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**Do you want better control of your body weight?**

**Do you ever wish you had more energy throughout the day?**

**Do you worry about having high cholesterol or a predisposition to diabetes?**

Weight control is at the forefront of discussions in the global medical and scientific communities which have identified obesity as a pandemic that will cripple health systems worldwide with related illnesses like diabetes and heart disease. There are now over 1 billion overweight adults in the world, exceeding those considered malnourished which number 600 million.

Fibre is the 'miracle' nutrient celebrated by the worldwide scientific and medical communities for its vast health benefits. As it helps to address the issues of obesity and weight control, fibre may help reduce the onset of both diabetes and cardiovascular disease. Recently, two different studies<sup>1</sup> reported that a high dietary fibre intake could reduce levels of C-reactive protein (CRP). Increased levels of CRP have been found to increase the risk of both adult onset type 2 diabetes and cardiovascular disease.

Foods that are generally high in fibre include fruits, vegetables, nuts and whole grain products. Typically, health authorities agree that we should be consuming a minimum of 30 g of total fibre per day. However, due to the increasing intake of overprocessed convenience foods, we are generally consuming less than half this amount.

For this reason, Lifestyles is introducing FibreLife, a revolutionary fibre blend designed to combat the worldwide trend toward obesity by supplementing dietary fibre.

"FibreLife has resulted from years of intensive research and laboratory testing. This unique and effective supplement can help people enjoy the benefits of increased dietary fibre and help them to better manage their body weight", announced Paul Kramer, R.N.C.P., Vice President of International Product Research and Development at Lifestyles and author of international best-seller Fighting Body Pollution.

Formulated with a proprietary blend of two types of healthy soluble fibre, FibreLife contains ingredients that have been shown in numerous scientific studies to:

- Help you maintain a healthy body weight by creating a feeling of fullness which minimizes overeating
- Help regulate your blood sugar by lowering the Glycemic Index (GI) of a meal and slowing the digestion of food to stabilize energy levels
- Help you lower high cholesterol levels and eliminate toxins from the body by promoting a healthy gastro-intestinal tract.

At Lifestyles we strive to stay one step ahead when it comes to understanding effective nutritional supplements and healthy eating habits. We are proud to offer our customers premium quality, natural source fibre solutions that will help them look and feel their very best.

<sup>1</sup> Ma Y, Griffith JA, Chasan-Taber L, Olendzki BC, Jackson E, Stanek EJ 3rd, Li W, Pagoto SL, Hafner AR, Ockene IS. Association between dietary fiber and serum C-reactive protein. *Am J Clin Nutr.* 2006 Apr;83(4):760-6.

Qi L, van Dam RM, Liu S, Franz M, Mantzoros C, Hu FB. Whole-grain, bran, and cereal fiber intakes and markers of systemic inflammation in diabetic women. *Diabetes Care.* 2006 Feb;29(2):207-11.

# FibreLife™

## Fact Sheet

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Worldwide medical and scientific communities have identified fibre as a key nutrient that may assist in reducing the risk of heart disease, diabetes and certain types of cancers by helping to:

- Reduce weight and maintain healthy weight
- Regulate blood sugar levels
- Regulate digestive tract and eliminate body toxins

FibreLife from Lifestyles is a revolutionary and proprietary soluble fibre blend designed to combat the worldwide 'obesity pandemic'. It was developed by the Lifestyles Research and Development department in partnership with scientific experts and research laboratories. Each batch is fully tested and standardized by our laboratory for quality, potency and viscosity. It contains no artificial preservatives, sweeteners, starches or wheat.

Key Ingredients/Features	Benefits
Konjac Glucomannan is a soluble fibre from root of konjac plant ( <i>Amorphophallus konjac</i> )	Studies show it can improve blood sugar control, aid in appetite control, lower blood pressure, and lower cholesterol
Guar Gum & Xanthan Gum work well together to enhance the viscosity and binding capabilities within the digestive system	Studies have found these gums effective in controlling appetite and enhancing digestive function, reducing cholesterol, improving blood sugar
Cinnamon extract	Provides added support in regulating blood sugar levels
Key benefits of achieving healthy body weight: <ul style="list-style-type: none"><li>• Reduced risk of heart disease</li><li>• Reduced risk of diabetes</li><li>• Lower cholesterol</li><li>• Stabilized blood sugar levels</li></ul>	

**Packaging:** 60 capsules in a safety-sealed bottle. Each capsule contains a total of 500 mg of soluble fibre from natural sources.

**Directions for Use:** 1 to 2 capsules prior to meals up to 3 times per day, every day, with 250 mL to 500 mL of water consumed with each capsule. Consume at least a total of 3 L of water/fluids per day.

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**Q. What is FibreLife?**

**A. FibreLife is a proprietary, highly viscous soluble fibre blend from Lifestyles that supplements the body's dietary deficiency of fibre.**

**Q. How does FibreLife work?**

**A.** Once ingested with plenty of water, FibreLife forms a gel-like complex of natural fibres. In fact, FibreLife has the greatest viscosity (gelling capacity) of any dietary fibre. This complex slows down the digestion of food, reduces the absorption of sugar and calories, and creates a sense of fullness without impacting your energy levels.

**Q. What is viscosity?**

**A.** Viscosity is a measure of the thickness of a liquid substance. When evaluating fibre, it is the viscosity of the gel that forms when mixed with water that provides therapeutic value.

**Q. What are the primary benefits of FibreLife?**

- A.** The key benefits of FibreLife are:
- it helps regulate your appetite to help you achieve and maintain a healthy weight
  - it helps to regulate your energy levels by lowering the Glycemic Index of a meal to stabilize the release of sugars into your blood stream
  - it helps regulate your body systems by lowering your cholesterol level and eliminating body toxins

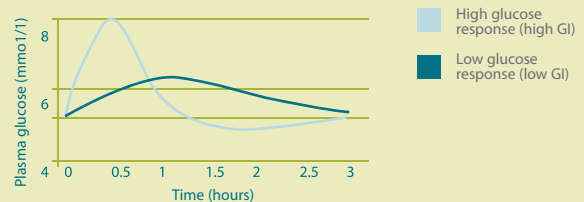
**Q. What is the Glycemic Index (GI)?**

**A.** The Glycemic Index (GI) is a measure of how certain foods affect your blood sugar levels.

**Q. Why is the Glycemic Index (GI) important?**

**A.** High-GI foods, such as fast and processed foods, are rapidly digested and cause sharp spikes in your blood sugar levels. This can damage your health and also contribute to weight gain, as you will soon be hungry and low on energy. Conversely, low-GI foods are slowly digested, causing a gradual and sustained increase in your blood sugar level.

**Glycemic response in healthy adults**



# FibreLife™

## Q & A (cont'd)

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**Q. How does FibreLife help with the Glycemic Index?**

**A.** FibreLife helps lower the overall Glycemic Index of a meal, thus ensuring that food is more slowly digested and blood sugar levels are regulated.

**Q. What other benefits can you expect from using FibreLife?**

**A.** As FibreLife helps you reduce and control your weight, you may experience the many related health benefits that come with lower body weight.

**Q. What research exists to support the benefits of FibreLife?**

**A.** There are countless clinical trials published in peer-reviewed journals that prove soluble fibre's varied health benefits. Please speak with your Distributor or visit [www.lifestyles.net](http://www.lifestyles.net) for more information.

**Q. If I don't need to lose weight, do I still need FibreLife?**

**A.** Yes, since FibreLife helps to address the dietary deficiency for fibre. According to health authorities, adults should be consuming at least 30 g of fibre each day, however, a majority of people consume less than half that amount through regular diet alone.

**Q. What are the key ingredients in FibreLife and what do they do?**

**A.**

Key Ingredients/Features	Benefits
Konjac Glucomannan is a highly viscous soluble fibre from root of konjac plant ( <i>Amorphophallus konjac</i> )	Studies show it can improve blood sugar control, aid in appetite control, lower blood pressure, and lower cholesterol
Guar Gum & Xanthan Gum work well together to enhance the viscosity and binding capabilities within the digestive system	Studies have found these gums effective in controlling appetite and enhancing digestive function, reducing cholesterol, improving blood sugar
Cinnamon extract	Provides added support in regulating blood sugar levels

**Q. What is soluble fibre?**

**A.** Soluble fibre dissolves and thickens in water. Soluble fibre is probably best known for its cholesterol-lowering effect. Soluble fibre is made up of sticky substances like gums and pectin, which form a gel-like substance in the presence of liquid. Cholesterol that is stored in the blood is used to produce bile acids; and therefore, as the gel binds the cholesterol and bile acids in the small intestine, it is eliminated from our body with regular bowel movements. This action of gelling and binding is also responsible for soluble fibre's ability to promote a feeling of fullness.

In contrast, insoluble fibre is the "roughage" in our diet that helps promote a healthy digestive system.

# FibreLife™

## Q & A (cont'd)

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**Q. Why is FibreLife so potent?**

**A.** FibreLife is a blend of naturally-occurring water-soluble fibres that together can absorb hundreds of times their weight in water. FibreLife's blend has a water-binding capacity that is many times greater than glucomannan alone and tenfold greater than other soluble fibers such as psyllium, flax seeds, or guar gum. It's FibreLife's unique blend of specific fibres in specific ratios that make FibreLife so potent. This means that smaller doses of FibreLife can have greater beneficial health effects than other fibres, as well as supporting safe, sustainable weight loss-in other words, a small amount of FibreLife is equivalent to a large of other fibres.

**Q. What are the directions for using FibreLife?**

**A.** Take 1 to 2 capsules prior to each meal with 250 - 500 mL of water with each capsule, up to 3 times per day. Make sure you consume in total at least 3 L of water per day.

**Q. How should I incorporate FibreLife into my lifestyle?**

**A.** Whenever increasing fibre intake, it is important to start slowly and increase as your body adjusts. Begin by taking 1 capsule daily with 250 - 500 mL of water. After a few days, take 1 capsule twice daily, each with 250 - 500 mL of water. Continue to add 1 capsule every few days until you reach the recommended dose or a dose your body is comfortable with.

**Q. Can kids take FibreLife?**

**A.** Fibre is essential for children's health as well. However, due to its high potency and powerful gelling capacity, it is recommended that children 13 years of age and older take FibreLife. Thirteen is the age individuals are considered adult from a nutrition point-of-view.

**Q. Do I need to take FibreLife every day?**

**A.** For best results, it is essential that FibreLife be taken consistently on a daily basis.

**Q. Why is drinking water so important?**

**A.** Since FibreLife absorbs many times its own weight in water, not enough water will cause FibreLife to become so viscous that it is essentially a hard ball in our digestive tract. This can lead to constipation. However, with plenty of water, a nice smooth gel forms, which does the opposite-eases constipation and promotes bowel regularity.

**Q. How does FibreLife interact with prescription/non-prescription drugs and other supplements?**

**A.** If you take any medications and/or supplements, it is recommended that you take them at least one hour before taking FibreLife. This will help ensure that both your medication and FibreLife can work effectively.

**Q. Are there any side-effects when taking FibreLife?**

**A.** For normal people who are following the directions for use, there should not be any side-effects. However, as with any soluble fibre product, if insufficient amounts of water are taken, constipation may result. Also, those who currently lack fibre in their diet, fibre should be added slowly or else some gastrointestinal discomfort (such as gas and bloating) may result.

# FibreLife™

## Research Reference

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Here is a partial list of available research and clinical trial results on the benefits of fibre and the ingredients found in FibreLife:



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