



ON TAPE

TV TAKES

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KNOW YOUR HEART



CHOLESTEROL IS ONE OF AMERICA'S TOP HEALTH CONCERNS, ESPECIALLY FOR BABY BOOMERS.

NATIONAL CHOLESTEROL EXPERT DOCTOR KEVIN MAKI STRESSES THE IMPORTANCE OF GETTING YOUR CHOLESTEROL TESTED. (BEGIN *SOUND BITE*): **"EVERYONE SHOULD HAVE THEIR CHOLESTEROL CHECKED STARTING AT AGE TWENTY, AND IF YOUR CHOLESTEROL LEVEL IS NORMAL, YOU CAN HAVE RECHECKS EVERY FIVE YEARS OR SO. IF YOUR CHOLESTEROL LEVEL IS ELEVATED, YOU'LL HAVE TO HAVE IT CHECKED MORE OFTEN."** (END *SOUND BITE*)

IF YOU HAVE ELEVATED CHOLESTEROL, DOCTOR MAKI FIRST RECOMMENDS A HEALTHY DIET AND EXERCISE, WHICH STUDIES HAVE SHOWN TO DECREASE L-D-L, OR BAD, CHOLESTEROL BY ABOUT NINE PERCENT. FOR AN EXTRA BOOST, DOCTOR MAKI SUGGESTS ADDING A PLANT STEROL AND STANOL SPECIALTY PRODUCT SUCH AS NATURE MADE CHOLEST-OFF.

CLINICAL STUDIES HAVE SHOWN THAT THESE STEPS CAN HELP REDUCE L-D-L CHOLESTEROL BY A TOTAL OF UP TO TWENTY-FOUR PERCENT. TYPICAL RESULTS IN SIX STUDIES ON THESE TYPES OF STEROLS AND STANOLS RANGED FROM ABOUT FOUR TO TWENTY-FOUR PERCENT, AND DOCTOR MAKI EMPHASIZES THAT RESULTS DEPEND ON THE INDIVIDUAL AND THE LIFESTYLE CHANGES THEY ADOPT.

WITH INCREASED AWARENESS OF HEART-HEALTHY LIFESTYLES, TOMORROW'S FORECAST WILL BE BRIGHTER FOR OVER ONE HUNDRED MILLION AMERICANS STRUGGLING WITH ELEVATED CHOLESTEROL.