



FIBER & PROACTIVE HEALTH



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 diets in order to support age-related health and wellness goals. But consumers across generations are motivated to eat for health—from the fittest consumers seeking to support their health holistically, to increasingly younger consumers who have been advised to modify their lifestyles in order to avoid future health risks.



More Americans favor changing their lifestyle over taking a medication for a health condition.¹

52% of consumers who are putting more effort into their diet do so specifically to prevent long-term medical problems.²

FIBER-FORWARD IS HEALTH-FORWARD

Consumers are seeking better-for-you nutrition to contribute to health-forward lifestyles that focus on proactive health and overall wellbeing. These dynamics are creating new opportunities for products with tailored nutrition. Foods with dietary fiber can play an important part in delivering the health-forward innovation that is guided by today's contemporary wellness lifestyle trends.

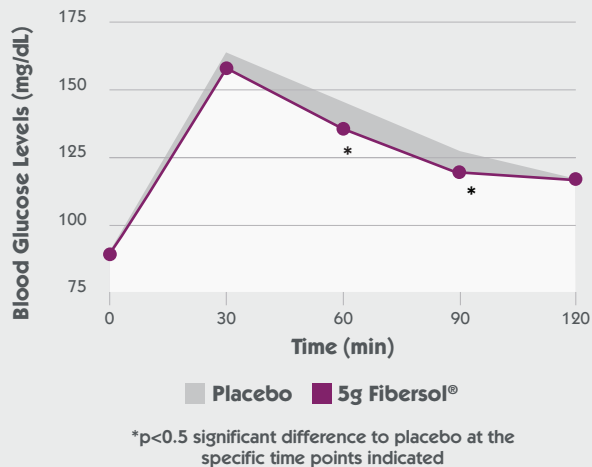
¹ 2024 IFIC Food & Health Survey

² Kantar Profiles/Mintel, September 2024.

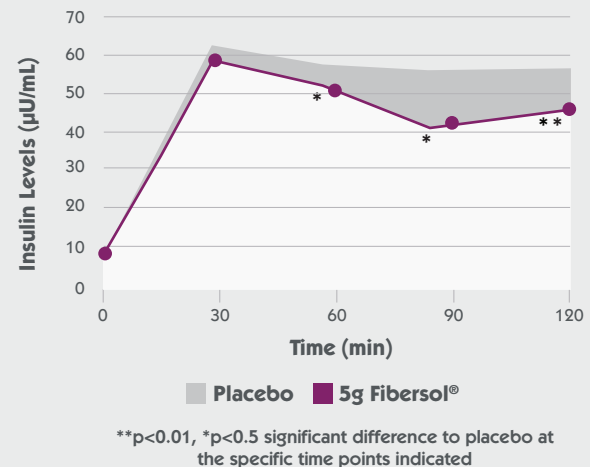
REDUCED POST-MEAL BLOOD GLUCOSE AND INSULIN LEVELS

Diabetics are well aware of the importance of maintaining stable blood sugar levels, and have specialized foods and beverages developed for them. But even mainstream consumers intuitively make a connection between consuming certain foods and experiencing suboptimal feelings afterward. Products formulated for sustained energy and positive nutrition are well positioned to succeed.

POST-MEAL BLOOD GLUCOSE LEVELS



POST-MEAL BLOOD INSULIN LEVELS

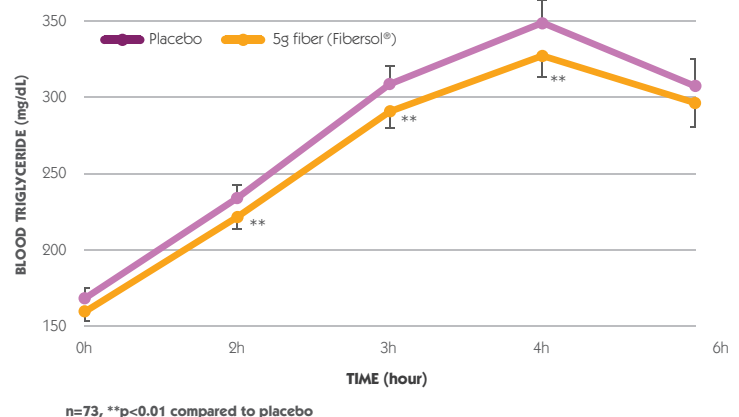


Yuasa, M. et al. (2004). Jpn Innov Food Ingrid Res 7:83-93

IMPACT OF TRIGLYCERIDES ON VASCULAR HEALTH

While medical professionals caution that high triglycerides are associated with increased risk of cardiovascular disease,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.

(Fibersol®-2) Attenuation of Post-meal Triglycerides



³ National Cholesterol Education Program Expert Panel. (2002) Circulation. 106(25):3143-421

Tanaka, T. et al. (2011), Jpn. Pharmacol Ther., 339: 813-821



TRADITIONAL CONSUMERS

Mainstream consumers, particularly those in older age groups, often turn to fiber supplements or high-fiber foods to keep regular. Fibernol® is well documented to improve regularity with minimal tolerance issues common to other fibers, like inulin.



DID YOU KNOW?

Up to 90% of Fibernol® escapes digestion in the small intestines, and is **slowly digested** in the large intestine, **leading to less gastric distress** compared to fibers that ferment quicker.

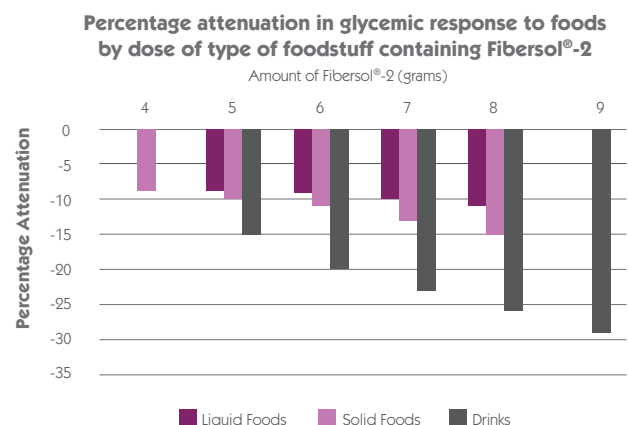
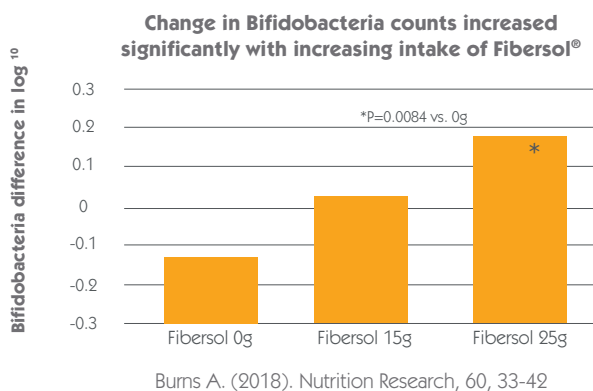
Fibernol® is certified low FODMAP* by Monash University, Australia – **confirming Fibernol® is well tolerated.**

*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.

GUT MICROBIOME AWARENESS

There is a rising level of awareness of the gut microbiome, and consumers recognize the role it plays towards supporting long-term health.⁴ This increased awareness of the benefits of a healthy gut microbiome drives consumer knowledge and interest in dietary prebiotic fiber.

Fibernol® is a prebiotic fiber that has been shown to increase beneficial bacteria populations in the gut.



⁴FMCG Gurus. Trend Resource. Opportunities in Dietary Fiber. The Need to Give Fiber a More Aspirational Positioning. June 2025

CLAIMS YOU CAN TRUST

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



Satiety

At 10g with a meal, Fibersol®:

- May delay hunger
- May stimulate appetite-regulating hormones
- May increase GLP-1 as a part of a normal physiological response in healthy individuals



Digestive Health

At 4-8g per day (for 2 weeks), Fibersol®:

- Helps support/maintain intestinal regularity
- Helps relieve occasional constipation
- May support gut health
- Improves stool consistency

GI Discomfort: Minimal, mild, transient*

Note: The reviewers of the studies were not comfortable that any claims could be made that no gastric discomfort results from consuming Fibersol®. Many of the studies did report that users experienced some GI symptoms and these symptoms occurred at a variety of dose ranges. Although the symptoms may be mild and/or transient, they were reported to occur in many cases.



Blood Glucose and Insulin

At 4-6g with a meal, Fibersol®:

- Helps reduce blood sugar levels/minimize blood sugar spikes after a meal that are within the normal range in healthy individuals
- Helps reduce blood insulin response/the rise in blood insulin after a meal that are within the normal range in healthy individuals



Blood Triglycerides

At 5-6g with a meal, Fibersol®:

- Helps attenuate the rise in blood triglycerides after a meal that are within the normal range in healthy individuals
- Helps retain healthy blood triglyceride levels



Prebiotic Benefits

At 3.25g per serving, Fibersol®:

- Enables "Prebiotic Fiber" claim on products (2.8g fiber from Fibersol®, corresponding to 10% DV for fiber)

At 3.75g per serving (4x per day), Fibersol®:

- May help nourish the intestinal flora and maintain a healthy intestinal tract environment (for a total of 15g per day over 3 weeks)
- Is a clinically studied, well-tolerated prebiotic

Clinical studies that support
structure-function claims

**Formulation support
available**
for a range of product applications

Well tolerated up to
68g a day—
well over 4x tolerance of inulin!

Consumer-friendly labeling

Non-GMO Project Verified versions available

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Fibersol®

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