



How to *lower your* CHOLESTEROL

by Janine Durrant - Blue Diamond Director

Although we are led to believe that cholesterol is a fat, it's more like an alcohol but it doesn't act like one. It's a waxy, fat-like material that can build up on the walls of your arteries and is insoluble in the blood.

Cholesterol and triglycerides are two forms of lipid, or fat and are both necessary for life itself. Cholesterol is necessary, among other things, for building cell membranes and for making several essential hormones. Triglycerides, which are chains of high-energy fatty acids, provide much of the energy needed for cells to function. The highest percentage of cholesterol in our bodies is found in the brain, nervous system and liver.

The fact is our bodies need cholesterol

Fat from our diet is absorbed through the gut and delivered through the bloodstream to the liver. One of the main jobs of the liver is to make sure all the tissues of the body receive the cholesterol and triglycerides they need to function. Whenever possible, about 8 hours after a meal, the liver takes up dietary cholesterol and triglycerides from the bloodstream.

During times when dietary lipids are not available, the liver produces cholesterol and triglycerides itself. Vegetarians produce cholesterol by their liver processing saturated fats and sugars. Cholesterol is necessary in every cell in the body as it waterproofs the cell membranes. The cholesterol produced by the liver, is vital in strengthening the membranes of each and every cell in the body. It is also important in the production of many hormones in the body including oestrogen, progesterone and cortisone. These steroid hormones help the body manage stress and balance sodium and water in the body.

However, there is a difference between the cholesterol made by the body and dietary cholesterol. Culture and genes play a huge role in how much dietary cholesterol will translate into blood cholesterol. The liver packages the cholesterol and

triglycerides, along with special proteins, into tiny spheres called lipoproteins. The lipoproteins are released into the circulation, and are delivered to the cells of the body. HDL carry cholesterol from peripheral tissues to the liver to be reused or eliminated in the bile. LDL carry cholesterol from the liver to meet the needs of the peripheral tissues. Both of the lipoproteins have a specific and necessary role to play. The body cells remove cholesterol and triglycerides from the lipoproteins as needed. We experience health problems when



blood cholesterol is in excess of what the body needs. Too much LDL or too little HDL is associated with arterial disease as much in woman as in men!

Stress and anxiety cause an increase in the adrenal glands of our stress hormones, and prolonged or ongoing stress weakens the gland and alters its response. The body's response is to increase cholesterol levels so more hormones can be produced. But the adrenals are dysfunctional and can't make more hormones anyway which causes serum and blood cholesterol levels to continue increasing. Heart attacks, diabetes and high blood pressure are related to stress.

Endless stress encourages fat storage on your belly and your hips

For women over 40, "stress fat" heightens the risk of higher blood pressure, high cholesterol, diabetes, cancer, strokes and



heart diseases. In stressful situations the blood sugar rises and the metabolism slows down and under permanent stress you burn fewer calories, preventing weight loss. The increase due to stress, in the production of cortisol, over stimulates the immune system response making this riskier for our health than contracting an infectious disease! Increased cortisol levels causes a drop in bone density making osteoporosis more likely, while muscle mass lowers resulting in less excess fat being burned. In addition, due to stress and anxiety, more energy is required by the body more frequently causing increasing fluctuating blood sugar levels which in turn will cause hunger resulting in eating more although you will burn less. "Emotional eating" at its worst!

An influx of sugar into the bloodstream upsets the body's blood-sugar balance over stimulating the release of insulin

Insulin balances our blood sugar levels and promotes the storage of fat. Too much insulin released into the blood which is not used sufficiently will cause insulin resistance in the body. The condition Metabolic Syndrome, is a group of diseases linked to insulin resistance.

Fats in our bodies tissues, organs and systems can become damaged by free radicals resulting in this cholesterol becoming more resistant to being cleared out, used or recycled. This is what has happened when one is told that their arteries are 90% clogged without so much as a symptom! The body relies on the processes of recycling, storing, producing nutrients and chains and detoxifying waste. It requires energy from food and lifestyle and healthy functioning systems to perform optimally or to begin an improvement in the level of function and as is most often the case amongst people today, just to survive!

Living with AIM Mix 'n Match products to your requirements and symptoms. We deal with the cause by responding to symptoms and lifestyle!

To effectively deal with the concerns relating to cholesterol issues consider these all important issues.

The Liver

The liver cleanses effectively on AIM Reedibeets®. AIMega™ nourishes the liver at the same time encouraging optimum liver function and detoxification

Stress Management

Cell Wellness Restorer soaks away stress by increasing DHEA and magnesium levels.

Renewed Balance Cream™ used by woman and yes, men too will calm the adrenal glands, balance the ratio of hormones one to another, enable the body to build bone, provide improved brain power and energy.

AIMega™ is endocrine food, brain food and cardio vascular food ensuring the body systems most involved in stress management are supplied the nutritional energy required for optimum functioning!

Sugar Balance

Glucochrom balances blood sugar and helps to keep the appetite under control by enabling the body to burn sugars and carbohydrates more effectively. It also most importantly ensures that the insulin gets the energy into the cells for optimum cell functions. This is a must for insulin resistance, type 2 diabetics, over weight, Metabolic Syndrome and older people with sluggish systems.

Prepzymes™ ensures that all the foods we consume are broken down sufficiently. This has a marked impact on the hunger response, as in most cases the person for the first time begins to be nourished properly by the food they consume. This deals effectively with leaky gut syndrome which can have an impact on blood sugar levels and allergies. Lipase in Prepzymes™ will also ensure AIMega™ is well absorbed.

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Renewed Balance Cream™ is also valuable for blood sugar balance.

BarleyLife™, AIM's foundation product enables the body to function off a platform where the correct PH, nutrient table, live enzymes and anti oxidant levels are ideal for all, for all!

Healthy Fats

AlMega™, especially taken with Prepzymes™, will provide the body with the essential fats the body uses to create the full chain of fats for optimum functioning! Fight imbalanced and unhealthy fat with essential fat! This product is imperative for a healthy cardio vascular system

Cellsparc 360™ provides anti oxidants, healthy fats and most significantly CoQ10 a unique anti oxidant enzyme related directly to the healthy functioning of the heart. A must for older, weaker and people at risk of heart disease.

Antioxidants

Proancynol™2000 has 7 specific antioxidants used to protect the body and restore health to the body. We are only as protected, rejuvenated and strong as our antioxidant level! One of the Proancynol™2000 antioxidants, alpha lipoic acid, is the only antioxidant with the unique ability to regenerate or recycle itself so that it can continue destroying free radicals.

Alpha Lipoic Acid speeds up the removal of sugar from the blood, elevates the levels of glutathione protecting the body from oxidative stress, inflammation, damage to organs and most importantly latches on to toxins making them water-soluble enough to be flushed out through your kidneys. "The quickest way to rid the liver of toxins is to stimulate glutathione production," says Savant Mehta, MD, director of the liver-transplant program at the University of Massachusetts.

Drink your way to heart health with Aim Cellstar Mango Tango. This drink has unique nutritional components derived from mangosteens. These components are a type of antioxidant found in the inside walls of the fruit and have greater antioxidant power than vitamins. They have been found to help with chronic fatigue and heart disease.

Bear Paw Garlic™, wild garlic, reduces blood pressure and LDL cholesterol while raising HDL cholesterol levels.

HerbalFiberblend® encourages improved blood sugar balance, increased ability to manage stress, a healthier functioning liver

while lowering the level of blood cholesterol!

AIM has the nutritional supplement solution to whatever condition is contributing to your cholesterol problems. Prevention is better and easier than cure but with the required cell environment provided by the supplements the body will heal itself. AIM for life!

Essentials fatty acids for the maintenance of good health

- Maintains healthy cell membrane function
- Protects against high blood pressure and cardiovascular disease
- Maintains healthy cholesterol levels
- Enhances healthy hormone balance
- Enhances anti-inflammatory response

