



**ITS HI-FIBER<sup>TM</sup>**  
**Health Supplement**


A product of



# **What is Fiber?**

**Normally, we know fiber as ISABGOL which is insoluble in nature and helps in situation of constipation.**

# The importance of fiber in diet

- ❖ Fiber is essential for maintaining good health
  - ❖ keep the body toned while preventing weight gain
  - ❖ Helps in slowing down carbohydrate processing
  - ❖ Maintain healthy blood sugar level
  - ❖ Fiber in diet also helps detoxify and rejuvenate.
  - ❖ Helps in constipation, better digestion and better cardiovascular health.
  - ❖ Helps improvement in Blood Glucose level including Glycemic Index (GI), Insulin, Triglyceride etc
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**Unfortunately, people consume foods that are low in fiber and face many long term health risks.**

**One reason is that it takes time to prepare fiber rich foods such as vegetables and fruits.**

**This inconvenience vanishes when you make *Its Hi-Fiber* a part of your daily diet.**

# What is “**Its Hi-Fiber**” ?


A unique scientific formulation of selected high fiber concentrates that gives you a mix of soluble fibers in a right proportion.

The formulation contains *partially hydrolyzed guar gum, resistance maltodextrine* and *Inulin* in the right proportion.

On reconstitution in plain drinkable water, **Its Hi Fiber** dissolves completely in the water.

# Properties & benefits of ingredients of Its H-Fiber

## Partially Hydrolyzed Guar Gum

- ❖ Guar gum has a low glycemic index and it is suitable for diabetics and helps to reduce glycemic index.
  - ❖ It has a combination effect of binding to toxins and bad bacteria in the gut thereby improving liver function, reducing cholesterol and arterial plaque .
  - ❖ Helps in minimizing cardiovascular problems.
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# Inulin

- ❖ A positive prebiotic, bifidogenic effect.
- ❖ Increase protection to inner lining of the gastrointestinal tract
- ❖ Improved intestinal health and healthier gut flora.
- ❖ Increase Calcium absorption and bone density

# Resistance Maltodextrin

It is a form of sugar molecule that has surprisingly positive benefits and helps maintain healthy bowel movement, blood glucose, Insulin, TriglyCeride.

It supplies energy steadily without the undesirable energy spikes and lows caused by sugar and keeps the person who consumes it in a consistently active, energetic state.





## How to consume *Its Hi-Fiber* ?

- ❖ Mix one spoonful of *Its Hi-Fiber* in water and take two servings per day.
- ❖ It can be added to lassi and fruit juices as well.
- ❖ It can also be used in curries and dals as a source of fiber.

# Price of Its Hi-Fiber

|            |                |
|------------|----------------|
| <b>MRP</b> | <b>INR 833</b> |
| DP         | INR 733        |
| PV         | 230            |

**\*\*Its Hi-Fiber is available in 200 gram Tin jar packing\*\***



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