



AIM *fit 'n fiber*™

feel full, be fit

A diet high in fiber can lead to a healthier, more active lifestyle, reduced appetite, and many other benefits. Yet we still never seem to get enough of it.

Fiber is one of the most consistently deficient nutrients in American diets. Refined foods lack the natural fibers that our bodies need, and most people only consume about one-half of the recommended amount of fiber per day. AIM *fit 'n fiber*™ was designed to change that and to make a balanced fiber diet an easy, manageable possibility.

fit 'n fiber™ contains 12 grams of total fiber per serving, including 10 grams of heart-healthy soluble fiber. Doctors recommend that men consume 30-35 grams of fiber per day and that women consume 21-25 grams. Considering that most diets already include anywhere from 12-17 grams of fiber, the fiber content of *fit 'n fiber*™ makes achieving these recommendations much easier.

Plus, when you take *fit 'n fiber*™ with AIM Herbal Fiberblend®, you will

have nearly reached your entire recommended fiber intake for the day. Herbal Fiberblend contains 10 grams of fiber per day, so when combined with *fit 'n fiber*™, the two products provide 22 grams of fiber each day.

fit 'n fiber™ is a complementary product to Herbal Fiberblend, and their combined usage can result in an increase in overall health. Herbal Fiberblend is a remarkable colon cleansing product containing some fiber. *fit 'n fiber*™ aims to reduce appe-

tite, reduce cholesterol, encourage an active lifestyle, and improve the health and diet of our bodies.

The reduced appetite that you may experience from taking *fit 'n fiber*™ can be traced to the properties of fiber itself. Fiber-rich foods take longer to digest in the stomach than other foods, so those who have diets high in fiber often have a greater feeling of fullness or satiety and, in turn, end up eating less at meals. Another benefit to a slower digestion is that the absorption of glucose into the bloodstream is slowed, decreasing the chances of a blood glucose or insulin spike.

A key factor in the digestion process of fiber is the distinction between soluble and insoluble fiber. Soluble fiber dissolves in water to form a gel-like substance, which then swells and prevents rapid absorption of glucose and cholesterol into the bloodstream. Insoluble

fiber acts more as a colon cleanser, moving through the intestine in roughly the same state as when it entered the body. A recent study in the *British Journal of Nutrition* found that a soluble fiber supplement induced satiety and had a beneficial effect on cardiovascular disease risk factors, the most important of which was a significant decrease in plasma LDL-cholesterol. Soluble fiber inhibits bile recycling in the intestinal tract. Bile, which is formed from cholesterol, is pulled into the feces for elimination rather than accumulating in the blood.

The high soluble fiber content in *fit 'n fiber*™ helps make the product a key part to a healthy diet and exercise lifestyle as well as a supporting component to the Healthy Cell Concept®. For best results, make sure to drink plenty of water and to include *fit 'n fiber*™ as part of your regular diet and exercise regimen.

The appeal of *fit 'n fiber*™ goes

Supplement Facts

Serving Size 2 level scoops (23 g)		
Servings Per Container 24		
Calories 60	Calories from fat 9	
Amount per serving		
%DV*		
Total Fat	1 g	2%
Cholesterol	0 mg	0%
Sodium	15 mg	1%
Potassium	75 mg	2%
Total Carbohydrates	18 g	6%
Total Dietary Fiber		
Soluble Fiber		
Insoluble Fiber		
Sugars		
Protein	1 g	2%

* Percent Daily Values are based on a 2,000 calorie diet.
† Daily values not established



well beyond the obvious fiber benefits, too. With a great-tasting orchard peach flavor, *fit 'n fiber*[™] is one of the most enjoyable AIM products to take. Feel free to mix the product with your favorite juice or beverage or include it in a smoothie or blended drink. The flavor of *fit 'n fiber*[™] makes it even easier to ensure you get an appropriate amount of fiber content each day.

The packaging was designed with ease and accessibility in mind. As a departure from the traditional plastic jars and containers that hold most AIM products, *fit 'n fiber*[™] is sold in a convenient pouch that is easy to use, transport, and dispose. The bag and seal include a superior air and moisture barrier that keeps the product fresher longer.

The fiber sources for *fit 'n fiber*[™] are varied and include apple fiber, larch fiber, Fibersol[®]-2, inulin, flax seed powder, psyllium husk powder, bamboo fiber, and glucomannan. This extensive blend of fibers provides the consumer with a fiber profile like nothing else on the market. In addition to fiber, the herbal complex of the product features bitter melon, artichoke, and dandelion root. These herbs aid in satiety, blood sugar maintenance, heart health, and decreased flatulence.

For more information on the fiber sources and herbal complex of *fit 'n fiber*[™], visit the AIM website or phone the AIM Call Center.

How to Use

New Users: Mix 1 level scoop (11.5 g) once daily with 8 oz. of cold water. Increase amount gradually during a two-week period to 2 level scoops (23 g).

Suggested Use: Mix 2 level scoops (23 g) with 16 oz. of cold water or your favorite beverage. For best results, use a shaker cup and drink immediately.

Usage Tips

- For best results, drink 8 glasses of water each day.
- As a snack between meals, follow the New Users directions.
- When combining with Herbal Fiberblend, mix 1 or 2 level scoops of *fit 'n fiber*[™] and 1 serving of Herbal Fiberblend with 16 oz. of cold water or your favorite beverage.

fit 'n fiber[™] FAQ

Will fit 'n fiber[™] replace Herbal Fiberblend?

fit 'n fiber[™] was formulated to be a complementary product to Herbal Fiberblend. AIM will not remove the flagship product from our line. Herbal Fiberblend remains one of the most popular and best-selling products in AIM's product line.

Are there any beverages or AIM products that should not be mixed with fit 'n fiber[™]?

Key Benefits

- Soluble fiber has been linked to reduced appetite and lower levels of LDL-cholesterol
- High fiber content supports the Healthy Cell Concept[®] and a regular diet and exercise regimen
- Slower digestion of foods due to fiber can aid in blood sugar maintenance

Features

- Provides 12 grams of total fiber per serving, including 10 grams of heart-healthy soluble fiber
- Convenient packaging allows for easy use and transportation as well as a longer shelf life
- Tasty orchard peach flavor blends well with other beverages and into smoothies
- When combined with Herbal Fiberblend, provides nearly all of the daily recommended intake of fiber

fit 'n fiber[™] can be mixed with all AIM products. *fit 'n fiber*[™] is great mixed with soy or rice milk. Do not mix *fit 'n fiber*[™] with cow's milk as the acids in the formula may curdle the milk. The myth that fiber binds to minerals and vitamins and therefore restricts their absorption is simply not accurate. Evidence exists that fiber may improve absorption of vitamins and minerals, especially calcium.

Is there anyone who should not take fit 'n fiber[™]?

Pregnant or nursing women and children under 12 years should consult a health practitioner before use. This product contains coconut milk and psyllium husk powder.

Will fit 'n fiber[™] give me gas?

Increasing the amount of fiber in your diet will always increase flatulence in the short term. However, by slowly increasing intake over one or two weeks, the production of gas will be less noticeable. Within a week, your body will begin to adjust to the increased intake of fiber, and flatulence should return to normal.

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