

Cardio Formula

SUPPORTS CARDIOVASCULAR HEALTH*



Positioning Statement

Cardio Formula contains a proprietary blend of nutrients and novel ingredients to promote cardiovascular health, circulatory function, and normal lipid levels.*

Concept

Cardio Formula provides comprehensive protection for the cardiovascular system. It can strengthen the heart and blood vessels with a proprietary blend of ingredients. The star performer is policosanol, a new and revolutionary cholesterol-maintaining ingredient. Policosanol can help the body maintain cholesterol levels already within a normal range. Marine fish oils provide essential fatty acids necessary for healthy cardiac function and help maintain normal triglyceride blood levels and blood coagulation. Garlic offers antioxidant properties, positively impacting the circulatory system. Folic acid and vitamins B₆ and B₁₂ help keep homocysteine levels at bay.*

Primary Benefits

- Maintains existing normal cholesterol levels*
- Promotes normal triglyceride levels*
- Supports a healthy circulatory system*
- Helps prevent LDL oxidation*
- Promotes healthy homocysteine levels*
- Helps maintain normal cardiac function*

What Makes This Product Unique?

- Provides benefits comparable to taking five different products
- Contains 100% natural ingredients
- Proprietary beeswax extract, Polisorb™

Who Should Use This Product?

Cardio Formula is for those who desire to improve all aspects of healthy cardiovascular function. Cardio Formula is designed to help with cholesterol health, vascular strength, homocysteine maintenance, and cardiac function.*

Did You Know?

- The American Heart Association recommends all individuals increase their omega-3 fatty acid intake, preferably from fish or fish oil
- Surveys show over half of Americans don't know their cholesterol numbers

Frequently Asked Questions

What ingredients does this product have?

Cardio Formula includes marine fish oils, garlic powder, white willow bark, rosemary, policosanol, folic acid, vitamin E, vitamin B₆, and vitamin B₁₂.

Is Cardio Formula safe?

Cardio Formula is safe at the recommended dosage. People on high-dose aspirin therapy, or those taking anticoagulant drugs or other medications should consult a physician before taking this or other dietary supplements. Keep out of reach of children. If you are pregnant or lactating consult a physician prior to use.

How long will it take before I feel the health benefits of supplementation with Cardio Formula?

You may experience benefits after four weeks, but optimum results will occur after eight weeks of dietary supplementation with Cardio Formula.

Why did we go with beeswax policosanol instead of sugar cane, and what is the difference?

Policosanol is a group of active compounds composed predominantly of five higher primary aliphatic alcohols: tetracosanol, hexacosanol, octacosanol, triacontanol, and dotriacontanol. The aliphatic alcohols found in policosanol have been successfully purified from several sources, including sugar cane wax (*Saccharum officinarum* L.), beeswax (*Apis mellifera*), and rice bran wax. Although the ratio of aliphatic alcohols is somewhat different between these two policosanol sources, they have equivalent biological activity. The

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main difference between beeswax and sugar cane is the amount of octacosanol present.

What is unique about our special delivery system PoliSorb™?

PoliSorb™ overcomes the typically poor dissolution properties of the fat-soluble, waxy policosanols. This state-of-the-art technology employs micro-emulsification with lecithin phospholipids (natural cell membrane components) in a sophisticated softgel delivery system. Laboratory studies (internal study by Hauser mentioned in HCPG) show that Cholestin PoliSorb softgels have over ten times higher dissolution of policosanols compared with capsules or tablets (USP XXIV methods). Both the softgel and the lecithin allow for greater dissolution, which allows a greater chance of absorption.

Is there any evidence that B-vitamins regulate homocysteine?

The *New England Journal of Medicine* published two articles in the November 29, 2001 issue that support the use of B-vitamins for persons concerned with cardiovascular health.

Key Scientific Studies

1. Canetti M, Moreira M, Mas R, et al. A two-year study on the efficacy and tolerability of policosanols in patients with type II hypercholesterolemia. *Int J Clin Pharm Res*, 1995; 15(4):159–165.
2. Crespo N, Illnait J, Mas R, Et al. Comparative study of the efficacy and tolerability of policosanols and lovastatin patients with hypercholesterolemia and noninsulin dependent diabetes mellitus. *Int J Clin Pharm Res*, 1999; 19(4):117–127.
3. Eidelman RS, Hollar D, Hebert PR, Lamas GA, Hennekens CH. Randomized trials of vitamin E in the treatment and prevention of cardiovascular disease. *Arch Intern Med*, 2004 Jul 26; 164(14):1552–6.
4. Mann JF, Lonn EM, Yi Q, et al. Effects of vitamin E on cardiovascular outcomes in people with mild-to-moderate renal insufficiency: results of the HOPE study. *Kidney Int*, 2004 Apr; 65(4):1375–80.
5. Normen L, Shaw CA, Fink CS, Awad AB. Combination of phytoosterols and omega-3 fatty acids: a potential strategy to promote cardiovascular health. *Curr Med Chem Cardiovasc Hematol Agents*, 2004 Jan; 2(1):1–12.
6. Appel LJ. Effects of omega-3 fatty acids on cardiovascular health. *Am Fam Physician*, 2004 Jul 1; 70(1):34–5.

Supplement Facts

Serving Size One Softgel

Amount Per Serving		%Daily Value*
Total Calories	25	
Calories From Fat	20	
Total Fat	2 g	3%
Saturated Fat	0.5 g	3%
Protein	1 g	
Vitamin E (as d-Alpha Tocopherol)	100 IU	333%
Vitamin B6 (as Pyridoxine Hydrochloride)	12 mg	600%
Folate (as Folic Acid)	400 mcg	100%
Vitamin B12 (as Cyanocobalamin)	60 mcg	1000%
Marine Lipids providing Omega 3 Fatty Acids:	2000 mg	**
EPA	360 mg	**
DHA	240 mg	**
Other Omega-3 Fatty Acids	100 mg	**
Garlic Powder (Allium sativum-L)	325 mg	**
White Willow Bark (Salix babyconica-L) Extract (6:1)	250 mg	**
RoseOx™ Rosemary Leaf (Rosmarinus officinalis) Extract (3:1)	12 mg	**
Policosanols (Policor™ † from Beeswax Extract, 5:1)	10 mg	**

*Percent Daily Values based on a 2,000 calorie diet.

**Daily Values not established.

†Policor is a trademark of Hauser, Inc.*Daily Value not established.

Other Ingredients: Gelatin, Soybean Oil, Glycerin, Sorbitol, Beeswax, Stearine, Purified Water, Lecithin, Lemon Oil, Carmine (for color).

Directions for Use

Take three (3) softgels once daily, preferably with your evening meal.

Warnings

Keep out of reach of children. If you are pregnant or lactating, or taking a prescription medication, consult a physician before using this product.

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

