



## DIRECTIONS FOR USE

**Adults:** Take 15g (2 scoops) daily.

Totally versatile, FibreMax™ can be blended into beverages, gravies, bread, baking, and cereals, or take 2 scoops in a glass of liquid (200-250ml) - milk, fruit juice, water or in one of the New Image™ drink products, Alpha Lipid™ Lifeline™ or Alpha Lipid™ Ultra Diet™ 2.

**Contains gluten and soy products.** No added sugar. Contains stabiliser as a permitted food conditioner. Always read the label and use as directed. Dietary supplements may only be of assistance where the dietary intake is insufficient.

*\*Pal S, Khossousi A, Binns C, Dhaliwal S, Ellis V. 'The effect of a fibre supplement compared to a healthy diet on body composition, lipids, glucose, insulin and other metabolic syndrome risk factors in overweight and obese individuals', British Journal of Nutrition, Aug 2010; 23:1-10*



**Health - Wellness - Colostrum**

From New Zealand to the World

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## YOUR DETOXING SUPERHERO



100% natural, supports healthy gut & digestive comfort.

# KEEPING YOU HEALTHY FROM THE INSIDE OUT

- One serve provides 40% of your recommended daily fibre
- Assists with the removal of toxins from your digestive system
- Supports gut health and digestive comfort
- Supports bowel health and regularity
- Natural support for healthy cholesterol levels
- Supports healthy blood glucose
- Natural support to manage a normal appetite – & an important part of the Alpha Lipid™ Ultra Diet™ 2 Weight Management Programme



## FIBRE FOR A HEALTHIER YOU!

Fibre is essential for proper gut function and one of the important factors to reducing the risk of many serious chronic diseases.

A study\* in 2010 found that a healthy high fibre diet (25g/day) certainly improved many health parameters such as healthy body weight and cholesterol, but a healthy, high fibre diet combined with a fibre supplement (59g/day) provided even greater benefits.

**Fibre is considered the most effective nutrient for bowel regularity.**

Fibre also acts as a pre-biotic which is a substance that promotes the growth and activity of healthy bacteria. It helps us to feel full by increasing the volume of the contents in our digestive tract, thereby assisting in the regulation of a healthy appetite. A high fibre meal also regulates the speed at which food is broken down into glucose, helping to support healthy blood sugar levels. The fibre itself is not digested and does not contribute any calories. The combination of these benefits is why FibreMax™ is such an important part of the Alpha Lipid™ Ultra Diet™ 2 Weight Management Programme.

### DID YOU KNOW?

... that even with a diet that contains 'high fibre' foods it can be hard to get 25g of fibre every day? That is the minimum amount most health organisations recommend for good health.

## WHOLESOME FIBRE FOR LONG TERM HEALTH

**FibreMax™ contains a blend of both soluble & insoluble fibre from five natural sources:**

- **Chicory root** Providing mainly soluble fibre with inulin & oligo-fructose, chicory root encourages the growth of healthy bacteria in the bowel, supporting many aspects of bowel health.
- **Psyllium** The humble husk of the Plantago ovata seed provides both soluble and insoluble fibre, supports bowel comfort and regularity, healthy glucose absorption and normal appetite.
- **Soy fibre** Sourced only from non-genetically modified soy beans & rich in insoluble fibre and well known to support a comfortable and regular bowel.
- **Oat bran** The oat bran New Image uses in FibreMax™ is produced by an exclusive process that creates a fine and easily blended fibre, making it pleasant to take every day. Providing both soluble and insoluble fibre oat bran has been found to support normal appetite, healthy cholesterol levels and healthy blood glucose.
- **Pectin** Naturally occurring in apples and citrus fruit, pectin is a rich source of soluble fibre that has been shown to support healthy cholesterol levels.