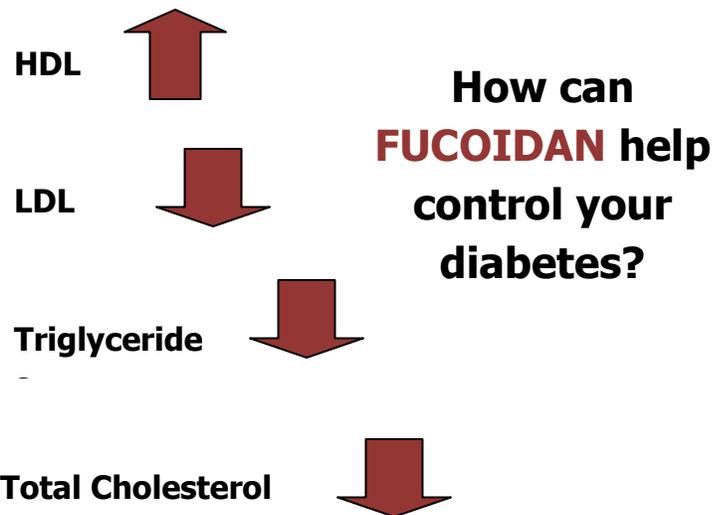
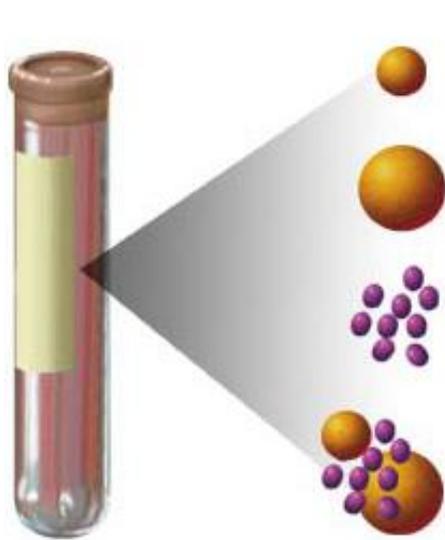


cholesterol and fucoidan

HOW IT WORKS

There are two types of fiber: **soluble** and insoluble **fiber**. While both of these are important to include in your diet, studies have shown that only soluble fiber can help to lower your cholesterol. Soluble fiber can be dissolved in water and forms of gel-like consistency in the digestive tract. When it comes to your heart health, only soluble fiber is beneficial in lowering your cholesterol.

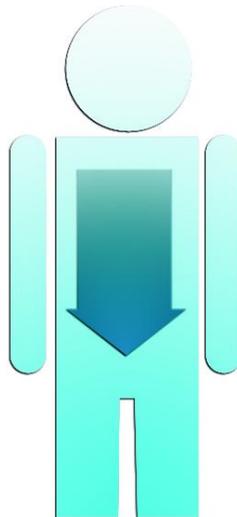
Fucoidan is a water-soluble dietary fiber that may help lower total blood cholesterol levels by lowering low-density lipoprotein, or "bad" cholesterol levels.* These lipoproteins will become materials of cholesterol and acylglycerol. The lipoproteins will adhere at the wall of the bowel and then it excretes as stool. This is the reason absorption of lipoproteins into the body will decrease; therefore naturally absorption of cholesterol in the body will decrease.*



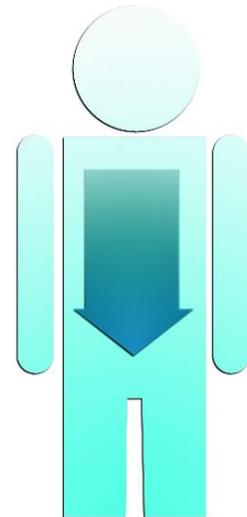
FUCOIDAN can LOWER Total Cholesterol.*



FUCOIDAN can LOWER LDL.*



FUCOIDAN can LOWER Triglycerides.*



Fucoidan may lower cholesterol also by preventing the reabsorption of bile acids. Bile acids are made from cholesterol, and after they aid fat digestion, fiber binds with them and escorts them out of the body. The liver then has to pull more cholesterol from the blood. Moreover, **fucoidan** promotes overall health by discouraging the growth of harmful bacteria in the intestines and encouraging the growth of friendly bacteria. For these reasons, by increasing dietary fiber, it may help to lower low-density lipoprotein cholesterol and decrease the risk of coronary heart disease and other cardiovascular diseases.

Information to remember about cholesterol and fucoidan

- **Fucoidan** is a water-soluble dietary fiber that may help lower your cholesterol levels.*
- **Fucoidan** may help lower the low-density lipoprotein, or “bad” cholesterol levels.*
- **Fucoidan** may help prevent the reabsorption of bile acids.*
- **Fucoidan** promotes overall health and may help decrease the risk of coronary and other cardiovascular diseases*

Cholesterol Facts

According to the Centers for Disease Control and Prevention, approximately one in every six adults—16.3% of the U.S. adult population—has high total cholesterol. The level defined as high total cholesterol is 240 mg/dL and above. People with high total cholesterol have approximately twice the risk of heart disease as people with optimal levels. A desirable level is lower than 200 mg/dL. For adult Americans, the average level is about 200 mg/dL, which is borderline high risk. More women than men have high cholesterol in the United States.

What is Cholesterol?

Cholesterol is a waxy substance your body uses to protect nerves, make cell tissues and produce certain hormones. Your liver makes all cholesterol your body needs. Your body also gets cholesterol directly from the food you eat (such as eggs, meats and dairy products). Too much cholesterol can have negative impacts on your health.

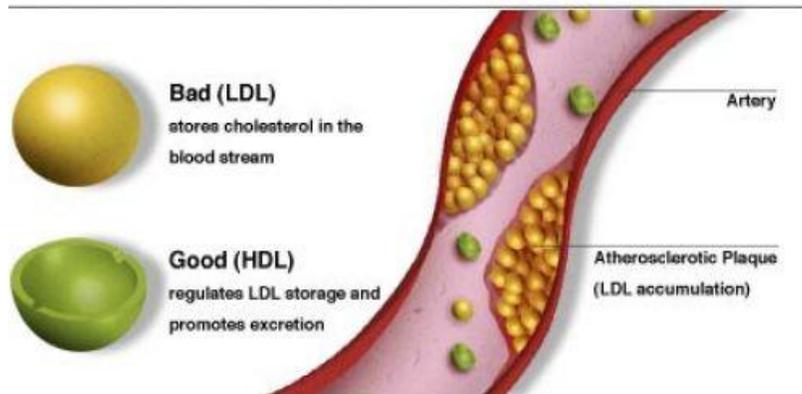
Types of Cholesterol

Low-density lipoprotein (**LDL**) delivers cholesterol to the body.

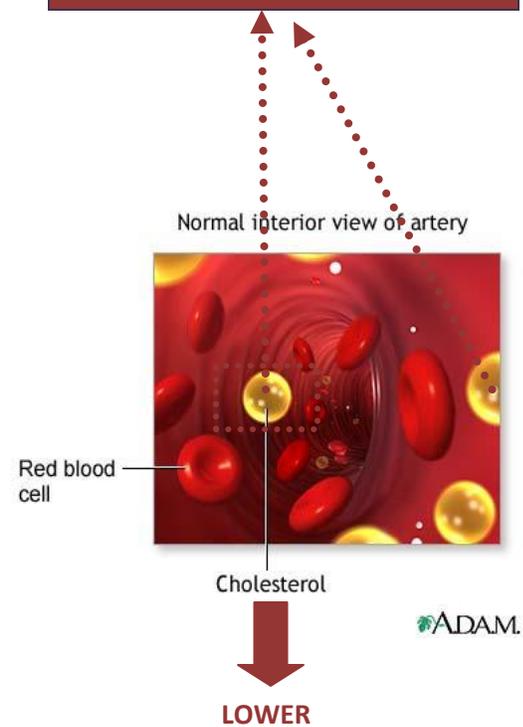
High-density lipoprotein (**HDL**) removes cholesterol from the bloodstream.

This explains why too much LDL cholesterol is bad for the body, and why a high level of HDL is good. The balance between the types of cholesterol tells you what your cholesterol level means.

Bad vs. Good Cholesterol



Fucoidan
May help lower total blood cholesterol levels by lowering low-density lipoprotein, or “bad” cholesterol levels.*



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