

PRODUCT IN FOCUS



KEEPING YOU HEALTHY FROM THE INSIDE OUT

- 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 – important part of the Alpha Lipid™ Ultra Diet™ 2 Programme



WHOLESOME FIBRE FOR LONG TERM HEALTH

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



- **Chicory root**

Providing mainly soluble fibre with inulin and oligofructose, 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 and rich in insoluble fibre and well known to support a comfortable and regular bowel.

- **Oat bran**

The oat bran New Image use 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.

FIBRE FOR A HEALTHIER YOU!

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.

Fibre is considered the most effective nutrient for bowel regularity.

It 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 (31g/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.

*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



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.

THE DIGESTIVE TRACT

Your digestive tract (stomach, small and large intestine) is more than just the place where your food goes to, in your body; it is the interface between your delicate internal health systems and the outside world. It is where nutrients from the food you eat are digested and absorbed, where excess cholesterol, hormones and toxins are removed from the body; it's where billions of bacteria live and it's home to about 70% of your immune cells. You can see why you would want to keep your digestive tract in tip top shape. Dietary fibre is one of the most important and easiest ways to support the health of your digestive tract and other areas of your digestive system.



Dietary Fibre

It is a sad fact that most of us do not get the minimum amount of dietary fibre we need on a regular basis. This may be due to busy modern living and the lack of fibre

found in most processed and convenience foods. But it can still be difficult to get adequate fibre every day, even if you eat a balanced healthy diet.

There are two categories of fibre: soluble and insoluble.

Soluble fibre draws in water and swells to form a thick mucilaginous (gel like) consistency.

Insoluble fibre attracts water but does not dissolve in it – this is the part that is often referred to as roughage. It is these basic properties of fibre that allow for many of its benefits. By drawing water into the bowel you can increase the bulk and regularity of your bowel movements. The mucilaginous consistency of soluble fibre helps to bind metabolic waste products such

as excess hormones and cholesterol and carry them to the bowel for elimination – rather than being reabsorbed and recirculated in the blood – as well as regulating the amount of cholesterol that is absorbed from food.