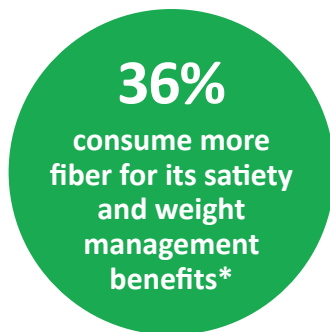




## SATIETY HAS NEVER MEANT MORE FOR CONSUMERS

There are lots of reasons for consumers to value products that help them feel fuller, longer. Prompted by everything from weight management efforts to holistic health concerns, consumers are looking for positive nutrition and satisfying eating experiences when they make their food and beverage choices.



## KEEP HUNGER AT BAY

Products with satiety benefits give consumers an added boost to their weight management efforts—helping them snack less because they feel fuller, longer. When they do snack, consumers enjoy the benefit of delayed hunger from foods and beverages that are rich in fiber. In terms of their overall wellness, consumers not only feel satisfied in terms of their hunger, but can take satisfaction in knowing these foods and beverages are providing them additional nutritional benefits that contribute to their well-being.

\*OutsideVoiceSM Fiber Consumer Study, 2019



## FIBERSOL® IS YOUR ANSWER TO THESE KEY SATIETY DRIVERS

### WEIGHT MANAGEMENT

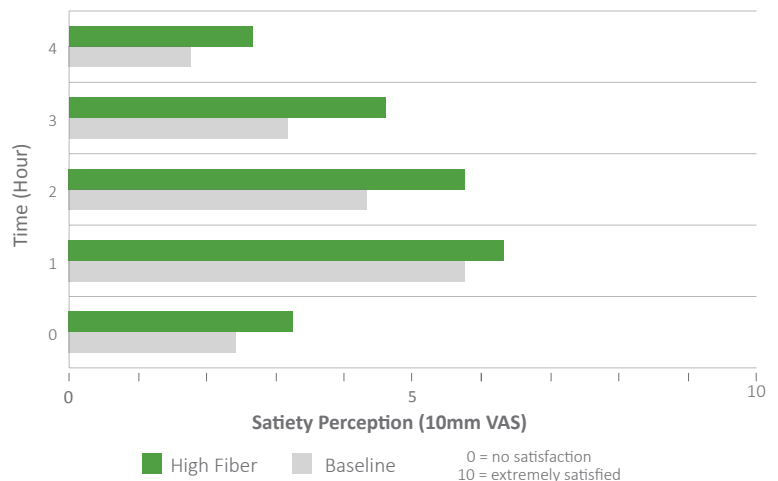
It's no secret that feeling full for longer goes a long way towards decreasing the urge to snack in between meals. Fibersol® is the perfect ingredient to add value to weight management products, with a list of supporting benefits including increased satiety, prebiotic qualities, and excellent sugar reduction enablement. Fibersol® also helps you deliver this winning consumer combo: lower calories and higher fiber in great-tasting products.

### CONVENIENCE AND TIME MANAGEMENT

Hectic, modern lives mean less time for sit-down meals, even as consumers recognize the benefit of nutrient-rich foods and beverages. Fibersol® fits perfectly into applications that serve as meal replacers, providing a nutritional boost and satiety benefits to bars, smoothies, dried fruit snacks and other on-the-go formats.

\*2019 Food & Health Survey, foodinsight.org

### SATIETY PERCEPTION



Ye, Z. (2015). Nutritional Research, 35, 393-400, Fernández -Raudales, D. (2018). J. FNS., 9, 751-762

**42%**  
of fiber need states  
involve satiety/  
feeling full\*



Clinical studies  
show that

**10g**

**OF FIBERSOL®**  
with a meal



may delay hunger and stimulate  
appetite regulating hormones



800-257-5743 | info@fibersol.com | ADM/Matsutani LLC

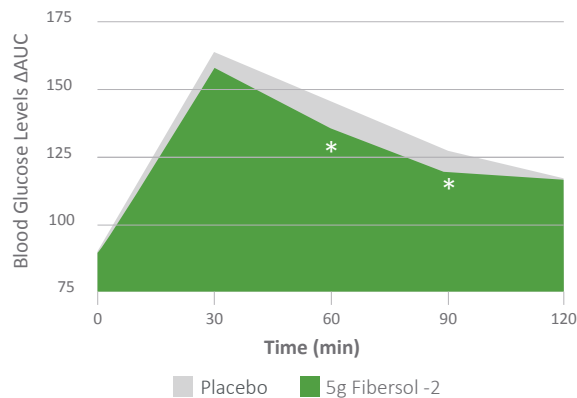


# FIBERSOL® IS YOUR ANSWER TO THESE KEY SATIETY DRIVERS

## HOLISTIC HEALTH

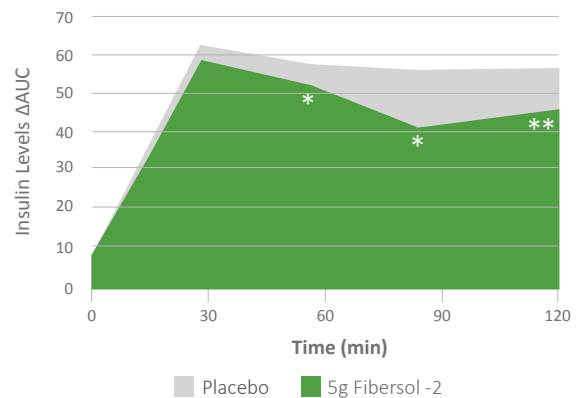
The concept of holistic health resonates with consumers who recognize that decisions such as food choices impact both their physical and mental states. Feeling full and well nourished helps one’s body, and how people feel about themselves as opposed to experiencing an energy crash after eating a high-calorie, nutrient-poor food product. Fibersol® is a great choice for products geared towards holistic health consumers. In addition to helping consumers feel satiated longer, 4-6g of Fibersol® with a meal has been shown to reduce blood sugar spikes after a meal and reduce the rise in blood insulin levels after a meal. These are the real physiological changes in the body that contribute to feeling low energy and lacking mental stamina.

### POST-MEAL GLUCOSE SUGAR LEVEL



\*p<0.5 significant difference to placebo at the specific time points indicated, not ΔAUC

### POST-MEAL INSULIN RESPONSE



\*\*p<0.01, \*p<0.5 significant difference to placebo at the specific time points indicated, not ΔAUC

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

Fibersol® is backed by over  
**30 years**  
of extensive clinical research and scientific data



# CLAIMS YOU CAN TRUST



## SATIETY

10g of Fibersol® with a meal may:

- Delay hunger and stimulate appetite-regulating hormones



## 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



## 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



## 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)

## 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.

**ease of formulation** in satiety-oriented snacks and baked goods

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

helps **mask off notes** arising from high proteins, such as **whey, soy, and pea**

formulation support available for **low sugar, low net carb\* products**

**consumer-friendly** labeling

**Non-GMO** Project Verified versions available

\*Total carbs less dietary fiber

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