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VISION
INTERNATIONAL PEOPLE GROUP

LCBalance

EVERYTHING IS UNDER CONTROL

- **BLOCKS** formation of the „bad" cholesterol in liver.
- **PREVENTS** penetration of the „bad" cholesterol from gastrointenstial tract.
- **DECREASES** formation of the HMGCoA ferment involved in cholesterol synthesis.
- **FACILITATES** prophylaxis of the atherosclerosisand the cardiovascular deseases.

PRODUCT LINE **DIRECT HIT**

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Why is cholesterol called a „silent killer"?

The word „cholesterol" is practically heard everywhere today. It is on the lips of fussy housewifes in supermarkets, conversable presenters on TV shows, serious dispencers in pharmacies, weary doctors in hospitals, hoarhead reserchers at conferences and symposiums. Even those who are mainly indifferent to a healthy way of life might have heard about cholesterol as one of the major causes of atherosclerosis.

The risk of atherosclerosis someways leads to almost most cases of cardiovascular diseases taking life of millions of people year after year. Cardiac maladies tops the ten of the world major mortality causes.

At the same time cholesterol in itself is not an epitome of evil. In certain doses it is vital for our body and thoughtless fight with cholesterol may be harmful to your health. In fact, cholesterol contributes to the synthesis of hormones and formation of cell menbranes in a body. It is vital for the synthesis of bile acids facilitating digest of greasy food. Shortage of cholesterol raises the risk of depression, apathy and may even cause oncological diseases. It deteriorates brain performance, and weakens resistance to infectious diseases.

> The WHO's (World Health Organization) forecasts are not very encouraging: if there are not any changes cardiac diseases will have swept away 23, 6 millions of lives becoming the only major cause of death by 2030.

However, the principle „the more, the better" fails to operate in the context of cholesterol. As soon as total cholesterol exceeds the norm the useful substance turns into an enemy and killer. Moreover, it takes the form of the most dangerous type called a silent killer, because troublesome degeneration takes a symptom-free course without giving a warning signal to take treatment or, at least, medical examination.

A person may feel fine while the level of cholesterol is inevitably going up deposit-

ing its excess in the form of atherosclerosis plaques in vessels (if they are defected by any reason).

Gradually plaques get harder. Their convex and uneven surface aggravates blood circulation forced to go trough a narrow passage. The most dangerous are malignant plaques having a massive cholesterol nucleus and a thin layer of connective tissue. Once tissue has disrupted a plaque like an abscess breaks into vessel lumen. A body forms a thrombus to close vascular disruption. However, in many cases a thrombus blocks not only disruption but a vessel itself causing infarct or stroke.

The consequences of vascular dysfunction are really virulent: hypertensive disease, acute (infarcts, strokes) and chronic (coronary heart disease, stroke) cardiovascular and cerebral atherosclerosis, affection of lower extremity arteries, aortic dissection, and type 2 diabetes.

The atherosclerosis risk group is extremely huge because the clearance of major vessels slows down at the age of 17 and, therefore, a group of quite young people is vulnerable enough to acquire stable stiffened plaques in vessels at the age of 20.

Risk may be increased by overweight, bad habits and genetic disposition to early malignancy. More than 250 millions of people in the world belong to the last category.

Can we self-control cholesterol level in blood?

Where does a deadly dangerous surplus of cholesterol come from? Cholesterol enters a body from two sources: up to 80% is produced by liver and about 20% comes with food. However, not all types of cholesterol are equally harmful.

Let's start with the fact that being a fatlike, i.e. insoluble in water, cholesterol travels along vessels in tandem with proteins. Such tandem is called „lipoprotein". Lipoproteins differ by density and effect. The so–called atherogenic lipoproteins of low density are directly involved in the formation of plaques and that is why cholesterol created by such tandem is known as „bad".

Quite opposite, lipoproteins of high density withdraw the excess of cholesterol out of cells that is why such cholesterol is labeled as „good".

„Good" cholesterol must be present in a body in enough quantity. As to „bad" one it shall not exceed the definite limit.

Respective blood tests helpful to define the level of your cholesterol

Total cholesterol:	up to 200 mg/dl – ideal; from 200 to 240 mg/dl – border-line; over 240 mg/dl – high.
Level of high density lipoproteins:	up to 35 mg/dl – low; from 35 to 60 mg/dl – border-line; over 60 mg/dl – normal depending on cholesterol index.
Level of low density lipoproteins:	up to 130 mg/dl – good; from 130 to 160 mg/dl – border-line; over 170 mg/dl – dangerously high.

CHOLESTEROL

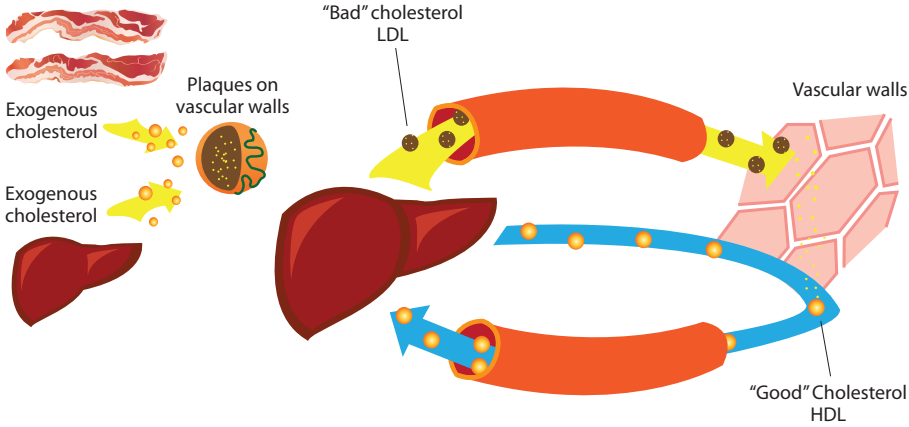
It is not enough just to identify an enemy. It is necessary to find a proper way of fighting against it. Low cholesterol diet has been the tool of control for long time but up-to-date research doubts its efficiency.

It is true indeed that butter, liver, shellfish, eggs contain a lot of cholesterol. However, it excessively „deposits" only in the bodies of 30% people tend to have a problem type of lipid exchange. British researchers have calculated: cutting down of a day-night consumption of cholesterol to 100 mg reduces the level of cholesterol in blood only by 1%.

The only diet influencing the level of extraneous cholesterol is the limitation of saturated fat (fatty types of meat) and products containing trans fat (spread, margarine, hydrogenated oil).

However, as has been mentioned above we obtain only 20% of cholesterol from food. None of the most rigid and well-balanced diets is able to combat endogenous 80%. It means we are able to control ourselves only a small part of the cholesterol.

Obviously, in our control for cholesterol there is no point to forget about a healthy way of life observed by very little group of people in spite of warnings. Physical activities, giving up bad habits, proper dietary facilitate the reinforcement of vessels and, thus, decrease the risk of disruption followed by forming of plaques. Unfortunately it is not enough for a global solution of the cholesterol problem.



LCBalance is a reliable partner to control cholesterol

The best experts of the company „Vision" have spent more than one year to study the problem of prophylaxis of atherosclerosis and cholesterol control from all sides. A long scrutinized work resulted in a principally new BAFS designed to control „bad" cholesterol entered the market at the end of XXI century. The product efficiently guards our vessels against „silent killer".

The new product **LCBalance** (from English **LCBalance** means Level of Cholesterol Balance) is a quick and quality solution of the problem. It controls external sources and internal reserves of cholesterol regulating the quantity of „bad" cholesterol without decreasing the level of „good" cholesterol below the required norm.

The new BAFS contains Polycosanol regulating the level of cholesterol in blood by slowing down its intestinal absorption. Polycosanol decreases the formation of ferment HMGCoA involved in the synthesis of cholesterol almost by half.

Natural components of plant membrane cells - phytosterols constitute the second part of the product **LCBalance**. They block the synthesis of cholesterol in liver diminishing the level of „bad" cholesterol.

BAFS Vision LCBalance decreases the level of cholesterol in two ways:

BLOCKS **release of „bad" cholesterol in liver** (intrinsic factor – 75-80%).

PREVENTS **entry of „bad" Cholesterol from intestine tract** (exogenous factor – 20-25%).

These two **LCBalance** components, like plummets of weigh-scales, facilitate to keep the required balance of cholesterol in a body immediately reacting to overweight or underweight.

Experts advise to undergo cholesterol tests to determine the level of cholesterol in blood starting from 20 at least once in 5 years. The prophylaxis of bad cholesterol-related diseases shall be started at the same age. Control of the cholesterol level is vitally required for people over 35.

HIGH CHOLESTEROL IS A SOUND REASON TO CHANGE RATION

If your cholesterol level is higher:

1. Reduce to minimum the consumption of fat meat, sausage products and butter.
2. Don't forget about fish giving preference to fatty types (salmon and mackerel). They contain fatty acids omega-3.
3. Exclude products containing trans fat, spreads, margarine (thoroughly read labels – these components under name „vegetable oil" may be hidden in sweets, bakery, ice-cream, instant soups and noodles).
4. Include into ration more legumes (peas, beans, lentils) and cereal products (oat bran is especially effective for decreasing the cholesterol).
5. Consume fresh vegetables and fruit as much as possible especially pitching in carrot and apples.
6. Eat garlic: three cloves of a garlic per day capable to decrease cholesterol by 12-15%.

LCBalance

EVERYTHING IS UNDER CONTROL

Today there are no doubts that total cholesterol rise in blood and, in particular, cholesterol contained in low density lipoproteins is the key manifestation of atherosclerosis. N.N. Anichkov's statement, a founder of atherosclerosis studies, that **„there is no atherosclerosis without cholesterol"** („All about Cholesterol", 1915) has been proved by modern scientific research.

Your independent Vision consultant

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_____

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It is recommended to consult a physician before application.

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