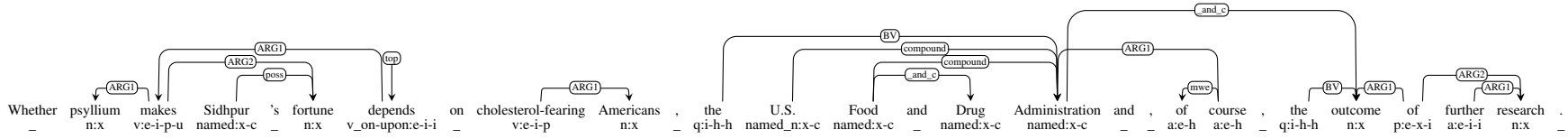
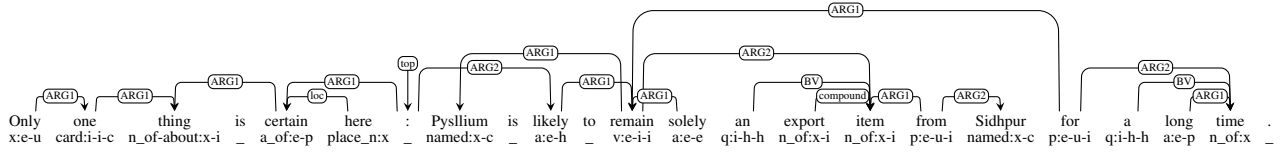


[20515001]

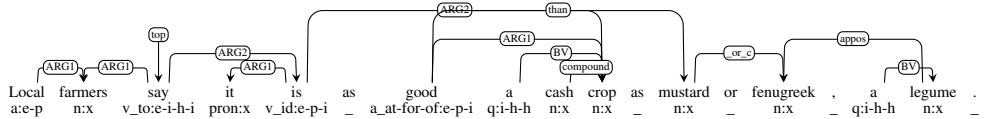




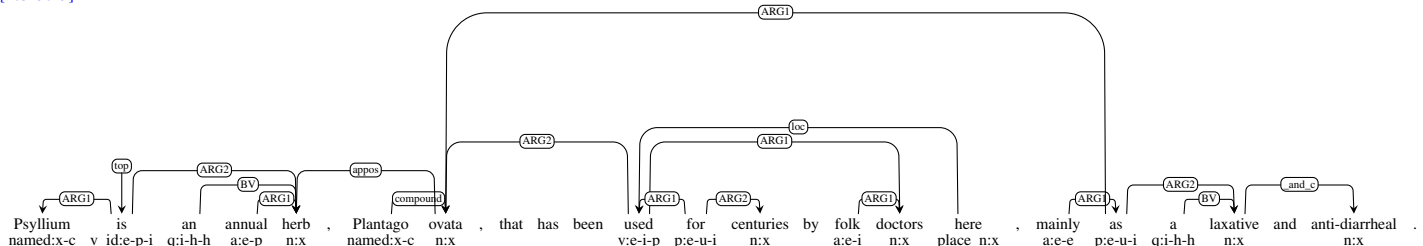
[20515016]



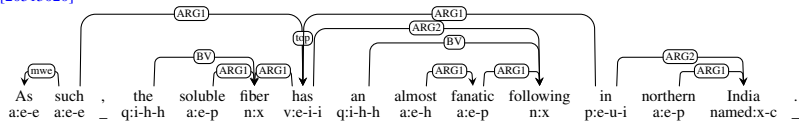
[20515017]



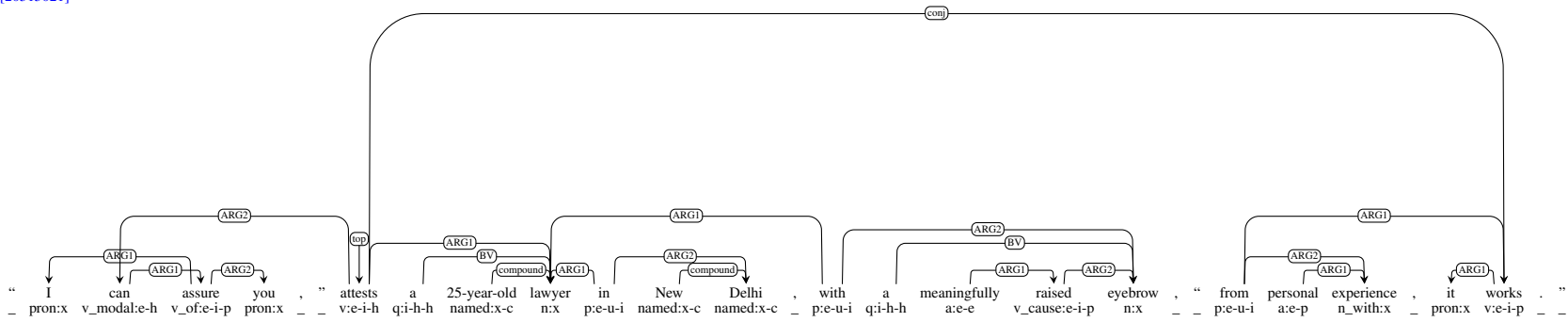
[20515019]



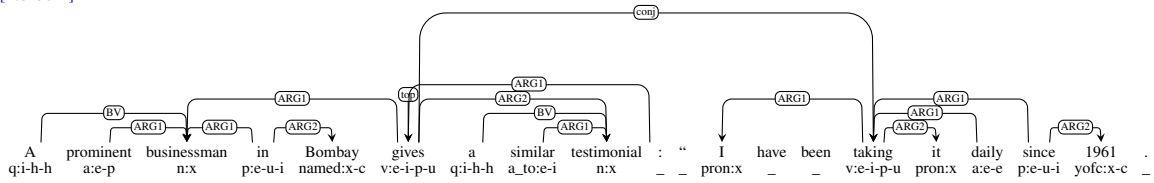
[20515020]



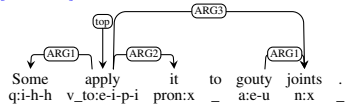
[20515021]



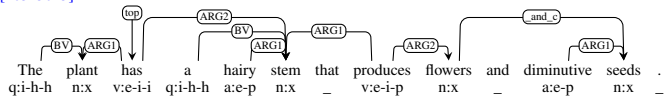
[20515022]



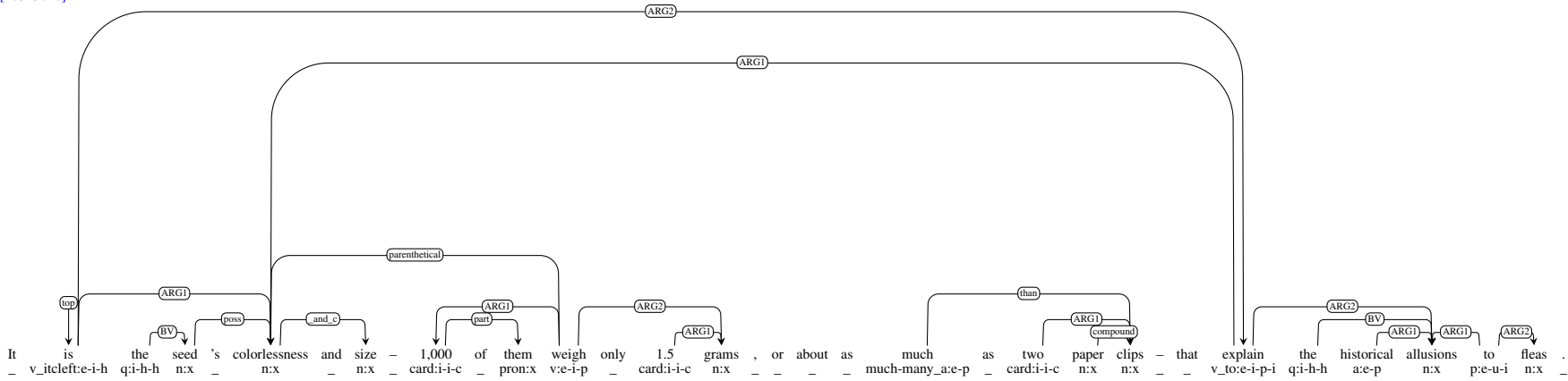
[20515024]



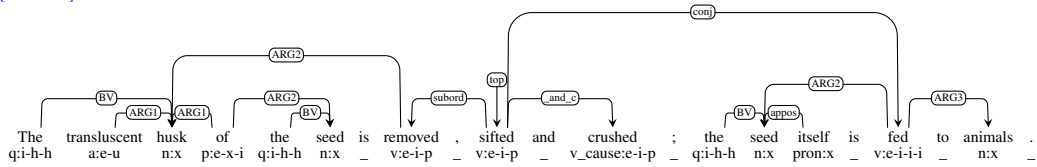
[20515025]



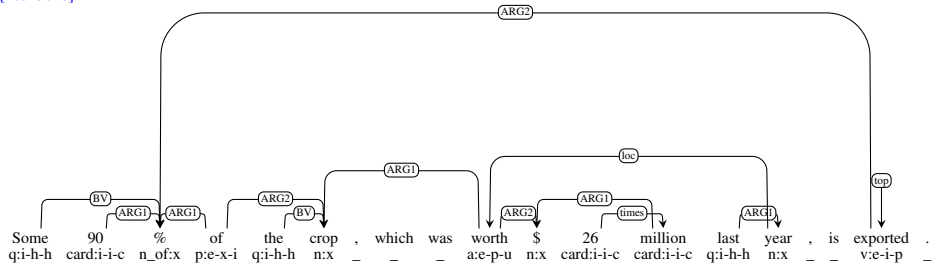
[20515026]



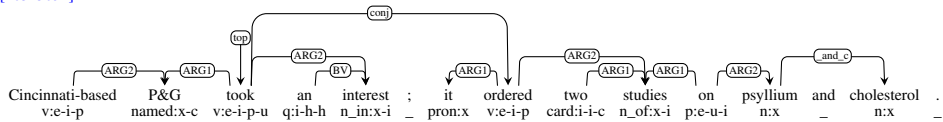
[20515027]



[20515028]



[20515031]



[20515032]

One of the studies done at the University of Minnesota tested 75 people with raised cholesterol levels. One of the studies done at the University of Minnesota tested 75 people with raised cholesterol levels. One of the studies done at the University of Minnesota tested 75 people with raised cholesterol levels.

[20515033]

After 16 weeks, the group that took three daily teaspoons of Metamucil saw a significant dip in their general cholesterol levels, and an even larger reduction in levels of low-density lipoproteins, the so-called bad cholesterol. After 16 weeks, the group that took three daily teaspoons of Metamucil saw a significant dip in their general cholesterol levels, and an even larger reduction in levels of low-density lipoproteins, the so-called bad cholesterol.

[20515035]

In April, the psyllium handwagon got more crowded. In April, the psyllium handwagon got more crowded. In April, the psyllium handwagon got more crowded.

[20515037]

In September, Kellogg Co. launched a competing psyllium-fortified cereal called Heartwise. In September, Kellogg Co. launched a competing psyllium-fortified cereal called Heartwise.

[20515038]

Suddenly, on television, in advertisements and on their cereal boxes, Americans were inundated with news about the obscure seed. Suddenly, on television, in advertisements and on their cereal boxes, Americans were inundated with news about the obscure seed.

[20515039]

The flood of claims and counter-claims worried consumers and actually hurt sales of the new cereals. The flood of claims and counter-claims worried consumers and actually hurt sales of the new cereals.

[20515040]

This month, the Food and Drug Administration expressed concern that Americans might someday, in various forms, ingest too much psyllium. This month, the Food and Drug Administration expressed concern that Americans might someday, in various forms, ingest too much psyllium.

[20515041]

Currently, there is a lull in the psyllium war. Currently, there is a lull in the psyllium war.

[20515042]

The FDA has asked Kellogg and General Mills to show research that their cereals are safe. The FDA has asked Kellogg and General Mills to show research that their cereals are safe.

[20515043]

It also ordered P&G to produce more studies to buttress its claims that Metamucil can lower cholesterol. It also ordered P&G to produce more studies to buttress its claims that Metamucil can lower cholesterol.

[20515044]

But the agency has n't yanked psyllium off store shelves. But the agency has n't yanked psyllium off store shelves.

[20515045]

If the FDA approves the new uses of psyllium, other companies are expected to rush to market with psyllium products. If the FDA approves the new uses of psyllium, other companies are expected to rush to market with psyllium products.

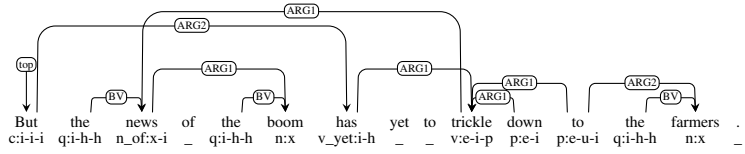
[20515046]

"It's going to be a sensational thing," says Mr. Krishnamurthy of P&G in Bombay. "It's going to be a sensational thing," says Mr. Krishnamurthy of P&G in Bombay.

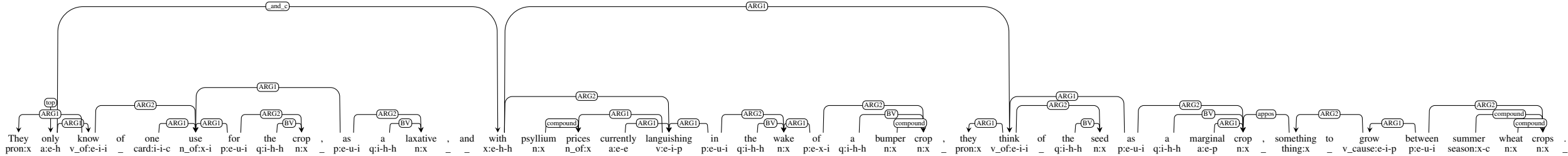
[20515048]

In the newspapers, on the radio and TV, psyllium is everywhere. In the newspapers, on the radio and TV, psyllium is everywhere.

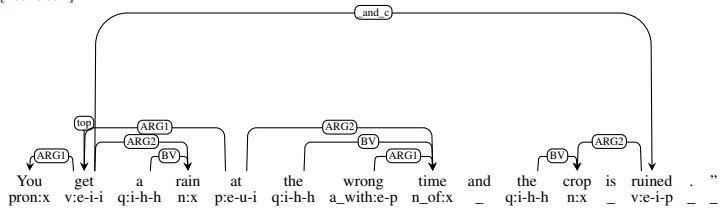
[20515049]



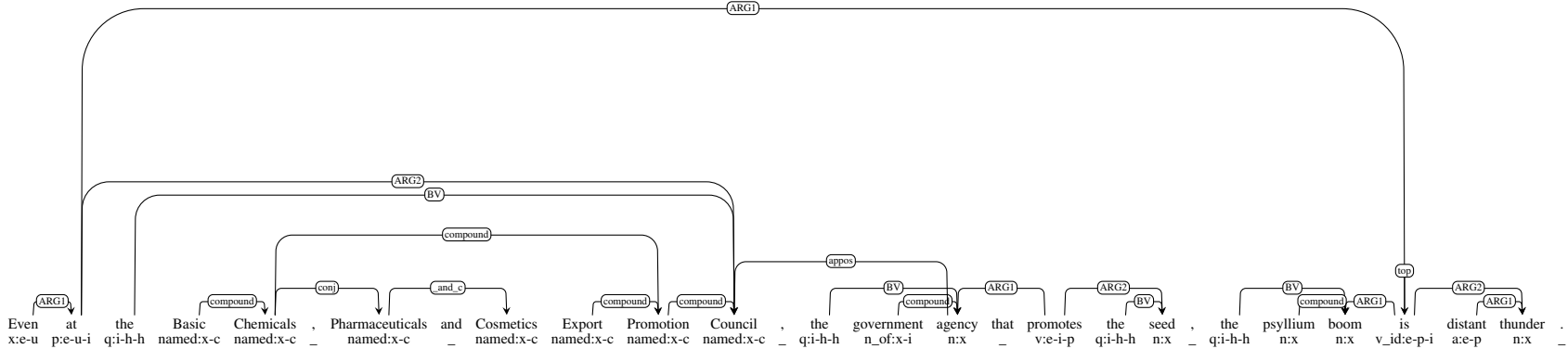
[20515050]



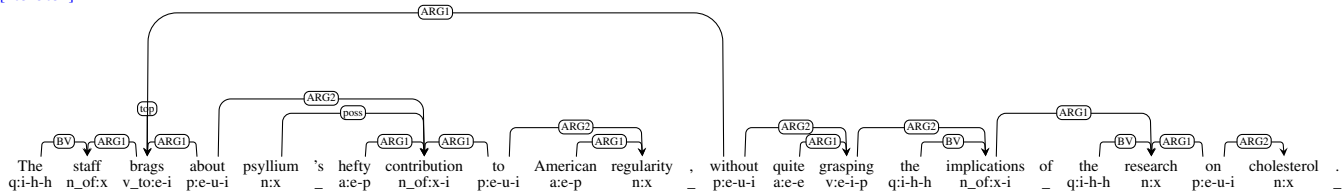
[20515052]



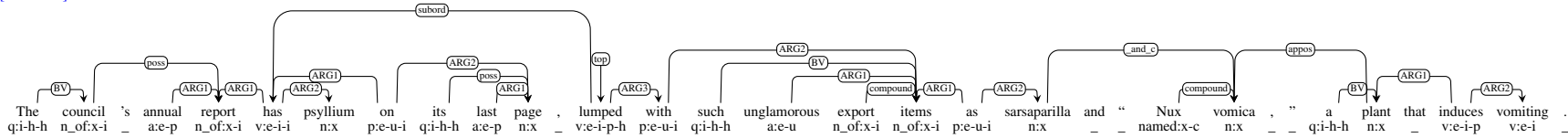
[20515053]



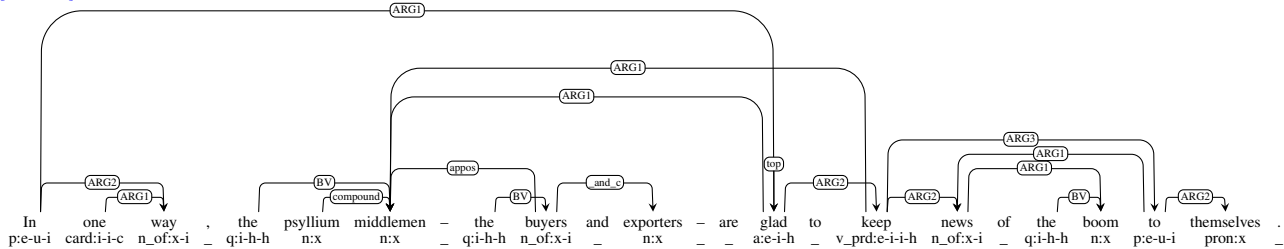
[20515054]



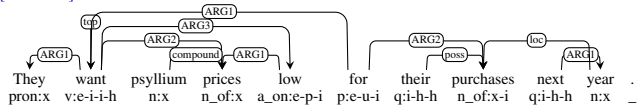
[20515055]



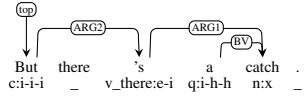
[20515056]



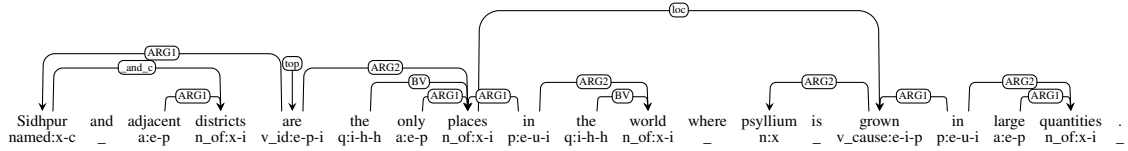
[20515057]



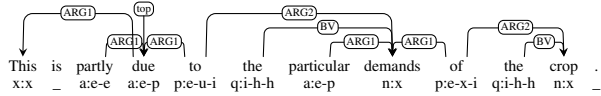
[20515058]



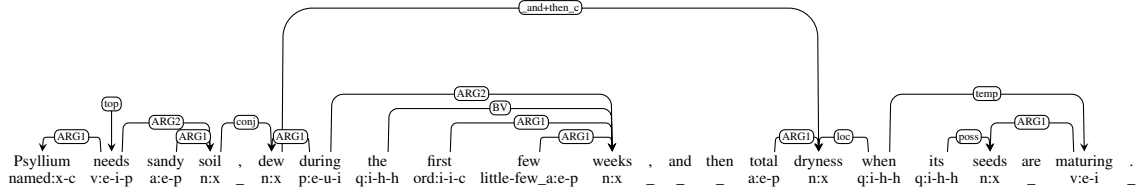
[20515059]



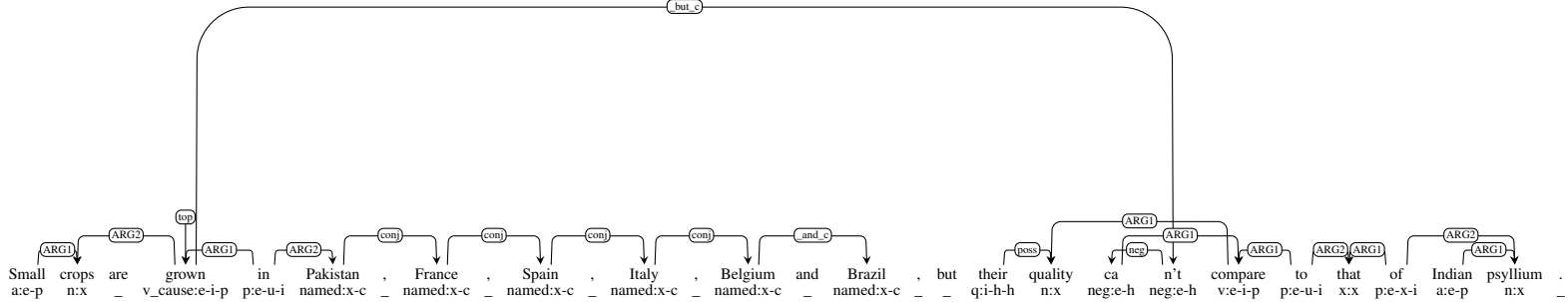
[20515060]



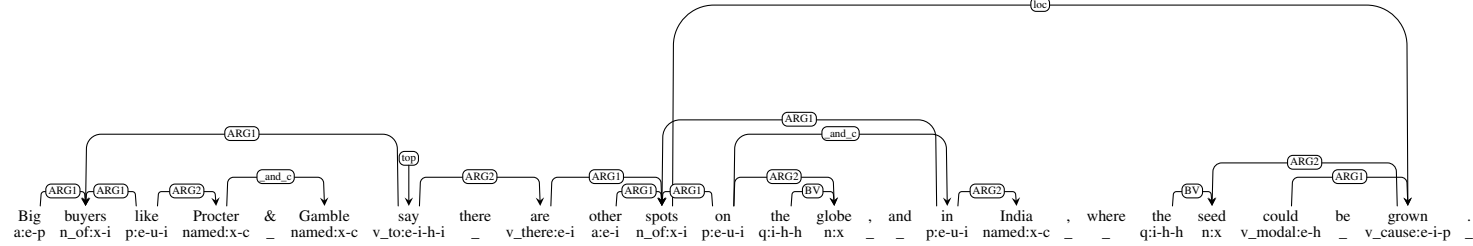
[20515061]



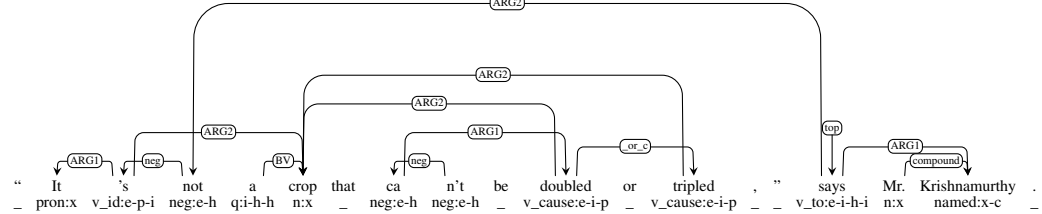
[20515062]



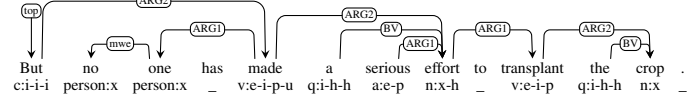
[20515063]



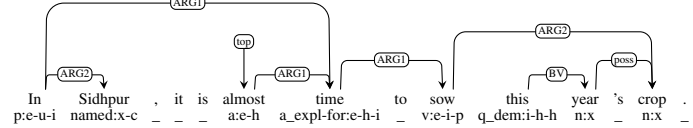
[20515064]



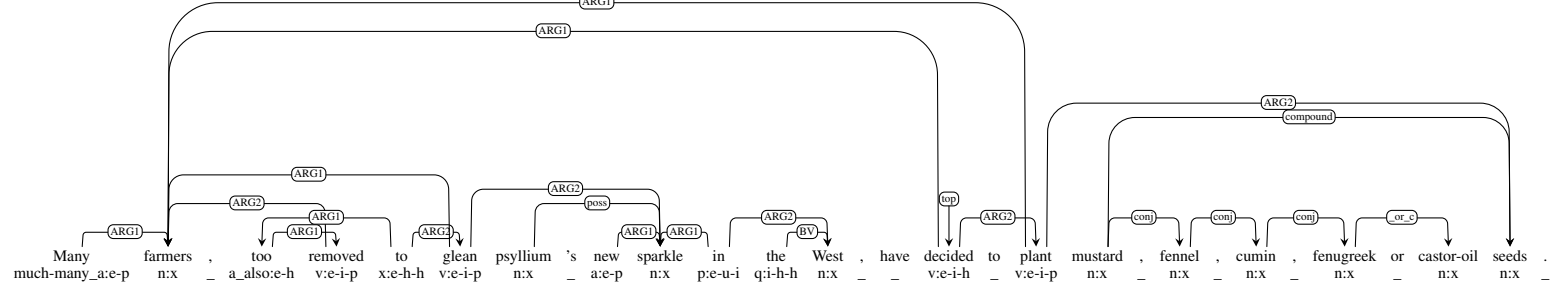
[20515065]



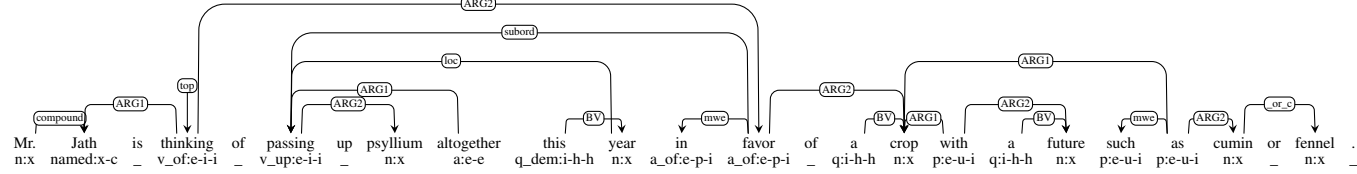
[20515066]



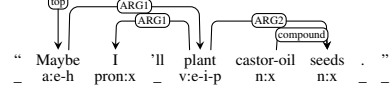
[20515067]



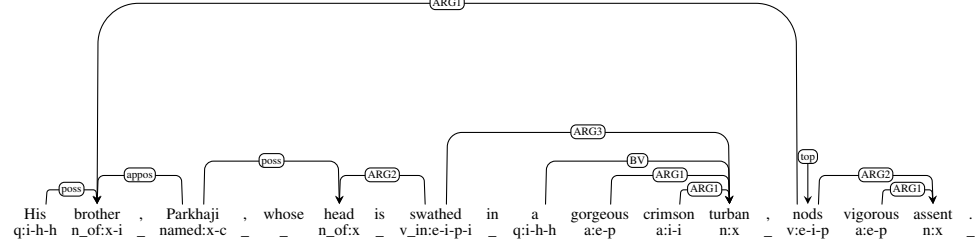
[20515068]



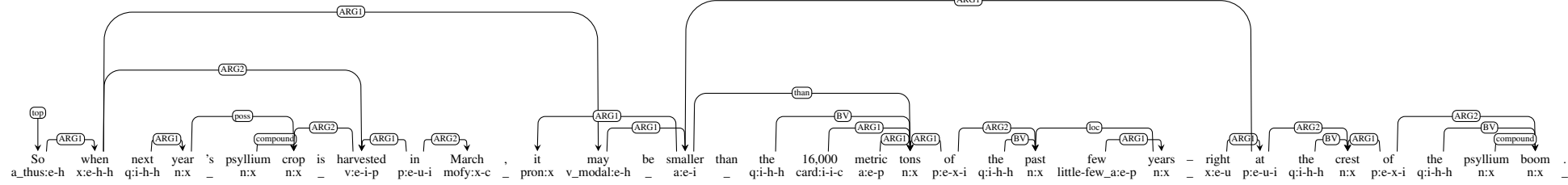
[20515069]



[20515070]



[20515071]



[20515072]

