



“CLEAR AND POINTED.”

- TÉLÉRAMA



“EXPOSES AND DENIES ALL OF THE ACCEPTED IDEAS ABOUT CHOLESTEROL. THE RESULTS ARE AS FASCINATING AS THEY ARE SURPRISING.”

- TÉLÉ-LOISIRS



“AN EXPLOSIVE INVESTIGATION.”

- FILMS & DOCUMENTAIRES.COM



OFFICIAL SELECTION
2016 INTERNATIONAL DOCUMENTARY
FILM FESTIVAL AMSTERDAM (IDFA)



OFFICIAL SELECTION
2017 PARIS SCIENCE INTERNATIONAL
SCIENCE FILM FESTIVAL

For more than six decades, doctors, nutritionists, and public health officials have been waging a war against high cholesterol in an effort to fight heart disease. It's a war that has seen the demonization of saturated fats, the rise and fall of hydrogenated oils, and the introduction of several generations of "miracle" drugs.

But what if the basic premise linking cholesterol and heart disease is wrong? CHOLESTEROL, THE GREAT BLUFF convincingly argues that the link between cholesterol and heart disease is tenuous – and that its persistence results from a potent mix of bad science, entrenched interests, and pharmaceutical profits.

CHOLESTEROL, THE GREAT BLUFF deploys an array of authoritative and engaging experts to attack the foundations of the cholesterol hypothesis. Peppered throughout are vintage and recent clips from advertising (including Tom & Jerry pushing margarine), sponsored films, and newscasts blaring the latest cholesterol breakthroughs.



INCLUDES DOCUMENTARY
BRANDING ILLNESS
BY ANNE GEORGET

An eye-opening documentary about how drug companies create diseases and then supply the medications to cure them.

CHOLESTEROL: THE GREAT BLUFF

A film by Anne Georget • An Icarus Films Release

2016 • 82 min • Color • in English and French w/English subtitles • Not Rated

SRP: \$29.98 / UPC: 8-54565-00247-0

PRE-BOOK 8/7/18 - STREET 9/11/18

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