Your cholesterol trembles just at the sight of him.

Here's how he does it.
Quaker Oatmeal isn't just a cholesterol free food. 3 grams of soluble fiber daily from oatmeal may actually help reduce heart disease risk as part of a heart healthy diet*. That's because oatmeal is a nutritious whole grain food that goes in and helps soak up cholesterol to remove some of it from your body. And it does it in a very tasty way.

It's hardworking.
Quaker Oatmeal contains soluble fiber that binds with cholesterol, which can clog arteries and lead to heart disease. Your bloodstream can't absorb all that cholesterol and so some of it is removed from your body. Your overall number could drop.

Try it for yourself.
For more information on the Quaker Smart Heart Challenge, call 1-800-770-4091 or visit www.quakeroatmeal.com.

*based on evidence in men with cholesterol. For women, Quaker Oatmeal contains 3g of soluble fiber. Quaker Oat bran and Quaker Oats in Oats contain 1g each. per 1/2 cup.