The Cholesterol Hunter.



Here's how he does it.

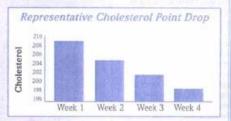
Quaker Oatmeal isn't just a cholesterol-free

food...it's a unique whole grain food that goes in and actually soaks up excess cholesterol and removes it from your body. So basically, you sit and enjoy a tasty bowl of oatmeal while it does its thing. Not a bad deal, right?

It's hardworking.

Quaker Oatmeal contains soluble fiber that actively finds the excess cholesterol, which can clog arteries and lead to heart disease, and binds with it. Your bloodstream can't

absorb the cholesterol, so it's removed from your body. This means you could see a drop in your overall number.



Need more proof?

Visit www.quakeroatmeal.com or call 1-800-770-4091.



3g of soluble fiber daily from outmeal in a low saturated fat, low cholesteriol diet may reduce heart disease fisk. Quaker Old Fashloned provides 2g per serving and Quaker Instant Apples 5 Gronamon flavor provides 1g per serving.



Quaker Instant Oatmeal not only tastes delicious, it's good for your heart. Research conducted over the past 40 years shows that eating oatmeal can reduce total cholesterol

and the risk of heart disease. Not only does Quaker Instant Oatmeal help lower your total cholesterol, but it also helps reduce LDL cholesterol, sometimes referred to as "bad" cholesterol, and it Quaker Oatmeal Can Help You Manage Your Weight helps keep your arteries clean and healthy.

Representative Cholesterol CHOLESTEROL - 507

Research shows that having a fiber-rich diet and eating breakfast can help you maintain a healthy weight. Made from whole grain oats, Quaker Instant Oatmeal is a good source of fiber and is under 200 calories per serving. When eaten as part of a well-balanced diet, it can help you manage your weight.

> For more information on oatmeal's health benefits visit us at www.quakeroatmeal.com