



HEALTH FROM THE INSIDE OUT

The rising interest in the gut microbiome and its connection to overall health is an exciting reason to turn to Fibersol® for new, on-trend product development. Although plenty of consumers still say that healthy digestion is dietary fiber’s most important benefit, a new generation of progressive wellness consumers also cares about holistic gut health¹. As a well-tolerated prebiotic fiber, Fibersol® addresses both needs while ensuring that consumers come back for more.

¹ADM Fiber Consumer & Marketplace Overview, 2019

PROACTIVE HEALTH MEANS DIFFERENT THINGS TO DIFFERENT CONSUMERS



DEALING WITH DIGESTION



REDUCING SYSTEMIC INFLAMMATION

MORE REACTIVE

MORE PROACTIVE

Seek foods that alleviate discomfort

Seek positive foods that reduce systemic inflammation

Mainstream wellness consumers tend to be more reactive, seeking products when they have digestion issues.

Progressive wellness consumers address gut health by managing systemic inflammation. They also seek digestive benefits beyond traditional fiber-rich foods.



FIBERSOL® FULFILLS BOTH TRADITIONAL AND PROGRESSIVE DIGESTIVE HEALTH DEMANDS

TRADITIONAL DIGESTIVE HEALTH

Consumers have traditionally turned to dietary fiber for assistance in addressing typical digestive complaints, with benefits including: supporting or maintaining regularity without discomfort, relieving occasional constipation, and improving metabolic health via intestinal movement.

Population growth and changing demographics support growth in this segment, as intentional fiber consumption increases with age. Boomers are significantly more likely (73%) than all younger generations to be adding/increasing fiber to their daily diet.

On fiber occasions,
40% of consumers
are looking to fiber to improve their digestive regularity³

THOSE ADDING/INCREASING FIBER BY GENERATION²



73%

Boomers



62%

Gen X



56%

Millennials



52%

Gen Z

^{2/3}Hartman Fiber Occasions, 2019

DID YOU KNOW?

Intentional fiber consumption increases with age:

Adults 50+ are more likely to say that **fiber is very important to their diet.**⁴

⁴ADM OutsideVoiceSM Consumer Survey



PROGRESSIVE DIGESTIVE HEALTH

Progressive digestive health embraces the idea that overall health including energy, emotional and mental wellness can be influenced by good gut health. While research continues to push the scientific understanding of the microbiome and health,⁵ high fiber products are a solution for consumers looking for convenient ways to get more out of their food and beverage choices.

⁵<https://www.hsph.harvard.edu/nutritionsource/microbiome/#diet-microbiota>
⁶ADM OutsideVoiceSM Consumer Survey

Over 85%
of U.S. consumers
have taken at
least one type of
supplement in the
past year⁶

NOT ALL FIBER IS CREATED EQUAL

Fibersol® has important advantages over other fibers. Fibersol® is proven to be well tolerated at levels significantly higher than other fibers—4.5x that of inulin or chicory root. Fiber feeds the good bacteria in your gut, and Fibersol® is fermented slowly, in the large intestines. Inferior fibers are fermented quickly, which can lead to digestive distress. Consumers report that encountering a bad digestive experience will keep them from a repeat purchase—even if the product has a great taste and price point.



Prebiotic Fiber

Prebiotic fiber is the only fiber that can beneficially change gut microbes



Fibersol® is well tolerated up to **68g a day**—over 4x that of inulin and chicory root.



Fibersol® is certified low FODMAP* by Monash University, Australia – **proving Fibersol is well tolerated.**

*FODMAP - Fermentable Oligosaccharides, Disaccharides, Monosaccharides, and Polyols (FODMAP), which are short chain carbohydrates and sugar alcohols that are poorly absorbed by the body, resulting in abdominal pain and bloating.

CLAIMS YOU CAN TRUST



GUT HEALTH

At 4-8g of Fibersol® daily, clinical studies have shown that Fibersol®:

- Helps support or maintain intestinal regularity
- Helps relieve occasional constipation
- May support gut health
- Improves stool consistency (selected studies)



PREBIOTIC

At 6g of Fibersol® per serving, clinical studies have shown that Fibersol®:

- May help nourish the intestinal flora and maintain a healthy intestinal tract environment



SATIETY

10g of Fibersol® with a meal may:

- Delay hunger and stimulate appetite-regulating hormones



POST-MEAL BLOOD GLUCOSE AND INSULIN

At 4-6g of Fibersol® with each meal, clinical studies have shown that Fibersol®:

- Helps reduce blood sugar levels after a meal
- Helps minimize blood sugar spikes after a meal



POST-MEAL TRIGLYCERIDES

At 5-6g of Fibersol® with each meal, clinical studies have shown that Fibersol®:

- Helps attenuate the rise in blood triglycerides following the meal
- Helps retain healthy triglyceride levels

THE POWER OF TWO

Fibersol® is supported by the joint venture between Archer Daniels Midland Company, Matsutani Chemical Industry Co., Ltd., and Matsutani America, Inc., a global selling and marketing partnership combining strong technical and scientific expertise with a vast global production and transportation network, for a high-quality food ingredient backed by attentive, reliable service and supply.

easy to **formulate** into most **baked goods and snacks**

clinical evidence to support claims in **dietary supplements**

superior solubility in hot or cold beverages, with **no off notes or grainy texture**

Non-GMO Project Verified versions available

formulation support for **low sugar, low net carb*** products

consumer-friendly labeling

*Total carbs less dietary fiber

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