

the fact that the *de novo* synthesis of cholesterol is inhibited by the presence of dietary cholesterol. The effect of dietary cholesterol on the synthesis of cholesterol is mediated by the regulation of HMG CoA reductase activity.

The regulation of HMG CoA reductase activity is controlled by the presence of dietary cholesterol. The presence of dietary cholesterol leads to an increase in the activity of HMG CoA reductase, which in turn leads to an increase in the synthesis of cholesterol.

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