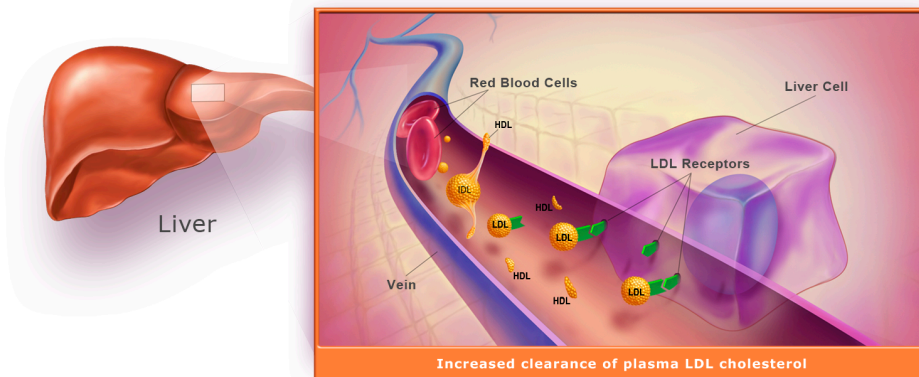
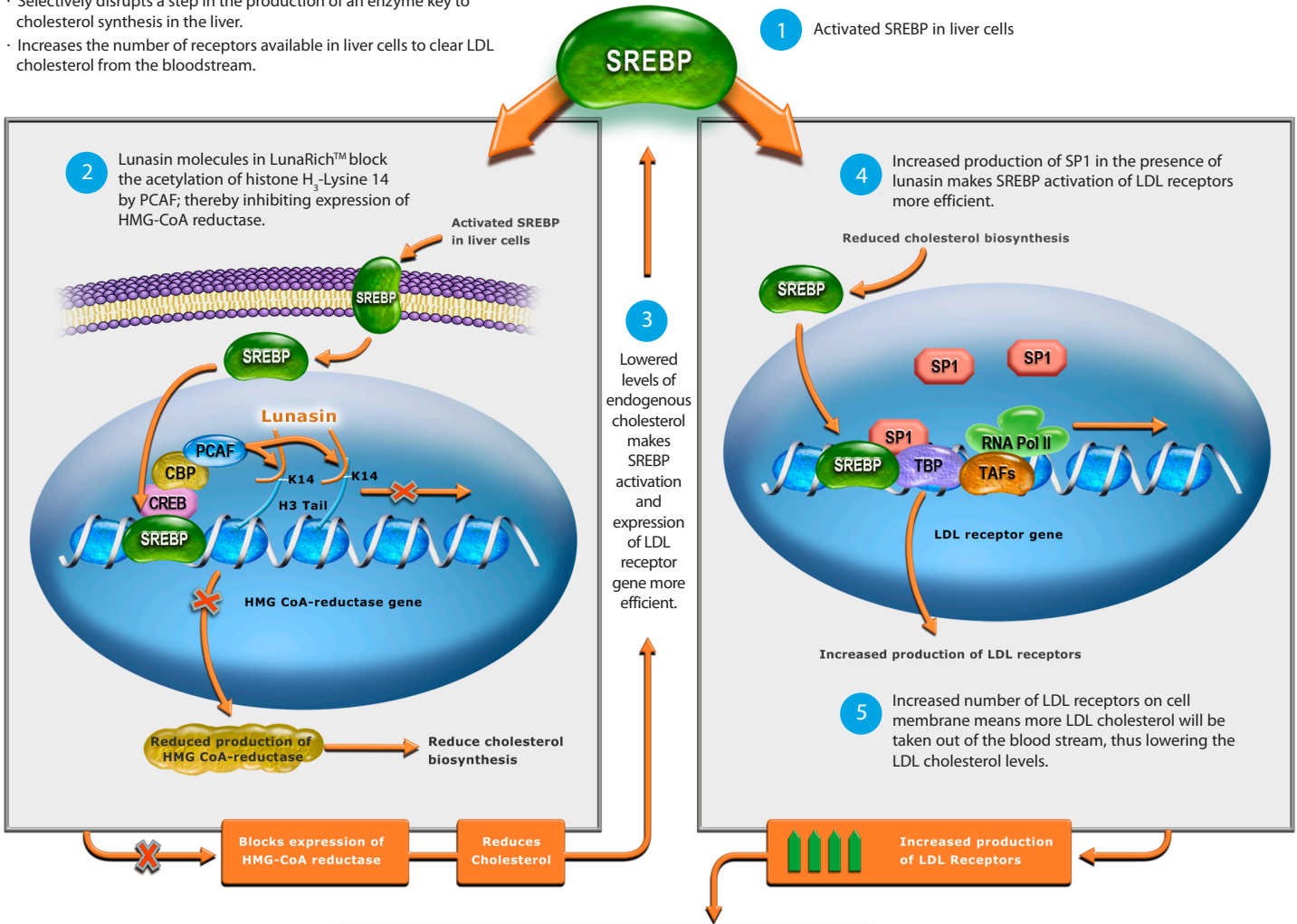


LunaRich's Cholesterol-Lowering Mechanism of Action

Cholesterol comes from two sources: dietary intake and our body's own production in the liver. Over 80% of cholesterol comes from the liver, so the most effective way to lower LDL (bad) cholesterol is to control the liver's internal production. LunaRich does so in two ways:

- Selectively disrupts a step in the production of an enzyme key to cholesterol synthesis in the liver.
- Increases the number of receptors available in liver cells to clear LDL cholesterol from the bloodstream.



- LS - Lunasin
- SREBP - Sterol Responsive Element (SRE) binding protein
- CREB - Cyclic-AMP Responsive Element (CRE) binding protein
- CBP - CREB-binding protein
- PCAF - p300/CBP-associated factor
- LDL - Low-density lipoprotein
- SP1 - Co-transcriptional activator of LDL receptor gene
- HMG - CoA Reductase - Rate-limiting enzyme for cholesterol biosynthesis
- K14 - H3-Lysine 14
- TBP - TATA-binding protein
- TAFs - Transcription Activating Factors
- RNA Pol II - RNA polymerase II

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