



FibreBalance®

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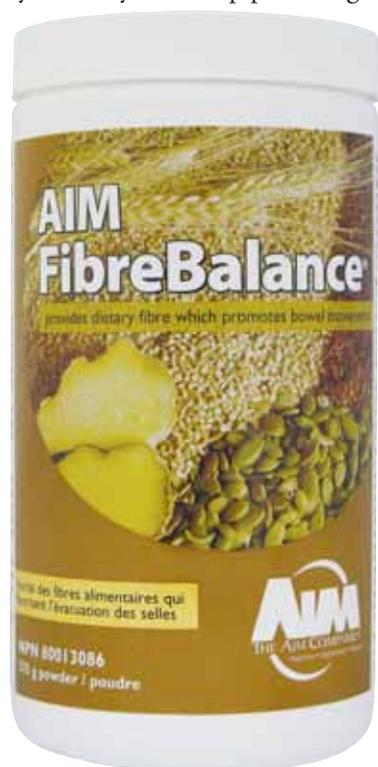
AIM FibreBalance® provides dietary fibre from oat, inulin, and flax seed along with six cleansing herbs to promote bowel movements, protect intestinal walls, and maintain healthy cholesterol levels.

The Benefits of Fibre

Up until the 1970s, fibre was largely ignored by the scientific and medical communities. After all, the term fibre represents a variety of carbohydrates that are not digested, absorbed or used by the body either for fuel or for building body tissue. It was thought that if it passes through our bodies undigested, why do we need it? However, now more recent epidemiological data (study of diseases and of their control and prevention) is suggesting that a generous daily intake of fibre may promote health in many different ways. In fact, findings have been sufficiently positive that one of the dietary guidelines encourages increased intake of fibre.

Although fibre has long been recognized as the best ingredient for maintaining bowel regularity and preventing constipation, it can lay claim to so many more health benefits. Water-soluble fibre forms a gel in the intestine and has health benefits that include cholesterol reduction and blood sugar stabilization. Water-insoluble fibre cannot be dissolved in water, and therefore, passes through our bodies undigested. It is the component responsible for scouring the intestine walls of waste matter to help reduce the risk of colon-related problems.

Furthermore, in the bowels, our friendly bacteria converts fibre into short-chain fatty acids, which provide energy for numerous parts of the body and may even help protect against cancer.



Key Benefits & Features

- Provides 12 grams of fibre in two scoops
- Promotes bowel movements and protects intestinal walls
- Reduces transit time and provides a more thorough evacuation of waste
- Helps maintain digestive health
- Water-soluble fibre helps maintain healthy cholesterol and blood sugar levels
- Fibre may reduce incidences of diverticulosis, appendicitis, haemorrhoids, and colon cancer
- Beneficial for those with irritable bowel syndromes, ulcerative colitis and Crohn's disease
- Excellent addition for weight loss programs.
- 375 grams of powder per jar
- 22 servings per jar (two scoops)

Other products to help maintain your digestive health are AIM Herbal FiberBlend®, AIM PrepZymes®, AIM FloraFood®, AIM Cascara Sagrada™ and AIMega®.

While the recommended daily intake of fibre is 25-40 g/day, the average Canadian consumes 4.5-11 g/day. Research has demonstrated that those with high-fibre diets have lower incidences of colon cancer, appendicitis, and diverticulosis.

Also, fibre is an excellent component to any weight loss program. Since fibre is undigested, it is very low in calories and provides a greater feeling of satiety—*I've had enough to eat*—without increasing caloric intake. Furthermore, the stabilization in blood sugar may curb the desire to snack.

AIM FibreBalance®

AIM FibreBalance® was formulated to provide a supplemental source of fibre with various herbs added to further protect the gastrointestinal (digestive) tract. Slippery elm bark, dandelion root, beet root, marshmallow root, pumpkin seed, and ginger root serve an additional purpose of protecting the intestinal walls and reducing irritation and inflammation. This is particularly desirable in the population suffering from inflammatory bowel conditions (ulcerative colitis and Crohn's disease). Additionally, a number of the herbs in this formula provide laxative support.

FibreBalance uses three different sources of fibre—oat, inulin, and flax seed. Each source has its own unique properties that help to form an exceptionally balanced fibre product. **Oat** is an excellent source of fibre and new research supports the non-allergenic properties of oat components. It may offer an alternative to those

suffering from Celiac disease and in need of a gluten-free diet. **Inulin** (prebiotic) is a preferred food for the lactobacilli in the intestine and can improve the balance of friendly bacteria in the bowel. **Flax seed** is the richest known source of lignans—naturally occurring plant compounds that can modulate the metabolism and the use of estrogen. Lignans have numerous biological effects including protection against heart disease, osteoporosis, as well as cancer. The scientific community acknowledges the potent anti-cancer effects of lignans against hormone-sensitive cancers like breast and prostate cancer. One two-scoop serving of FibreBalance contains 22.6 mg of lignans from flax.

FibreBalance, **in a two-scoop serving, provides nearly 12 grams of fibre** with 70 % insoluble fibre and 30% soluble fibre—an excellent, health-promoting ratio. Scientifically, FibreBalance has been formulated so that the ingredients work together to deliver health benefits. Collectively, the ingredients are well-balanced and each individual ingredient is within its recommended dose range according to the research and available literature.

Medicinal Ingredients (per one scoop 8.3 g)

Oat fibre 3,867 mg, Inulin 1,216 mg, Flax seed 706 mg

Provides a supplemental (above regular dietary intake) source of fibre. Fibre benefits the colon by preventing constipation, reducing cholesterol, stabilizing blood sugar, relieving the symptoms of irritable bowel syndrome and inflammatory bowel diseases, and reducing the risk of colon cancer, appendicitis, and diverticulosis. Fibre also mechanically protects the gastrointestinal (digestive) tract. Flax fibre provides antioxidant, anti-inflammatory, anti-tumour, peristaltic, and laxative properties. Oat fibre contributes anti-inflammatory, antiviral, digestive and diuretic properties. Inulin from chicory root adds even more natural fibre.

Marshmallow root 600 mg

Protects the mucous lining of the digestive tract. Antibacterial, anti-inflammatory, vermifuge (causes the expulsion of intestinal worms), diuretic, and laxative.

Pumpkin seed 550 mg

Antioxidant; anti-inflammatory, antidiabetic, antiprosthetic, vermifuge (causes the expulsion of intestinal worms), and diuretic.

Beet root 393 mg

Supports liver function and therefore allows elimination of toxins, which the fibre carries out of the body. Antioxidant, antibacterial, anti-inflammatory, and antitumor.

Ginger root 375 mg

Promotes the secretion of gastric (digestive) juices, increases peristalsis (coordinated muscular contractions) in the intestines, prevents spasms (uncoordinated muscular contractions), helps relieve intestinal gas and prevents further formation of gas in the intestines. Antioxidant, anti-inflammatory, antibacterial, antiviral, and vermifuge.

Dandelion root 250 mg

Mildly stimulates evacuation of the bowels, relieves indigestion and other gastro-intestinal complaints. Antioxidant, anti-inflammatory, antispasmodic, and laxative.

Slippery elm bark 225 mg

Protects the mucous lining of the digestive tract. Antioxidant, vermifuge, and laxative.

Recommended use: Due to the proven health benefits of fibre, FibreBalance promotes bowel movements (by lubricating and adding bulk to stools) and protects the intestinal walls. FibreBalance may help prevent many digestive tract disorders and help lower elevated cholesterol levels.

Recommended dose: Adults: to obtain high-fibre intake, take two scoops (16.6 g) daily. Start with one scoop per day and gradually increase the amount. Mix with plenty of water or your favourite juice. Drink 8 glasses of water a day.

Risk information: Consult a qualified health care practitioner if you are pregnant, breastfeeding, taking medications, or if you have Celiac disease and want to introduce oats in your diet. Do not take within two hours of prescription drugs because the desired effect maybe reduced.

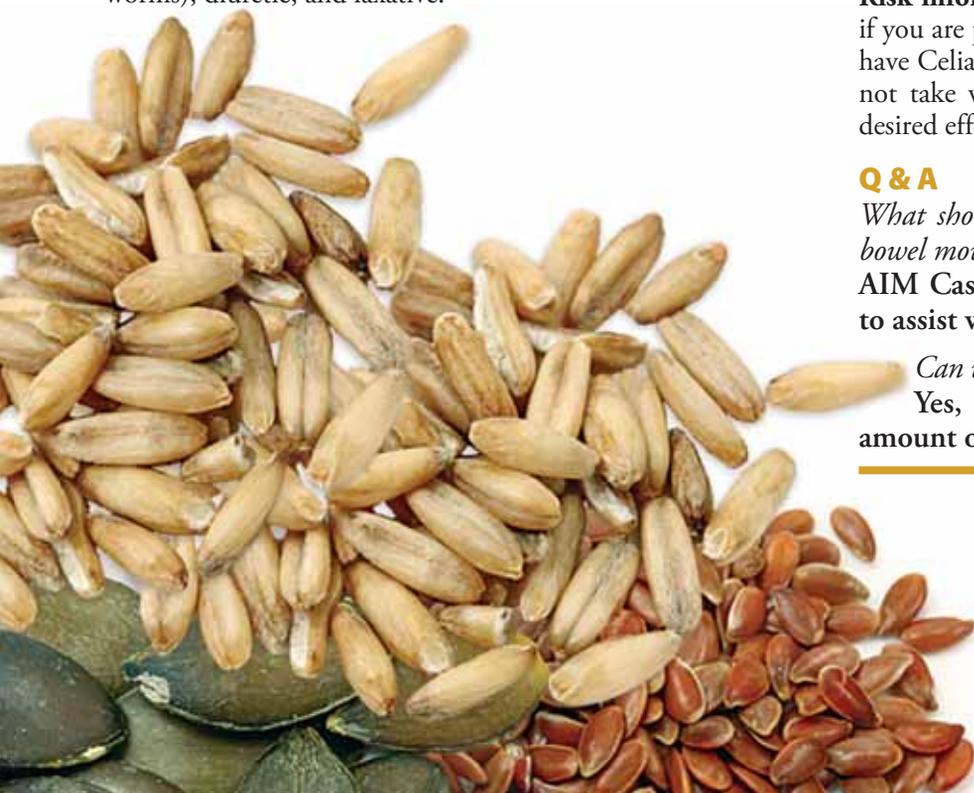
Q & A

What should I do if I need additional assistance in having bowel movements?

AIM Cascara Sagrada™ may be taken with FibreBalance to assist with bowel movements and cleansing.

Can we take FiberBalance & Herbal Fiberblend together?
Yes, you can. Start with half of the recommended amount of each product and adjust as needed.

Distributed by:



*** An NPN indicates Health Canada has assessed the product for its safety, claim, and quality, and has authorized it for sale in Canada.**