



AIM Fit 'n Fiber®



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CANADA

Fit 'n Fiber is a dietary fibre supplement for healthy weight management in which it helps to temporarily increase feelings of fullness. It provides ten grams of fibre from a unique array of synergistic herbs as well as fibre from psyllium husk, oat, apple, acacia, flax seed and konjac.

How is Fit 'n Fiber Unique?

- No artificial ingredients or flavours
- A prebiotic fibre formulation to complement FloraFood
- Delivers 10 grams of fibre in a great-tasting orchard peach beverage
- If combined with AIM Herbal Fiberblend, it can improve flavour

Approach

A great companion to Herbal Fiberblend, Fit 'n Fiber provides a boost of flavor to one of AIM's most effective products for digestive health. On its own, Fit 'n Fiber is a healthy and tasty way to increase your fibre intake with only ten calories per serving.

As a standalone product made from the finest natural ingredients, Fit 'n Fiber can be used as a daily fibre supplement for overall health.

As a carbohydrate, dietary fibre is a macronutrient—a food substance required in large amounts. Unlike other carbohydrates, however, fibre cannot be broken down into glucose (sugar), but it is an essential carbohydrate in our diets because it cleanses the body and does not raise blood sugar.

Fibre

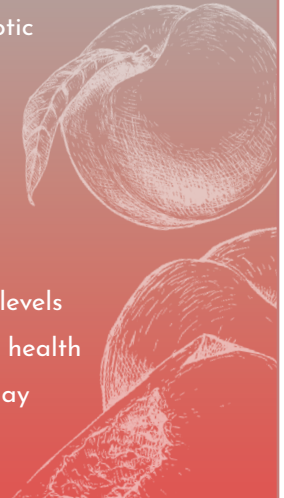
The two varieties of fibre—insoluble and soluble—work together to detoxify and cleanse the body. Insoluble fiber moves through the intestinal tract like a scrub brush, bulking up and helping to eliminate any toxins and waste. Soft, soluble fibre, which becomes a gel when mixed with water and digestive enzymes, prevents and reduces the absorption of harmful substances while helping to regulate blood sugar and cholesterol. It also slows down the movement of food through the intestines which contributes to feelings of fullness.

Prebiotics for a Healthy Microbiome

The microbiome in the human gut can be thought of as a mini-ecosystem of microorganisms made up of an average of 100 trillion bacteria. It's makeup and overall

Key Benefits and Features

- Provides eight grams of prebiotic fibre per serving
- Boosts the fibre in your diet - safely and easily
- Supports digestive health
- Promotes regular bowel movements
- Supports healthy blood sugar levels
- Helps maintain cardiovascular health
- Fibre prolongs satiety which may help with weight management



health depends on probiotics (good bacteria) and pathogens (bad bacteria) living together in harmony. When bad bacteria overpopulate the microbiome, this symbiotic relationship becomes unbalanced and results in illness or disease.

Scientific research emphasizes the vital role that specific fibres play in the health of the gut microbiome: prebiotics for probiotics (food for good bacteria). All prebiotics are fibre but not all fibres are prebiotics. Increasing prebiotics yields higher numbers of good bacteria without the stimulation of bad bacteria.

When you maintain a high prebiotic fibre intake, you continually promote bacterial balance in your gut by providing food for health-protecting probiotics. These good bacteria are involved in a number of functions that help to keep you alive. Examples include:

- Digestion of food
- Absorption of nutrients
- Production of vitamins
- Formation of short-chain fatty acids (main nutrient of cells lining the colon)



To provide food for good bacteria, Fit 'n Fiber contains three prebiotic fibres: acacia, konjac (glucomannan) and guar gum.

Konjac Fibre (Glucomannan)

Konjac fibre's active component is glucomannan, a soluble dietary fibre that provides prebiotic food for probiotics. Research published in the *Journal of the Science of Food and Agriculture* showed that when strains of Lactobacilli and Bifidobacteria (both found in AIM FloraFood) were grown on konjac glucomannan hydrolysate, their quantities were significantly higher than those grown on inulin (another prebiotic).¹

Acacia Fibre

Used by the ancient Egyptians to treat numerous ailments, acacia fibre is still used today as a first-class source of soluble fibre. Additionally, it has a high digestive tolerance in humans. A 2008 study in *The British Journal of Nutrition* showed that consuming acacia fibre (also known as gum arabic) daily for four weeks significantly increased the number of Lactobacilli and Bifidobacteria. The optimal daily dose was determined to be 10 grams.² Fit 'n Fiber contains 4.4 grams per serving.

Fibre and a Healthy Weight

Fibre is a type of carbohydrate that has no calories. Your body uses fibre as an internal cleanser rather than a source of nutrients. One notable effect of this cleansing is fibre's assistance with weight management. Dietary fibre reduces insulin secretion in the body by slowing the rate of nutrient absorption following a meal. In this way, you feel fuller for a longer period of time, your insulin levels are well regulated and your food digests properly. With high-fibre diets, insulin sensitivity increases and, as a result, body weight decreases.

In a review of studies focused on energy regulation related to dietary fibre consumption, researchers with the Jean Mayer USDA Human Nutrition Research Center compared the relation of the feeling of satiety caused by fibre consumption to weight loss. Healthy individuals were tested at a limited caloric intake and results demonstrated that an additional 14 g of fibre per day for more than 2 days displayed a 10 percent decrease in energy intake and weight loss of 1.9 kg (4.18 lbs) over 3.8 months. These results were increased among overweight individuals.³

1. Farage Hashmi Al-ghazzewui, et al. 2007. *Journal of Science of Food and Agriculture*. 87(9): 1758-1766.

2. Wim Calame, et al. 2008. *The British Journal of Nutrition*. 100(6): 1269-75.

3. N. Howarth, E. Saltzman, S. Roberts, et al. 2001. *Oxford Academic Nutrition Reviews*. 59(5): 129-139.

How to Use Fit 'n Fiber

- Mix 2 tablespoons (18.782 g) with 240 ml (8 oz) of water once daily. Stir briskly and drink immediately. Maintain adequate fluid intake. AIM recommends mixing with AIM ProPeas or Herbal Fiberblend.
- Take with meals. Take 2 hours before or after taking other medications. Not to be taken immediately before bedtime.
- Taking this product with insufficient liquid may result in choking and/or esophageal blockage/obstruction of the throat, esophagus or intestine.
- Keep out of reach of children.
- Psyllium husk may create a sensitivity resulting in an allergic reaction.

FAQs

How much fiber do I need to consume on a daily basis?

The daily recommendation for adults is 25 grams of fibre for women and 38 grams of fibre for men. Most Canadians are only getting about half that much.

Is there anyone who should not take Fit 'n Fiber?

Pregnant or breastfeeding women, people taking medications, people experience chest or abdominal pain, vomiting, difficulty swallowing, a sudden change in bowel habits that has persisted for more than 2 weeks, people with diabetes mellitus (in which blood sugar is difficult to regulate), liver or gall bladder diseases, intestinal obstruction or have gallstones, should consult a health care practitioner prior use.

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