



# Fiber Advantage Bar

## Fiber, Meet Flavor

### THE CHALLENGE

Despite public health recommendations from the National Institutes of Health (NIH), the American Heart Association, and the American Dietetic Association, Americans of all ages are still not consuming enough dietary fiber. In fact, adults are getting **only about half** the amount of fiber they need each day.

Why? For many reasons, including busy lifestyles and taste preferences. More and more, Americans are choosing quick, convenient, highly processed and refined foods over fiber-rich fresh fruits, vegetables, and whole grains. And let's be honest, that bowl of oatmeal can be rather bland and boring!

But as it turns out, getting more fiber in your diet can significantly affect your health. High-fiber diets are essential to a healthy digestive system and the long-term health of your colon.

### THE SOLUTION

Introducing Fiber Advantage Bars. 100% natural and 100% delicious. Shaklee Fiber Advantage Bars have everything your taste buds crave. Delicious apples, dates, and whole grain rolled oats packed into each scrumptiously chewy, cinnamon bar.

The best part? You get a healthy blend of fibers in every yummy bite to help keep your digestive system running smoothly. Who knew something so good could be so good for you?

### A UNIQUE BLEND OF FIBERS

Fiber Advantage Bars contain a unique blend of fibers that promote regularity, digestive health, and long-term colon health. In every bite you'll get a mix of soluble and prebiotic fibers from apples, dates, oats, inulin, and other natural sources; insoluble fibers from whole grains and vegetables; and even a special type of insoluble fiber from corn called resistant starch.

### THE SHAKLEE DIFFERENCE

#### Always Safe

- ✓ 100% natural ingredients
- ✓ No artificial flavors, sweeteners, colors, or preservatives added
- ✓ Gluten free

#### Always Works

- ✓ Promotes regularity
- ✓ Contains prebiotic fibers to support intestinal microflora balance
- ✓ Promotes digestive and colon health

#### Always Green

- ✓ Recyclable packaging

### 100% Shaklee Guarantee



We stand behind each and every one of our products. The ingredients, purity, safety, and performance of all our Nutrition, Healthy Home, and Personal Care products are 100% guaranteed.

# Fiber Advantage Bar

## THE HEALTHY SHAKLEE FIBER ADVANTAGE

- 100% natural
- 8 grams of fiber per serving
- Promotes digestive and long-term colon health
- Great healthy snack for the whole family
- Contains a healthy blend of grains, fruits, and vegetables
- 120 calories per bar
- No saturated or trans fats
- Low sodium
- No artificial flavors, sweeteners, colors, or preservatives added
- Gluten free
- Star-K kosher certified
- Low glycemic

## DID YOU KNOW?

- Recent research suggests that Americans of all ages are not consuming enough fruits, vegetables, and whole grains. Are you getting enough fiber?
- On average, only 14.5% of adults in the U.S. ages 18 and older consume fruit two or more times per day and vegetables three or more times per day.
  - On average, only 8% of youths in grades nine through 12 consume fruit two or more times per day and vegetables three or more times per day.
  - Less than 10% of American adults consume the recommended number of daily servings of whole grains.
  - The average American eats less than one daily serving of whole grains, and more than 30% never eat whole grains.

## FIBER ADVANTAGE BAR NUTRITION FACTS BOX

	Amount Per Serving	% DV*	Amount Per Serving	% DV*
Serving Size 1 bar (40 g)	<b>Total Fat</b> 1.5 g	<b>2%</b>	<b>Total Carbohydrate</b> 31 g	<b>10%</b>
<b>Calories</b> 120	Saturated Fat 0 g	<b>0%</b>	Dietary Fiber 8 g	<b>32%</b>
Fat Cal. 15	<i>Trans</i> Fat 0 g		Sugars 11 g	
*Percent Daily Values (DV) are based on a 2,000 calorie diet.	<b>Cholesterol</b> 0 mg	<b>0%</b>	<b>Protein</b> 1 g	<b>2%</b>
	<b>Sodium</b> 65 mg	<b>3%</b>		
	Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 4% • Vitamin E 2%			

**INGREDIENTS:** FIBER ADVANTAGE BLEND [ACACIA GUM, ROLLED OATS, ISOMALTOOLIGOSACCHARIDES, INULIN, RESISTANT STARCH (FROM CORN), OAT FIBER], **ORGANIC** BROWN RICE SYRUP, **ORGANIC** BROWN RICE CRISP (ORGANIC BROWN RICE FLOUR, **ORGANIC** DRIED CANE SYRUP, **ORGANIC** MOLASSES, SEA SALT), APPLE, DATE PASTE, RAISIN PASTE, GLYCERIN, BROWN SUGAR, **ORGANIC** VEGETABLE BLEND (**ORGANIC** CARROT, **ORGANIC** SPINACH, **ORGANIC** CABBAGE, **ORGANIC** BEETS, **ORGANIC** BROCCOLI, **ORGANIC** TOMATO, **ORGANIC** KALE, **ORGANIC** PARSLEY, **ORGANIC** COLLARDS, **ORGANIC** CUCUMBER, **ORGANIC** CAULIFLOWER, **ORGANIC** GREEN PEPPER, **ORGANIC** CELERY), HIGH OLEIC SUNFLOWER OIL, NATURAL FLAVOR, CINNAMON, MIXED TOCOPHEROLS, SEA SALT.

## What Is Fiber?

Fiber is the portion of plant foods that is not broken down during digestion. As a result, fiber reaches the large intestine, where it helps facilitate the removal of waste, and is metabolized by bacteria present in the colon.

## Types of Fiber that Help Keep Your Digestive System Running Smoothly:

- Prebiotic, soluble fibers that fuel the growth of healthy microflora
- Insoluble fibers from whole grains and vegetables that promote regularity
- Resistant starch, a unique insoluble fiber that is slowly metabolized by bacteria in the large intestine, resulting in the production of short-chained fatty acids—including butyrate, a preferred energy source for colon cells that helps support long-term colon health

## EAT THIS... OR THAT

One delicious Fiber Advantage Bar delivers 8 grams of fiber to help promote healthy digestive function. So exactly how much is 8 grams of fiber?



Fiber Advantage Bar

=



½ cup of broccoli

+



½ cup of oatmeal

+



1 whole apple (with skin)

+



½ cup of carrots