



## AMBASSADOR TO HEALTH PROFILE:

# James Roza, Certified Nutritionist, Speaks on Sytrinol for Heart Health

Jim Roza, Vice President of Business Technology and Science for SourceOne Global Partners, is a certified nutritionist with twenty-five years experience in the natural products supplement industry. He is the president of the Natural Products Foundation, a not-for-profit organization working to raise industry standards, and serves as Vice-Chair of NNFA ComPli (standards) committee. Jim has also served as a U.S. delegate on several Codex committees, and chaired the AOAC Task Force on Dietary Supplements. In addition, Jim served two terms as a Trustee to the American Herbal Products Association and served numerous terms on the Citizens for Health Board of Directors. Other noteworthy accomplishments include his role as chair of both the Grape Seed Scientific and the Chondroitin Sulfate committees, which were instrumental in establishing industry and USP standards.

**Todd:** Today I am speaking with Jim Roza, who is the Vice President of Business Development, Technology and Science for SourceOne Global Partners. SourceOne manufactures and is the world wide exclusive distributor of Sytrinol™, the patented cholesterol and cardiovascular support product from fruit extracts. Jim, what exactly is Sytrinol?

**Jim:** Sytrinol is the trade name for a proprietary ingredient that consists of polymethoxylated flavones (PMF) and tocotrienols derived from citrus and palm fruit extracts. It's all natural and was developed at KGGK Synergize, a leading Clinical Research Company located in London, Ontario with the help of USDA.

**Todd:** What are the benefits of Sytrinol?

**Jim:** Sytrinol can help support healthy cholesterol, triglyceride and LDL levels as well as apoprotein B, a very low density lipoprotein. Three human clinical studies have demonstrated that Sytrinol can improve total cholesterol levels up to 30%, LDL cholesterol levels up

to 27%, and triglyceride levels up to 34% within four to twelve weeks. Additionally, clinicals have demonstrated Sytrinol can have a supportive role on apoprotein B production, as well as playing a significant role in supporting the management of inflammatory processes. Sytrinol can do all this without the negative side effects associated with pharmaceutical drugs.

**Todd:** Can you explain to me how Sytrinol works?

**Jim:** Unlike dietary supplements that attempt to block the absorption of cholesterol from the foods we consume, Sytrinol works to support cholesterol production in the liver naturally. The Sytrinol formula has three different and complementary mechanisms of action in the body that deliver heart health benefits without the depletion of CoQ10 common with statin drugs. This is accomplished through a bio-pathway that is different than that of statins and other cholesterol products that have an inhibitory effect on HMG-CoA reductase activity. HMG-CoA reductase is the rate-limiting enzyme that is responsible for the synthesis of cho-

lesterol in the liver. Instead of inhibiting HMG-CoA, Sytrinol supports the rate at which it is degraded. In this way it can help support healthy cholesterol levels.

**Todd:** There has been a lot of negative media attention regarding the safety of dietary supplements. Is Sytrinol safe to use?

**Jim:** Sytrinol was developed after 12 years of extensive research on the cardiovascular effects of polymethoxylated flavonoids and tocotrienols. The safety of Sytrinol has been demonstrated in *in vitro*, *in vivo*, and multiple clinical studies. The clinical studies demonstrated that consuming 300 mg of Sytrinol per day is safe with no adverse effects reported. Animal toxicity studies resulted in a maximum tolerated dose for Sytrinol of 14 grams per day. This translates to greater than 14 grams per day for a 150 pound individual.

**Todd:** Many consumers are concerned about the dosage levels one needs to take in order for a supplement to have a positive effect. What was the dose of Sytrinol used in the clinical studies?



Leaders of the Wellness Revolution

**Jim:** Unlike fish oil, which—by the way—is an excellent cardiovascular support, consumers do not need to take 3-5 grams per day to benefit from its effects. Similarly, red rice yeast used in clinical studies was studied at levels from 1,200 mg to 2,400 mg. Supplementing with Sytrinol is one of the easiest ways to promote healthy cholesterol levels. Simply take two 150 mg servings per day, with or without meals. Since Sytrinol works in the liver, it does not need to be taken prior to, immediately following, or directly with meals and it will not upset your stomach like other products.

**Todd:** In addition to taking Sytrinol, do I have to modify my diet or exercise to achieve results?

**Jim:** Although the clinical studies done with Sytrinol were independent of any change in diet or physical activity, as a nutritionist, I would definitely recommend increased physical activity along with other lifestyle changes such as eating a more healthy diet. These other considerations are important components of a total approach to maintaining a healthy cardiovascular system. It's important for consumers to understand that supplements should not be seen as a magic bullet that work irrespective of how we treat our bodies. Supplements only work if used properly and with the right mindset.

**Todd:** What sets Sytrinol apart from other cholesterol support products?

**Jim:** Sytrinol, unlike a lot of other leading cholesterol support supplements, is supported by three human clinical studies. Other products and formulations are based on *in vitro* or animal studies to support their claims. While these types of studies are indeed an important part of



research, one cannot always extrapolate these results and expect them to have the same effect in humans. In other instances, the effective dose used in the clinical trials is not the same dosage that is found in the supplement at retail. Sytrinol delivers the same ingredient at the same effective dose used in clinical trials.

**Todd:** Is there any new research on Sytrinol that you can share with our readers?

**Jim:** Yes, a research study that was reported at the Canadian Federation of Biological Societies in June of last year entitled, Sytrinol, A Novel Cholesterol Lowering Supplement, Also Improves Glycemic Control In Individuals with Metabolic Syndrome, demonstrated that individuals with metabolic syndrome, who had a high body mass index, experienced improved glycemic control when they supplemented their diet with Sytrinol. Although this is only a study, it suggests that Sytrinol can provide other benefits in addition to its cholesterol support.

**Todd:** Are there any negative interactions with medicine that consumers should know about?

**Jim:** No, there are no known negative interactions with any medication. However, you should always consult with your physician prior to altering prescription drug therapy. Women who are of child bearing age, pregnant or lactating should always consult with their health provider before supplementing their diet.

**Todd:** Who can benefit from Sytrinol?

**Jim:** Sytrinol is a nutritional supplement for any adult who is seeking to support a healthy heart and cardiovascular system. February, as you know, is Heart Health month. It's a good time for anyone to take stock of their cardiovascular needs and begin making changes that will benefit their health.

Todd Williams is the Marketing Programs Manager at Source Naturals.



Leaders of the Wellness Revolution