholesterol lowering medication. More on this a little later. It is a serious condition and intervention and action has to be immediate!

Lifestyle issues, diet and high cholesterol:

FAST-FOOD high in saturated fats and opting deliberately for convenience meals above nutrition are some of the bad choices and habits we will have to take up and change quickly to turn the tide in our favor and get rid of our cholesterol-inducing habits a priority!

**TIP # 2: When we opt for convenience in eating over nutrition, we are setting ourselves up for problems. Eating fast foods and convenience foods results in eating too many fats and salts, which can raise our bad cholesterol levels.**

If you are not active regularly, it gets worse. This build-up is inevitable. YOU CANNOT LIVE SUCCESSFULLY ON THIS TYPE OF FOOD! The recent movie "Super size Me." Documents a failed fictional attempt at doing so and is quite an eye-opener. It is how to go wrong with cholesterol in 30 days or less!

Getting good advice on nutrition and healthy eating, choices to lower your cholesterol is always time and effort well spent. THIS IS SOMETHING YOU CAN GET STARTED ON RIGHT AWAY!

JUST 20 minutes of aerobic exercise (like walking) per day is all it will take MAKE THIS A PRIORITY, FUN and you will soon see the benefit and rewards as well.

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YOU DO NOT EVEN HAVE TO GO TO A GYM TO DO IT! Activities with your family before/after dinner every day, should be a priority.

GET MOVING is the secret to your body, system and your health, heart and future will thank you! Do things that you really enjoy, do not make it a chore and it will become second nature before you know it. Also do enough or the right type and intensity to get the optimal result from it.

### **Nutrition, Diet and Food choices – WHAT IS ON THE MENU AND GROCERY LIST?**

Here is a list of things you can start changing right away , if you have not been doing it...

- START BY CHOOSING healthier and preferable LOW-FAT foods
- Buying unsaturated fats and oils as the BEST alternative!
- Cooking-sprays (low-fat) to replace oils and cut fat from our diet MORE!
- Kitchen habits and food preparation techniques that do not require oil (stir-fry, steam, boil etc.)
- No deep-frying or foods baked/prepared in heavy oils

### **Heritage and Genetics**

Thank your genes and DNA for some of your cholesterol levels and bodily dynamics! IT does have a role to play here.

*Ask and answer: Is there anyone in your family that suffers from high cholesterol?*

Alert your physician of this as well, especially with a family history that includes heart disease and high cholesterol levels.

You cannot fight or deny genetics and the role that it plays/can play, BUT you can choose actively to live differently! This is exactly what this book proposes! Let us learn some more about this topic now.

### **Age and Gender**

It is an undeniable fact of aging that the older you get the higher your cholesterol levels will get. It is however also a question of reality and maintenance. Especially when menopause hits for women. We tend to see a higher occurrence of cholesterol issues when this sets in. Women easily surpass men at this point and have to do a great deal to manage and lower their cholesterol and risk of disease.

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Ensure that your age does not threaten your heart health. Stay active and eat right and monitor your cholesterol levels regularly.

### **Why And How Cholesterol And Your Arteries Have An Uneasy Alliance!**

Moving things around and in effect pumping and circulating blood is the task of the heart and arteries.

Here is why arteries and cholesterol have an uneasy partnership at best:

- It is an intricate network of circulatory genius, from the dorsal aorta (main artery) and/or its branching out into many other and smaller arteries to transport blood and oxygen throughout the body.
- This is a necessary bodily function that keeps us in good health and tip-top shape.
- It is never a good thing to have too much cholesterol in the blood - especially bad cholesterol for it does effectively prevent these arteries from working like they should and/or optimally.
- Cholesterol is an arterial wall enemy! It may clog, block, stop and damage them, keeping them from doing what they should.
- Cholesterol puts your health at serious risk and can even threaten your life.
- Most physicians will advise you that the diagnosis is dire. These blockages, build-up on the arterial walls are disastrous and kill you. It is that simple and intervention is required with urgency and immediacy to preserve your life.
- From a patients perspective it is important to understand that keeping these arteries free of bad cholesterol for optimal health is paramount.
- Arteries are constructed of a tough exterior and a soft, smooth interior and when cholesterol is a problem it is like a thickening of this fatty substance on the arterial walls, like plaque build up that restrict the flow of blood and interferes with the functioning of the heart and circulatory system.

### CHOLESTEROL: THE GOOD, THE BAD AND THE UGLY!!

Here is how your arteries work and function – THE GOOD

- Each layer of these arteries is made up of epithelial cells.
- The middle layer is elastic and very strong.
- It helps pump the body's blood.
- The inner layer is smooth and allows the blood to flow easily.
- As the heart beats, the arteries expand and are filled with blood.
- The heart relaxes and produces enough force to push the blood through.
- If you are healthy, this whole intricate circulatory system works well with the

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oxygen-rich blood moving and transporting essentials throughout the body successfully so and unhindered.

### Why cholesterol is not good for your arteries per se – THE BAD AND THE UGLY!

- Any fatty deposits that causes blockages and obstacles that interfere puts you at risk for disease (heart attack and stroke)
- These thick substances WILL prevent your body from working well.
- Your heart will eventually become starved of the required blood – you are and will be at great risk. You might even die because of it.

When this build up and thickening occurs due to high levels of bad cholesterol, you need to deal with the problem and 'unclog' your arteries, getting rid of the residue and fatty deposits. For those of us with an early catch of this condition and a good prognosis, even clear arteries (for now), ALWAYS REMEMBER prevention is better than cure! There are medications, lifestyle changes and even invasive procedures to deal with this problem in order to hand you back your quality of life and deal effectively with lowering your cholesterol.

Yesterdays top standards quickly becomes today/tomorrow's entry-requirements. This is also true for cholesterol. Even borderline or acceptable levels of cholesterol will not be enough! Exercise and healthy eating is critical regardless! CHANGE YOUR LIFESTYLE, CHANGE YOUR LIFE AND YOUR FUTURE FOR THE BETTER! It will make a world of difference in the long run. Keeping your levels well within, even far below the accepted is to be highly recommended.

There are some very simple steps all of us can take, deemed necessary to lower cholesterol and enjoy a better and possibly longer life. We will briefly look at some of them.

### **Lifestyle and food choices for Lower Cholesterol**

Food choice, nutrition, diet, preparation, portion and types of food, regularity of meals, fats and salt, a variety of fresh foods are all part of this equation and dynamic.

YOU CAN CONTROL WHAT MAKES IT WAY INTO YOUR MOUTH! It is as simple as that. Willpower and discipline, informed, empowering and life-enabling choices are what this is all about.

Controlling your diet, is one of the things you can use to quickly get your cholesterol levels down and in check. IT IS ANOTHER GREAT FIRST STEP!

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### Be 'picky' about eating the right types of foods with 0% cholesterol!

#### Making the necessary changes will result quickly ...

- It is easy to understand and act on the fact that you should rather be following a low cholesterol and low fat diet. It is in your best interest, to get better and live a fuller life.
- Set a goal of trying to reduce your cholesterol by at least 15 percent through your initial efforts and changed habits, lifestyle and food choices and intake.
- Energy and feelings of wellness will return to your life as a bonus.
- Our bodies are designed and meant to be moving! If you choose to engage in regular exercise schedules and routines this will raise your "good" HDL levels for a total package of healthy living. There is a positive correlation between the two.

But, what does eating right (following a low cholesterol and low fat diet) really mean?

Here are some suggestions that might help you take a serious look at and even change and adapt your own lifestyle to one that is healthier and will sustain your heart health, lower your cholesterol and risk for disease and increase your longevity:

- WATCH OUT FOR HIDDEN DANGERS! Try above else to avoid foods that contain harmful trans-fats such as margarine, salad dressing and sauces. Rather opt for lemon juice and natural flavorings and get rid of all these added salts and fats! (Rather NOT 'ADD' for flavor – it could get you right back in trouble with those cholesterol levels).
- WEIGHT MAINTENANCE SHOULD BE A PRIORITY. Being obese, overweight or simply just carrying some excess weight is never good for you. Seen from this perspective it can also contribute to cholesterol and to heart ailments. GET AND KEEP THE WEIGHT OFF! CUT CALORIES AND EAT FOR THE RIGHT REASON: Eat only enough calories to improve your healthy weight and reduce your blood cholesterol level.
- KNOW, SET, STICK TO YOUR PLAN AND LIMITS! Eating and taking in LESS than 200 milligrams of dietary cholesterol each day, or follow the limits for dietary cholesterol that your doctor sets for you, which might be even less than 'normal' if deemed appropriate in your case.
- LIMIT EVEN ELIMINATE IF YOU CAN SATURATED FATS FROM YOUR DIET (less than 7% of daily intake)
- LESS SALT IS ALSO GOOD FOR YOU. Limit your sodium intake to 2400 milligrams a day.
- If you are faced with really high/bad cholesterol levels, get very low portions of saturated fat in at all. Some say between 25-35% or less from 'fat' per se is a good rule of thumb.

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### OTHER TIPS INCLUDE:

Remember when your parents/doctor told you that fiber is your friend and actually good for you! It is true. Our bodies does need it to digest and deal with foods properly. Soluble fiber is BEST! Try new sources and foods full of it like:

- Dried peas and beans
- Fruits (especially oranges and pears)
- Oats, rye, and barley
- Vegetables (especially brussel sprouts and carrots)

### There are also definitely TABOO or FOODS TO AVOID AT ALL COSTS FOR LOWERING YOUR CHOLESTEROL:

- ALL foods high in cholesterol like egg yolks and full-fat dairy, even organ meats (liver/kidneys)
- Fried and processed foods or foods high in fat and salt
- High processed foods (deli meats, sausages, hot dogs, bologna, salami and fatty red meats)

### **Food-selection Tips**

- Animal products and all meats unfortunately have some/even lots of saturated fat and cholesterol. WE are advised to limit daily intake to 6 ounces or less to keep our cholesterol levels in check
- Fish is your BEST option here for protein and nutrients! From the fat and cholesterol standpoint, it is much better than meat, even than chicken.

Some other useful cholesterol lowering and health-friendly methods and tips for dealing with meat and animal protein:

- CHOOSE WISELY: Select lean cuts of meat, poultry, fish, dry beans, eggs and nuts each week.
- CUT FAT OFF/OUT: Skinless meats are best, lean cuts with no excess fat. DO NOT EAT THE SKIN OF CHICKEN FOR EXAMPLE – RATHER REMOVE IT!
- EAT LESS OF IT: Smaller, more regular meals is better for your metabolism.
- DIFFERENT TYPES OF PROTEIN AND ALL FOODGROUPS: Variety is the key, from all food-groups, every day.
- TYPES AND CUTS OF MEAT: White meats, lean cuts with less 'marbleizing' (which is the cholesterol)

**TIP # 3: Remember: A good secret weapon is FIBER! Increase the amount of soluble fiber you take in. If LDL is not lowered enough from reducing saturated fat and cholesterol, this might help you effectively LOWER YOUR**

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### **CHOLESTEROL CONSISTENTLY AND FOR GOOD!**

#### **Making Healthy Eating Better With Fresh Produce, Bounty of the Plant world**

Going fresh is BEST! FRUITS AND VEGETABLES ARE GOOD FOR YOU – BETTER THAN ANIMAL PROTEINS AND FATS!

- It sounds logical that we would have more of what is good for ourselves and our bodies. We should opt for eating foods with no cholesterol in the first place.
- Some fruits and veggies might even lower your cholesterol and help you do battle, restore and maintain your health.
- We do not get enough servings of fresh fruit and vegetables. It contributes to obesity and some of the other problem diseases and related problems.
- YOU CAN NEVER HAVE TOO MUCH OF THIS GOOD THING! Animal products have high levels of cholesterol, fruits and veggies do not.
- Simply by eating more fresh fruits and vegetables you will be doing your body, heart, health and future a favor!

#### **TIP # 4: GETTING YOUR SERVINGS OF FRESH FRUITS AND VEGGIES SHOULD BE ONE OF your main goal as you try to lower your cholesterol in under 30 days, for life!**

Here are some handy suggestions for you to include these fresh delicacies in your daily diet.

LOTS TO CHOOSE FROM and VARIETY IS THE SPICE OF LIFE! Try to discover and experiment with variety! Eat something you have not had before that is not considered a mainstream vegetable (turnip/anis for example)

EASY MEALS: Soups and salads are great ways to 'experiment' and introduce tastes.

Make it a priority to try/eat/cook/include lots of different types of fruits and vegetables at every meal or also as healthy snack alternatives.

There are lots of "veggies" we do not often think about or consider. Consider all those that you may not have tried yet ... can you think of a couple. Take a look the next time you are picking up your groceries and actually buy something you have NOT had before.

This reference list below is not meant to be a complete listing – only quoted and provided here for illustrative purposes and to give you a checklist of sorts to start buying some new vegetables:

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Alfalfa sprouts  
Anise  
Apples  
Apricots  
Artichoke  
Arugula  
Asparagus  
Avocado  
Bananas  
Bean sprouts  
Beans  
Beets and beet greens  
Berries  
Bok choy  
Breadfruit  
Broccoli  
Brussels sprouts  
Cabbage  
Calabrese  
Carrots  
Cauliflower  
Celeriac  
Celery  
Chard  
Cherries  
Chicory  
Chives  
Clementines  
Collard  
Corn  
Cucumber  
Daikon  
Dates  
Eggplant  
Endive  
Fennel  
Fiddleheads  
Figs  
Frisee  
Garlic  
Grapefruits  
Grapes  
Guava  
Kai\_lan  
Kale

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Kiwis  
Kohlrabi  
Kumquats  
Leek  
Lemon grass  
Lemons and Limes  
Lentils  
Lettuce  
Lychee fruits  
Mangos  
Melons  
Mushrooms  
Mustard greens  
Nectarines  
Nettles  
Okra  
Onions  
Oranges  
Papayas  
Parsnips  
Passion Fruits  
Peaches  
Pears  
Peas  
Peppers  
Persimmons  
Pineapples  
Plums  
Pomegranates  
Potatoes  
Pummelo  
Quinices  
Radicchio  
Radishes  
Rapini  
Rhubarb  
Rutabaga  
Skirret  
Spinach  
Squashes  
Star Fruit  
Sweety  
Tangelos  
Tangerines  
Tomatoes

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Tubers  
Turnip and turnip greens  
Ugli Fruits  
Water chestnuts  
Watercress  
Zucchini

BE CREATIVE: Think of ways that you can use some of these in your meals. Do you see any you have not tried yet? Make this your starting point.

You do not have to only eat the 'boring' choices you are used to and do not have to deprive yourself. You can create exciting meals and cuisine, delicacies to die for, if you do opt for more fresh produce. Make it a food and culinary adventure. Try a new fruit/vegetable every week.

**TIP # 5: Take a chance today and pick up some fresh fruits or vegetables that you have never tried before. Your taste buds and your cholesterol level will thank you for it.**

YOU CAN MAKE A DIFFERENCE AND BETTER CHOICES! You can take this task upon yourself to pick and make delicious and healthy foods.

MAKE IT EASIER AND MORE CONVENIENT FOR YOURSELF TO EAT HEALTHY. Low-fat foods that are prepared well and presented attractively, will become more and more appealing to you as time passes on. You will develop quite a palate and taste for it.

**TIP # 6: Use this list of fruits and vegetables as a checklist of sorts. Copy and print the list and circle all the fruits and vegetables you have tried. Add your own and find interesting ways to include them in your daily meal offerings.**

MAKE IT AN ABSOLUTELY NON-NEGOTIABLE PRIORITY TO get, stay and eat healthier! IT all starts with making better, more informed, consistent, healthier choices.

It is however not only about picking the right foods, but also doing the right things with them!

### **Preparing your food correctly and dealing with cholesterol...**

Preparing your own food and knowing what goes into your meals is a good way to keep track of what you put into your system. YOU CAN CONTROL WHAT GOES INTO

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### YOUR MOUTH!

Many restaurants add fat and salt to 'enhance' taste. It is not good for you. Convenience foods, of course, are also way too notorious for offering poor nutrition and plenty of fat, salt, and sugar, (read the nutritional label on some of the frozen meals for example and you will be surprised!)

### **TIP # 7: MAKE IT A PRIORITY TO AVOID all fast food, convenience, and prepackaged meals.**

Here are some suggestions and recommendations to get you started the first 30 days, for life:

- MAKE BETTER CHOICES FOR YOUR HEART: Choosing heart-healthy foods and fast recipes, good preparation techniques, that can make cholesterol-friendly eating a snap does not need to be hard. We all have to start somewhere.
- Be innovative about healthier eating options: explore different cultures and what they eat to stay healthy and live longer (educate and inform yourself) Even consider making more recipes from Chinese, Japanese, Raw food, Vegan, and Indian cookbooks to benefit from some of the healthier alternatives you might not be as familiar with.
- Fresh herbs (buy or from your own garden) for regular supply on hand. Use these to add flavor to your cooking rather than relying on salt. Opt for healthier sea salt and only a pinch at that. It is really not good for you.
- Fresh is healthier, less cooking better, no fat or added salt required BEST!
- Implement and stick to a no junk-food rule. These are typically high in both salt and fat content.
- Make it convenient and hard to resist to eat fresh and healthy! Keep fresh food in ample supply in your home and make it a priority to get your servings of fresh fruits and vegetables every day (count them or write them down if you find it easier to track!).
- Make a plan to succeed – you do not have to be a whiz or gourmet chef in the kitchen to get this right! YOU ARE IN CHARGE OF WHAT YOU BUY, MAKE, SERVE and EAT. Take control of both choice, process and outcome and see how quickly your cholesterol levels will drop!
- Plan to make your own meals and not order in, get drive-through or convenience meals! Limit trips to restaurants and fast-food joints. JUST COMMIT TO STAYING OUT OF THEM FOR 30 days and you will see a difference too!
- Salad and sandwich combinations make for a great meal and a better option than pizza and pop for example. Simple choices, simple adjustment, but the rewards and outcome will be greatly rewarding.
- Soups and stir-fries are quick and easy too
- Opt for and stick to low-fat and cholesterol-friendly recipes in cookbooks for 30 days and measure your success! Have your levels checked again to have the data to prove that it is working!

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NEVER COMPROMISE! Here are the summary secrets to your cholesterol-lowering success:

- Always look for healthier alternatives.
- Use good olive oil instead of butter
- Choose low-fat products instead of the regular kind
- Experiment with cutting salt out of recipes entirely.

### Basic Heart-Healthy And Cholesterol-Lowering Menu-Options:

#### Fruit Salads

- Try a fruit salad for breakfast, snack or a later meal
- It has no YES THAT IS 0% cholesterol and good for you! It is even appropriate even for those who have very high cholesterol and battle cravings
- The aromas, colors and flavors of different fruit combinations will allure and tempt you to try and eat MORE of them.
- Chopping up some of your favorite fruits, berries, and lemons are easy to do and even fun activity for you and the kids coming up with 'customized' combinations and favorites. Eating healthy does not have to be boring or a punishment, depriving you of good tasty treats!
- Frozen fruits 'sorbet' style, smoothies, layered masterpieces are all possible
- Use lemon juice to avoid apples and other fruits from browning and keep unused portions refrigerated and covered.

#### Salads

- It is NOT about what goes on top (preferably NOTHING!) It is about what is inside. Avoid croutons, bacon bits, whole milk products such as cheese, eggs, and other high-fat foods. Keeping it simple and drizzling with a little lemon juice (or fresh fruit juice) is all it takes to make for a healthy and filling meal.
- Salads are quick meals and easy to do – there is no excuse here. You can opt to add in some red peppers, chilies, fruit (apricots) to make it more interesting, but still healthy and not rich in fat-content!
- If you do want to add meat to your salad, opt for the lean cuts and again and preferably skinless chicken.
- Simply chop up some favorite salad greens and add a few nuts and you are all set for a healthy meal or snack alternative. Healthy eating does not have to be boring or uninviting.
- Customized, personalized salad dressings and combinations (an avocado with some herbs and lemon juice) make this a great experiment for your hand and palette. Mixing fresh herbs in (basil or thyme) and a squirt of lemon or even bottled/prepared dressings are options too. Ensure however that they are very low in salt and fats.

#### Pasta

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- Benefit from a great variety: try whole-wheat, fresh pasta or dried pasta, vegetable pastas and rice pastas.
- Add the pasta and toss until the vegetables are the desired consistency.
- Add your favorite fresh herbs and combine.
- Combine the vegetables with some low-sodium and low-fat chicken or vegetable broth and cook until vegetables are softer but still crisp.
- Pasta-meals are easy to prepare in record time and again can give wide variety to your taste-buds.
- Make similar meals with rice or even low-fat tofu.
- Many prepared pasta dishes use plenty of salt or cream-based sauces, but some combination of this recipe can give you a tasty meal with less fat.
- Shred your favorite vegetables or cut them into very small pieces.
- Simply cook the pasta in a pot and avoid using salt.

### Sandwiches

- What can be easier than a sandwich?
- A word of caution: avoid highly processed deli and sandwich meats. They are not good for you.
- Choose lots of vegetables for your sandwiches (try roasted eggplant, zucchini and red peppers for added flavor).
- Use healthy breads or pitas or tortillas that are low in fat (preferably whole-wheat)
- Instead of mayo, use fresh sweet onions or mustard
- Lean and skinless chicken or other poultry are best on the protein, animal product side.

### Smoothies and blended treats

- Blend your favorite combinations (even new and some veggies too!)with fresh fruit juice
- Even consider steaming some vegetables like carrots, beets and spinach and adding some pineapple or orange juice to it for a refreshingly healthy treat.
- Chilling or even freezing some of the fruit before serving can produce a nice chilled drink that is perfect for summer.
- Combine until blended for an excellent and very healthy snack anytime and every time
- Experiment with different fruit combinations to find different tastes.
- Great quick breakfast on days when you are in a rush.
- Use honey to sweeten it somewhat
- If you are craving desserts, you can add a small amount of very low fat frozen yogurt to this recipe as well for a 'smooth' delicacy
- Use frozen fruits to get a tasty and heart-friendly alternative to ice cream and other desserts.

### Grilled dishes

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- Brushing vegetables and lean meats with lemon juice and herbs prior to grilling is healthy and yummy!
- Grilling is easy to do and culinary excellence fast to create.
- Enjoy fat-free good-for-you foods
- A good example is a butternut or sweet potato, cut open or in pieces, brushed with olive oil and 'roasted' in the oven for a healthier alternative to 'fries' or fat-rich, starchy vegetables.

### **Desserts and Snacks**

- OCCASIONAL TREATS ARE OK! INDULGENCE and OVER-EATING NOT!
- Control your weight and your calorie intake by keeping your sweet-tooth in check
- The least sugar, calories, fat, and salt that you can muster in all your food choices should be your goal
- Limit the intake of desserts and snacks
- Occasionally eating low-fat desserts and snacks such as angel food cake, fig and fruit bars, low-fat yogurt, fruit sherbet, Jell-O, animal or graham crackers, wafers, puddings made with low-fat milk for lower-fat alternatives are acceptable, in moderation.
- Overindulging will not keep your heart healthy and your cholesterol lowered and in check!
- Desserts still do often contain sodium, plenty of calories and some fats
- FIND AND MAKE HEALTHY ALTERNATIVES. Try to ward off cravings with fresh fruit.

### **Lean meat dishes**

- Try planks of cedar, perfect for baking or grilling fish
- Cover with lemon juice and possibly herbs
- Marinating poultry and other meats in lemon juice and fresh dill or in pureed fruits and vegetables is a heart-friendly way to get plenty of flavors into your cooking
- Prepare your meats, without adding MORE fat!
- Cut off visible fat deposits and pieces, remove skin from chicken.
- Eat MORE FISH!

## Secrets to Effectively Lower Your Cholesterol

**This checklist will assist you in determining how you are doing on keeping your cholesterol low in the eating, nutrition, menu, food choice and preparation scale... (this is a self-assessment and will not be scored – we will leave that up to YOU!**

### CHECKLIST # 1

I have/did ...in the last week \_\_\_\_\_ (enter week # here or do at the end of your 30 days) ...

- Choose foods low in fats (especially saturated, polyunsaturated, and hydrogenated fats)
- Choose foods low in sodium, and cholesterol
- Choose fresh rather than processed, spiced, prepared, pickled or tinned foods.
- Only lean meats.
- Consume fat free, skim, or 1% dairy products
- Eat fruits
- Eat veggies
- Eat fish
- Enjoy only skinless poultry
- Enjoy white meats, fish, and poultry rather than red meats.
- Frozen foods that have no sauces or other ingredients added.
- Read food labels
- Select plenty of whole grain foods
- Used herbs instead of salt in cooking.
- Watch out for bottled and canned drinks

### Cholesterol In The Younger Generation

Cholesterol is not only a problem for adults. For kids it can carry real risk too. Especially if they are picking up bad habits and role models from the parent's and adults around them.

There are more and more kids who are obese and taking cholesterol-lowering medication. Our diets are high in saturated fats, salts and often void of nutrients and nutrition that we need to be healthy and keep our cholesterol in check.

What we learn when we are young, affect us into our adulthood lives. It enables or debilitates the choices that we make. Discipline and willpower, willingness to opt for healthy foods, all start young. These habits have to be formed in the younger years.

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### **TIP # 8: THE JOURNEY STARTS EARLY FOR MOST/ALL OF US! Gradually introduce yourself, your family and even young children to cholesterol-healthy eating, as they may be at an increased risk of high cholesterol**

This is not hard to do. Making the right choices will come quite naturally. Make it part of your routines and preferences.

Snippets of facts and practical advice for parents, kids and families regarding eating right and lowering your cholesterol, making good food choices and living a happy, healthy life:

- THEY ARE DIFFERENT A too low-fat diet may affect early childhood development. They do typically need more than adults BUT NOT TOO MUCH! (use the food-guides and recommended portions, choices from the food pyramid to guide your choices and regimens)
- IT IS UP TO YOU! As a parent, it is your responsibility to make sure that your children eat three meals a day that include foods that are low in fats and high in nutrients.
- WE ARE ROLE-MODELS. Be careful of the food and cholesterol attitudes you convey to your children. Children pick up emotional cues from their parents.
- HANDS-ON INVOLVEMENT: Become involved in your child's school lunch program or cafeteria.
- NEVER EVER reward children with food.
- KEEP THINGS POSITIVE and constantly encourage your children to decide which fruits and vegetables look as though they might be tasty.
- Educate and empower: Even if your child has elevated cholesterol levels, realize that growing children still need more fats and nutrients than adults.
- UNDERSTANDING and ENABLING THEM TO MAKE GOOD CHOICES ARE IMPORTANT: Fussy eaters will simply not try the different healthy foods out there simply because the foods are "different."
- ACTIVITY goes hand in hand with healthy eating: ENGAGE and INVOLVE children with exercise. Limit time passively spent either in front of the television and computer or on the couch playing video-games. Encourage outside play and sports.
- HAVE THEM MAKE SOME CHOICES AND DECISIONS: Give your children some say about the fruits, vegetables and other foods that they like. A fun activity for them could be to scour through some heart-healthy cookbooks with your children and let them help you decide what recipes to try! Get them involved in food preparation and see them try other foods more readily and easily.
- GET HELP IF NEEDED: If you are worried about what your children eat, consider taking them to a nutritionist who can help teach them what they should be eating.
- TALK ABOUT GOOD and HEALTHY EATING and HIGH CHOLESTEROL: If you have high cholesterol yourself, you may want to speak to your children about this.

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- **KEEP IT REAL AND UPBEAT:** If you treat a cholesterol-friendly diet as a type of punishment, your children will likely see it the same way.
- **FOOD AND CELEBRATION SHOULD NOT BE ASSOCIATED ALL THE TIME:** If your child does well at a sport or gets great grades in school, do not take them to a restaurant or for take-out to celebrate.
- **DEALING WITH EXTREMES:** If your child smokes, is overweight, or has at least one parent who has a cholesterol level of more than 240mg/dl, your child is at an increased risk of high cholesterol - even at an early age.
- **CONVENIENCE AND BAD CHOICES ROLE-MODELED CAN BE DETRIMENTAL TO THE CHOICES YOUR KIDS MAKE AND BAD FOR THEIR HEALTH AND WELLBEING.** If your children see you turn to fatty junk food when you are depressed or feeling stressed, they will likely do the same thing.
- **LEARN AND SHARE TOGETHER:** Informed children are better able to make smart food choices that can help keep their cholesterol levels healthy later in life.
- **EMPOWERED PERSONAL CHOICES ENABLE LIVES AND FUTURES:** Let children make healthy food choices for themselves.
- **DEVELOP TASTES AND PALETTES:** Let your children choose which vegetables, fruits, and other healthy foods they would like.
- **DO NOT PASS YOUR HABITS ON TO YOUR KIDS!** Let them find their own likes and dislikes.
- **SWEET TREATS CAN BE MISLEADING:** Some parents are tempted to keep sweet foods such as cupcakes and cakes for "special occasions" and "special treats" but this inadvertently makes children associate sugary foods with good times and vegetables with punishment or everyday life.
- **BEWARE BAD CHOICES AND INFLUENCES:** Many schools offer less than healthy school lunches as well as vending machines full of sugary foods.
- **TRACK:** Monitor what they eat
- **GET ADVICE AND INPUT FIRST:** Never simply place your child on a very low-fat diet - consult with a pediatrician to find a diet plan that can help your child grow while keeping cholesterol under control.
- **BE AND KEEP AN ACTIVE LIFESTYLE:** Get them to exercise at least a little each day. Find an activity they enjoy and encourage them in their activity.
- **GOOD VARIETY AND HEALTHY CHOICES, ALTERNATIVES:** Provide better foods choices for students and enable your child to make healthy foods choices in school.
- **LESS IS BETTER:** Reduce the amount of sugars and fats your children eat and limit how much junk food is allowed.
- **QUIT!** Smoking is a risk factor for cancers, heart disease, and high cholesterol.
- **HAVE THINGS CHECKED OUT** - even for the kids. Take you child to the doctor - especially if your child has more than one of the risk factors - for a complete check-up and cholesterol check.
- **INVOLVE THEM IN FOOD CHOICES AND GROCERY SHOPPING.** Help them practice picking good foods that are healthy and nutritious. Take your children food shopping - especially when you are shopping for fresh produce. Teaching

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children about healthy eating and cholesterol is essential.

### Keys To Unlocking The Secrets Of Lowering Cholesterol

The majority of us do know what the difference is between good and bad (foods and cholesterol that is!). Still, we do not necessarily make the right choices either!

Old bad habits die really hard! It is time for us to stop making excuses, postponing doing something, or having a hard time sticking to our eating plan or doctor's orders.

Here are TWO secret keys that can help you significantly and permanently lower your cholesterol!

#### **Key #1: Use Those TV Ads to Help Lower Your Cholesterol.**

Consider and avoid the influence on advertising on the choices of foods that you make. We have learned to do so. Advertising has conditioned us to an extent to want and crave certain foods. Also as a young child some habits crept into your life. We are creatures of comfort and habit and these are hard to give up. Food association with success, rewards and feeling good have been made part and parcel of our daily lives.

Just to prove a point...

We want these foods because we constantly see them and associate them with things. We need to break this vicious, negative cycle!  
Think about the food-advertisements you have seen today, this week, this month. Some more questions...

*Can you list ten? (You should have no problem coming up with this short-list, as we are bombarded by them everyday). How many of them are healthy?*

With convenience meals and a competitive market it just kept on increasing. We are barraged from all sides with less than healthy foods in the mainstream.

Another easy way to see this imbalance is the amount of space dedicated to fresh produce and how much to 'sugary, candy, pop, processed foods and canned goods.

We are surrounded by high-fat and cholesterol-high foods. They are attractive, deliberately placed where you can see and grab them. It is hard to resist. It looks good, sounds good, so we fall for it and buy it.

You can make this work in your favor too actually, making it part of your 30-day plan. Here is how:

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### **STEP 1: Reduce the amount of food advertising you see.**

- These foods are typically NOT good for you.
- Avoid these advertisements and conditioning if you can (TV, magazines, newspaper, radio etc. )
- Watch your cravings take a serious downturn!
- Get up and exercise every time you see a food advertisement.

### **STEP 2: Prepare your own meals and make them appealing and delicious!**

- Put your low-fat dinners on nicer china
- Eat at the table instead of in front of the television.

### **Other tips:**

- Actually chewing your food longer will not only let you savor the flavor , but also help with digestion, nutrient release and absorption.
- Be happy and satisfied with your meal and eat smaller portions, enjoying and chewing every bite MORE!
- Make your new low-fat diet seem more like a luxury!
- Serve it as if in a restaurant and make an event out of every meal – have fun with it.
- Special touches and treats - add some music or candles to your dinner.
- Take the time to arrange your heart-healthy food in an attractive way on the plate,
- Use brightly colored fruits and vegetables

### **TIP # 9: Make your healthy meals at home more appealing and you will be amazed at how much easier your new diet is to stick with**

## Secrets to Effectively Lower Your Cholesterol

### **STEP 3: Make good-for-you low-fat foods seem appealing.**

- Associate less negative, more positive images and meanings with health foods.
- You likely would have heard fresh fruit and vegetables described as “rabbit food” or as being “boring” or even “tired” or “wilted.” Try delicious, crispy, juicy and flavorful. Imagine vivid color, tastes and pleasure from eating foods that are good for you. Counter all that negative advertising.
- Make the low fat and good-for-you foods such as produce and lean meats SOUND and TASTE GREAT A WELL!
- These healthy alternatives need NOT BE BORING!

### **STEP 4: Use negative advertising.**

- Try a negative association when a craving hits for example.
- When you are craving the foods, imagine them in the worst possible light - as mushy, greasy, cold, congealed, and disgusting.
- Make these foods unattractive by focusing on their weak points and detriment to your health. You will think twice about it guaranteed.
- Try to make them less and less appealing to you. Develop an adverse reaction to them. Focus on the bad elements, stories and testimonials of fast food or convenience meals.

### **STEP 5: MAKE ONE THING MORE ATTRACTIVE THAN ANOTHER!**

By making heart-healthy foods such as vegetables and lean meat more attractive and high-fat foods seem more disgusting, you'll find it much easier to stick to a low-fat diet .

### **Key #2: Make High Cholesterol Harder On Yourself than Lower Cholesterol**

MAKE CHOOSING HEALTHIER EASIER – As simple as that. Having the right foods on hand can save your life and get you to lower your cholesterol (maybe even without you realizing it or much effort). Make it so, for now, the next 30 days, forever! Make it a habit and a lifestyle alteration, permanently changing your health and life forever! Yes, you can do it in under 30 days, BUT ALSO for the rest of your

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life.

- Reach for low-fat, healthy foods consistently and you will have lowered your cholesterol and changes some bad habits in the process as well
- Throw out all bad-for-you foods and temptations and do not keep these bad foods in your house, on hand or near you.
- CLEAN UP AND CLEAN OUT!
- Donate or give them away. Replace with healthy foods and alternatives. Throw our advertisements and menus from take-out places. Strip your environment of temptation.
- Healthy kitchen, happy life! Donate your deep fryer, give or throw it away. Enable healthy food-preparation – buy a wok instead. Make it a nice place to be and invest in your health and well-being. Associate it with healthy choices all round. Have fresh fruit and healthy snacks sitting on your counter!
- Plan to NOT go out or have fast food for 1 month! Prepare and eat all the meals yourself all the time for the next four weeks. Reduce sodium and fat and see if you can spot the difference!
- Have healthy food on-hand for those hungry, craving moments and give yourself food choices and a wide selection/variety.
- Take a cooking class to learn to make cholesterol-friendly and heart-healthy foods.
- Plan your meals and menus and shop accordingly. Make preparing it fun. It can also be a shared activity your family can partake in.
- Make it a priority to prepare nutritious and cholesterol-lowering meals for yourself and your family (if applicable)
- Seek out and enjoy the company of others without food.
- Avoid pizza and convenience foods, limit eating out, try and partake in activities together rather than just gathering around food.
- Get and stay motivated, get support if you think this will increase your odds of success.
- Pin your cholesterol score and risks/dangers on the fridge or a shocking image of clogged arteries – think deterrents!
- Make it easier and more convenient to eat healthy. Prepare more and freeze

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single portions.

### Other tips to make healthy eating easy, convenient and fun:

- Keep cut up fruits and vegetables in your refrigerator to make stir-fries, salads, and other healthy meals easier.
- Keep low-fat yogurt and other low fat foods around for fast snacking,
- Look up new low-fat recipes and foods each week so that you are always enjoying foods that are new and healthy for your heart.
- Make healthy eating a priority and part of your eating plan daily – plan your shopping, meals and menus
- Make heart-healthy food more interesting.
- reach for these foods rather than turning to high fat, high-sodium “fast foods.”
- Variety and novelty: find different and new tastes and low-fat foods that you can enjoy

Find out where your weaknesses and temptations lie and why you snack on, what and why do you eat unhealthy foods at times.

Change bad habits and routines that do not serve your purpose – walking by the coffee-shop or bakery and stopping in every day is probably not going to help you, change your route or take your bike!

Probe the reasons and needs, motivations as to why you eat – keep a food diary for 1 day, 1 week, 1 month and take a very close look at understanding how you use food in your life. See if there are areas for immediate change, intervention and/or improvement.

A healthy lowering cholesterol chef's TIP: Cook using olive oil or cooking spray.

### **TIP # 10: Eliminate full-fat dairy products and convenience or restaurant meals entirely, and you'll lower your cholesterol substantially**

To ensure your success over the next 30 days, but also for LIFE - do yourself and your health a HUGE FAVOR:

- Start and keep reaching for low-fat, heart-healthy foods
- Make them MORE appealing, convenient and automatic than reaching for high-fat foods.
- Make cravings for less-than-healthy meals go away
- DO NOT GIVE IN TO BAD HABITS

## Enable Yourself To Lower YOUR Cholesterol

**Some useful tips, advice and suggestions for shopping and grocery stores...**

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- Be aware that you are being tempted by the foods you see on sale in the aisles
- Do not leave the store with high-fat items that were not on your list
- Having too much choice is not always a good thing - it makes it easier to pick the not-so-healthy foods
- Resist the urge to buy things that you know are not good for you. If you do not bring it into the house, it will not be there to indulge on!
- Where and how you shop can have a huge impact on your cholesterol levels.
  
- Here is what to do when you do shop for your groceries and food – enable and empower your decision-making and options:

### Health food stores.

- Great places to buy dried peas and lentils, herbs, natural products
- Items that are not usually available at your grocery store
- Variety of products that are low fat and animal-protein-free

### Greengrocers, farmer's markets, and farmer's stands.

- Fewer advertisements and convenience foods packed with fats.
- Variety of fresh produce, organically grown
- You will support local farmers and enjoy lower prices typically Environmentally friendly, better healthy choices
- Go to places that will help you get the foods you need to stay healthy.

### Farms and organic farms.

- A great way to eat more heart-healthy products.
- Fresh air, exercise, and the foods you need to stay healthy.
- Pick-your-own farms, organic farms, and farms that sell directly to customers Offer great value and fresh in-season healthy foods.

### Convenience stores. (avoid these)

- Fresh produce tends to be in less than fresh states.
- Healthy foods are often at the back
- Higher prices and lots of high-fat and processed foods
- Only for emergencies
- STAY OUT OF THESE FOR 30 DAYS!
- Very few healthy options available.

### Grocery stores.

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- Avoid the aisles or sections of the stores that have high-fat foods.
- Beware the lurking dangers and temptations, also filled with high-fat convenience foods.
- Deliberately pick out the healthiest products possible
- Do offer a produce section as well as meat and deli sections, which feature low-fat products.
- Stick to the outside aisles where all the fresh produce, grains, meats and dairy items are to be found
- Avoid the center aisles, where chips, pop, cookies, and other high-fat foods tend to be.

### Cafeterias, cafes and restaurants.

- Arrange to meet friends somewhere else besides a restaurant.
- Avoid buying prepared or pre-packaged food, whether from grocery stores or restaurants.
- Brown-bag your lunch
- Choose dishes that seem to have low-fat elements
- Choose the smallest portions of the plainest foods available.
- High-fat and high-sodium food menus
- Salads are not always the healthiest choices (avoid sauces and desserts)
- Skinless chicken or fruits, fish are good choices.
- Taste matters MORE to them than your heart-health.

### **Changing habits are oftentimes really hard and establishing NEW habits for LIFE, quite the challenge!**

HOWEVER, it is also important to consider **HOW you shop**. It can sometimes be as important as *where* you shop.

Here are just some ways to help your shop to lower your cholesterol:

#### NEVER SHOP WITHOUT A GROCERY LIST!

- Buy only what you need each week
- Get enough fresh fruits and vegetables you see that may make good snacks.
- Have complete meals rather than food that goes bad or invites binging or indulging.
- No matter what, stick to your/a list.
- Plan your shopping list -based on your weekly menu - ahead of time
- Stick to the list to prevent overbuying and overeating.

#### MAKE IT A PLANNED EFFORT AND STRUCTURED ROUTINE TASK

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- Minimize the amount of time you spend thinking about food
- Plan your menu for each week ahead of time
- Reduce the chances that you forget items or over-shop (and overeat).
- Select one day a week for food shopping.
- Shop for food once a week.

### WHEN IS THE BEST TIME TO SHOP FOR YOUR GROCERIES:

- Not too busy or crowded with the height of produce selection at your disposal, at its freshest.
- Earlier in the day is probably better if buying fresh, from outdoor markets.
- You can ask your grocery store when their deliveries of produce are scheduled.
- Be less rushed and have the time to make good choices
- Enjoy the selection that makes healthy eating easy, allowing yourself the time and pleasure!

### NEVER SHOP ON AN EMPTY STOMACH!

- ALWAYS shop after eating.
- Discourage impulsive buying.
- Enable and make yourself less likely to reach for fatty comfort-foods.
- Give your willpower a chance by NOT shopping when you are hungry and most vulnerable to give in to your cravings

## **Nutritional information and product labeling...**

Paying close attention to food labels is a good habit to start learning and make sense of early on. Take care and notice of these when you do go shopping.

### What information to look for on a food label:

- Brand and product identification. What is it exactly?
- Codes and numbers: expiry dates are listed somewhere among these numbers.
- Get into the habit of actually noticing these and you will ensure you are getting freshest food-sources possible. (sell-buy dates, packaged/prepared times and date-stamps are all helpful here).
- For example, if an ingredients list reads "vitamins (thiamin hydrochloride, niacinamide, folic acid)", then the vitamins in the food consist of thiamin

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- hydrochloride, niacinamide, folic acid.
- Ingredients listings are ordered by amount or content in the foods. The first ingredients are normally the higher content overall.
- Manufacturer: Where made, how did it get here, domestic vs. imported, how to contact the maker, sources to obtain the exact food value content of a product

### **TIP # 11: WITHOUT EXPECTATION. When you are shopping to lower your cholesterol, always read the ingredients list.**

Paying attention to these nutritional facts and figures, by reading this section you can easily separate claims from facts. Look for it on either the side of the box or the back of a food package. Here, you will learn about portion sizes, the percent or amount of fats, vitamins and other nutrients the food provides, and the amounts of fats and calories the food contains. Look for the types and amounts of fats and sodium in the servings as well as the portion sizes to determine how 'healthy' a certain product is (or not!).

When making healthy choices, check this part of every food label for the following:

- Calories: heart-healthy means lower-fat, no salt. It will benefit your cholesterol level, and your overall health.
- Serving Size: portion sizes will tell you how healthy something really is (how much or little can you actually have) for the amount of calories and nutrition that you get.
- Sodium: KEEP THIS ON THE LOWEST END OF THE SCALE!
- Cholesterol: LOW, LOW, LOW!!!
- Fat/Lipid: Look at the gram amounts of trans and saturated fats. Again the rule of thumb will be the lower the better.
- Fiber: HIGH is the key on this one! THE MORE THE BETTER!
- Percentage: The right hand side of many labels will tell you what percentage of the "recommended daily value" the food represents. It is a handy guideline to help you make some good choices.

### **TIP # 12: When shopping for foods, make sure to choose foods that have the lowest percentages for values such as sodium, cholesterol, and fats, and moderate percentages for values such as fiber.**

Not all foods will necessarily have these labels. Take care when selecting bulk foods and avoid restaurants where those hidden calories pile up so easily and no nutritional information is available.

With the push for healthier eating and well-being, many places now offer ingredient lists and food value information about their meals, but this information is not

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always easy to find (try kitchens or web-pages).

Making informed and empowered decisions about what you eat when, is critical in lowering your cholesterol.

### **Keeping things really simple and back to basics...**

We are all rushed and lead pretty fast-paced lives. We make choices on the run and fly all the time. Also when and where food is concerned.

Here are some tips for enabling heart-healthy and lowering-cholesterol type shopping:

- NO GO! AVOID packaged goods, cooked, processed and prepared for you ahead of time or contains flavorings or seasonings
- ON A BUDGET! Just enough and NO MORE THAN NEEDED. Have as much food in there as you think you will need until your next shopping - do not buy more or you may end up overeating.
- KEEP IT FRESH (organic if you can). Most of your cart should include fresh fruits and vegetables (this will include fresh herbs). Eating right will lower your cholesterol!
- Less grains than fruits and vegetables, whole grain where possible. As little fat and sodium in these products as possible. Favor grains like oat and barley over white breads. Avoid bakery products like cookies and sweets entirely or buy very, very few, no trans or saturated fats. Include at least some nuts (unsalted, unflavored, and not roasted).
- Less meat than you have grains. Lean cuts where possible. Choose fish, shellfish, and poultry over other meats and choose the leanest cuts of meat you can. Buy less meat than you usually buy and buy it as plain and unprocessed/fresh as possible. Avoid seasoned, precooked, prepared, or processed meats such as sausages.
- VERY LITTLE FATS and ensure they are the healthy good ones. Choose extra virgin olive oil and refuse to buy hydrogenated oils, palm oils, or any oils high in saturated or trans fats (read the labels).

## CHECKLIST # 2

### Shopping Cheat Sheet

**A. Amount of Good Food Bets**

**Score out of 10: \_\_\_\_**

**B. I picked some good/great foods today...**

Any types of fruits

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Dried legumes, beans, peas, lentils  
Egg whites  
Fish  
Fresh garlic and herbs, dried spices and herbs  
Grains  
Lean meats and chicken  
Low fat and low sodium soup base or stock  
Low fat dairy products  
Low sodium pasta sauce  
Low-sodium salsa or spicy sauce  
Nuts  
Olive oil  
Popcorn that can be air-popped  
Real fruit juice  
Rice and pastas  
Soybean products such as tofu and soy milk  
Tortillas  
Vegetables of all kinds (fresh where possible, but frozen is fine too)  
Water  
Whole grain pita breads and crackers  
Whole wheat, rye, pumpernickel bread

### **C. FOODS AVOIDED: I avoided, bought very little of, or picked alternatives....**

Granola (many contain lots of fats)  
Organ meats  
Processed or prepared foods  
Red meat that is fatty  
Sports drinks, sodas, fruit “beverages” high in salts as well as sugars  
Whole eggs  
Whole milk products

### **D. I read the food labels for...**

Eggs and egg products  
Fats  
Shortening, hydrogenated or partially hydrogenated oil  
  
Sodium

**MY OVERALL SCORE FOR MYSELF:**

**Score out of 10:** \_\_\_\_\_

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## Secrets to Effectively Lower Your Cholesterol

### Treatment Options and Alternatives for Lowering Cholesterol

Physicians will have some great ideas and suggestions, upon receipt of diagnosis of high cholesterol or high levels of bad cholesterol. Most of them will have to do with diet, nutrition, activity and regular exercise. BUT SOMETIMES IT WILL NOT BE ENOUGH TO LOWER YOUR RISK AND CHOLESTEROL. They might opt to put you on a regimen of cholesterol lowering medications or drugs.

There are certain medications or treatments that can assist you in aggressively targeting and lowering your cholesterol. Some have side-effects and they are not all suitable for everyone.

**TIP # 13: TAKE A HANDS-ON APPROACH. It is important that you know something about the treatments and remedies that are available now to lower cholesterol, as this will help you to work with your health practitioner to develop a cholesterol treatment regimen that can work for you.**

### Through Natural Means.... Attaining Healthy Cholesterol through Herbal and Natural Remedies

Lots of natural herbs and supplements exist today to help you effectively lower LDL and raise HDL or "good" cholesterol.

Most of these products are not regulated by the FDA, yet the research has been done in lab settings and published in journals of medicine and other industry publications.

There are many options open to you:

- If you do opt for a more holistic and natural way of dealing with this medical condition, by visiting a naturopath or health care practitioner who specializes in alternative medicines, you may be advised to try some of these treatments.
- You might have concerns regarding side effects of pharmaceutical cholesterol-lowering drugs or treatment options, be sure to discuss them with your doctor
- If you do want natural alternatives for lowering your cholesterol ask for a recommendation for a natural health practitioner from your physician.
- Having alternatives offer higher levels of cholesterol new options, just bear in mind that these are often not regulated, and not all are licensed professionals.

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- It is always good to know that for whatever reason, if you do not react well to traditional pharmaceutical cholesterol-lowering medications, there are options and choices available to you. This is always good to know

Here are some examples of natural remedies and things that can help LOWER CHOLESTEROL, **without drugs or medications:**

### 1. **Pantethine**

TREATMENT: Another useful and proven natural substance that can lower cholesterol. This one treats and deals effectively with the overall reduction of triglycerides, total cholesterol, and LDL-cholesterol or "bad cholesterol" levels.

FUNCTION AND RESULTS: Just as important as lowering LDL or bad cholesterol, maintaining and even increasing HDL or "good cholesterol" levels is desirable and now within easy reach. It also does not have significant side-effects like some of the pharmaceutical products used to treat cholesterol conditions.

### 2. **Guggul gum resin from the mukul myrrh tree.**

TREATMENT: This natural substance is often used quite effectively to treat obesity, It has been proven to also significantly help to lower cholesterol. Other benefits include decreasing blood pressure. Sometimes it is also referred to as Gugulipid and Gum guggulu. The botanical name for this substance is *Commiphora mukul*.

FUNCTION and RESULT: dealing effectively with cholesterol and triglycerides, effectively lowering elevated and dangerous, bad levels

INGREDIENTS: resin, volatile oils, and gum.

### 3. **Garlic**

TREATMENT: Natural flavor-giver and enhancer for foods – even a sodium/salt alternative. From overall health benefits like fighting off the common cold, like a natural anti-biotic almost. Slows the build up in the arteries of deadly cholesterol

FUNCTION AND RESULTS: Slows the development of the fatty deposits on your arterial walls (with as little as 900mg a day). Beneficial for your health and systems in general and overall as well, not only lowering LDL and getting rid of obstacles, reducing your risk for heart disease and stroke.

### 4. **Policosanol**

TREATMENT: dealing effectively with lower the bad levels of LDL cholesterol and build up in your arteries and system.

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FUNCTION and RESULT: Promoting circulatory properties and well-being, optimal functioning of your arteries. Clearing them of unnecessary build-up and obstacles. It assist normal blood flow and is proven to have great benefits for lowering cholesterol effectively.

INGREDIENTS: sugar cane wax derivative

### 5. Curcumin

TREATMENT: Potent antioxidant with cholesterol lowering properties and lots of other related health benefits.

FUNCTION AND RESULTS: This natural element has numerous antiviral, anti-inflammatory, anticancer, and cholesterol lowering properties and is therefore quite popular as a natural alternative and remedy.

INGREDIENTS: Tumeric extract

### 6. Omega 3/Fish Oil

TREATMENT: Natural oils that are known and proven to be good for your functioning organs and system (heart, lungs, brain). Fish-fats and oils lowered LDL cholesterol. It avoids blood-clots from forming and reduce cardiac related problems.

FUNCTION AND RESULTS: Reduces heart-disease if you eat fish more often. You are oiling your machine and providing it with the healthy nutrients it needs to function optimally.

### 7. Beta Sitosterol

TREATMENT: Natural element or supplements taken at 300 mgs twice a day

FUNCTION AND RESULTS: contribute to lowering cholesterol and triglycerides

### 8. Psyllium seeds

TREATMENT: Typically a derivative and ingredient in bulk natural 'laxative' type products. Another fighter in the arsenal for lowering LDL or bad cholesterol.

### 9. Soy Protein

TREATMENT, FUNCTION AND RESULTS: Known to benefit heart health. Soy

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products, derivatives and even supplements, will help fight off serious illness and disease like cancers, heart disease, and high cholesterol and build your immunity. It has long been believed to contribute to longevity. It is also seen and advocated as a good overall health-booster.

FOUR SERVINGS DAILY (6.25 grams of soy protein or 25 grams) If you are looking for natural alternatives and products that could help you lower your cholesterol immediately by at least 15-25%, this is a great option. Including them in your diet is easy these days with lots of variety of products freely available

### Fast facts summary regarding natural, herbal, supplement type treatments (non-pharmaceutical treatment options):

- Ask your physician to recommend a natural health practitioner and discuss some of these options and treatment possibilities with him/her to get input and advice on what to try out
- THEY ARE NOT FDA regulated - fewer professional bodies regulate these experts and products – take care and buy from reputable sources you trust, read the ingredients and discuss any natural medication you will be taking with your doctor
- Natural alternative remedies have been gaining some ground in recent years as well. Also more credibility as studies and research confirm the benefits and results. Exploration and experimentation continues!
- Herbs and other natural medicines and treatments are best recommend by natural or holistic specialists who have been professionally trained and certified.
- It is however true that many medical practitioners make these out to be 'old-wives' tales' dismissing their effectiveness. DO NOT under or over-estimate the potential of herbal remedies.

### Here are some tips on how to select a good natural provider or these products/services. Ensure you get the help/alternatives you need, require and deserve by:

- DISCUSSING YOUR NATURAL REMEDY PLANS WITH YOUR PHYSICIAN AS WELL what you will are or are considering taking.
- AVOID and WATCH for interactions with other medications or effects on other underlying conditions. Take a holistic realistic and honest approach you're your doctor and get some expert advice PRIOR to taking any of the above. If your doctor is aware of any risk or concern, he/she will be able to best assist you, if they do have all the facts.
- There is always the possibility that you might also have an allergic reaction to some of these natural remedies! Be sure to check all details, and weight the benefits, risks, costs BEFORE, in collaboration with your medical practitioner

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- (and/or naturopath)
- **HAVE EFFECTIVE SCREENING TECHNIQUES AND QUESTIONS BEFOREHAND** when you do get some background information, speak to holistic practitioners ensure they are qualified, have the knowledge that can help you and make useful diagnosis, prognosis and treatment suggestions and just to be safe, run them by your doctor as well.
- **INGREDIENTS AND DETAILS:** Always ask for detailed labels or ingredient lists for all natural or holistic medicines or treatments you plan to take. Read these carefully to make sure that you are not allergic to any of the ingredients. Also be sure to check the non-medicinal ingredients in your natural medicines. Buy from reputable sources and trusted brands. Ask for referrals and testimonials.
- **QUALIFICATIONS AND CREDENTIALS:** check references, diplomas, degrees, certifications and specialties. As the field grows, the professional credibility and acceptance, even research is on-going.
- **REFERENCES AND TESTIMONIALS:** Ask for references and word of mouth referrals. Interview others who have used the services or products to get some real-time input and feedback you can use in your decision-making.
- **REFERRALS AND RECOMMENDATIONS:** Ask for recommendations from friends and family, especially if they have had success with holistic experts in treating heart and cholesterol issues.
- **NEVER SELF-MEDICATE, DIAGNOSE AND TREAT:** avoid self diagnosis and treatment. If you doctor yourself, realize that these herbs are potent and some people will react negatively to some herbs. Herbs and plant-based substances can be allergens and can still produce side effects, reactions, and interactions with other medicines.

### **GETTING RESULTS LOWERING CHOLESTEROL!**

Some up-front and immediate realities in dealing with cholesterol include:

- Upon any diagnosis of high cholesterol, you will most likely be advised to immediately consider some lifestyle changes and follow a low-saturated-fat and low cholesterol diet.
- Diet, exercise and maintaining a healthy body weight will also become a priority.
- Not all doctors will prescribe medications right away as many of the cholesterol-lowering medications are strong drugs that may have side effects.
- Aggressive treatment, which may include cholesterol-lowering medication may be required (also if there are no change after implementing some of the steps above)

Knowing which medications are available and what they do, possible side-effects

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and implications, counter-indicators and choices about your treatment, are all important parts of your overall treatment plan for lowering your cholesterol.

Here are some of the cholesterol-lowering medications available today:

### 1. Nicotinic Acid (NA)

DESCRIPTION: Often cited as a 'vitamin' of sorts, that leverages the high-low ratio and balance of HDL/LDL and triglycerides.

FUNCTION: It raises the good cholesterol and lowers the bad cholesterol for the best of both worlds type approach and results.

TREATMENT AND RESULTS: Often it is combined with blood thinning medication like aspirin to reduce discomfort and side-effects patients may experience. These could include nausea, diarrhea, vomiting, indigestion, gas, liver problems, gout, and high blood sugar. It is not suited for everyone and be sure to tell you doctor of any underlying conditions you might have and/or other medications and natural supplements you might be taking, also if you have sensitivities or allergic reactions to certain things as interactions are common.

It is also referred to as niacin that can have as much as a 20% reduction in LDL or bad cholesterol

### 2. Fibrates

DESCRIPTION, FUNCTION, TREATMENT AND RESULTS:

One example of a fibrate-type pharmaceutical is Gemfibrozil and it is prescribed normally to decrease bad and increase good cholesterol. It deals with imbalances and getting the ranges and numbers back in check and for overall heart health. Not necessarily as good at effectively LOWERING cholesterol per se. Some stomach ailments, a higher risk of gallstones, and an effect on medications being taken to thin the blood are quite common with these drugs.

### 3. Statins

DESCRIPTION: Statins are pharmaceutical agents, that work by keeping the enzyme known as HMG-CoA reductase in check.

FUNCTION AND RESULTS: These elements have to do with how timely cholesterol is produced in the body. By slowing its 'production' and/or development, statins effectively lowers LDL or bad cholesterol levels. It is seen as one of the most successful treatments on the market today. Effectiveness of lowering cholesterol by as much as 60% is often cited. On the other side of the

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equation and as a bonus it also builds good cholesterol levels and deals effectively with triglycerides as well.

**OTHER FACTS:** It has few side-effects and some patients might complain of some digestive issues (gas, cramps, upset stomach or constipation) It is easily taken with food and at night and over time your body adjusts and gets used to the presence and effect of the statin drugs in your system . There are some slight associated risks for muscle and liver issues.

Some examples of these drugs would include:

- Pravastatin
- Fluvastatin
- Lovastatin
- simvastatin
- atorvastatin

### 4. Bile Acid Sequestrants

**DESCRIPTION:** Bile acid sequestrants. Examples of the products would include cholestyramine, colestipol, and colesevelam.

**FUNCTION:** They function by attaching themselves to the bile acids in the intestine that contain cholesterol, assisting in expelling it through bowel movements, rather than letting it build up in your arteries and clog your system and blood circulation. They are often combined with statin drugs for the optimal leveraged combined effect LOWERING cholesterol quickly and over time

**RESULTS:** Up to 20% cholesterol-lowering effects can be ascribed to the working of these BAS-type pharmaceuticals.

### 5. Hormone Replacement Therapy (HRT)

**DESCRIPTION, FUNCTION, TREATMENT AND RESULTS:**

HRT is typically used to deal with the health and symptoms of menopausal women. Like we said earlier, they tend to start getting elevated cholesterol levels as an accompanying effect of this transition. HRT basically consists of taking estrogen or a combination of estrogen and progestin. Also effectively cuts down on blood-clotting. There are some risks (increased risk for breast cancers etc. for example). Be sure to discuss your needs, requirements and compatibility for some of these in your cholesterol-lowering plan of personal action over the next 30 days (if applicable)

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**TIP # 14: Always weight the pro's and the con's, risks and potential benefits of any medication, including HRT (if applicable), to opt for the BEST treatment that is right and effective for you.**

### 6. Other drugs

In many cases, if any underlying condition may be causing the elevated cholesterol, that condition may be treated to improve cholesterol levels as well as overall health. Multi-purpose and multi-faceted drugs and treatments meant to offset or treat heart disease as well as lower cholesterol can be prescribed. A good example of this might be prescribing obesity treatment medications instead of cholesterol-lowering medications, because of the obesity being responsible for the elevated, higher or bad levels of cholesterol.

**TIP # 15: Cholesterol-lowering medications are no quick-fixes, sure-thing silver-bullet type solutions that will 'cure' all that ails you! It takes a comprehensive and holistic approach to lower cholesterol effectively and will include lifestyle, eating and exercise changes and discipline.**

Even if you are taking doctor-prescribed cholesterol-lowering medication, you will still need to:

- WATCH YOUR OVERALL HEALTH underlying medical conditions, existing medication, illnesses like diabetes, bad habits like smoking, other medical issues like high blood pressure AND any other relevant health aspects that may affect your cholesterol and heart health, life and future. Discuss these with your physician at first and every opportunity you have.
- Eat low in salt and saturated fats foods, and low in food cholesterol is a life-saving strategy , not only a cholesterol-lowering action-plan! There is more here than meets the eye.
- Follow a good exercise regimen and having an active lifestyle will contribute to your cholesterol, but also your life and future, which can also include elements of weight loss/management.

**Other options, alternative therapies, products and approaches that will help you lower your cholesterol ...**

- Research is on-going and there are numerous products making their way into accepted science and public domain and even grocery shelves! Gene-therapy is one example of this. Researchers are trying to isolate and deal effectively with the 'genetic' aspects of this condition. Also, pharmaceutical companies continue the 'fight' against the build-up in our arteries as a passionate pursuit for solutions and answers to treat it effectively.

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### Products and innovation samples to assist you in lowering your cholesterol:

- Fats/ Margarine alternatives, like (i) Benecol® margarine and (ii) Control® margarine and salad dressings which effectively help lowering cholesterol in our arteries.
- Dairy-alternatives and low-fat options are BEST: opt for 1% and skim milk, dairy, cheese, sour cream and ice cream alternatives. Also vegan and no-milk substitutes (try soy/rice) are increasing in popularity as we realize their health benefit.
- Nuts, fish and flax are the new must-haves on your shopping list!
- How we make our food (steaming and stir-fry, over bake and deep-fry) methods make our kitchens healthy!
- Increased daily servings of fresh fruits and vegetables and foods that are very high in soluble fiber and pectin contribute to all-round health and well-being.
- Oats and Barley are great for lowering cholesterol effectively.
- Low-fat cooking sprays, extra virgin olive oil and egg substitute products are growing in popularity and selections keeps coming onto the market, offering consumers choice and healthier alternatives.

### **Ready For MORE Permanent Solutions Lowering Your Cholesterol?**

Medication, diet, exercise, a healthy balanced, holistic comprehensive treatment plan will help you lower your cholesterol effectively!

### **NINE STEPS AND CHANGES TO IMPLEMENT RIGHT AWAY TO GET YOUR 30-DAY CHOLESTEROL LOWERING TARGET UNDERWAY**

STEP # 1: TAKE SERIOUS NOTICE AND TASK WITH YOUR WEIGHT. Lose, maintain and manage your proper body weight for your build and conditioning. Be sure to discuss this with your doctor as well.

STEP # 2: DRINK LOTS AND LOTS OF WATER TO STAY HEALTHY! Stay hydrated and take care of your energy needs throughout the day by eating smaller, more nutritious meals, more regularly. Taking in sufficient levels of water will help you keep your appetite in check, and water is a healthier alternative to pop or

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STEP # 3: Give your heart some exercise and work-out! Protect yourself, your heart, your health by daily routines and exercise regimens. TRY a 20 minute brisk walk. Join a gym or do family activities and socializing together, **that do not involve food!**

**TIP # 16: BEFORE STARTING ANY EXERCISE PROGRAM/REGIMEN/WORKOUT, TALK TO YOUR DOCTOR AND DISCUSS YOUR PLANS. DO NOT PUT YOUR HEALTH AT FURTHER RISK! PLAN FOR SUCCESS.**

- Consider FUN and ACTIVE ways of spending some physically active energetic time or any alternatives that you enjoy!
- Aerobic and cardio workouts are great and ensure that you get into that target range and burn some calories. To increase your odds for/of success sticking with it, pick a variety of things that you have fun with and love doing. Get a buddy to take on the challenge with you.

STEP # 4: REDUCE SALT AND SODIUM products. NEVER ADD SALT TO YOUR FOOD!

- Salt is strange, the more we have, the more we want it. WE get used to the taste and keep adding more. It is like fighting a losing battle. In a sense it is cumulatively addictive! YOU CAN GIVE UP SALT, lowering your blood pressure and cholesterol in the process!
- Natural taste and flavorings are best (fresh herbs, lemon juice and even garlic can make all the difference) You will not even miss the salt and benefit from the health rewards coming from eliminating it from your diet.
- Opt for salt-free and/or low-sodium products
- Be aware how much salt and fat is in your current diet and gradually cut down, until you can eliminate them from your daily regimens with ease and comfort. YOU WILL NOT NEED THEM ANYMORE TO ENHANCE THE TASTE OF YOUR FOOD and MEALS.

STEP # 5: BREAK WITH ALL BAD HABITS. Quit smoking as it is not good for your heart, lungs, health or cholesterol! Avoid binge eating or super-sizing portions.

STEP # 6: ALCOHOL AND ANTI-OXIDANTS You can add some alcohol to your diet, once a week to lower cholesterol.

STEP # 7: CUT THE CAFFEINE. It is not good for HDL levels.

STEP # 8: FRESH HERBS AND NATURAL FLAVORING: Get in the herb habit and plant your own small garden and use to flavor your foods.

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STEP # 9: LESS STRESS ALL-ROUND Reduce stress and live a healthy, happy and balanced life. DO NOT OBSESS ABOUT YOUR CHOLESTEROL! Allow yourself time to adjust to a cholesterol-lowering lifestyle and diet, seek out a therapist or speak with your doctor to find help and support.

### Who Cares About Cholesterol And YOU?

When you are considering the best options to treat your cholesterol condition regardless of diagnosis, prognosis and/or treatment, seriousness etc. there are lots of individuals, groups and practitioners, support circles that can help you out. When you deal with medical practitioners, you should pay close attention to ALL of the following:

- BE PRO-ACTIVE AND THOROUGH IN YOUR SCREENING AND SELECTION OF TREATMENT PROFESSIONALS AND THERAPIES, PRODUCTS AND SOLUTIONS: Ask for referrals or even for a second opinion if you think it is warranted.
- BE INQUISITIVE AND STUDIOUS, CURIOUS and ask many questions, while staying involved as much as you can.
- EDUCATE AND EMPOWER YOURSELF: Ask others about their experiences with high cholesterol, nursing professionals, industry literature, books and free clinics and MORE. Choose the ones that are right for you and that you trust.
- THIS IS YOUR LIFE – BUT YOU ARE IN THIS TOGETHER! Take great care and personal interest in all aspects of your diagnosis and treatment, options and progress. Communicate effectively and regularly and keep the channels open and partner or work effectively with health care professionals!

**TIP # 17: Learn about and understand all you can about cholesterol and cholesterol treatments. You'll be more capable to make your life healthier.**

Here are some more steps you can take to set up yourself and your treatment team for success:

- Take the time to prepare questions and research BEFORE your appointment
- Make the most of every (limited!) moment (even ask for more time if you need it) to spend with your physician discussing your situation, treatment and what you have to 'DO' and NOT DO!
- Make the additional effort to raising concerns, asking for cholesterol information that is relevant to your particular case, and getting specific instructions that pertain to your particular circumstance, treatment, drugs

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- etc.
- Write things down as often as you can and keep it handy to track your process and progress. It helps to take a more involved, proactive approach in your own health, be able to make informed and educated choices that are right for you, in close collaboration with your treatment professional(s)

**TIP # 18: Keep a medical journal about your cholesterol, tracking appointments, details, tests, treatment, drugs etc. Note questions, concerns, issues, risks and other informational data that might be of use to your medical team and help you track your process and progress easily.**

When you do end up going to your physician, there are certain questions that you can ask to enable and empower your process and progress LOWERING CHOLESTEROL.

Feel free to use the following as a personalized checklist (you can put it in your journal for example) to help you LOWER YOUR CHOLESTEROL and partner with your team of treatment professionals.

### CHECKLIST # 3

#### Doctor Question Checklist

**There are certain questions that you need to have answered about your condition over the next 30 days. Whether you get the answers to these questions from your doctor or from another reputable health care professional, if you want to effectively lower your cholesterol, it is important that you understand the answers to the following questions:**

**1. WHAT IS THE CURRENT SITUATION? What exactly am I being treated for and what is my condition and prognosis right now, this minute?**

- Do not assume – always ask! I did....
- Underlying conditions and concerns. Any?
- What exactly is wrong and what is the solution? BOTH?
- Exact numbers and figures related to your condition - DO I have them?
- Actual cholesterol levels - can also help you keep track of your progress as you make the change you need to make to become healthier.

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Do I know what they are? Am I tracking it?

### 2. MEDICATIONS: What are the medications I'm taking?

- List Of The Medications And Treatments You Are Taking
- Risks, Their Side Effects
- Ask About Any Ingredients
- Medications These Drugs Could React With
- How These Drugs Should Be Taken (On An Empty Stomach, With Food, Or At Specific Times Of The Day?)
- Find Out How The Drugs Should Be Stored.
- Complete Print-Outs That Tell You All About The Medications You Are Taking.
- What You Are Supposed To Do If You Forget A Dose
- What To Do When You Experience Side Effects.

### 3. SYMPTOMS TO LOOK OUT FOR:

- Which factors/symptoms, tell-tale signs to be looking for? What are they?
- Where to seek help. Do I know?
- Write down the symptoms you specifically need to stay alert for
- What actions should I take when experiencing these symptoms?
- Review this until you know it by heart. Do I have my list?

### 4. DIET AND EXERCISE:

- Low-fat diet and moderate exercise – which ones are right for me?
- My own personal exercise plan contains.... Which exercises/workouts?
- Exactly what exercise and diet plan may be right for you. Do I have my plans?

Specific illnesses and underlying conditions – Have I asked all the important questions about making changes to lower cholesterol safe for me ?

### 5. HOW DO I GET BETTER?

- Doctor recommended specific steps and instructions that I can follow to improve my health. What are they? Do I have a list?
- Expectations and doctor's orders. What is expected of me?

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- What goals do I have (i) over the next 30 days? (ii) for the rest of my life

### 6. EATING, FOOD AND MEALS: what about salt, fat and fiber...

- What should I be eating every day?
- How much of what, how often?
- What are my typical/recommended portion sizes?

### 7. MORE INFORMATION AND ADDITIONAL RESOURCES: Where can I learn more...

- Who and where can I ask about books, pamphlets, support groups
- Are there any other specialists that can help me lower my cholesterol
- Who can help me make the choices I need to make.

### 8. OPTIONS and treatments

- which treatments are available
- What are my choices
- Are there alternatives
- What will work right now
- What will work in the future
- Why I am getting specific medication
- How can it help my specific and overall health situation/condition?

### 9. Test results?

- Yes/NO

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### **Unmasking some ugly hard truths, lies and myths regarding cholesterol**

In the public domain there are so many misconceptions and misinformation regarding cholesterol and lowering it effectively. We hope to set some of this imbalance and injustices right, to enable you to make some good decisions.

Ensure that you verify facts and separate truth from fiction or false claim!

#### **MYTH # 1: I AM FIT, HEALTHY AND THEREFORE DO NOT HAVE A CHOLESTEROL PROBLEM.**

##### **BUSTED - NOT TRUE!**

Living a healthy life, eating right and getting exercise is extremely important. If you are healthy and in good condition, it does not necessarily mean that you DO NOT have a cholesterol problem. You might have elevated levels without even knowing it

##### **HERE ARE THE FACTS! Better to know than not to know...**

You should be tested for cholesterol REGARDLESS, but also if you fall into any, some or all of the categories below:

- NOT EXERCISING: lack or no activity means your body is not getting any chance to do what it is designed for. OUR BODIES ARE MADE FOR MOVING AROUND! It is good for your health
- GENETIC ASPECTS: History of cholesterol in the family, your genes, DNA and genetic heritage can contribute to an increased risk.
- AGE: be aware that it might increase with age naturally
- GENDER: For women menopause may lead to higher levels of cholesterol due to lower estrogen
- SMOKERS: Smoking is a danger to heart health and may also direly affect cholesterol levels and overall health and well-being
- ALCOHOLIC: This could easily lead to higher triglycerides and even potential heart disease.

#### **MYTH # 2: I AM TOO YOUNG TO HAVE TO WORRY ABOUT CHOLESTEROL!**

##### **BUSTED - NOT TRUE!**

Cholesterol is complex and intricate, with lots of factors working together. Age is not the only or main determinant of contracting this condition or not. Consider factors like family history of heart disease, obesity, lack of exercise, and poor eating habits may cause even young adults to develop dangerously high cholesterol. Even kids can have/suffer from cholesterol. You can also have too much of one, not enough of another, elevated levels you are unaware of.

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**MYTH # 3: PRESCRIPTION MEDICATION FOR MY CHOLESTEROL PROBLEM WILL TAKE CARE OF EVERYTHING!**

**BUSTED - NOT TRUE!**

Medication is not a silver bullet, quick-fix solution. You have to also change and adjust your lifestyle.

Drugs might also have side-effects, underlying conditions might be at play and cause-effect type relationships like this do not really exist – it is too simplistic to account for all aspects of cholesterol as a condition.

**MYTH # 4: BUYING “LOW-FAT” AND “CHOLESTEROL-FREE” FOODS IS ALL I REALLY HAVE TO DO TO DEAL WITH LOWERING CHOLESTEROL.**

**BUSTED - NOT TRUE!**

Even some of these foods, can still have a high trans and saturated fats content, despite claims and labeling/advertising, or contain more fats than healthier food alternatives. Educate and empower yourself, test and verify which ones are really BETTER for you.

**MYTH # 5: MARGARINE IS A LOT BETTER THAN BUTTER FOR LOWERING CHOLESTEROL**

**BUSTED - NOT TRUE!**

- All fats can contribute to raised cholesterol levels, including those found in BOTH margarine and butter.
- This one choice alone can not save you!
- Eating less fats and sodium is what you really have to do.
- Alternatives like natural oils (extra virgin olive oil and cooking sprays are better)
- Choose foods consistently that are lower in trans and saturated fats.
- Saturated, trans, and hydrogenated fats are ALL PRESENT in some margarines as well – the one is not really any better than the other!
- In the end it is not about a product one above the other, it is rather in the total overall approach.

**MYTH # 6: EGGS ARE NOT REALLY ALL THAT BAD AND I CAN HAVE AS MANY OF THEM AS I CHOOSE TO, DESPITE CHOLESTEROL. THEY ARE NOT REALLY AS PROBLEMATIC AS THOUGHT BEFORE.**

This myth is both true and false.

- LOWER YOUR INTAKE OF EGGES! Be extremely diligent and careful about your consumption of eggs or switch to egg whites or substitutes only.

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- Egg yolks are bad for you – fact!
- Limit your levels of dietary cholesterol, animal fats, in all your other foods as well
- You may not be allowed to eat even one egg a day if you have really high levels of cholesterol! Be sure to discuss this with your doctor.

### **MYTH # 7: HIGH CHOLESTEROL DOES NOT AFFECT WOMEN, MEN MOSTLY HAVE TO DEAL WITH IT.**

#### **BUSTED - NOT TRUE!**

- As shown clearly earlier in the text, the risk for post-menopausal women actually increases.
- Both men AND women (even children) can suffer from bad cholesterol or elevated levels, mostly without even knowing about it
- BOTH should rather get tested and have some real data, not just speculative assumptions guiding their treatment and actions.

### **MYTH # 8: MY DOCTOR HAS NEVER MENTIONED CHOLESTEROL, SO IT SHOULD NOT REALLY BE AN ISSUE**

- Mostly this is not really looked at if not asked about it specifically as there are no physical signs of high cholesterol (until it is often too late)
- Normally heart attack or stroke are the first signs of trouble sometimes
- Take steps to eat healthy foods and exercise no matter how healthy you think you may be
- GET THE TEST AND SCREENING DONE REGARDLESS!

### **Where To Find Help For Lowering Cholesterol – Resources And References**

There are a number of places you will want to check, in order to find more help with lowering your cholesterol. Consider the following resources:

- Cholesterol clinics. Free workshops by pharmacies, hospitals, and clinics, even free cholesterol testing are often offered in and around your areas. Phone and ask around or discuss it with your doctor or treatment professionals. Learn more and perhaps even get a FREE screening done. Mostly the focus these days are falling on preventative care and this is a cost-effective way to spreading the word, that you can easily take advantage of.
- Technology-enabled helpers and programs. There are now some innovative downloads and devices for you to set up and customize to help you out with things like medication prompts and reminders, logs and daily dairies. Record-keeping, journaling and tracking of your medical, cholesterol-lowering plan of action, daily calories, fat grams, sodium intake, and cholesterol for example

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## **Secrets to Effectively Lower Your Cholesterol**

can all be entered, set up, tabulated, researched, referred to and used to have you more hands-on with your condition and treatment.

- Published and Online Food guides. These are helpful tools that can assist you in determining the exact elements, percentages in the foods that you choose and eat as they relate to the ever-important cholesterol, sodium, fat, and other elements. Making MORE sense of the food choices, habits, nutritional elements, can better enable you to make informed decisions and investment in your health and future.
- Industry, Association and related Professional groups. Often offering great resources on nutrition, heart-health, foods and more. (National Heart and stroke foundations, cancer research, diabetes, weight management etc.)
- Community and face-to-face support groups or online blogs, chat or newsgroups that offer basic information and opportunity to get some support are all freely available. Most do no charge anything (some have membership, sign up fees).

Other local neighborhood sources that you might want to consider are:

- Pharmacies. Both literature and qualified, knowledgeable professionals are at your disposal. Lots of brochures and medication information are yours for the asking.
- The library. This should probably be your first port of call, for free, lots of recipe books and reference material to take home with you and read at your leisure.
- Your hospital or clinic. Information and treatment specialists stand at the ready to help you learn all you need to know about cholesterol, your condition, medication and more. Make an appointment and/or call today to get the information and support that you need.

**THIS IS NOT A JOURNEY THAT YOU HAVE TO TAKE ALONE! THERE IS INFORMATION AND SUPPORT OUT THERE AT YOUR DISPOSAL 24/7!**

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## Secrets to Effectively Lower Your Cholesterol

### Useful Terminology and Concepts when dealing with Cholesterol

Here are some generally useful terminology and concepts for you to consider as you learn more about cholesterol.

#### **Atherosclerosis**

Also known as hardening of the arteries, this refers to the build up in your arterial walls that clogs and forms obstacles to the normal flow and circulation of blood through your body and circulatory system. It is yellowish, thick and fatty-type substance on the linings of the arterial network.

It is a sign of bad cholesterol problems and can even cause a serious heart attack or stroke.

#### **Dietary cholesterol**

This refers for example to animal fats you can find in meat, often seen as 'marbleizing' of whitish pieces in meat that indicates high fat content!

#### **Essential fatty acids**

These are nature's building blocks for your cells, membranes and other organs. It is present in all of us.

#### **Fiber**

Non-digestive plant elements. They can dissolve or not. It helps our bowel movements and keeps our health in good shape. Fruits, vegetables, oats and barley all play their role in our health.

#### **High Density Lipoproteins (HDL)**

Made by your liver, this refers to good cholesterol that you need for optimal functioning. Can be recycled and used, produced as you need them. If you have too low levels of these, you are also at risk. Your heart health will be in question. You need to focus on increasing these.

#### **Hydrogenated fats**

Unhealthy, added water and handled to become saturated and not good for your health.

#### **Low Density Lipoproteins (LDL)**

Also made by the liver, bad cholesterol. Too much in your blood will cause obstacles and clogging. If it builds up, it can cause heart-attack and stroke.

#### **Omega-6**

Good essential oils that contribute to overall health

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## Secrets to Effectively Lower Your Cholesterol

### Profile (Cholesterol)

This is the medical screening, blood-work result you will receive if the doctor has your levels checked. The results will include the actual numbers for LDL, HDL and triglycerides. This is the data or baseline you will need for diagnosis, prognosis and treatment.

### Triglycerides

Another form of fat transported in the blood. They are oftentimes caused by excessive drinking, too much weight and not enough physical exercise.

### Conclusion

After all the shared words of wisdom in this book that you have uncovered so far, you now have a much better understanding about what cholesterol actually is and how to get and keep it a healthy level, with your heart in excellent condition as well. Lowering your cholesterol will be the best investment you make in your heart, your life, your health and your future. The pages of this e-book is jam-packed with important insights and information from cover-to-cover, front-to-back. It will serve you well to do a quick review of the contents and key learnings for you as you wrap this up.

These insider tips and secrets will get you set and make a difference in as little as THIRTY DAYS! BUT YOU HAVE YOUR WHOLE LIFE AHEAD OF YOU!

Make this your companion guide to your LIFE and your healthy future, WITH LOWERED CHOLESTEROL! This is an undertaking and investment in yourself FOR LIFE, FOREVER! The mastery and discipline will be on-going and not just stop after 30 days! The good routines and habits established here will NOT STOP the moment the first month has passed.

These changes that you have made, we hope you will make a permanent part of your life. YOU WILL NOT REGRET IT ONE DAY, ONE BIT, ...EVER!

You have been encouraged, enlightened and informed. If you are still not quite sure as to where to start exactly or are feeling overwhelmed at this point, consider the following checklist to help you do a reality and spot check.

THEN Start doing these things today! NO KIDDING! We mean it.

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**APPENDIX 1**

**CHECKLIST # 4**

**Review CHECKLIST to Get Started to Lower Cholesterol**

- Get a medical physician to test YOUR own personal cholesterol levels
- GET THE DATA AND FACTS: Find out what my own personal cholesterol levels are (good and bad!) WHAT ARE MY NUMBERS? HOW GOOD OR BAD IS IT REALLY?
- Get personalized advice about keeping healthy. IT MATTERS TO YOU SPECIFICALLY – individualized and personalized. NO TWO OF US ARE THE SAME
- Lots of different servings and variety of fresh fruit fruits and vegetables.
- Healthy, lean cuts and lots of fish, shellfish, and cuts of meat and poultry (skinless)
- Use low-fat dairy products.
- Cut back on salt and fats in your cooking.
- Add flavor with herbs and spices.
- You can also add flavor by marinating foods in lemon juice, spices, or pureed fruits or vegetables.
- Broil, bake, grill, steam, or poach your food rather than frying.
- Stop Smoking
- Exercise everyday – enough said
- Get your body to a healthy body weight.
- LESS FAT! Check food labels - buy foods that are low in fats, and have few saturated and trans-fats.
- PREPARE YOUR OWN MEALS! Stay out of restaurants, fast-food, drive-through for 30 days, no delivery, no pick-up!
- Dressings and sauces on the side or ask them to be left out entirely.
- Smaller portions, more frequent small meals throughout the day.
- Follow doctor-recommended and precise treatment and prescriptions
- Educate and empower yourself to learn as much and all you can about

## **Secrets to Effectively Lower Your Cholesterol**

cholesterol and healthy eating so that you can make better choices that make a difference, now, for the next 30 days and forever!

- Healthy eating can be more convenient if you plan for it and making better choices easier if the healthier, fresher alternative are within reach
- Clean out all the unhealthy things in your home and lifestyle
- Journal your process and progress in a diary (also include medical log)

**YOU CAN START ON YOUR 30-DAY PLAN TODAY! DO NOT HESITATE ANY LONGER! DO NOT POSTPONE OR DELAY! YOU CAN MAKE IT HAPPEN! YOU CAN LOWER YOUR CHOLESTEROL IN 30 DAYS OR LESS! LET US GET STARTED.... STICK WITH YOUR PLAN AND TRACK YOUR PROGRESS!**

**Lower your Cholesterol in 33 Days or Less!**