



**NEW**

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# GlucaChol-22™

With 

Assists in reducing cholesterol





# GlucaChol-22™

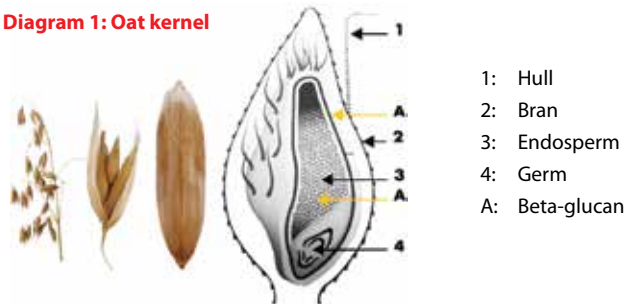
## What is GlucaChol-22™ with Oatwell™?

- GlucaChol-22™ with Oatwell™ is a 100% natural concentrated oat bran powder
- GlucaChol-22™ with Oatwell™ contains high concentrations of valuable **beta-glucans**, soluble dietary fibres, which are found naturally within oats

## What is oat beta-glucan?

Oats have a soft kernel. The protective hull is not edible and makes up 25% of the grain (diagram 1). The hull is removed before processing. The remaining oat kernel contains large quantities of protein, **soluble dietary fibres (oat beta-glucan)** and unsaturated fatty acids, as well as several vitamins and minerals

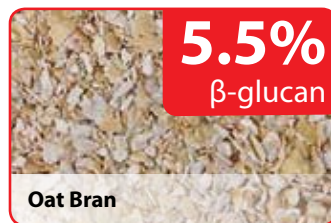
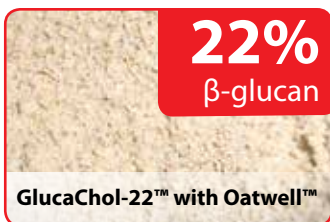
Diagram 1: Oat kernel



In an oat grain, these soluble dietary fibres are present naturally at a particularly high level.

## How does GlucaChol-22™ with Oatwell™ differ from oats & oat bran?

- The beneficial properties of oats are largely attributed to soluble fibres, called **oat beta-glucan**
- Oats contain 3% oat beta-glucan and oat bran contains 5.5% oat beta-glucan
- In GlucaChol-22™ with Oatwell™ beta-glucan's are present in high amounts due to a careful milling and sieving process of the oats. GlucaChol-22™ with Oatwell™ contains **22% oat beta-glucan**



## For a healthy heart

- Assists with cholesterol lowering
- 100% Natural ingredient
- Effective within weeks

## Health Benefits of GlucaChol-22™ with Oatwell™ :

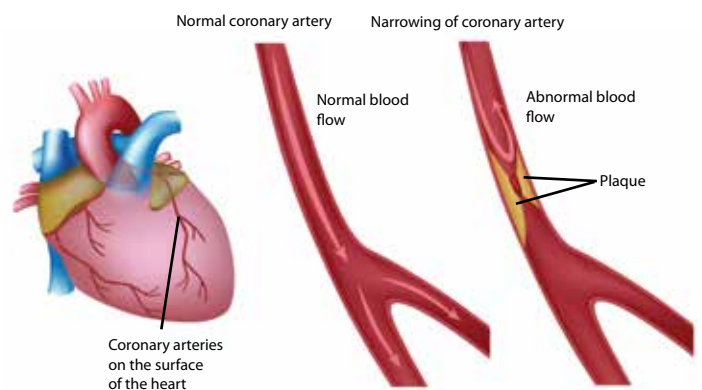
### 1. Cholesterol Reduction

Cholesterol is a risk factor for heart disease along with high blood pressure, smoking and being overweight. Heart disease may be a leading killer but that does not mean you can't protect yourself. Improving your diet is an important step towards preventing heart disease. There is a simple solution: GlucaChol-22™ with Oatwell™!

### What is cholesterol?

- Cholesterol is a natural part of our body. It is a waxy fat-like substance which is largely produced by the body itself. There are 2 sources of cholesterol:
  - 1) the liver, which produces around 1 gram of cholesterol per day and
  - 2) the diet
- Cholesterol is used to form cell membranes, important hormones, bile acid and vitamin D, which is important for the bones
- Too much cholesterol in the blood can increase your risk of heart and circulatory disease, see diagram 2

Diagram 2: Healthy vs narrowing coronary artery due to cholesterol accumulation



GlucaChol-22™ with Oatwell™ Assists to lower bad cholesterol naturally!

- Cholesterol is carried in the blood attached to proteins called lipoproteins. There are two main forms:
  - LDL (Low density lipoprotein) often referred to as “bad” cholesterol because too much is unhealthy
  - HDL (High density lipoprotein) often referred to as “good” cholesterol because it is protective

### What is a normal cholesterol level?

- According to current recommendations, your total cholesterol level should not exceed 5.0 mmol/l

Cholesterol level	Risk of CHD
<5.0 mmol/l	Low
5.0-6.5 mmol/l	Increased risk
6.5-7.5 mmol/l	Moderate risk
>7.5 mmol/l	High risk

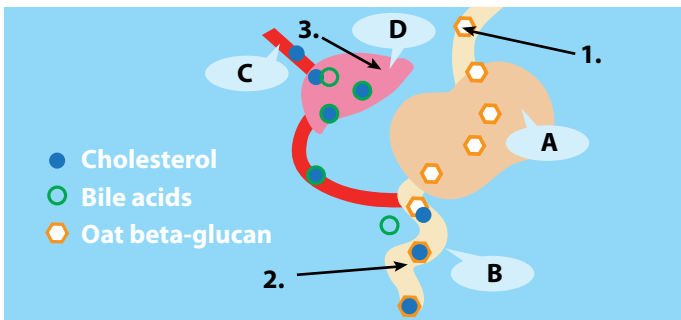
- Methods of lowering blood cholesterol include a change in diet, lifestyle and activity levels and in some cases medical intervention including cholesterol lowering medication

### How does GlucaChol-22™ with Oatwell™ work to lower cholesterol?

- GlucaChol-22™ with Oatwell™ supplies oat beta-glucan
- Oat beta-glucan** is a soluble dietary fibre which has been proven to assist with lowering blood cholesterol
- The method of function can be described as follows, depicted in diagram 3:

**Beta-glucans**, soluble dietary fibres, split once in the digestive system, thus creating a gel which binds with cholesterol-rich bile acids in the gut. The production of new bile acids from cholesterol is promoted and thus the uptake of cholesterol into the blood stream is reduced. The bad cholesterol (LDL) is “caught” without affecting the good cholesterol (HDL)

Diagram 3: Oat beta-glucan mechanism of action - Cholesterol lowering



- Oat beta-glucan.
  - Oat beta-glucan binds bile acids which are then excreted normally.
  - New bile acids are synthesised in the liver, a process which uses cholesterol, thus the LDL cholesterol level in the blood is lowered.
- A: Stomach | B: Intestine | C: Blood | D: Liver.



## 2. Blood Sugar Control

### What is blood sugar?

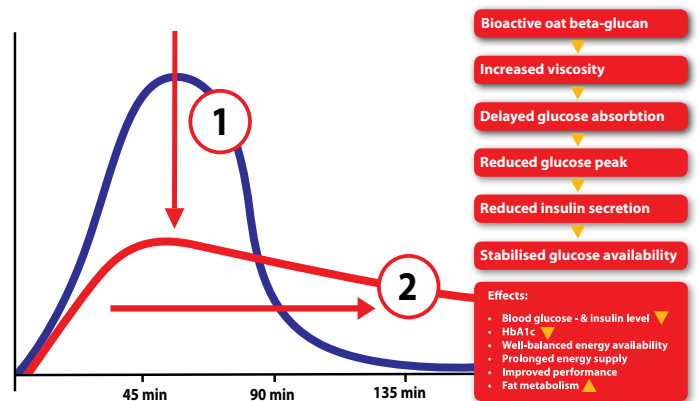
- The blood sugar level is the amount of glucose (sugar) dissolved in the blood
- Glucose is the energy supply for the cells
- Glucose is transported from the blood stream into the cells by the hormone insulin
- Without the hormone insulin, the glucose remains in the blood and does not enter the cells
- The result is a high blood sugar level whilst the cells still urgently require glucose. An increased glucose concentration in the blood is known as “high sugar” or hyperglycaemia

### How does GlucaChol-22™ with Oatwell™ assist to control blood sugar?

- Blood sugar rises after eating a meal and drops shortly thereafter
- Oat beta-glucan regulates this rise and fall of glucose
- The method of function can be described as follows, depicted in diagram 4.:

**Beta-glucans**, soluble dietary fibres, are digested, a gel forms which makes the contents of the stomach and the small intestine more viscous (gummy / sticky). Digestion is thus slowed, the uptake of carbohydrates into the blood stream takes longer, and sudden fluctuations in the blood sugar levels are prevented

Diagram 4: Oat beta-glucan mechanism of action - Blood sugar control



Oat beta-glucan slows down the rise in the blood sugar levels after a meal and delays the lowering of the blood sugar level to the pre-meal level: 1 without oat beta-glucan | 2 with oat beta-glucan

### Proven reduction of the glycemic response after eating – reduction of the sugar level

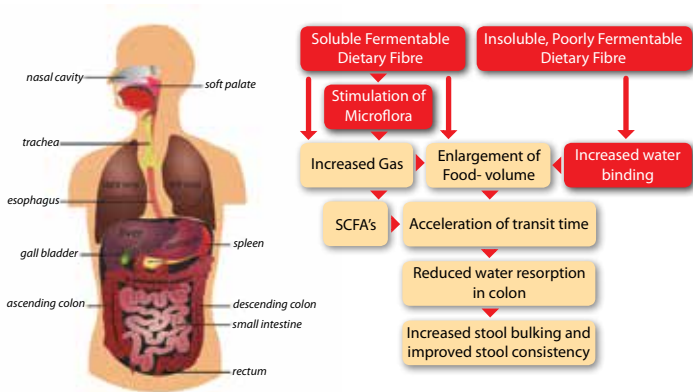
- In order to benefit from the blood sugar level lowering property of beta-glucan, a product must contain at least 4g of bioactive oat beta-glucan per 30g of carbohydrate consumed in the meal. **GlucaChol-22™** with Oatwell™ contains 30g bioactive oat beta-glucan per 30g of carbohydrate serving





### 3. Improved Bowel Function & Healthy Digestion

Diagram 5: Oat beta-glucan mechanism of action - Improved bowel function



- Oats contains a unique combination of soluble and insoluble dietary fibres
- Soluble fibres are responsible for increasing the viscosity of the gut and increasing the transit time of stool through the bowel while insoluble dietary fibres add bulk to the stool. See diagram 5
- In order to achieve these advantages, a product must contain at least 6g of oat fibres per 100g, or 3g per 100 kcal. GlucaChol-22™ with Oatwell™ contains 44g of oat fibres per 100g

#### Who can use GlucaChol-22™ with Oatwell™?

- GlucaChol-22™ with Oatwell™ is suitable for the entire family and for all health-conscious people who want to positively influence their blood cholesterol level
- It's completely natural and has no side-effects, so it is suitable for everyone, including children and pregnant and breastfeeding women

#### How much GlucaChol-22™ with Oatwell™ should be consumed per day?

- The cholesterol level can be reduced through the intake of 3g of oat beta-glucan daily
- 3g of oat beta-glucan assists in reducing cholesterol levels in a few weeks

- 1 ½ scoops of GlucaChol-22™ with Oatwell™ provides 3g oat beta-glucan
- Use **1 ½ scoops** of GlucaChol-22™ with Oatwell™ per day"

GlucaChol-22™ with Oatwell™ can be added to:

- Meals
- Porridge e.g. oats
- Cereals and muesli
- Instant powders, gravies, soup and sauces
- Yogurt
- Smoothies & Drinks - including milk
- Biscuits, bread and baked goods

**Consume immediately. Product will thicken if left to stand**

For healthy and tasty GlucaChol-22™ with Oatwell™ recipe ideas visit: [www.atlife.co.za](http://www.atlife.co.za) / [www.friendoatwell.co.za](http://www.friendoatwell.co.za)



### Comparison of Oat beta-glucans vs Plant sterols.

Oats BIOACTIVE oat beta-glucan	Plants STEROLS
100% Natural oat bran	100% Natural
Lowers LDL-cholesterol	Lowers LDL-cholesterol
Lowers insulin response	
Lowers blood glucose peak rise	
Promotes gut health (fermentable fibre)	
Increases satiety	

#### In Conclusion

- Ideal for people with high LDL cholesterol levels
- GlucaChol-22™ with Oatwell™ is the natural choice to reduce the risk of heart disease
- 1 ½ scoops of GlucaChol-22™ with Oatwell™ made from premium Swedish oats provides 3g of active oat beta-glucan that is proven to lower the harmful levels of LDL cholesterol
- What's more ... it is so convenient!

Love your heart and keep the life you love!

