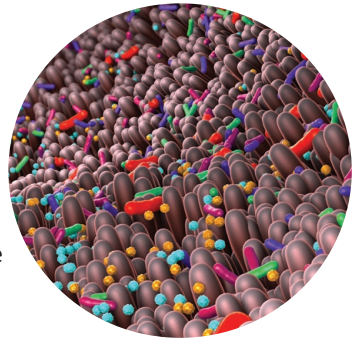


Fiber: The Overlooked Nutrient

Before the 1970s, fiber was not considered to be an important part of daily food intake, mainly because it is not digested. Of course, opinions change over time, especially when the incredible health benefits of fiber were recognized. Today, fiber is also known to be a healthy nutrient for the microbiota, feeding the good bacteria that keep you healthy.



Some Fit 'n Fiber Benefits:

- Increases fiber intake
- Supports digestive health
- Provides soluble and insoluble fiber
- Promotes regular bowel movements
- Helps in achieving weight management goals
- Maintains good gut bacteria with nourishing food

Fiber is the material in plants that is **not digested by your body**.

One type of fiber is **insoluble**, meaning it moves through your digestive tract like a brush that scrubs the intestinal walls and softens stools for easy elimination.

The second type of fiber is **soluble**, which dissolves in water and turns into a gel-like substance that regulates blood sugar, reduces cholesterol and inhibits the absorption of substances that are harmful to your body.

Fit 'n Fiber delivers healthy sources of both insoluble and soluble fiber.

Taking **Fit 'n Fiber** with **FloraFood** is a nourishing move for you and your microbiota.

Each serving of **Fit 'n Fiber** feeds good bacteria with **8 grams** of prebiotic fiber.

Biotic: Pre & Pro

The word *biotic* relates to life and living organisms.

Probiotic signifies the good bacteria in your microbiota.	FloraFood is a probiotic formula that adds 3 billion live cells of healthy microorganisms to repopulate your good gut bacteria.
Prebiotic refers to the food that feeds the good bacteria in your gut.	Fit 'n Fiber is an everyday supplement that delivers 3 types of probiotic-feeding, prebiotic fiber: acacia, konjac and guar gum.

fresh focus



AIM fit 'n fiber

fits into everyday life as a supplemental source of fiber

psyllium

apple

flaxseed

oat

acacia

konjac

guar gum

includes **8 grams of prebiotic fiber** per serving

herbs

- dandelion root
- bitter melon fruit
- ginger root
- artichoke leaf extract

a high-fiber intake helps:

- ✓ promote regular bowel movements
- ✓ support digestive health
- ✓ maintain low cholesterol levels
- ✓ regulate blood sugar
- ✓ achieve and maintain ideal body weight

why weight?

adding fit 'n fiber to your daily nutritional intake reinforces weight management goals with filling, low-calorie, peach-flavored beverages



Recommended daily dietary fiber intake:

25-38 grams

Research reveals fiber deficiency is related to inflammation, diabetes, heart disease and obesity.

bit.ly/DiseaseRiskLF



FIBER is a type of carbohydrate that passes through the body undigested in two forms: **soluble** and **insoluble**. fit 'n fiber contains both forms of fiber that keep a body healthy.

Orchard Peach

Fit 'n Fiber

- In a canister, not a bag
- Evaporated cane juice replaced by brown rice syrup solids
- New formula eliminates gas, bloating and cramping
- Utilizes gluten-free oat fiber of apple-cinnamon fit 'n fiber
- Made with konjac fiber
- Peach taste goes well with Herbal Fiberblend



Long-term fiber consumption has been correlated to lower risk of Crohn's Disease.

—*Gastroenterology*

Increased fiber = weight loss

A study at the University of Amherst found that people who **increased their fiber intake to 30 grams per day saw weight loss results** similar to people on the American Heart Association Diet, a diet with over one dozen restrictions. Researchers believe that a **high-fiber diet is easier to maintain** and more practical when compared to most diet options.

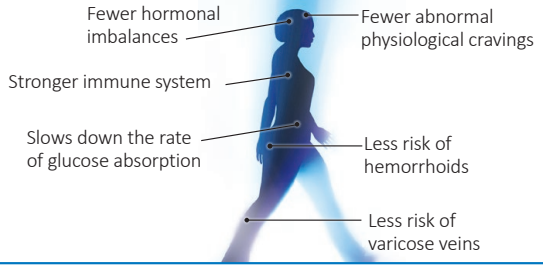
Digestive Benefits of Fiber

- Regularity
- Adds bulk to stools
- Maintains bowel health
- Some soluble fiber acts as a prebiotic, promoting healthy gut flora
- May reduce the risk of diverticulitis
- May lower chances of acid reflux
- Non-wheat fiber supplements may assist with irritable bowel syndrome
- Softens stools and lowers rate of constipation

Fiber FACToids!

- Insoluble fiber can absorb water and keeps you fuller, longer.
- Insoluble fiber can help make waste easier to pass.
- When mice were deprived of soluble fiber, their intestines shrank and their intestinal walls became thinner.
- Symptoms of low-fiber intake include weight gain, constipation, blood sugar fluctuations and fatigue.
- Research has shown that people with high-fiber diets increase their survival rates by 22%.
- Soluble fiber helps lower cholesterol levels.
- Fiber may help your body remove the carcinogens in cooked meat.
- Eating more fiber may reduce your risk of a first-time stroke by 7%.
- A high-fiber diet may reduce breast cancer risk (according to a study).
- Consuming a high-fiber diet may improve mineral absorption.

How Your Body Benefits from the Fiber Found in Plant Foods



Low fiber intake has been associated with diabetes, cardiovascular disease, obesity and inflammation.

—The American Journal of Medicine

	Calories	Total Dietary Fiber (g)	Sugar (g)
fit 'n fiber (peach) 16 g serving w/water	10	10	2
Apple (3" dia.) <small>Note: apple fiber assists in its sugar absorption</small>	95	4.4	18.9
Celery 1 stalk, 11 inches long	10	1	1.2
Cold Cereal 28 g serving (no milk)	103	2.8	1.1
Instant Oatmeal Raisin & Spice, single pkt.	162	2.6	15.7
Oat Bran Muffin Medium, 113 g	305	5.2	9.3
Psyllium Fiber Supplement 5.8 g serving w/water, orange	20	3	0

Exciting Benefits of Konjac Fiber

- Famous Constipation Fighter
- Champion Cholesterol Buster
- First-Rate Blood Sugar Regulator
- Doggone Good Appetite Suppressor
- Devoted Diabetes Thwarter!

