

KINOHIMITSU BE CHOLESS

KINOHIMITSU

PROVEN BY SCIENCE

TO IMPROVE
YOUR QUALITY
OF LIFE

3 Proven results in
3 weeks*

KINOHIMITSU
BE CHOLESS

LDL

HDL

BE CHOLESS

RESULTS IN
3 WEEKS*

SUPPORT HEALTHY
CHOLESTEROL LEVEL

SUPPORT HEART
HEALTH & ENERGY
PRODUCTION

60
days
supply

120
capsules

KINOHIMITSU
BE CHOLESS

Cholesterol Support Formula

RED YEAST RICE
(Monascus Purified)
+ CoQ10

CHOLESTEROL
SUPPORT FORMULA

Red Yeast Rice (Monascus Purified)
+ CoQ10

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KINOHIMITSU

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Product name: KINOHIMITSU BE CHOLESS

Benefits:

- Lowers blood cholesterol.
- Lowers blood pressure.
- Lowers blood sugar.
- Supports heart health.
- Supports energy production.



Ingredients: Monascus purpureus (Red Yeast Rice), Vitamin E, Inulin, Bitter melon extract, Curcumin powder, CoQ10.

Direction of use:

Take 1-2 capsules daily after meal.

Statin users: It is recommended to consume separately with 2 hours of interval.

WHAT IS CHOLESTEROL?



Cholesterol is a soft, white waxy substance found in every cell in your body.

What **Cholesterol** does?

- ✓ Cell membranes
- ✓ Vitamin D
- ✓ Hormones
- ✓ Bile acids, and more

WHAT ARE THE 2 TYPES OF CHOLESTEROL?



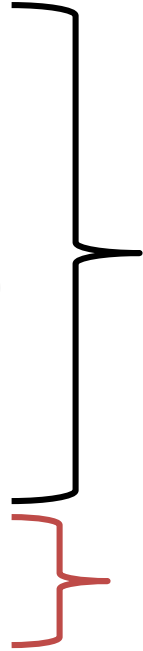
HDL= “GOOD” CHOLESTEROL

Helps to remove LDL cholesterol from the arteries. May also protect against heart attack and stroke.

LDL= “BAD” CHOLESTEROL

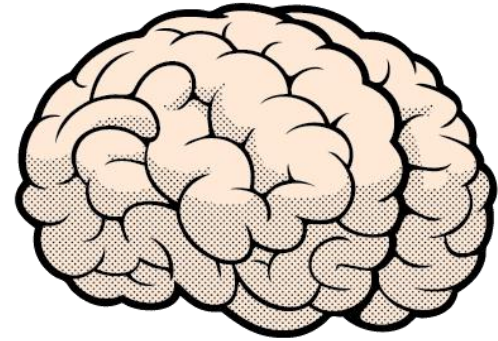
Contributes to plaque, a thick, hard deposit that can clog arteries.

WHERE DOES CHOLESTEROL COME FROM?



75% of cholesterol
is made by liver

25% of cholesterol
comes from the food



25% of the
cholesterol in your body is
found in your brain.

RISK FACTORS FOR HIGH CHOLESTEROL

The **FOOD** you **EAT**



Being **OVERWEIGHT**



AGE



Being **INACTIVE**



Overall **HEALTH**



Family **HISTORY**



■ BLOOD CHOLESTEROL PROFILE

Classification	Blood cholesterol concentration	
	mmol/l	mg/dl
Total cholesterol		
Desirable	< 5.2	< 200
Borderline-high	5.2–6.1	200–239
High	≥ 6.2	≥ 240
HDL cholesterol		
Desirable	≥ 1.0	≥ 40
Low	< 1.0	< 40
LDL cholesterol		
Desirable	< 3.3	< 130
Borderline-high	3.3–4.0	130–159
High	≥ 4.1	≥ 160

Source: NATIONAL HEALTH SURVEY 2010

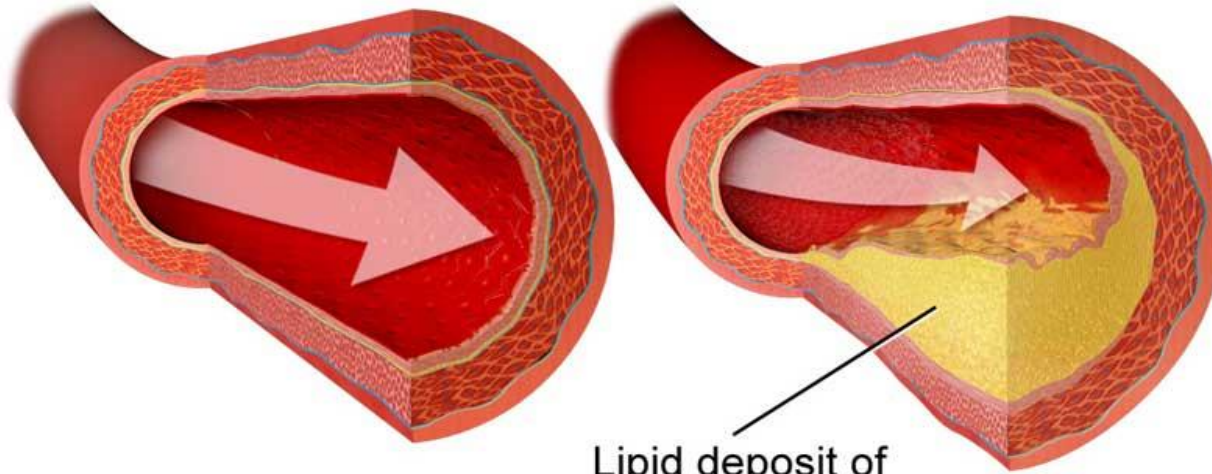
DISEASES LINKED TO HIGH CHOLESTEROL

High Cholesterol causes

Normal Artery



Narrowing of Artery



Lipid deposit of
plaque

Heart has to **pump the blood harder** (High Blood Pressure)

Stroke -the blood supply to part of the brain is reduced.

Heart Disease- damage and death of heart muscle.

Diabetic patients tend to have high cholesterol level.

KEY FIGURES

Singapore Burden of Disease Study (2010)

1 in 6 (17.6%) had **high total cholesterol**



Singapore (2013)

Every day, **15** people die from cardiovascular disease (heart disease and stroke).

Nearly **1 out of 3** deaths is due to **heart disease or stroke**



Approaches to control cholesterol level:

Exercise

Requires **discipline**,
difficult to master!

**Healthy
diet**

**Limited influence on
the blood cholesterol**
as 25% of cholesterol
comes from food.

**Drugs
(Statin)**

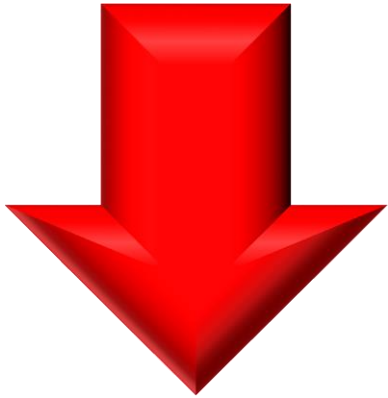
**Lot of side
effects.**

KINOHIMITSU BE CHOLESS

helps you to cope with your chronic illnesses

NATURALLY+ EFFORTLESSLY + EFFECTIVELY!

SEE RESULTS IN 3 WEEKS!



19.6% of total cholesterol

28.6% of LDL cholesterol

Cholesterol lowering

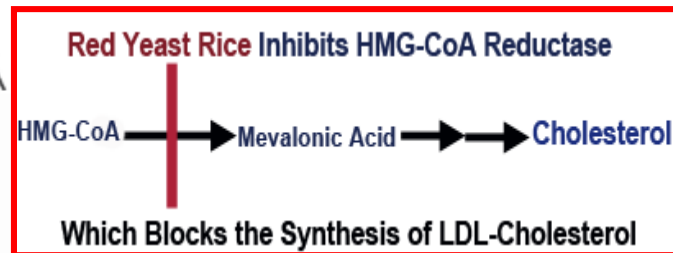
KINOHIMITSU



**Active ingredient
is Monacolin K**

Red Yeast Rice

- Inhibits liver enzyme (HMG-CoA Reductase) that is responsible for cholesterol synthesis
- Increases high-density lipoprotein cholesterol (HDL - "good" cholesterol)



Inulin

- Reduces absorption of cholesterol in intestine

Energy producer



Coenzyme Q10

- Increases energy production



Some of the cholesterol-reducing supplements in the market deplete CoQ10 which causes fatigue and accelerates ageing

Inflammation reducer



Curcumin

- Reduces inflammation that leads to heart attack
- Prevents clogged arteries



Vitamin E

- Protects against heart disease

Blood sugar and blood pressure regulator

Bitter Melon Extract



- Increases glucose utilization by liver
- Improves insulin sensitivity
- Normalizes systolic blood pressure

KINOHIMITSU BE CHOESS VS OTHER BRANDS

KINOHIMITSU

		Other brands
Red Yeast Rice (concentration of Monacolin K)	0.98% Highest	0.4-0.5% or lower
Other Effective Ingredients	CoQ10, Bitter Melon Extract, Curcumin, Inulin, Vitamin E Holistic	CoQ10 or single formulation
Functions	Lowers high blood cholesterol, high blood sugar and high blood pressure Targets 3 "High"	Lowers cholesterol only
Effective Dosage	1-2 capsules daily Potent	2-4 capsules daily
Clinically Proven	Results in 3 weeks Fast	Unknown

Q&A

1) **Is Red Yeast Rice considered a food or drug?**

Red Yeast Rice is made by fermenting yeast (*Monascus Purpureus*) on rice and has been used in China for its health- promoting effects for over 2000 years. It is definitely a food, NOT DRUG!

2) **If Red Yeast Rice is similar to the statin drug, does it have any side effects?**

Red Yeast Rice is a 100% natural food, well-documented clinical trials showed that it is generally safe to be consumed and has no side effects.

3) **Can I switch from statin to Kinohimitsu Be Choless?**

It is recommended to consult your physician first before you stop taking statin.






4) **What if I forget to take a capsule?**





Take it as soon as you remember if you forget to take a capsule. However, if it is time to take another capsule, do not take two capsules at the same time. Just carry on taking your capsules as usual.

COMPARISON OF KINO PRODUCTS

	KINO BE CHOLESS	KINO BG DIAMOND
Price (\$\$)	99.90	69 (16 bottles)
Price per day (\$\$)	0.83-1.67	4.31
Key Ingredients	Red Yeast Rice + CoQ10 + Bitter Melon Extract+ Curcumin+ Inulin + Vitamin E	Oat Beta-glucan, Snow fungus, Marine Collagen 5300mg, Soy Isoflavone
Function	<ul style="list-style-type: none"> •Lowers blood cholesterol. •Lowers blood pressure. •Lowers blood sugar. •Supports heart health. •Supports energy production. 	<ul style="list-style-type: none"> •Skin Firming •Pore Minimizing •Cholesterol – Lowering effect •High Antioxidants
How it lowers cholesterol level?	<ul style="list-style-type: none"> •Block an enzyme activity in the liver that responsible for cholesterol synthesis. •Prevent absorption of dietary cholesterol. 	Soluble fiber binds with fat and bile acid to lower cholesterol level.

MARKET RESEARCH

Brand	Kino Be Choless	Hypocol	Nature's Essence Cholesterin	Swanson Cholesterol Essentials	Blackmores Cholesterol Health
					
Ingredients	<p>Monascus purpureus (Red Yeast Rice)- 0.98% Monacolin K, Vitamin E, Inulin, Bitter melon extract, Curcumin powder, CoQ10</p> <p>(RYR- 310mg; monacolin K - 3.1mg)</p>	<p>% of weight in each capsule: Total Monacolins 0.4-0.5%, natural pigment 0.3%, fatty acid 4%, phosphorus 0.25%, fiber 2.4%, protein 15%, rice starch 74%</p>	<p>Per 2 capsules: vit E (as natural d-alpha tocopherol acetate) 5IU red yeast rice (monascus purpureus) 1200mg cholestrinol HP 150mg coenzyme q10 (as ubiquinone) 50mg</p>	<p>Vitamin C 500 mg, Thiamin 7 mg, Riboflavin 7 mg, Niacin 107 mg, Vitamin B-6 7 mg, Folic Acid 200 mcg, Vitamin B-12 200 mcg, Biotin 6.24 mcg, Pantothenic Acid 6.24 mg, Chromium 200 mcg, Commiphora Mukul 500 mg, Lecithin 300 mg, Oat Bran Fiber 300 mg, Phosphatidylcholine 200 mg, Odor-Controlled Garlic 150 mg, Beta Sitosterol 50 mg, Citrus Bioflavonoids 50 mg, Choline Bitartrate 6.4 mg, PABA 6.4 mg</p>	<p>Plant Sterols 1g, Natural Betacarotene 1.5mg,</p>
Pack size	120 capsules	90s x 3	60 capsules	120capsules	60capsules
Price (\$\$)	99.9	105.00	48.80	39.35	57.00
Direction of use	1-2 capsules a day	2 capsules twice daily. Maintenance: 1-2 capsules daily	2-4 capsules. General maintenance: 1-2 capsules	2 capsules daily	2 capsules daily

Brand	Kino Be Choless	Swisse Cholesterol Protect	Doctor-link International Dr.Joe Cholestop	Greenlife Sytrinol Cholesterol support
				
Ingredients	<p>Monascus purpureus (Red Yeast Rice)- 0.98% Monacolin K, Vitamin E, Inulin, Bitter melon extract, Curcumin powder, CoQ10</p> <p>(RYR- 310mg; monacolin K - 3.1mg)</p>	<p>Each capsule: Krill Oil 500mg (EPA 60mg, DHA 60mg, Co Enzyme Q10 50mg)</p>	<p>Per capsule: Systinol 500mg (polymetoxylated flavone 450mg, tocotrienol 50mg)</p>	<p>Per softgel: Sytrinol 120mg</p> <p>Others: extra virgin olive oil, gelatin, glycerin, purified water, natural orange flavour, soy lecithin, yellow beeswax, chlorophyllin copper complex, titanium dioxide color</p>
Pack size	120 capsules	30capsules	90capsules	60soft gels
Price (\$\$)	99.9	49.00	68.00	74.90
Direction of use	1-2 capsules a day	2 capsules daily	<p>maintenance - 1 capsule, 2-3 times a day</p> <p>mild - 2 capsules, 3 times a day</p> <p>moderate - 3 capsules, 3 times a day</p> <p>severe - 5 capsules, 3 times a day</p>	1 soft gel twice daily
Price per day(\$\$)	0.83-1.67	2.61- 3.27	1.51 - 15	2.50

**Thank
you!**