

PaleoFiber™



Available in Powder Form AND Unsweetened, Unflavored Capsules

THIS INFORMATION IS PROVIDED FOR THE USE OF PHYSICIANS AND OTHER LICENSED HEALTH CARE PRACTITIONERS ONLY. THIS INFORMATION IS INTENDED FOR PHYSICIANS AND OTHER LICENSED HEALTH CARE PROVIDERS TO USE AS A BASIS FOR DETERMINING WHETHER OR NOT TO RECOMMEND THESE PRODUCTS TO THEIR PATIENTS. THIS MEDICAL AND SCIENTIFIC INFORMATION IS NOT FOR USE BY CONSUMERS. THE DIETARY SUPPLEMENT PRODUCTS OFFERED BY DESIGNS FOR HEALTH ARE NOT INTENDED FOR USE BY CONSUMERS AS A MEANS TO CURE, TREAT, PREVENT, DIAGNOSE, OR MITIGATE ANY DISEASE OR OTHER MEDICAL CONDITION.

PaleoFiber™ is a combination of fibers derived from fruits, vegetables, roots, seeds, and tree extracts with added friendly bacteria and prebiotics. This product was designed with the features of the Paleolithic diet in mind, which is what human physiology is most likely adapted.

PaleoFiber's unique features:

- **12 types of fiber:** acacia gum, guar gum (from guar seeds), cellulose gum, carrot fiber, cranberry and flax seeds, psyllium husk, apple pectin, orange and prune fiber and two root fibers: inulin (from chicory root) and Konjac Glucomannan
- **Free of non-paleolithic food extracts:** grains (wheat, oat or rice bran) or legumes (pea, beans or soy fibers).
 - **gluten and lectin free**, low allergenicity
 - **free of phytates** (phytate fiber is found in grains, has an acid load and binds minerals, which interferes with their absorption)
- **Has significant antioxidant activity** from FIBREGUM™ TAN (a unique acacia gum high in polyphenols) and cranberry seed (also high in polyphenols and anthocyanidins that give it its red color).
- Negligible caloric value, no significant carbohydrate content (although fiber is required to be listed as g of carbohydrates on food labels)
- **A good balance of soluble and insoluble fibers**, with emphasis on soluble fiber (which is very hard to get from common diets)
- Guaranteed purity: free of toxic contaminants
- Naturally flavored: no artificial sweeteners, flavors, or colors
- MIXES WELL & TASTES GREAT!

Highlights on PaleoFiber ingredients:

FIBREGUM™ TAN: This soluble fiber is an arabinogalactan from the acacia tree. It is a *prebiotic* as it supports the growth of friendly bacteria, bifidobacteria and lactobacilli, while it inhibits clostridium. This fiber is excellent for diabetics due to its antioxidant abilities, and ability to lower glucose and insulin. **It has a certified antioxidant capacity of 39 ORAC units/g, due to its polyphenol content** (catechin, epicatechin, galocatechin, procyanidin). One study supplementing a 100g glucose load with 20g acacia gum per day showed a reduction of 16% and 18% in average glucose levels and total glucose absorption respectively. Also, insulin levels were reduced by 11%.

Cranberry seed extract: This insoluble fiber has an even more impressive **ORAC value of 197**, mostly due to its content of phenolics and anthocyanidins.

Hydrobind Carrot fiber: This insoluble fiber has a very high water binding ability (18 times its weight and may improve diarrhea).

Probiotics: The lactobacillus and bifidus strains found in PaleoFiber have excellent survival at room temperature.

Guar Gum greatly reduces Glycemic Load of a Meal

See Fig 1, which shows that adding a soluble fiber to meal of significant carbohydrate content can lower the plasma glucose response for the three hours after the meal.

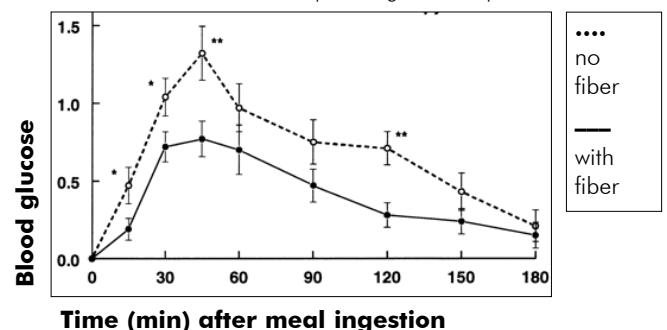
The addition of soluble and insoluble fiber can modulate many of the physiological responses to meals in a positive way:

- lowered insulin response and triglyceride synthesis
- lowered fat and cholesterol absorption
- increased satiety and less chance of hypoglycemic events

PaleoFiber ingredients - research shows it supports:

- Proper intestinal function & bowel movement (may alleviate constipation or diarrhea)^{14,15}
- Management of IBS, diverticulitis, ulcerative colitis, Crohn's^{1,11}
- Weight loss⁶
- Reduced appetite and prolonged sense of fullness between meals⁶
- Reduced glucose/insulin after meals, lower risk of hypoglycemia, improved insulin sensitivity⁷
- Lowering of total and LDL cholesterol & triglycerides^{3,4,13,15}
- Lowered blood pressure⁸
- May lower inflammation (reduced CRP)¹⁶
- Supports a healthy environment of friendly bacteria, which provide¹²:
 - intestinal cells support
 - immune system modulation
- Supports a healthy hormonal balance by assisting with the elimination of metabolites of sex hormones⁹
- Protects from environmental toxins by assisting in detoxification⁵
- May lower the risk of cancer of colon, breast, prostate^{1,5,9}
- May reduce PSA¹⁰

Fig1. Effect of a soluble fiber (guar gum) added to a meal on plasma glucose response.



Soluble Fibers in PaleoFiber include: guar gum, acacia gum, fruit & vegetable pectins, inulin, psyllium seed and konjac glucomannan.

Insoluble Fibers found in PaleoFiber include: cellulose (from carrot fiber and psyllium husk) and lignins (such as flax and cranberry seed).

Fiber supports appetite reduction: Fiber increases intestinal bulk, slows down stomach emptying and slows transit time of food through the GI tract. All of this contributes to appetite reduction and insoluble fiber may stimulate receptors on the stomach/intestinal wall by increasing CCK (the satiety neurotransmitter) or reducing ghrelin (a hunger hormone).

Fiber supports fat loss: Fiber supports fat loss by reducing appetite, calories absorbed, and the insulin response. One study reported that 14g/day of fiber added to an unrestricted diet was associated with an average body weight loss of 4 lbs during four months.⁶

Fiber supports lowering of glucose and insulin: Soluble fiber slows stomach emptying and the passage of food in the upper part of the intestine. Consequently, both the total amount of glucose and the rate at which it is absorbed is lowered. Since insulin response is proportional to the rate at which glucose appears in the bloodstream, average insulin levels and total insulin output are lowered by fiber consumption. Apple Pectin has been heavily studied for its ability to slow down gastric emptying (great for people who are hungry all the time), aid weight loss, reduce LDL cholesterol and triglycerides, and even diminish post-prandial insulin needs in insulin dependent diabetics.¹⁷

Fiber supports cholesterol and triglyceride reduction: Soluble fiber binds fatty acids, cholesterol and bile acids and prevents their absorption or reabsorption during circulation. Soluble fiber increases bile acid synthesis creating an avenue for cholesterol excretion. Since insulin stimulates cholesterol and triglyceride synthesis, lowering insulin through fiber may lower blood lipids. It may be wise to consume PaleoFiber with meals that contain cholesterol such as dinner.

Fiber and cholesterol-lowering medications: Fiber may have a supplementary effect on the cholesterol lowering effects of statins. One study found that a combination of lovastatin and 20g/day of guar gum lowered total cholesterol by 44%, while lovastatin alone only lowered it by 34%.

Fiber supports gastrointestinal health: Soluble fibers can be converted by friendly intestinal bacteria to short-chain fatty acids (SCFA), which can nourish the intestinal cells and help maintain proper colon pH, with reduces growth of pathogenic bacteria. Fiber helps cleanse the colon of toxins and impurities as well, which may reduce the risk of colon cancer.

Everyone can benefit from PaleoFiber: The RDA of fiber is 25-30g/day, but because the modern diet is deficient in fiber as well as fruits and vegetables most Americans only average about 15g per day. One teaspoon of PaleoFiber provides 8.4 grams of fiber - 60% soluble and 40% insoluble. Add PaleoFiber to your daily diet to ensure adequate fiber intake.

How to take PaleoFiber: Start with 1 tablespoon in water *or* 14 capsules daily with lunch or dinner. Benefits are greatest when taken with meals that contain starchy carbohydrates and/or cholesterol. Prevent gas and bloating by increasing doses slowly, allowing the body time to adjust to higher doses of fiber. Do not take fiber at the same time as any prescription medication, especially fat soluble ones like HRT as it may reduce the absorption. It is not ideal to take PaleoFiber at the same time as your supplements.

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