



FOR IMMEDIATE RELEASE

Contact: Francis Onofrio, Mason Onofrio Public Relations
203.393.1101, Ext. 169
fonofrio@mason23.com

KARDEA NUTRITION LAUNCHES NATURAL CHOLESTEROL MANAGEMENT ALTERNATIVE Start-up Life Science Company Offers Natural Option for the \$25 Billion Cholesterol Market

HAMDEN, Conn. (Feb. 25, 2008) -- Kardea Nutrition is launching a system of natural foods and quality supplements that helps people easily follow a diet that can significantly improve their cholesterol levels without prescription medications.

Using soluble fiber and therapeutic nutrients such as plant sterols to alter cholesterol absorption and metabolism, the Kardea system builds on the recommendations of the [National Cholesterol Education Program](#) from the U.S. National Institutes of Health (NIH). In its 2002 report [Lowering Your Cholesterol with TLC](#), the NIH concluded that results of therapeutic lifestyle changes “compare well with many cholesterol-lowering drugs.”

[Rob Leighton](#) was inspired to establish Kardea as part of a personal mission to lower his own cholesterol. At 49, Leighton tested “borderline” high cholesterol of 238mg/dl, but resisted medical advice suggesting that he take a cholesterol-lowering medication for the rest of his life. These widely prescribed medications represent the single largest class of drugs sold in the United States today, exceeding \$25 billion in 2007.

Leighton observed that his high cholesterol levels were based less on his diet, and more on family history. “Many people are surprised to learn that their bodies produce up to 80 percent of the cholesterol in their blood, and only a small share comes from the food they eat,” Leighton said. “I was drawn to the National Cholesterol Education Program findings indicating that key nutrients, particularly soluble fiber and plant sterols, can reduce the body’s own cholesterol levels. The challenge has been finding the foods I like to eat daily that deliver therapeutic levels of these nutrients,” he said.

Kardea natural products feature a variety of [gourmet snack bars](#) including banana walnut, chai spice, cranberry almond and lemon ginger, a premium [extra-virgin olive](#) oil fortified with plant sterols, and selected high-quality nutritional supplements.

-MORE-

Coupled with an eating plan that places an emphasis on a [Mediterranean diet](#) high in monounsaturated fats and low in saturated fats, Leighton has reduced his LDL (bad) cholesterol levels to acceptable levels, and raised his HDL (good) cholesterol to levels associated with heart and vascular health.

“Each of Kardea’s great tasting snack bars delivers 50 percent more heart healthy soluble fiber than in oatmeal, and each provides one gram of cholesterol lowering plant sterols,” Leighton said. “Further, you can dress your salad or sauté your vegetables in our monounsaturated-rich, extra-virgin olive oil, and each serving is fortified with a half gram of the cholesterol lowering plant sterols.”

Leighton added that Kardea’s mission is to help people meet the challenge that he faced in eating enough heart healthy foods each day to have a meaningful impact. He pledged that the company will continually strive to create new foods to better enable people to integrate heart healthy nutrition into their lifestyles.

About Kardea:

Based in Hamden, Conn., Kardea Nutrition enables people to manage their cholesterol naturally and nutritiously. Kardea celebrates living life well naturally by creating and marketing delicious natural foods, quality supplements and educational materials that allow each of us to better manage cholesterol levels and improve our overall cardiovascular health.

Kardea is committed to a deep and honest understanding of the evolving science supporting natural cholesterol management. To that end, Kardea will actively partner with and support research that furthers the understanding of the power of nutrition to actively improve blood lipids. Please visit www.kardeanutrition.com for more information or to view our white paper on [Natural Cholesterol Management](#).

-END-