



Press Release Contact Information:

Andrew Peters
The Pacific West Communications
Chief Operating Officer
The Octagon #06-01 105 Cecil Street
Singapore, Singapore
Singapore, 069534
Voice: +65 6563 7391
Fax: +65 6827 9601
E-Mail: [Email us Here](mailto:andrew@pacificwest.com.sg)
Website: [Visit Our Website](http://www.pacificwest.com.sg)

Cholesterol Talk! to Donate \$5000 to Charity!

Cholesterol Talk! aims to donate SGD\$5000 to a respectable charity chosen by members, once 5000 members have signed up with the community. (<http://hypocol.ning.com>).

/24-7PressRelease/ - SINGAPORE, July 16, 2008 - Cholesterol Talk!, a wellness community sponsored by AsiaPharm, the producers of HypoCol (<http://www.hypocol.com>) extends its membership to the public, to anyone who may have or is considering options relating to cholesterol. The Cholesterol Talk! community is open to all, free of charge, and has been set up to allow multiple communication avenues for people to discuss and find solutions to living better lives and reducing their cholesterol in a natural and non invasive manner. Topics discussed in the community include, fitness, nutrition, stress reduction and general wellness.

The Cholesterol Talk! community is running on Ning's free platform, where members can blog, upload pictures and videos and share with other members how they are managing the cholesterol levels and lives. Members can also build up their personal pages and interact with other members by leaving comments on each other's profiles, forums or blogs.

Cholesterol Talk! is also playing a part to be socially responsible by hoping to donate SGD\$5000 to an associated respectable charity. Members can vote and choose their most deserving charity organizations for the proceeds to be donated to.

The community hopes to reach 5000 members, where it will then donate one dollar for every member that has joined the community.

"Cholesterol Talk! is about real people connecting with real people to discuss, share, assist and help each other. If you have a cholesterol issue, habits need to change, lives can be lived better. To achieve this, support from a community that understands is vital. Today the Internet provides the opportunity for this to happen, whether someone is in Sydney, Singapore, London or New York, everyone can connect with each other and offer assistance and advice. We hope to be the conduit for global reduction of Cholesterol Levels amongst those prone to this illness. Giving back to the community that needs our support is paramount, Your Heart is Your Life.", said Andrew Peters, community manager of Cholesterol Talk!.

Community members are also encouraged to visit the community blog at <http://www.yourheartyourlife.com> for more ideas and information on Cholesterol and Wellness.

About The Pacific West Communications

The Pacific West Communications is a company dedicated to promote and provide affordable marketing campaigns both in the traditional and social media with clients spanning over 3 continents, Sydney, London and Asia Singapore.

About Hypocol from ASIAPharm

HypoCol is an all-natural preparation derived from a well-documented traditional remedy that has been used in China for over 1000 years for circulatory health and as a food preservative.

HypoCol contains 100% proprietary Red Yeast Rice (known as "Hong Qu" in China) produced by fermentation of red yeast of the species *Monascus purpureus* Went on premium rice. The proprietary ingredient of HypoCol capsules has been clinically proven for safety and efficacy in well-designed clinical studies involving thousands of subjects in the USA and China.

HypoCol is recommended as part of your cholesterol management program that should include a healthy diet, regular exercise and stress reduction regime.

HypoCol is specially recommended for use by healthy adult men and post-menopausal women concerned about maintaining desirable healthy cholesterol levels naturally. It is suitable for individuals whose total serum cholesterol levels fall within the borderline risk bracket.