

## Why is Fiber Choice® The Smart Choice™?

Fiber Choice contains inulin, a soluble fiber found in many fruits and vegetables. Inulin helps food pass through the digestive system, adds bulk to the stool, and supports the growth of probiotics in the digestive tract.<sup>1</sup> Prebiotics keep the unhealthy bacteria in check, which results in a more harmonious digestive system.<sup>3</sup>

**Taking a daily fiber supplement just got easier and more convenient.**

Fiber Choice tablets and gummies are an efficient and tasty choice to take care of your daily fiber intake. You can take them with you everywhere you go, and with assorted tasty flavors, Fiber Choice turns taking fiber into a healthy and delicious habit.

✂  
**Save \$3.00**  
On any Fiber Choice® product



MANUFACTURER'S COUPON    EXPIRES: 12/31/21



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**Available at retailers nationwide**

<sup>1</sup> Among gastroenterologists who recommended a chewable prebiotic fiber brand. Alpha ImpactRx ProVoice survey (May 2018).

<sup>2</sup> Micka A, et al. Effect of consumption of chicory inulin on bowel function in healthy subjects with constipation: a randomized, double-blind, placebo-controlled trial. *International Journal of Food Sciences and Nutrition*, Aug. 2017 68:1, 82-89.

<sup>3</sup> Institute of Medicine; Food and Nutrition Board. Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids. (2005). doi: <https://doi.org/10.17226/10490>.

<sup>4</sup> Gibson GR, et al. Selective stimulation of bifidobacteria in the human colon by oligofructose and inulin. *Gastroenterology* 1995; Vol. 108: 975-982.

Individual results may vary. The company will strive to keep information current and consistent but may not be able to do so at any specific time. Generally, the most current information can be found on [FiberChoice.com](http://FiberChoice.com).

**\*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.**

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# Fiber Choice®

The Smart Choice™

**Daily prebiotic fiber supplement**



**Helps Support Regularity\***

When you can't get the fiber you need from healthy foods, Fiber Choice® is a simple and delicious way to help close the fiber gap and support regularity.\*

## Why is Fiber Important?

Fiber, specifically prebiotic fiber, is an important component of our diet. It benefits our digestive system by feeding the healthy bacteria that live in it. Particularly, fiber keeps our digestive tract well-balanced and provides support for our immune system, promoting regularity and improving overall well-being.<sup>1</sup>

Consuming the recommended daily amount of fiber is fundamental to your general well-being. Although the National Academy of Sciences recommends 25 g of daily fiber intake for women and 38 g for men, the average U.S. adult only consumes 15 g of fibers per day.<sup>2</sup> Fiber Choice® can help close this “fiber gap.” Fiber Choice gummies and tablets provide an effective and delicious solution to help you get the daily fiber you need.

## What is a Prebiotic?

The terms probiotics and prebiotics are often confused or misunderstood. Probiotics are living organisms that are considered to confer health benefits to their hosts when ingested. On the other hand, prebiotics are food ingredients that support the growth and activity of probiotics. In other words, probiotics are the good bacteria that already live in our gut, and prebiotics are the fundamental nutrients that keep the body's own good bacteria (*Bifidobacteria* and *Lactobacilli*®) healthy and abundant. Fiber Choice is a prebiotic fiber and it provides the nourishment necessary to keep the probiotics in your intestines alive and thriving.



Great-tasting, convenient prebiotic fiber.

*Such an easy way to add a little more fiber to your diet! It's tasty enough that I can actually look forward to taking fiber.*

– Customer review

**Fiber Choice® is the convenient choice:**

Fiber Choice comes in a variety of delicious forms and flavors that you can take anywhere.



### Daily Prebiotic Fiber

*Fiber Choice contains inulin, a fiber found in many fruits and vegetables.*

Inulin is a prebiotic fiber, meaning it stimulates the growth and activity of the friendly, good bacteria that live in your digestive system.

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