

Whole Food Fiber

Combines Dietary Fiber From Nutrient-Rich Whole Foods

Fiber is an essential part of any healthy diet, although most of us don't get nearly enough. In fact, the average American consumes only 15 grams of fiber per day, while the recommended amount for adults is between 25-38 grams per day. Dietary fiber is indigestible complex carbohydrates found in plant cells. It can be soluble (dissolves in water) or insoluble (cannot be dissolved in water); both kinds offer important health benefits. Increasing your intake of insoluble dietary fiber can promote bowel regularity, while increasing your intake of soluble fiber can support healthy lipid and glucose levels already within a normal range. High-fiber foods contribute to healthy weight management by making you feel full longer and lengthening the time for nutrients to be absorbed.

Whole Food Fiber is a good source of both soluble and insoluble fiber but is also much more than a fiber supplement. It contains whole food ingredients that contribute health-promoting phytonutrients to: protect against cellular damage; provide protection to the liver and colon; support the function of the liver and the kidneys; and participate in many important chemical reactions in the body.[†]

How Whole Food Fiber Keeps You Healthy

Supports heart health

Soluble fiber from foods such as oat fiber, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.

Supports bowel regularity and a healthy gastrointestinal environment

Healthy fiber intake provides bulk and softens the stool to promote bowel movement and regularity. Fiber intake also supports a healthy balance of gastrointestinal flora as it promotes an environment for growth of beneficial bacteria in the gut.[†]

Promotes healthy lipid and blood sugar levels

Foods containing soluble fiber, like beet fiber, oat fiber, and apple pectin, have been shown to support healthy lipid levels. Soluble fiber can also slow the absorption of sugar, supporting healthy blood sugar levels already in a normal range.[†]

Helps support weight management

High-fiber foods promote satiety (a feeling of fullness) and are also more nutrient dense, providing fewer calories and more nutrients. Fiber-rich foods are metabolized more slowly, and nutrient absorption occurs over a longer period of time.[†]

Provides immune support

Beta-glucan, a component of oat fiber, supports immune function. The prebiotic properties of oat fiber and beet fiber also support a healthy environment for the growth of beneficial gut microorganisms.[†]

Provides many other essential nutrients

Whole Food Fiber provides more nutritional value than fiber alone. Richly colored whole food ingredients, like carrots and beets, provide numerous phytonutrients.

Please copy for your patients.

V Vegetarian (Lacto-ovo)

[†]These statements have not been evaluated by the Food & Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



Introduced in 2008

V

Content:

7 oz. (200 g)

Suggested Use: One level tablespoon (approximately 6 grams) in a blender drink per day, or as directed.

Supplement Facts:

Serving Size: 1 level tablespoon
Servings per Container: 30

	Amount per Serving	%DV
Calories	25	
Total Carbohydrate	5 g	<2%*
Dietary Fiber	3.5 g	15%*
Sugars	0.5 g	
Sodium	15 mg	<1%

*Percent Daily Values (DV) are based on a 2,000-calorie diet.

Proprietary Blend: 6 g

Oat fiber, beet fiber, rice (bran), carrot (root), beet (root), apple pectin, and carrot fiber.

Soluble fiber from foods such as oat fiber, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.

Sold through health care professionals.

This product is part of our purification program.

Whole Food Philosophy

Our founder, Dr. Royal Lee, challenged common scientific beliefs by choosing a holistic approach of providing nutrients through whole foods. His goal was to provide nutrients as they are found in nature—in a whole food state where he believed their natural potency and efficacy would be realized. Dr. Lee believed that when nutrients remain intact and are not split from their natural associated synergists—known and unknown—bioactivity is markedly enhanced over isolated nutrients. Following this philosophy, even a small amount of a whole food concentrate will offer enhanced nutritional support, compared to an isolated or fractionated vitamin. Therefore, one should examine the source of nutrients rather than looking at the quantities of individual nutrients on product labels.



800-558-8740 | standardprocess.com

Whole Food Fiber

How Whole Food Fiber Keeps You Healthy (continued)

Carrots are rich in health-promoting phytochemical pigments called carotenoids. Carotenoids, like alpha carotene and beta carotene found in carrots, are precursors to vitamin A. Carotenoid-rich diets are linked to cardiovascular health.

Betalains, the pigments found in beets, protect against oxidative stress and are protective to the liver and the colon. Beets are rich in folate, a nutrient that supports the production and maintenance of new cells. Beets also contain a phytochemical called betaine, which has been shown to protect cells, proteins, and enzymes from environmental stress and support important metabolic functions of the liver and kidneys.

Rice bran consists of many vitamins, especially the B vitamins; all of the essential amino acids; and many minerals, including iron, magnesium, phosphorus, manganese, potassium, copper, selenium, and zinc. Rice bran also contains several polyphenol compounds that have been shown to protect cells.[†]

What Makes Whole Food Fiber Unique

Product Attributes

Powdered dietary-fiber product contains soluble and insoluble fiber from whole food sources

- › Provides a good source of soluble and insoluble fiber
- › Phytonutrients in these whole foods support a healthy balance of gastrointestinal flora and encourage the growth of beneficial microorganisms in the gut
- › Health-promoting phytochemical pigments—carotenoids in carrots and betalains in beets—protect against free-radical stress and support healthy immune system function
- › Can be mixed with your favorite cold beverage, added to foods such as applesauce or yogurt, or mixed in a shake alone or with SP Complete® or Whey Pro Complete to increase your daily fiber and protein intake[†]

Manufacturing and Quality-Control Processes

Not disassociated into isolated components

- › The nutrients in Whole Food Fiber are processed to remain intact, complete nutritional compounds

Degreed microbiologists and chemists in our on-site laboratories continually conduct bacterial and analytical tests on raw materials, product batches, and finished products

- › Ensures consistent quality and safety

Vitamin and mineral analyses validate product content and specifications

- › Assures high-quality essential nutrients are delivered

Studies on nutrients generally use large doses and these studies, some of which are cited below, are the basis for much of the information we provide you in this publication about whole food ingredients. See the supplement facts for Whole Food Fiber.

Anderson, JW, Akanji, A.O., Randles, K.M., Treatment of diabetes with high fiber diets, in *Handbook of Dietary Fiber in Human Nutrition*, G.A. Spiller, Editor. 2001, CRC Press: Boca Raton, p. 363-390.

Aprikian, O, Duclos, V, Guyot, S, Besson, C, Manach, C, Bernalier, A, Morand, C, Remesy, C, and Demigne, C. Apple pectin and a polyphenol-rich apple concentrate are more effective together than separately on caecal fermentations and plasma lipids in rats. *J Nutr*, 2003. 133(6): p. 1860-5.

Braaten, JT, Wood, PJ, Scott, FW, Wolynetz, MS, Lowe, MK, Bradley-White, P, and Collins, MW. Oat beta-glucan reduces blood cholesterol concentration in hypercholesterolemic subjects. *Eur J Clin Nutr*, 1994. 48(7): p. 465-74.

Brown, L, Rosner, B, Willett, WW, and Sacks, FM. Cholesterol-lowering effects of dietary fiber: a meta-analysis. *Am J Clin Nutr*, 1999. 69(1): p. 30-42.

Cossack, ZT and Mutsaers, AO. Effect on lipid metabolism of beet fiber in desert nomads with low habitual fiber intake. *Eur J Clin Nutr*, 1991. 45(2): p. 105-10.

Craig, SA. Betaine in human nutrition. *Am J Clin Nutr*, 2004. 80(3): p. 539-49.

Cummings, JH. The effect of dietary fiber on fecal weight and composition, in *CRC Handbook of Dietary Fiber in Human Nutrition*, G.A. Spiller, Editor. 1993, CRC Press: Boca Raton, p. 263-349.

Davy, BM, Davy, KP, Ho, RC, Beske, SD, Davrath, LR, and Melby, CL. High-fiber oat cereal compared with wheat cereal consumption favorably alters LDL-cholesterol subclass and particle numbers in middle-aged and older men. *Am J Clin Nutr*, 2002. 76(2): p. 351-8.

Estrada, A, Yun, CH, Van Kessel, A, Li, B, Hauta, S, and Laarveld, B. Immunomodulatory activities of oat beta-glucan *in vitro* and *in vivo*. *Microbiol Immunol*, 1997. 41(12): p. 991-8.

Frape, DL and Jones, AM. Chronic and postprandial responses of plasma insulin, glucose and lipids in volunteers given dietary fibre supplements. *Br J Nutr*, 1995. 73(5): p. 733-51.

Gliszczynska-Swiglo, A, Szymusiak, H, and Malinowska, P. Betanin, the main pigment of red beet: molecular origin of its exceptionally high free radical-scavenging activity. *Food Addit Contam*, 2006. 23(11): p. 1079-87.

Gonzalez, M, Rivas, C, Caride, B, Lamas, MA, and Taboada, MC. Effects of orange and apple pectin on cholesterol concentration in serum, liver and faeces. *J Physiol Biochem*, 1998. 54(2): p. 99-104.

Haack, VS, Chesters, JG, Vollendorf, NW, Story, JA, and Marlett, JA. Increasing amounts of dietary fiber provided by foods normalizes physiologic response of the large bowel without altering calcium balance or fecal steroid excretion. *Am J Clin Nutr*, 1998. 68(3): p. 615-22.

Hagander, B, Asp, NG, Ekman, R, Nilsson-Ehle, P, and Schersten, B. Dietary fibre enrichment, blood pressure, lipoprotein profile and gut hormones in NIDDM patients. *Eur J Clin Nutr*, 1989. 43(1): p. 35-44.

Harvey, RF, Pomare, EW, and Heaton, KW. Effects of increased dietary fiber on intestinal transit. *Lancet*, 1973. 1(7815): p. 1278-80.

Hudson, EA, Dinh, PA, Kokubun, T, Simmonds, MS, and Gescher, A. Characterization of potentially chemopreventive phenols in extracts of brown rice that inhibit the growth of human breast and colon cancer cells. *Cancer Epidemiol Biomarkers Prev*, 2000. 9(11): p. 1163-70.

Jenkins, DJA, Jenkins, A.L., Wolever, T.M.S., Vuksan, V., Rao, A.V., Thompson, L.L., Josse, R. G., Dietary fiber, carbohydrate metabolism and diabetes, in *Dietary Fiber in Health and Disease*, D. Kritchevsky, Bonfield, C., Editor. 1995, Egan Press: St. Paul, p. 137-145.

Jenkins, DJA, Wolever, T.M.S., Jenkins, A.L., Taylor, R.H., Dietary fiber, gastrointestinal, endocrine, and metabolic effects: lente carbohydrate, in *Dietary Fiber, Basic and Clinical Aspects*, G.V. Vahouny, Kritchevsky, D., Editor. 1986, Plenum Press: New York, p. 69-80.

Kamen, B. Folate and antifolate pharmacology. *Semin Oncol*, 1997. 24(5 Suppl 18): p. S18-30-S18-39.

Kanner, J, Harel, S, and Granit, R. Betalains—a new class of dietary cationized antioxidants. *J Agric Food Chem*, 2001. 49(11): p. 5178-85.

Kanski, J, Aksenova, M, Stoyanova, A, and Butterfield, DA. Ferulic acid antioxidant protection against hydroxyl and peroxy radical oxidation in synaptosomal and neuronal cell culture systems *in vitro*: structure-activity studies. *J Nutr Biochem*, 2002. 13(5): p. 273-281.

Karlander, S, Army, I, and Eflendis, S. Metabolic effects and clinical value of beet fiber treatment in NIDDM patients. *Diabetes Res Clin Pract*, 1991. 11(2): p. 65-71.

Karmally, W, Montez, MG, Palmas, W, Martinez, W, Branstetter, A, Ramakrishnan, R, Holleran, SF, Halfner, SM, and Ginsberg, HN. Cholesterol-lowering benefits of oat-containing cereal in Hispanic Americans. *J Am Diet Assoc*, 2005. 105(6): p. 967-70.

Kikuzaki, H, Hisamoto, M, Hirose, K, Akiyama, K, and Taniguchi, H. Antioxidant properties of ferulic acid and its related compounds. *J Agric Food Chem*, 2002. 50(7): p. 2161-8.

Lampe, JW, Slavin, JL, Baglien, KS, Thompson, WO, Duane, WC, and Zavoral, JH. Serum lipid and fecal bile acid changes with cereal, vegetable, and sugar-beet fiber feeding. *Am J Clin Nutr*, 1991. 53(5): p. 1235-41.

Lee, CH, Wettasinghe, M, Bolling, BW, Ji, LL, and Parkin, KL. Betalains, phase II enzyme-inducing components from red beetroot (*Beta vulgaris* L.) extracts. *Nutr Cancer*, 2005. 53(1): p. 91-103.

Marlett, JA. Dietary Fiber and Cardiovascular Disease, in *Handbook of Dietary Fiber*, S.S. Cho, Dreher, M.L., Editor. 2001, Marcel Dekker, Inc.: New York, p. 17-30.

Marlett, JA, McBurney, MI, and Slavin, JL. Position of the American Dietetic Association: health implications of dietary fiber. *J Am Diet Assoc*, 2002. 102(7): p. 993-1000.

Queenan, KM, Stewart, ML, Smith, KN, Thomas, W, Fulcher, RG, and Slavin, JL. Concentrated oat beta-glucan, a fermentable fiber, lowers serum cholesterol in hypercholesterolemic adults in a randomized controlled trial. *Nutr J*, 2007. 6: p. 6.

Reyna-Villasmil, N, Bermudez-Pirela, V, Mengual-Moreno, E, Arias, N, Cano-Ponce, C, Leal-Gonzalez, E, Souki, A, Inglett, GE, Israeli, ZH, Hernandez-Hernandez, R, Valasco, M, and Arraiz, N. Oat-derived beta-glucan significantly improves HDLC and diminishes LDLC and non-HDL cholesterol in overweight individuals with mild hypercholesterolemia. *Am J Ther*, 2007. 14(2): p. 203-12.

Volman, JJ, Ramakers, JD, and Plat, J. Dietary modulation of immune function by beta-glucans. *Physiol Behav*, 2007.

Yun, CH, Estrada, A, Van Kessel, A, Park, BC, and Laarveld, B. Beta-glucan, extracted from oat, enhances disease resistance against bacterial and parasitic infections. *FEMS Immunol Med Microbiol*, 2003. 35(1): p. 67-75.

