

New Excitement in the Natural Cholesterol Reducing Products Market

Palo Alto, CA – February 15, 2007 – Dietary supplements remain a popular way for Americans to maintain and promote good health. Additionally, cholesterol reducing dietary supplements are becoming an important part of this product array. In a recently published white paper by *Frost & Sullivan* entitled, “New Excitement in the Natural Cholesterol Reducing Products Market,” the success of cholesterol reducing dietary supplements is presented in relation to prescription products. Specifically, an overview of the natural ingredients and cholesterol reducing products that contain these ingredients are discussed. Furthermore, a new ingredient that appears to be at the forefront of the natural cholesterol reducing products is revealed. This conclusion is based on available publicized data for the competitive products analyzed.

“There are as many as 1000 dietary supplements introduced every year into the US market,” says Frost & Sullivan Program Manager Alyssa Stang. “Heart health supplements are growing at a compound growth rate (CAGR) of 12.4 percent. The market for heart health supplements was approximately \$0.80 billion in 2005 and expects to grow to \$1.81 billion by 2012.”

Flavoxine™ is the newest ingredient to hit the dietary supplement market and appears to be at the forefront of the natural cholesterol reducing products discussed in this study based on publicly, readily available information for the competitive products analyzed in the paper.

An important driver in this market is the availability of information to the consumer. Maintaining consumer interest can be accomplished by well executed and communicated clinical trials that help the consumer understand the benefits of the dietary supplement. Additionally, natural cholesterol reducing product manufacturers should execute superior clinical trials and effectively communicate these results to consumers.

If you are interested in receiving the white paper entitled “New Excitement in the Natural Cholesterol Reducing Products Market”, custom research or white paper services conducted by Frost & Sullivan, please contact Vanessa Quezada – Corporate Communications at vanessa.quezada@frost.com with the following information: your full name, company name, title, telephone number, e-mail address, city, state, and country. We will send you more information via email upon receipt of the above information.

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