

# Serol™

♂♀ Weight Management



## INDICATION:

Serol is a safe and gentle weight loss aid that will reduce sugar cravings, fat absorption and appetite. It will not act as a stimulant, laxative or cause dehydration. Serol helps induce weight loss and provides an additional cardiovascular protection.

Serol is a unique product that will support a weight loss program which includes a healthy diet and regular physical exercise.

## COMPOSITION (per capsule):

Essential oil of orange zest (*Citrus aurantium*) containing 85% limonene 100 mg, Jerusalem artichoke (*Helianthus tuberosus*) tubers powder containing 75 to 85% of fructans 100 mg, guar gum 100 mg, vitamin C (calcium ascorbate) 50 mg, zinc (citrate) 6.2 mg, lycopene (natural tomato extract) 2 mg. Contains no artificial coloring or preservatives.

## SUGGESTED USE:

Adults: generally, 4 capsules per day, 2 in the morning and 2 in the evening, during meals. Consume with a minimum of 1.5 L of water per day.

This product is not recommended for children under 12 years of age. Adapt dosage for children above 12 years old.

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# Serol™

## Mode of action

**ESSENTIAL OIL OF ORANGE ZEST:** its active ingredient, limonene, is an appetite suppressant. It is also a natural cholesterol-lowering ingredient. It suppresses the post-transcriptional activity of the enzyme 3-hydroxy-3-methylglutaryl coenzyme A (HMG-CoA) reductase which is responsible for the production of cholesterol. Thus, it reduces fat absorption by the tissues.

**HELIANTHUS TUBEROSUS (Jerusalem artichoke)** is an excellent source of fructans that are non-digestible carbohydrates. Inulin, the active principle found in fructans extracted from Jerusalem artichoke, regulates fat metabolism, especially triglycerides. This leads to a reduced susceptibility to store fat. The effect of *Helianthus tuberosus* on postprandial glycemia and insulinemia leads to a lower glycemic response and causes the body to absorb fewer calories in a regular-portioned meal.

**GUAR GUM**, a viscous fiber, binds with bile acids that surround fat molecules in order to carry them out of the body. This results in a decreased absorption of cholesterol and lipids as well as an increase in fat excretion. Moreover, as it passes through the stomach, guar gum slows down the rate of emptying and filling, therefore providing a feeling of fullness on less food and for longer periods of time. Another benefit of guar gum is that it lowers the glycemic index by slowing down the rate of glucose absorption.

**VITAMIN C** is used in this formula for its synergistic property with guar gum as well as its antioxidant action. It also acts as a natural preservative.

**ZINC** is often deficient when on a severe weight loss regimen. The reduced food intake can cause malnutrition and may lead to side effects such as impaired growth, development, immune function, wound healing, behavior, learning, taste, smell, blood clotting, etc. It was therefore important to include zinc in Serol as a safeguard against this.

**LYCOPENE** is a strong antioxidant that is likely to contribute significantly to the body's antioxidant defenses. The inclusion of lycopene in Serol also has a high synergistic impact with the other ingredients, especially guar gum.

# Reduchol™

♂♀ Management of  
cholesterol



In Canada, heart disease and stroke remain the number 1 killers of both men and women. It is estimated that one in four Canadians has some form of heart disease, disease of the blood vessels or is at risk of a stroke.

High cholesterol levels significantly increase the risk of atherosclerosis, myocardial infarction and stroke. Many believe that hypercholesterolemia, like heart attacks, is a "male" problem. Although men have an increased risk as they age, the reality is that close to 45% of Canadian women between the ages of 18 and 74 have cholesterol levels that are too high, placing them at risk of heart disease.

Several major studies have shown that **lowering blood cholesterol levels reduces the risk of coronary heart disease**. One major study published in 1995 in the *New England Journal of Medicine* found that lowering blood cholesterol levels by diet and medication reduced the risk of heart attack in middle-aged men with elevated cholesterol by about 30%. Some research suggest that atherosclerosis may be stopped and even reversed if cholesterol levels are significantly reduced. As well, studies show that lowering blood cholesterol levels by just 1% in middle-aged men is linked to a 2% decrease in the chance of heart disease.

To maintain a healthy heart it is recommended to control cholesterol levels through medication and an appropriate diet. Other important steps include physical activity, stress management and cessation of smoking. Due to the side effects of cholesterol-lowering medication and the lack of compliance of patients to lifestyle changes, practitioners now seek newer management therapies for hypercholesterolemia. **Reduchol** has been specifically designed to **safely lower blood cholesterol levels and provide additional cardiovascular protection**.

# Reduchol™

## INDICATION

**Reduchol** is a naturally-based product that is formulated to help lower blood cholesterol levels. Its powerful hypocholesterolemic and antioxidant ingredients reduce the risks of atherosclerosis and heart disease.

## COMPOSITION (per capsule)

- 250 mg essential oil of orange zest (*Citrus aurantium*) containing 85% limonene
- 100 mg rice bran oil providing 16 mg of tocotrienols
- 50 IU vitamin E (d-alpha tocopheryl acetate derived from natural sources)
- 75 mg vitamin C (calcium ascorbate)
- 25 mcg selenium (sodium selenite)
- Non-medicinal ingredients: vegetable shortening, soy oil, yellow bee's wax, hydrogenated soybean oil flakes, soy lecithin, capsule shell (gelatin, glycerin, purified water, carob powder)

**Reduchol** does not contain any artificial coloring or preservatives.

## SUGGESTED USE

It is recommended to take 2 capsules per day, one in the morning and one in the evening during meals for a minimum of 3 months.

For optimum efficacy, regular exercise as well as a healthy diet are recommended in conjunction with **Reduchol**.

**Reduchol** is not recommended for children under 12 years of age.

## POSSIBLE INTERACTIONS

Unlike many other natural remedies, **Reduchol** may be combined with traditional cholesterol-lowering drugs.

