

AteroLip®

Introduction	<p>High cholesterol is a problem in today's modern world. Physician and pharmacists every day can see complications of it (which often end with long-term patient treatment).</p> <p>There are ways to lower cholesterol, but patients do not always have the patience to change their lifestyle (diet, exercise, alcohol and smoking restriction), and lipid-lowering drugs should be used for long periods (years).</p>
Statistic of World Health Organization	<p>According to the World Health Organization, cardiovascular disease is the No. 1 cause of death worldwide, and high cholesterol level is one of the contributing factor.</p>
Red yeast rice (RYR)	<p>American cardiologists have noted that Chinese populations in the US are significantly less affected by cardiovascular disease. Analyzing population habits, it was concluded that, unlike the American indigenous population who bought food in supermarkets, the Chinese were mainly buying food in their Chinese quarters and one of their main product was rice, which also contains red yeast rice (RYR).</p>
Monacolin K – Era of statins	<p>By the end of 20th century, an international pharmaceutical company, MSD, by studying RYR found that it reduced cholesterol. It turned out that RYR contains 10 different monacolines and the most effective of them for lowering cholesterol is Monacolin K. Later, MSD scientists succeeded in creating the first synthetic analogue of Monacoline K and called it Lovastatin, this is how era of statins begun. Since then statins are known as top selling medication for lowering cholesterol.</p>
Natural statins	<p>In the beginning of 21st century, when the patent of statins expired, the world finally found out that Lovastatin is a synthetic analogue to the long-discovered, natural Monacolin K.</p>
American cardiologist study of 5,000 patients	<p>To prove effect of Monacolin K, the American Association of Cardiologists started a large-scale, double-blind study with 5,000 patients where control group received a 10 mg of Monacolin K.</p>
JAMA	<p>The study lasted for 5 years and the results were stunning. Cardiovascular disease decreased in more than 40% of patients and mortality decreased in more than 30% of patients.</p> <p>The results were published immediately (one month after the end of the study) in JAMA, which is one of the world's most prestigious medical journals, where usually has to wait in line after at least 1000 articles before to be published.</p>

Research in Europe	Later, in Europe, a similar study conducted in Belgium confirmed the same efficacy of Monacolin K .
AteroLip®	Going forward and looking for the most effective combinations, in collaboration with cardiologists, we have developed a natural statin product – AteroLip® . We also worked on the name of the product to make it clear to professionals what the product is intended for, so the name of the product is derived from the words Atherosclerosis and Lipid metabolism, which is also easy for patients to understand.
Guidelines of the European Society of Cardiology (ESC) and European Atherosclerosis Society (EAS)	AteroLip® is the only natural statin product which 100% compliant with the latest guidelines of the European Society of Cardiology (ESC) and European Atherosclerosis Society (EAS) for management of dyslipidaemia - it consist of red rice yeast (with 10 mg of Monacolin K), berberine and flavonoids .
Berberine	In AteroLip® composition Berberine is responsible for the lipid metabolism. Recent studies have demonstrated its beneficial effects on lowering low-density lipoprotein (LDL) and triglycerides (TG).
Flavonoids	Everyone now knows how useful the Mediterranean diet is and how important it is for the treatment of cardiovascular disease. Therefore, as a BONUS for blood vessels, AteroLip® contains plant protection flavonoids derived from wild blueberries and chokeberry thanks to the new cryodiscidation method. Flavonoids have a beneficial effect on endothelial function (elasticity) and cholesterol.
Does not cause side effects	Due to the fact that the AteroLip® contained red rice yeast contains 9 other Monacolins besides Monacolin K , which also lower cholesterol, it causes less side effects compared to synthetic statins. This has been proven in American and European studies, and it is proven that AteroLip® can be safely used for a long time.
The target audience	AteroLip® is ideal for patients who have newly discovered high cholesterol. Especially for young people, because cholesterol products need to be used for a long time