



Plant-based Sterol Esters for  
Heart-healthy Functional Foods

# Vitasterol<sup>®</sup> for Heart Health

## Lowering LDL-cholesterol with plant sterols

Numerous scientific studies have shown that a daily intake of 1.5-3g plant sterols reduces blood total and LDL-cholesterol levels dose-dependently by 7-12.5% in a period of 2-3 weeks.\*

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Non-prescription complement / alternative for cholesterol management

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Contribute to overall heart health and health claims

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Plant-based

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Proven to be naturally effective at safely lowering cholesterol levels

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Supported by 140+ clinical studies

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Statin-free



## Creating heart-healthy, functional foods

Plant sterols are derived as an ingredient from key plant sources like pine trees, soybeans, and rapeseed, and integrated into functional foods that we eat every day, such as margarine, yogurt, milk, and food supplements. Plant sterols are a cost-effective option for improving cardiovascular health.



\* EFSA 2012

## The Benefits of Vitasterol®

### Product Benefits

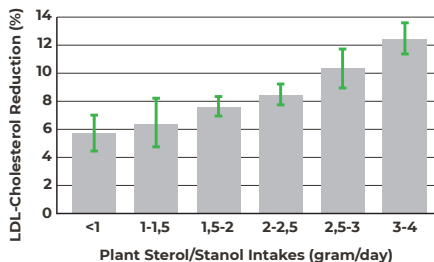
Vitasterol is a natural and vegetable product which reduces “bad” cholesterol levels and lowers the risks of cardiovascular diseases. The capacity of Vitasterol to reduce cholesterol levels comes from the similarity between cholesterol and plant sterols which fight in the intestine to get room in their transport means. Therefore, plant sterols block the way of cholesterol to the liver: Vitasterol.

### Applications

- Bakery
- Beverages
- Confectionery
- Dairy
- Dietary Supplements
- Pharmaceutical
- Sauces/Dressings
- Snacks/Cereal

## Lowering LDL-cholesterol with Plant Sterols

Studies show that intakes of plant sterols and plant stanols at doses above 3g a day confer additional health benefits by further lowering LDL-cholesterol.\*



Source: Ras et al 2014; Average LDL-cholesterol effect (%)

\*See Demonty et al 2009; Gylling et al 2010; Gylling et al 2020; Musa-Veloso et al 2011; Ras et al 2014).

## Product Range and Applications

Product	Description	Physical Properties	Sterol
Vitasterol S-80 esterified non-GMO	Concentrated form of phytosterol esters (mainly Beta-Sitosterol, Campesterol, and Sitostanol). It is obtained by esterification of free plant sterols with fatty acids from vegetable oil.	Light yellow viscous oily paste at room temperature and clear oil at 50°C.	Soy Pine Rapeseed
Vitasterol S-80 99% free sterol, non-GMO	Concentrated form of phytosterol esters (mainly Beta-Sitosterol, Campesterol, and Sitostanol) from tall oil.	Fine powder	Pine
Vitasterol S-80 WDP 90 non-GMO	Concentrated form of phytosterols (mainly Beta-Sitosterol, Campesterol and Sitostanol) from tall oil, onto emulsifier and a carrier.	Water-dispersible fine powder.	Pine