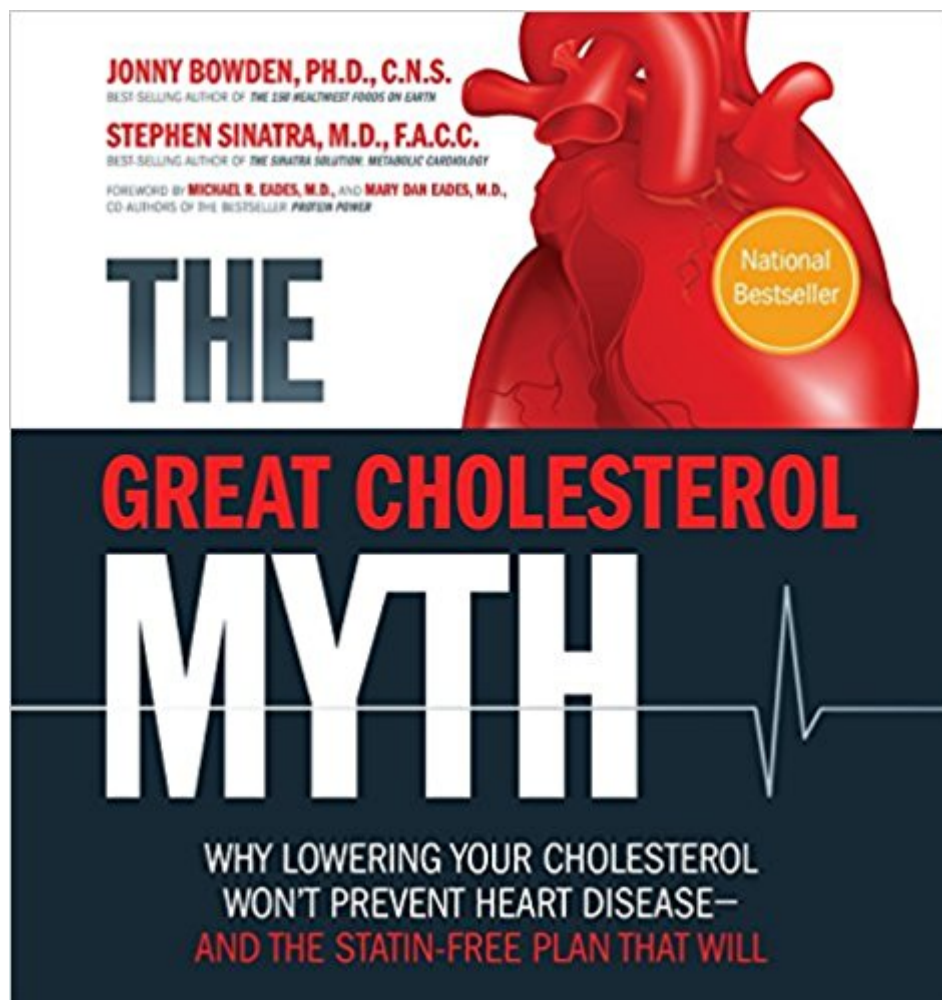




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# The Great Cholesterol Myth: Why Lowering Your Cholesterol Won't Prevent Heart Disease-and The Statin-Free Plan That Will



## Synopsis

Heart disease is the #1 killer. However, traditional heart disease protocols--with their emphasis on lowering cholesterol--have it all wrong. Emerging science is showing that cholesterol levels are a poor predictor of heart disease and that standard prescriptions for lowering it, such as ineffective low-fat/high-carb diets and serious, side-effect-causing statin drugs, obscure the real causes of heart disease. Even doctors at leading institutions have been misled for years based on creative reporting of research results from pharmaceutical companies intent on supporting the \$31-billion-a-year cholesterol-lowering drug industry. The Great Cholesterol Myth reveals the real culprits of heart disease, including:- Inflammation- Fibrinogen- Triglycerides- Homocysteine- Belly fat- Triglyceride to HCL ratios- High glycemic levels

Bestselling health authors Jonny Bowden, Ph.D., and Stephen Sinatra, M.D. give readers a 4-part strategy based on the latest studies and clinical findings for effectively preventing, managing, and reversing heart disease, focusing on diet, exercise, supplements, and stress and anger management. Get proven, evidence-based strategies from the experts with The Great Cholesterol Myth.

**MYTHS VS. FACTS**

**Myth** – High cholesterol is the cause of heart disease. **Fact** – Cholesterol is only a minor player in the cascade of inflammation which is a cause of heart disease.

**Myth** – High cholesterol is a predictor of heart attack. **Fact** – There is no correlation between cholesterol and heart attack.

**Myth** – Lowering cholesterol with statin drugs will prolong your life. **Fact** – There is no data to show that statins have a significant impact on longevity.

**Myth** – Statin drugs are safe. **Fact** – Statin drugs can be extremely toxic including causing death.

**Myth** – Statin drugs are useful in men, women and the elderly. **Fact** – Statin drugs do the best job in middle-aged men with coronary disease.

**Myth** – Statin drugs are useful in middle-aged men with coronary artery disease because of its impact on cholesterol. **Fact** – Statin drugs reduce inflammation and improve blood viscosity (thinning blood). Statins are extremely helpful in men with low HDL and coronary artery disease.

**Myth** – Saturated fat is dangerous. **Fact** – Saturated fats are not dangerous. The killer fats are the trans fats from partially hydrogenated oils.

**Myth** – The higher the cholesterol, the shorter the lifespan. **Fact** – Higher cholesterol protects you from gastrointestinal disease, pulmonary disease and hemorrhagic stroke.

**Myth** – A high carbohydrate diet protects you from heart disease. **Fact** – Simple processed carbs and sugars predispose you to heart disease.

**Myth** – Fat is bad for your health. **Fact** – Monounsaturated and saturated fats protect you from metabolic syndrome. Sugar is the foe in cardiovascular

disease. **Myth** – There is good (HDL) cholesterol and bad (LDL) cholesterol.  
**Fact** – This is over-simplistic. You must fractionate LDL and HDL to assess the components.  
**Myth** – Cholesterol causes heart disease. **Fact** – Cholesterol is only a theory in heart disease and only the small component of LP(a) or **“bb shot”** • LDL predisposes one to oxidation and inflammation.

## Book Information

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## Customer Reviews

“Anyone skeptical of the notion that there is more to heart disease than **“cut your fat, take a statin drug”** would be well served by reading this book.” – William Davis, M.D., best-selling author of **Wheat Belly** “How is it that more people are on statin drugs and aggressive pharmaceutical interventions than ever before and yet cardiovascular disease remains one of the most pervasive killers in Western society? The authors present the real causes of heart disease and practical solutions to both preventing and treating it.” – Robb Wolf, best-selling author of **The Paleo Solution** “The Great Cholesterol Myth” finally sheds light on the true story, why millions are being harmed by statin drugs and how to really prevent heart disease. Everyone with heart disease, on a statin, or with a family history of heart disease must read this book. And if your doctor recommends a statin, read this book first!” – Mark Hyman, M.D., best-selling author of **The Blood Sugar Solution** “Doctors Bowden and Sinatra have done us all a great service by busting the cholesterol myth and all the misinformation out there about heart disease. This book is a must-read!” – Christiane Northrup, M.D., best-selling author of **Women’s Bodies, Women’s Wisdom** and **The Wisdom of Menopause** “The Great

Cholesterol Myth, by Jonny Bowden, Ph.D., and Stephen Sinatra, M.D., goes far beyond the standard information and advice for anyone worried about heart disease. The style is breezy and easy to read, but the information is solid and will surprise many readers. A must for anyone who needs to combat heart problems." - Joe Graedon, M.S., and Teresa Graedon, Ph.D., *—* *—* New York Times best-selling authors of *—* *—* The People's Pharmacy *—* *—* *—* "The simplistic view that dietary and serum cholesterol are the primary causes of heart disease and heart attack is no longer tenable. Doctors Sinatra and Bowden provide all of us with a persuasive, fact-based interpretation and vision of the true role of cholesterol in cardiovascular illnesses." *—* *—* • - Mark Houston M.D., M.S., F.A.C.P., F.A.H.A., F.A.S.H., F.A.C.N., Director, Hypertension Institute, Saint Thomas Hospital, Nashville, TN, and author of *—* *—* What Your Doctor May Not Tell You About Heart Disease *—* *—* "The Great Cholesterol Myth *—* *—* is a remarkable book that will revolutionize the way in which heart disease is prevented, detected, and treated in this country." *—* *—* • - Ann Louise Gittleman, Ph.D., C.N.S., best-selling author of *—* *—* The Fat Flush Plan *—* *—* "This book clearly explains the tragic and harmful cholesterol and statin myths, and gives readers insight into those factors that really do promote a healthy heart." *—* *—* • *—* *—* Peter H. Langsjoen, M.D., F.A.C.C. *—* *—* "Full of useful facts, backed up by the research literature, this book is entertaining and accessible to just about anybody who cares about their health. A must-read for those who are worried about their cholesterol levels and on the fence with statin therapy." *—* *—* • - Stephanie Seneff, B.S., M.S., E.E., Ph.D., Senior Research Scientist, Massachusetts Institute of Technology *—* *—* "Increasingly, doctors are questioning assertions that cholesterol is responsible for arterial disease, and that effective management requires lowering of cholesterol levels, especially with statins. At the same time, the noxious properties of the latter are being appreciated. It is therefore timely that Bowden and Sinatra provide this very readable explanation of why they think the way they do. Many readers will be persuaded." *—* *—* • *—* *—* Hywel Davies, M.D., F.R.C.P., F.A.C.P., F.A.C.C., former Chief of Cardiology at the Denver VA Hospital *—* *—* "Jonny Bowden, along with Dr. Stephen Sinatra, demonstrates with compelling logic backed by scientific studies, that doctors are doing more harm than good by prescribing statins as if they were after-dinner mints, with the false hope that a lower cholesterol level will prevent heart disease when underlying inflammation and oxidative stress are the real root causes of heart disease." *—* *—* • - Todd LePine M.D., *—* *—* The UltraWellness Center *—* *—* "Dr. Bowden and Dr. Sinatra do an outstanding job providing a deep dive into all the causes of heart disease, while clarifying the role cholesterol plays. I would encourage this book to be required reading for all health science students, nutritionists, and physicians who treat patients!" *—* *—* • - Colette Heimowitz,

M.Sc., Vice President of Nutrition and Education, Atkins Nutritionals, Inc. "If you're concerned about your cholesterol level and are thinking of taking a statin drug, this book is a must read! It will change the way you think about heart disease and it may save your life!" - Prudence Hall, M.D., Founder and Medical Director, The Hall Center

"Be ready to be surprised, entertained, and to become healthy." - Larry McCleary, M. D., best-selling author of *Feed Your Brain, Lose Your Belly*

"This book is well written with excellent scientific references and from extremely knowledgeable authors. Read this book so you can be armed with the knowledge you need to make an informed decision before you treat your high cholesterol!" - Jennifer Landa, M.D., Chief Medical Officer of BodyLogicMD, author of *The Sex Drive Solution for Women*

"Jonny Bowden and Stephen Sinatra set the record straight on decades of bad science [and] put forth a far better solution about the true culprits that rob you of longevity: processed carbohydrates, insufficient vegetables, excess omega 6, too many trans fats. Masterly, readable, and life-altering." - Sara Gottfried, M.D., author of *The Hormone Cure*

"The authors have done their homework, and rather than rotely following the leader. They have dug into the extensive research and correlated it with their wide clinical experience to reveal the truth. This book can save many lives, including your own!" - Hyla Cass, M.D., author of *8 Weeks to Vibrant Health*

"Thanks to the extensive scientific evidence provided by Bowden and Sinatra, the truth about cholesterol will hopefully end the utter madness that has plagued our society for far too long. Don't even think about taking another statin drug, cutting your fat and cholesterol intake, or other heart-healthy measures until you read *The Great Cholesterol Myth*." - Jimmy Moore, author of *Living La Vida Low Carb* and *A Patient's Guide to Understanding Your Cholesterol Test Results*

"This powerful new book will help the cholesterol test get the rest it deserves." - Alan Christianson, N.M.D., co-author, *The Complete Idiot's Guide to Thyroid Disease*

"If you want to know the truth about cholesterol, and what you absolutely must do to improve your heart health, this is the book for you. Jonny Bowden and Dr. Stephen Sinatra reveal the facts in a compelling and insightful way. This invaluable book belongs on the bookshelf of anyone who cares about the truth in medicine and healing." - Daniel Amen, M.D., CEO, Amen Clinics, Inc., Author of *Use Your Brain to Change Your Age*

"Got high cholesterol or heart disease? Get this book!" - Jacob Teitelbaum, M.D., author of *Beat Sugar Addiction Now!* and *From Fatigued to Fantastic!*

"Finally! This timely book, written by the eminently qualified

dream team of Dr. Jonny Bowden and Dr. Stephen Sinatra, exposes and unravels the great American cholesterol scam. Statin drugs sell in the U.S. for over \$30 billion per year, but do they really prevent heart disease? No! This must read book will tell you how to really prevent heart disease and live a longer, healthier, leaner, fuller life. --Dean Raffelock, D.C., Dipl. Ac., D.A.A.I.M., D.I.B.A.K., D.A.C.B.N., C.C.N., author of A Natural Guide to Pregnancy and Postpartum Health

“The book you’re holding is dangerous, and may even upset you. That’s because everything you know about cholesterol is probably wrong. Doctors Jonny Bowden and Stephen Sinatra provide both the science to vindicate this unfairly demonized molecule and a plan of action so you can attain optimal health.” - JJ Virgin, best-selling author of The Virgin Diet

Jonny Bowden, Ph.D., C.N.S., a board-certified nutritionist with a master’s degree in psychology, is a nationally known expert on nutrition, weight loss, and health. He is the author of several best-selling titles, including The 150 Healthiest Foods on Earth, The Most Effective Ways to Live Longer, and The 150 Most Effective Ways to Boost Your Energy. He is the nutrition editor for Pilates Style, a contributing editor for Clean Eating, and a columnist for both America Online and Better Nutrition. His work has been featured in dozens of national publications (print and online) including The New York Times, The Wall Street Journal, Forbes, Time, Oxygen, Marie Claire, Diabetes Focus, US Weekly, Cosmopolitan, Family Circle, Self, Fitness, Allure, Essence, Men’s Health, Weight Watchers, Prevention, Woman’s World, Fitness, Natural Health, and Shape. He lives in Woodland Hills, CA. Visit [jonnybowden.com](http://jonnybowden.com).

Stephen T. Sinatra, M.D., F.A.C.C., is a board-certified cardiologist and certified psychotherapist with 40 years of clinical experience treating and preventing heart disease. He is also certified in anti-aging medicine and nutrition. Dr. Sinatra’s focus is integrating conventional medical treatments with complementary nutritional, anti-aging, and psychological therapies. He is a Fellow of the American College of Cardiology, an Assistant Clinical Professor of Medicine at the University of Connecticut School of Medicine, and a former chief of cardiology and medical education at Manchester (Connecticut) Memorial Hospital. A prolific author, Dr. Sinatra has written numerous books, including The Great Cholesterol Myth (Fair Winds Press, 2012), Reverse Heart Disease Now (Wiley, 2008), The Sinatra Solution: Metabolic Cardiology (Basic Health Publications, 3rd ed., 2011), and Earthing: The Most Important Health Discovery Ever? (Basic Health Publications, 2010). He hosts the Internet’s # 1 integrative cardiology website, [heartmdinstitute.com](http://heartmdinstitute.com)

As a Certified Nutrition Specialist, I sometimes have clients gasp when I recommend they choose eggs over cereal for breakfast or include shrimp in their protein intake. "But... the cholesterol!" they shriek. Anti-cholesterol bias and misinformation runs rampant, even in this supposedly enlightened era when studies show dietary cholesterol has little to do with blood cholesterol and people are fearlessly eating egg yolks again. Thankfully we have this wonderful, meticulously researched new book from Dr. Jonny Bowden and Dr. Stephen Sinatra that dispels those myths. Despite the multi-billion dollar pharmaceutical industry and many doctors' determination to put anyone with even slightly elevated cholesterol on statins, the evidence suggests otherwise: Cholesterol levels do not accurately predict heart attacks. In fact, half of heart attacks occur to people with normal cholesterol levels. And half the people with higher cholesterol actually have healthy hearts. Why aren't we getting this information from the mainstream media, which persist in demonizing cholesterol for heart disease and numerous other health issues? In *The Great Cholesterol Myth*, Drs. Bowden and Sinatra provide a compelling case to stop fearing cholesterol. They also discuss other culprits your doctor probably isn't telling you about that can contribute to heart disease. They won't leave you hanging. They've also provided a simple yet comprehensive dietary and lifestyle action plan that helps you take the right steps to prevent heart disease. You don't have to succumb to your doctor's well-intended but wildly outdated recommendation to take statins and eat a low-fat diet. Whether you struggle with high cholesterol or just want to knock the wind out of any so-called expert who argues you should avoid cholesterol, you must read *The Great Cholesterol Myth*.

Great read. I got this book after my dad recommended it to me. I, personally, am not a big fan of taking a lot of supplements so I kind of glossed over those parts. I'd rather eat healthy, exercise, and eliminate psychological stressors when possible. I'm normal weight, exercise everyday (unless I have a headache) and rarely eat junk. My total cholesterol is high (like 220s?), LDL is high, but my HDL is like 90, and triglycerides are like 100. One nurse practitioner was adamant that I go on a statin. Sadly, I wasted energy arguing with her. But over the years I've had 3 doctors just tell me to take fish oil and none have even suggested I take statins. So I don't think all doctors are pill pushers, which is great. I'm glad I didn't listen to the nurse practitioner and I give credit to this book for helping me take control over my own health (and my dad for suggesting this book).

Nationally-known weight loss, nutritional health expert and bestselling author Dr. Jonny Bowden has been providing quality health information for years in a series of bestselling books. But as a big fan of his work, I do believe he has now offered his most significant contribution to date with the release

of THE GREAT CHOLESTEROL MYTH. We all know how devastating heart disease has become in recent years which is why people tend to take the cholesterol message so seriously. But Dr. Bowden asks the question, "Why are we treating numbers rather than treating heart disease?" It seems that some simple changes he and his cardiologist co-author Dr. Stephen Sinatra suggest in this book would do a lot more to turn this tidal wave around than the continual push for statin drugs to artificially lower cholesterol--and to what end? After his publisher wanted him to write a book about lowering cholesterol for improving heart health, Dr. Bowden had to convince them that emerging new lipid science is showing that cholesterol levels are a poor predictor of heart disease. He spent months sharing with them in paper after paper that the standard prescriptions for lowering cholesterol like the outdated high-carb, low-fat diets combined with those dubious statin medications that produce some truly horrific (and under-reported!) side effects are not only ineffective but are actually making heart disease WORSE! Doh! The medical profession has been duped by the pharmaceutical companies who have made hand-over-fist money to the tune \$31 billion annually selling Lipitor, Crestor and all these other so-called cholesterol-lowering drugs. No, it's not a conspiracy theory that made this happen, but it will take some courageous people like Dr. Bowden and Dr. Sinatra to challenge the status quo, ask medical professionals the hard questions about why they obsess over cholesterol numbers, the role statin drug companies have played in perpetuating this lie, how people can truly improve their heart health naturally and so much more. If you've got "high cholesterol" and are worried about what it means to your cardiovascular health, then you need to READ THIS BOOK and see what the authors have to share about it. THIS BOOK COULD SAVE YOUR LIFE! Here are a few concepts you'll read about in THE GREAT CHOLESTEROL MYTH:- Cholesterol is the basis of all dietary recommendations- It's been "woven into the fabric of what's healthy"- Deeply-entrenched "accepted dogma" is very difficult to change- All the leading medical organizations are pushing the dogma- This isn't the first cholesterol skeptic book to be written- Doctors aren't treating patients, they're treating numbers- High cholesterol is not a disease or heart disease risk factor- There's a campaign to convince parents to give kids statins- Cholesterol is necessary for so many bodily functions- The important distinction between the various kinds of LDL- The "good" and "bad" cholesterol idea is about 20 years old- There are multiple types of LDL and HDL- LDL Pattern A looks like a cotton ball and is "harmless"- LDL Pattern B is the "angry" kind that leads to plaque- You need to know which kind of LDL you have- When you eat saturated fat, LDL Pattern A goes up (A GOOD THING!)- You need to get a particle size test conducted to know- Get an NMR Lipoprofile Test from Liposcience to test LDL particles- Both LDL particle size and LDL particle number are important- If LDL is mostly the large, fluffy kind, you're



doing well- Doctors tend to put patients with "high cholesterol" on statins- Framingham heart study shows longevity comes from high cholesterol- His comparison of the VHS format war with fat vs. sugar- Anti-fat lobby had "better PR" and "behind-the-scenes manipulation"- John Yudkin was warning people that sugar was the danger- Over 50% of heart disease admissions have normal cholesterol- Side effects of statins have been grossly underreported- 65% doctors do not report the side effects of their patients- Worrying about cholesterol can contribute to heart disease risk- Inflammation, stress and others contribute to heart disease- When you worry about anything, the higher your cholesterol- We have "medicalized" everything that aren't really problems- High cholesterol and heart disease are not the same thing- Let's treat disease, not risk factors- High blood pressure is a very serious heart health marker- Inflammation is "the heart of heart disease"- Red meat should always be grass-fed whenever possible- The concept of "play" lowers stress, cholesterol and more- Stress makes every disease worse than it would otherwise be- Stress raises cortisol, blood pressure, inflammation- Stress management is a critical part of heart health- Write down your 5 favorite things and that's what you do if you or someone you care about is concerned about getting heart disease, then you owe it to yourself to read what Dr. Jonny Bowden and Dr. Stephen Sinatra share in this book.

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Lower Cholesterol And Prevent Heart Disease (DASH Diet for beginners, Weight Loss, Boost Metabolism, Healthy) Allergy-free Desserts: Gluten-free, Dairy-free, Egg-free, Soy-free, and Nut-free Delights Debt Free for Life: The Ultimate Guide to Get Out of Debt (FREE Bonuses Included) (Debt, Debt Free, Debt Free Forever, Debt Free for Life, Debt Free for Good, Debt Management, Get Out of Debt) Your Whole Heart Solution: What You Can Do to Prevent and Reverse Heart Disease Now What is a Probiotic, Probiotics against Obesity, Colon Cancer, Inflammatory Bowel Disease, Heart Disease, Multiple Sclerosis, Weight Loss, Cholesterol, Diabetes and Autism. Digestive Wellness REVERSE HEART DISEASE - HEART ATTACK CURE & STROKE CURE - LOWER HIGH BLOOD PRESSURE TO NORMAL & RESTORE YOUTHFUL CARDIAC HEALTH WITH NO SURGERY OR DRUGS ... Pressure Cure, The End Of Heart Disease) Mudras for a Strong Heart: 21 Simple Hand Gestures for Preventing, Curing & Reversing Heart Disease: [ A Holistic Approach to Preventing & Curing Heart Disease ] (Mudra Healing Book 8) Lowering Cholesterol in High-Risk Individuals and Populations (Fundamental and Clinical Cardiology) The Truth About Statins: Risks and Alternatives to Cholesterol-Lowering Drugs

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