



Nutrition for Optimal WellnessSM

Cardio Health^{*}



Nutrition for Optimal WellnessSM

- Natural, Effective Support Supplements.
- Supports Healthy Cardiovascular Function.*
- Well-Researched and Tested for Safety.
- Guaranteed Potency and Purity.
- In addition to CoQ10, NOW[®] carries a great line-up of heart healthy products. Heart disease is still a very serious health problem, and supporting already healthy cardiovascular function through nutrition, a healthy diet, plenty of exercise and supplementation makes perfect sense.*



References

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- 3) Balch, Phyllis A.; Prescription for Herbal Healing; Avery; Penguin Putnam Inc.; 2002
- 4) Mangoni AA, Jackson SH. Homocysteine ... current evidence and future prospects. Am J Med. 2002;112:556-565.
- 5) Heber D, Yip I, Ashley JM, et al. Effects of a proprietary Chinese red-yeast-rice dietary supplement. Am J Clin Nutr. 1999;69:231-236.
- 6) Hofman-Bang C, Rehnquist N, Swedberg K, et al. An adjunctive treatment ... J Am Coll Cardiol. 1992;19:216A.

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*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.



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Health Professor





Understanding CoQ10

CoQ10 is a vitamin-like compound that is produced naturally in the human body and is also found in most living organisms. It is also called ubiquinone, a combination of quinone, a type of coenzyme, and ubiquitous, meaning it exists everywhere in the human body. CoQ10 plays an important role in your body's energy production and is an essential component of the mitochondria, where it helps to metabolize fats and carbohydrates and maintain cell membrane flexibility. CoQ10 is also involved in the production of several key enzymes that are used to create ATP—a primary energy source that is used in the energy transfer between mitochondria and cells. Without CoQ10, you would not be able to function.*

CoQ10 is also an effective antioxidant that may beneficially affect the aging process. As we age, our body's production of CoQ10 declines by as much as 80 percent. Because it is so important to energy production, and therefore life, researchers believe that this decline may be a factor in the effects of aging on the human body. Clinical trials on both animal and human subjects have revealed a marked decrease in CoQ10 levels when health is a concern. As a free radical scavenger, CoQ10 inhibits lipid peroxidation – a normal aspect of the aging process that is implicated in age-related health. Studies conducted in the last fifteen years suggest CoQ10 is important for maintaining healthy intracellular activity, and some researchers have compared its efficiency to that of vitamin E, one of the most effective of all dietary antioxidants. Research has shown that CoQ10, along with glutathione and selenium, works to regenerate or recycle vitamin E after its capacity to fight radicals has been diminished, thereby allowing vitamin E to remain active as an antioxidant for a longer period of time in your body.*

As a result of the overwhelmingly positive reports from studies conducted since CoQ10's discovery, the Japanese were the first to approve widespread use of CoQ10, granting market approval for it in 1974. From 1974 to 1982, CoQ10 use in Japan grew

rapidly until it was one of the most widely used products. It is still widely used today, and has a long history of safe use. In "An Introduction to Coenzyme Q10" by Peter H. Langsjoen, M.D., F.A.C.C., he lists the substantial amount of scientific evidence that supports CoQ10's benefits.

There are many CoQ10 supplements on the market today, and it can be difficult to choose the best brand and dosage. CoQ10 is a fat-soluble substance, which means it is more easily absorbed and used by your body in the presence of fat. CoQ10 supplements that include lecithin or another dietary fat will be more effective, and CoQ10 in a softgel form should be in an oil base, usually soybean or fish oil. The dosage most commonly used in research is 30 mg, but higher doses are optimal and may be required to maintain optimal levels as we age.* Always remember to consult your health practitioner before taking dietary supplements if you have current health problems or are taking prescription medication.

NOW Foods has become the industry's leading supplier of high-quality CoQ10 products. Our award-winning line has been voted the best-selling brand in health food stores nationwide, and has earned several Vity Awards from Vitamin Retailer magazine. NOW carries 16 varieties of CoQ10, with potencies that range from 10 to 600 mg. NOW® CoQ10 is available in vegetarian capsules, softgels, pure powder, liquid, and lozenges. Many of our formulas contain synergistic nutrients, such as vitamin E, selenium, lecithin, and hawthorn for greater absorption and efficiency.

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Supporting Supplements

Cholesterol Support

Our reformulated Cholesterol Support contains the newest heart healthy nutrients and is an excellent product for supporting cardiovascular health and natural/healthy cholesterol metabolism already within the normal range.* It contains Policosanol, Guggul Extract, Vitamin E, Pure-Gar Garlic and Tocotrienols. Cholesterol Support is the smart choice for supporting cardiovascular health.*

Molecularly Distilled Omega-3

Omega-3 EFAs support normal cholesterol metabolism and maintain triglyceride levels already in the normal range. To date, hundreds of studies have suggested that EPA and DHA can help support a healthy cardiovascular system.* NOW's entire line of fish oil is molecularly distilled for safety.

Sytrinol®

NOW® Sytrinol® Cholesterol Formula contains a proprietary formula of polymethoxylated flavones (PMF's) from citrus, palm tocotrienols and other proprietary constituents. Studies have shown that Sytrinol® helps maintain cholesterol and triglyceride levels already within the healthy range.*

Cholestatin®

This innovative, cholesterol support supplement is rich in three effective plant sterols: Beta-Sitosterol, Campesterol, and Stigmasterol. When used in conjunction with a healthy lifestyle and cholesterol management plan, that includes diet and exercise, NOW® Cholestatin can support cholesterol levels already within the healthy range.

For more information on NOW cardiovascular support products visit www.nowfoods.com

