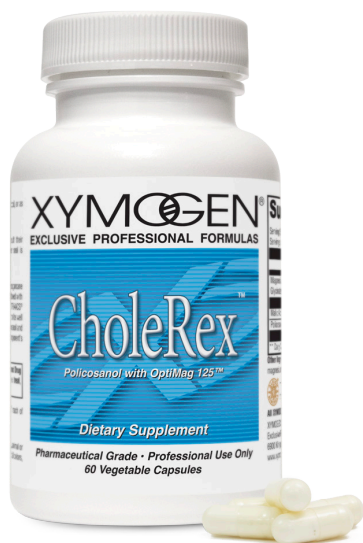


CholeRex™

Policosanol with OptiMag 125™



Available in 60 capsules

Discussion

CholeRex™ is an exclusive formula that features MagniSol™, a proprietary blend of policosanol from sugar cane extract and a revolutionary magnesium amino acid chelate and mineral complex produced by an innovative patented process and designed to give maximum absorption. Each capsule provides 10 mg of policosanol and 100 mg of elemental magnesium.*

An impressive body of research suggests that both policosanol and magnesium may provide significant cardioprotective benefits. CholeRex™ with MagniSol™, along with regular exercise and a nutritious diet may be an effective way to help to maintain healthy blood lipid levels and good cardiovascular function.*

Powerful, Natural Support for Blood Lipids

The powerful, beneficial effect of policosanol on blood lipids has been extensively studied in both humans and animals, and its effectiveness has been compared to several commonly prescribed lipid-modifying agents. Policosanol appears to have a modulating effect on hydroxymethylglutaryl co-enzyme A (HMG-CoA) reductase activity, a rate-limiting enzyme for endogenous cholesterol synthesis. This enzyme catalyzes the reduction of HMG-CoA to mevalonate, the key metabolite of cholesterol biosynthesis. Policosanol is believed to affect HMG-CoA reductase activity by depressing its synthesis and/or via stimulation of its degradation. Additionally, policosanol has been shown to promote binding, uptake, and degradation of low-density lipoproteins (LDL).*

Studies suggests that policosanol at a dose range of 5 to 20 mg per day is effective for promoting healthy blood lipid synthesis and metabolism. Policosanol has an excellent safety profile with reports of only mild or no side effects. Furthermore, animal toxicity data indicates that policosanol demonstrates no toxic effects, even at doses many hundred times greater than the maximum dose recommended for humans.*

Clinical Applications

- » Provides natural support for maintaining healthy blood lipid levels*
- » Promotes overall vascular health by helping to maintain blood vessel integrity and function*
- » Prevents peroxidation of low-density lipoproteins (LDL) – helps to protect arterial walls from the damaging effects of oxidized LDL*
- » Inhibits smooth muscle cell proliferation, an important factor in maintaining healthy arterial function*
- » Supports healthy blood flow by helping to maintain healthy platelet function*
- » Supports muscle relaxation and nerve transmission*

Additional Cardiovascular Benefits of Policosanol

In addition to its effect on blood lipid levels, policosanol has demonstrated positive effects on several other risk factors associated with cardiovascular disease. For instance, studies have shown that it may prevent lipid peroxidation of LDL, inhibit smooth muscle cell proliferation, exert a protective effect on vascular endothelium, and promote healthy platelet function, possibly through a decrease in the production of thromboxane A2 and B2. These additional actions can have a beneficial effect on blood vessel integrity and function and thus promote overall cardiovascular health.*

Magnesium and Cardiovascular Health

Magnesium is a vital nutrient that is essential to the proper functioning of the entire cardiovascular system. It is necessary for nearly every major physiologic process in the body and plays an important role in the regulation of muscle contraction, heartbeat, nerve transmission, and vascular tone.*

Magnesium deficiency is widely recognized as a contributing factor in the etiology of heart disease and commonly occurs with conditions such as arrhythmia, hypertension, myocardial infarction, and mitral valve prolapse. In experimental studies, low plasma levels of magnesium have been shown to accelerate atherogenesis by increasing concentrations of LDL and peroxidized lipoproteins, and by promoting inflammation. Additionally, magnesium deficiency is known to contribute to an imbalance of electrolytes, such as Na⁺, K⁺, and Ca²⁺, which can negatively affect myocardial function.*

Magnesium supplementation has been shown to benefit patients with cardiac arrhythmia and hypertension, improve endothelial function in patients with coronary artery disease, and increase the survival rate of patients with congestive heart failure.*

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

CholeRex™ Supplement Facts

Serving Size: 1 Capsule

	Amount Per Serving	%Daily Value
Magnesium(as DiMagnesium Malate and TRAACS® Magnesium Lysinate Glycinate Chelate)	100 mg	25%
Malic Acid (as DiMagnesium Malate)	345 mg	**
Policosanol (from <i>Saccharum officinarum</i>) (sugarcane wax)	10 mg	**

** Daily Value not established.

Other Ingredients: HPMC (capsule), stearic acid, magnesium stearate, silica, and medium-chain triglycerides.

DIRECTIONS: Take one capsule one to two times daily with food, or as directed by your healthcare practitioner.

DOES NOT CONTAIN: Wheat, gluten, corn protein, yeast, soy, animal or dairy products, artificial colors, sweeteners, or preservatives.

CAUTION: Consult your healthcare practitioner before use. Do not take if pregnant or lactating. Do not take if currently taking any prescription medication or receiving medical treatment without consulting your physician. Keep out of reach of children.

STORAGE: Keep tightly closed in a cool, dry place.

**References**

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Additional references available upon request

All XYMOGEN® Formulas Meet or Exceed cGMP Quality Standards.

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