





<p>Shot of Bill eating bar</p>	<p>SUBSTITUTING HIS NIGHTLY DESSERT WITH STEP ONE FOODS. :06</p>
<p><b>CG: Elizabeth Klodas, MD Step One Foods</b></p>	<p><i>“Not everybody gets to goal with cholesterol lowering drugs or can even tolerate them. Here’s something that they can also do to help themselves heal.” :10</i></p>
<p>Shot of Dr. Klodas in exam</p>	<p>CARDIOLOGIST ELIZABETH KLODAS (KLOW-dus) DEVELOPED STEP ONE FOODS, MADE FROM INGREDIENTS SUCH AS ALMONDS, WALNUTS, BLUEBERRIES AND CHOCOLATE –TO MAKE IT EASY TO HELP LOWER CHOLESTEROL USING FOOD, NOT JUST MEDICATIONS. :09</p>
<p><b>Dr. Klodas (CG’d earlier)</b></p>	<p><i>“Every single ingredient in every Step One Foods product was chosen for its health-promoting and cholesterol-lowering properties. So this is truly food as medicine. It is designed to help bring about a specific health effect.” :16</i></p>
<p>Shots of Dr. Klodas working with patient</p>	<p>MAYO CLINIC AND THE UNIVERSITY OF MANITOBA CONDUCTED A CLINICAL TRIAL THAT PUT STEP ONE FOODS THROUGH THE SAME RIGOROUS TESTING THAT STATINS AND OTHER MEDICATIONS GO THROUGH. :11</p>
<p><b>Dr. Klodas (CG’d earlier)</b></p>	<p><i>“We’ve never had research to look at food as a credible option for lowering cholesterol in the same manner, with the same ease as using medications.” :13</i></p>
<p>Shot of woman eating Step One Foods</p>	<p>STUDY PARTICIPANTS WERE ASKED TO REPLACE SOMETHING THEY REGULARLY ATE WITH ANY STEP ONE FOODS TWICE A DAY WITHOUT CHANGING ANYTHING ELSE ABOUT THEIR NORMAL DIET OR EXERCISE ROUTINES.</p>
<p><b>Graphic: LDL reduced by an average of 8.8 points after four weeks.</b></p>	<p>AFTER JUST FOUR WEEKS, PARTICIPANTS LOWERED THEIR L-D-L CHOLESTEROL AN AVERAGE OF NEARLY NINE PERCENT, WITH SOME ACHIEVING OVER 30 PERCENT REDUCTIONS. :13</p>
<p><b>Dr. Klodas (CG’d earlier)</b></p>	<p><i>“We now have another option for cholesterol management which is clinically-proven and food-based.” :07</i></p>
<p>Shots of Bill eating Step One bar while reading</p>	<p>WHEN BILL RETURNED TO HIS DOCTOR’S OFFICE SIX MONTHS LATER, HIS CHOLESTEROL WAS DOWN FORTY-FOUR POINTS, WITH MAJOR DROPS IN HIS L-D-L, A-1-C AND TRIGLYCERIDES, AS WELL. :09</p>
<p><b>Bill Bentz (CG’d earlier)</b></p>	<p><i>“At that point, my doctor said, ‘Just keep on doing what</i></p>

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<p>Shots of Bill eating Step One bar while reading <b>(PACKAGE END)</b> ----- <b>ANCHOR TAG</b></p>	<p><i>you're doing.” 05</i></p> <p>IN MINNESOTA, THIS IS BARB CONSIGLIO REPORTING. :02</p> <hr/> <p>BECAUSE MANY PATIENTS WITH HIGH CHOLESTEROL ARE UNABLE OR UNWILLING TO TAKE STATINS, THE STUDY OFFERS A NEW THERAPEUTIC OPTION FOR MEDICAL PROFESSIONALS AND PATIENTS.</p> <p>THE STUDY ALSO EXAMINED EFFECTS OF USING GROCERY STORE HEALTH FOODS LIKE GRANOLA BARS FOR AFFECTING CHOLESTEROL LEVELS, BUT THOSE FOODS DID NOT PRODUCE ANY LDL-REDUCING RESULTS.</p>
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### SOCIAL MEDIA

<p> <b>Share it! Suggested tweet:</b></p> <p> <b>Suggested post:</b></p>	<p>A new study finds <a href="#">@StepOneFoods</a> lowers cholesterol as well as medications in some people. It's the first time the concept of "food as medicine" has been clinically tested as rigorously as pharmaceuticals.</p> <p><a href="https://bit.ly/3lws4Vo">https://bit.ly/3lws4Vo</a></p> <hr/> <p>One in four Americans over 40 are prescribed statins to control their cholesterol and prevent heart disease. Now, a new study finds that replacing something in your diet with <a href="#">Step One Foods</a> effectively lowers LDL in under 30 days, providing clinical proof that specially-formulated foods can reduce the need for cholesterol lowering medications.</p> <p><a href="https://bit.ly/3lws4Vo">https://bit.ly/3lws4Vo</a></p>
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### EXTRA BITES

<p><b>CG: Elizabeth Klodas, MD</b> <b>Step One Foods</b></p>	<p>Klodas says some of her patients can't or won't take statins: <i>"I see patients everyday that are reluctant to go on yet another medication and they're already on lists this long. But in many cases there are also individuals who can't take statin drugs because they've experienced side effects from those medications." :15</i></p> <p>Klodas says foods to lower cholesterol also promote overall health: <i>"Food is a comprehensive solution to a complex problem. When you eat right for lowering cholesterol, you also eat right to reduce blood pressure, to improve blood sugar control, to lose weight. It's a comprehensive answer." :16</i></p>
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