



CONSUMERS ARE GETTING PROACTIVE

Today, consumers increasingly expect their food to significantly contribute to their overall health and wellness. This proactive health trend is strongest with older consumers, who find themselves changing their diet in order to address health needs related to aging. But consumers across generations are motivated to eat for health—from the fittest consumers seeking to manage their health holistically, to increasingly younger consumers who have been warned to modify their lifestyles in order to avoid future health risks.

¹<https://www.cdc.gov/media/releases/2017/p0718-diabetes-report.html>
²Mintel “Dive into the latest diet trends” 2019

+100M
U.S. adults are now living with diabetes or prediabetes¹

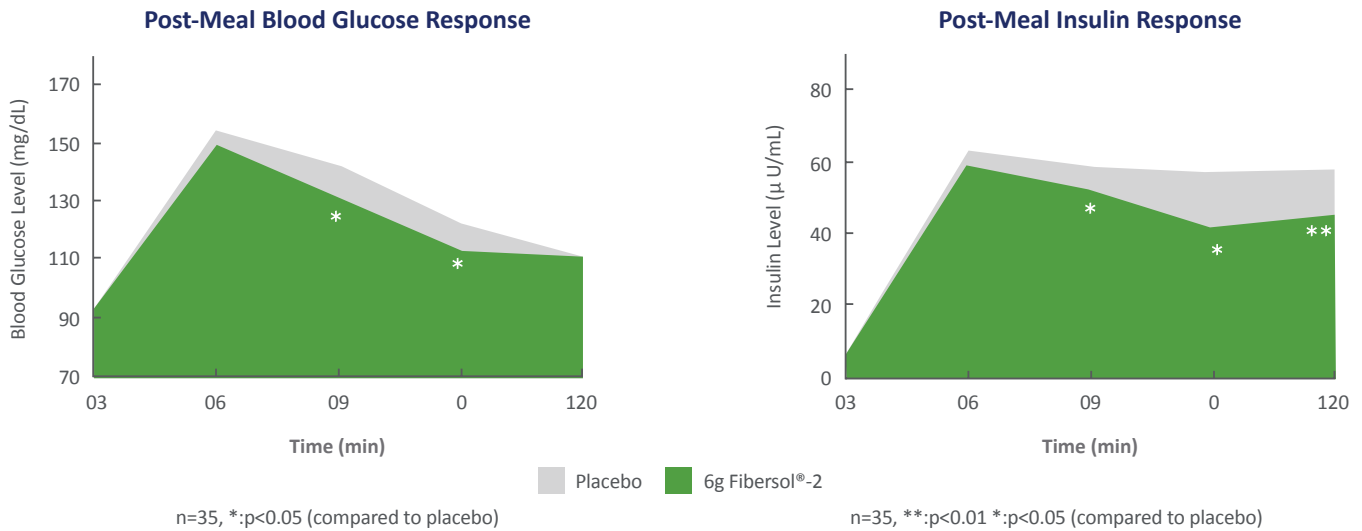
81%
of U.S. Millennials agree it is important to consume food and drinks that contribute to their current health²

FIBER-FORWARD IS HEALTH-FORWARD

Consumers are seeking health-forward nutrition to contribute to a better-for-you lifestyle that focuses on proactive health and overall wellbeing. These dynamics are creating new opportunities for products with tailored nutrition or credible sources of positive nutrition. Foods with dietary fiber can play a strong part in delivering the health-forward nutrition that is powered by today’s contemporary wellness lifestyle.

REDUCED POST-MEAL BLOOD GLUCOSE AND INSULIN LEVELS

Diabetics are well aware of the importance of maintaining stable blood sugar levels, and have specialized foods and beverages aimed at them. But even mainstream consumers intuitively make a connection between consuming a poor meal and then feeling low energy or experiencing a sugar crash. Products formulated for sustained energy and positive nutrition are well positioned to succeed.

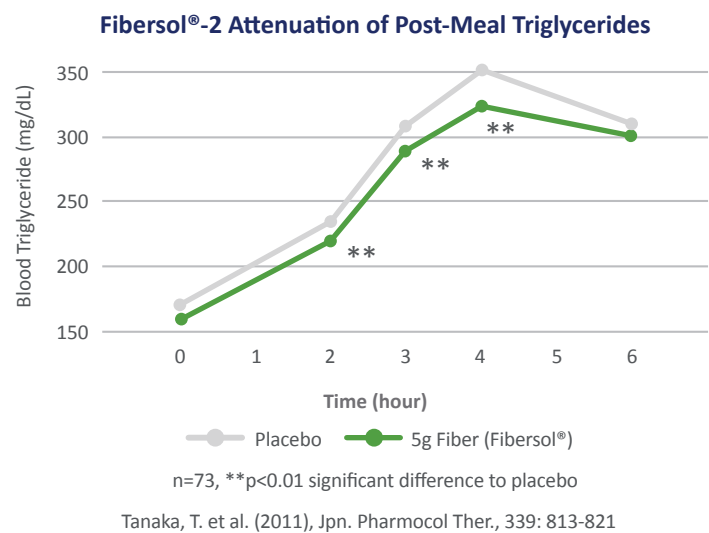


Yuasa, M. et al. (2004). Jpn Innov Food Ingrid Res 7:83-93

IMPACT OF TRIGLYCERIDES ON VASCULAR HEALTH

While medical professionals caution that high triglyceride levels may contribute to hardening of the arteries or thickening of the artery walls,³ many consumers are only modestly aware of the impact of triglyceride levels on their health. Some medical nutrition products today take post-meal triglyceride attenuation into account in their formulations. As the proactive health trend expands, this could move into more mainstream products.

³OutsideVoiceSM Fiber Consumer Study, 2019





TRADITIONAL CONSUMERS

Mainstream consumers, particularly those in older age groups, often turn to fiber supplements or high-fiber foods to keep regular. Fibersol® is well documented to improve regularity without the tolerance issues common to other fibers, like inulin.

DID YOU KNOW?

Up to **90%** of Fibersol® escapes digestion in the small intestines, and is **slowly and comfortably digested** in the large intestines.

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

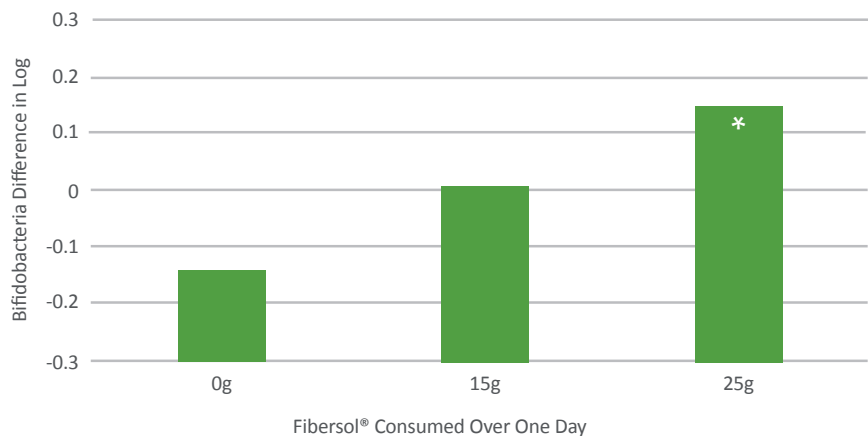
*FODMAP - Fermentable Oligosaccharides, Disaccharides, Monosaccharides, and Polyols (FODMAP), which are short chain carbohydrates and sugar alcohols that are poorly absorbed by the body, resulting in abdominal pain and bloating.

PROGRESSIVE CONSUMERS

Progressive wellness consumers are also interested in maintaining a healthy gut, but their beliefs are broader, and connected to the emerging view of the microbiome as a source of overall health.⁴ Although the research here is less conclusive, consumers clearly see a link between a healthy microbiome and a range of benefits including less systemic inflammation, more energy and even mental focus.

Fibersol® is a high-quality prebiotic fiber that is metabolized by beneficial gut microbes

Bifidobacteria Counts Increased Significantly with Increasing Intake of Fibersol®



*p=0.0084 vs. 0g

Reference
Burns A. (2018). Nutrition Research, 60, 33-42 25g/day Fibersol double blind study (51 subjects) showed significant increase in fecal bifidobacteria counts.

⁴<https://www.hsph.harvard.edu/nutritionsource/microbiome/#diet-microbiota>

CLAIMS YOU CAN TRUST



SATIETY

10g of Fibersol® with a meal may:

- Delay hunger and stimulate appetite-regulating hormones



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)



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



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

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.

Well tolerated up to 68g a day –
4x that of inulin

**Clinical studies that support
structure-function claims**

Formulation support available for a range of product applications

Non-GMO Project Verified
versions available

Consumer-friendly labeling

*Total carbs less dietary fiber

ARCHER DANIELS MIDLAND COMPANY DISCLAIMS ANY AND ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, AND SPECIFICALLY DISCLAIMS THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. OUR RESPONSIBILITY FOR ANY CLAIM IS LIMITED TO THE PURCHASE PRICE OF MATERIAL PURCHASED FROM US. CUSTOMERS ARE RESPONSIBLE FOR OBTAINING ANY LICENSES OR OTHER RIGHTS THAT MAY BE NECESSARY TO MAKE, USE, OR SELL PRODUCTS CONTAINING OUR INGREDIENTS. ANY CLAIMS MADE BY CUSTOMERS REGARDING INGREDIENT TRAITS MUST BE BASED ON THE SCIENTIFIC STANDARD AND REGULATORY/LEGISLATIVE REQUIREMENTS OF THE COUNTRY IN WHICH THE FINAL PRODUCTS ARE OFFERED FOR SALE.