Study finds clinically-formulated foods lower cholesterol without medication side effects

Step One Foods is proven as an effective option for those who need or want to avoid pharmaceuticals

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Step One Foods		
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Package Length: 1:46	Content provided by: Step One Foods	

NEWS PACKAGE

NEWS FACKAGE	
SUGGESTED TEASE	A NEW STUDY FROM MAYO CLINIC AND THE UNIVERSITY OF MANITOBA FINDS THAT PILLS AREN'T THE ONLY WAY TO CONTROL YOUR CHOLESTEROL. COMING UP, HOW TO USE FOOD AS MEDICINE TO LOWER YOUR CHOLESTEROL.
ANCHOR LEAD	HIGH CHOLESTEROL AFFECTS NINETY-FOUR MILLION AMERICANS AND IS A MAJOR RISK FACTOR FOR HEART DISEASE ³ . IN FACT, ONE IN FOUR AMERICANS OVER FORTY ARE PRESCRIBED STATINS TO CONTROL THEIR CHOLESTEROL ¹ . NOW, A NEW STUDY ² IS PROVING THAT PHARMACEUTICALS ARE NOT THE ONLY WAY TO INITIATE MEANINGFUL IMPROVEMENTS TO CHOLESTEROL LEVELS – GOOD NEWS FOR THOSE WHO CAN'T TOLERATE THE SIDE EFFECTS OR SIMPLY DON'T WANT TO TAKE STATINS. BARB CONSIGLIO HAS THE DETAILS ON HOW THIS APPROACH GOES BEYOND JUST HEALTHY EATING TO ACTUALLY USE FOOD AS MEDICINE.
(PACKAGE START) CG: Courtesy: Step One Foods :00 - :03	(Nats - Sound) :02
Shot of Bill reading at home	LIKE MANY OF US, BILL BENTZ LET HIS DIET GET AWAY FROM HIM DURING THE PANDEMIC – AND IT SHOWED WHEN HE SAW HIS DOCTOR. :05
CG: Bill Bentz Lowered cholesterol with food	<i>"He wanted to put me on a diabetes medication; he wanted to put me on a cholesterol medication." :</i> 05
Shots of Bill getting Step One bars out of cabinet	IN AN EFFORT TO AVOID TAKING MORE MEDICATIONS EVERY DAY, BILL TRIED

Bill Bentz (CG'd earlier)	"At that point, my doctor said, 'Just keep on doing what
Shots of Bill eating Step One bar while reading	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
Dr. Klodas (CG'd earlier)	<i>"We now have another option for cholesterol management which is clinically-proven and food-based."</i> :07
Graphic: LDL reduced by an average of 8.8 points after four weeks.	EXERCISE ROUTINES. 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
Shot of woman eating Step One Foods	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
Dr. Klodas (CG'd earlier)	<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." :</i> 13
Shots of Dr. Klodas working with patient	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
Dr. Klodas (CG'd earlier)	<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>
Shot of Dr. Klodas in exam	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
CG: Elizabeth Klodas, MD Step One Foods	"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
Shot of Bill eating bar	SUBSTITUTING HIS NIGHTLY DESSERT WITH STEP ONE FOODS. :06

	you're doing." 05
Shots of Bill eating Step One bar while reading (PACKAGE END)	IN MINNESOTA, THIS IS BARB CONSIGLIO REPORTING. :02
ANCHOR TAG	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. 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.

SOCIAL MEDIA

Share it! Suggested tweet:	A new study finds <u>@StepOneFoods</u> 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. https://bit.ly/3lws4Vo
Suggested post:	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 <u>Step One Foods</u> effectively lowers LDL in under 30 days, providing clinical proof that specially-formulated foods can reduce the need for cholesterol lowering medications. https://bit.ly/3lws4Vo

EXTRA BITES

	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>
CG: Elizabeth Klodas, MD	
Step One Foods	Klodas says foods to lower cholesterol also promote overall health:
	<i>"Food is a comprehensive solution to a complex problem.</i> <i>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>

	Klodas says food as medicine is very different from just eating better. <i>"Food as medicine is very different from just eating healthy because eating healthy is for general health. Food as medicine is an approach to affect a specific outcome using food." :11</i>
CG: Elizabeth Klodas, MD Step One Foods	Klodas says heart disease can be prevented even if you have a family history: "Genetics is not destiny. Only 20% of heart disease can be traced back to genetic factors. Really, 80% of it is under our control. So why wouldn't we control everything to control a disease that is essentially preventable?" :17
	Bill says he'd rather address the cause of the issue rather than relying on medication: "You can add medication and add medications and add medications, but, I mean, we've all seen the television commercials and the long, long list of side effects that come with those medications. I just feel it's best to treat the root cause and try to solve the problem that way instead of just overmedicating." :19
CG: Bill Bentz Lowered cholesterol with food	Bill says he replaced his dessert and the rest of his diet remained the same: "We still prepare our foods the same way. We still eat the same foods. We haven't altered that, but Step One has become my sweet treat instead of a pint of whatever fancy ice cream is out there in the evening." :19
	Bill says his A1C is down to a healthier level: "Now after six months, that A1C level is down to 6.4, which is out of the danger zone and considered prediabetic and even reaching the goal where it's not even prediabetic." :18

References

¹Prescription Cholesterol-lowering Medication Use in Adults Aged 40 and Over: United States, 2003–2012, Centers for Disease Control and Prevention, Dec., 2014. Online: https://www.cdc.gov/nchs/products/databriefs/db177.htm

²*Reduction in Serum LDL Cholesterol Using a Nutrient Compendium in Hyperlipidemic Adults Unable or Unwilling to Use Statin Therapy: A Double-Blind Randomized Crossover Clinical Trial,* **The Journal of Nutrition, Jan. 26, 2022**. Online: <u>put link here</u>.

³Leading Causes of Death, Centers for Disease Control and Prevention, Jan. 2022. Online: <u>https://www.cdc.gov/nchs/fastats/leading-causes-of-death.htm</u>

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