



brightseed®  
Bio Gut Fiber

# Introducing Brightseed® *Bio Gut Fiber*



## Prebiotic\* Hemp Dietary Fiber with Bioactives for Gut Strength\*\*

### Help Keep Your Gut Strong

A healthy gut is intrinsically linked to overall health and wellness. In fact, 60% of consumers believe gut health to be important, but many struggle to know where to turn to support their gut.<sup>1</sup>

- Dietary fiber can play a critical role in gut health, extending well beyond basic bowel function.
- Bio Gut Fiber acts as a prebiotic, supporting microbiome growth.\*

Now, it's possible to not just support your gut, but keep it strong with Bio Gut Fiber.

### A New Fiber with 2 Unique Bioactives

- The only dietary fiber ingredient with 2 naturally occurring bioactives NCT and NFT.
- Pre-clinical research demonstrates that NCT & NFT show promise to support gut lining and maintain a healthy gut barrier function.\*\*
- A safe and sustainable dietary fiber, Brightseed Bio Gut Fiber helps elevate functional foods and beverages to deliver gut health benefits to consumers.

Nearly

**1/3** of consumers globally report increasing their fiber intake.

Source: Innova Health & Nutrition Survey, 2021

Nearly

**60%** of health-conscious consumers are interested in Brightseed Bio Gut Fiber in their foods and beverages.

Source: AYTM Online Survey; n=800 US Adults 18+ Census Representative

## Brightseed Bio Gut Fiber: Disrupting the Fiber Category



### Going Beyond Gut Regularity

Supports gut health and gut lining for healthy gut barrier function and prebiotic benefits.\*



### Effective Fiber Source

A high concentration of dietary fiber makes it easier to achieve a good source of fiber in finished products.



### Safety & Quality

Self-GRAS Affirmed, Kosher & Halal Certified, Non-GMO Project verified, and made from industrial-grade hemp.



### Upcycled Certified

Brightseed Bio Gut Fiber is a whole food ingredient produced only from upcycled hemp hulls.



### Gentle Processing

Our patent pending process releases the greatest amount of bioactive compounds from the hemp hulls, preserving their fiber and nutrient content without using solvents or chemicals



### Available in Organic

Brightseed Bio Gut Fiber is available in both conventional and Certified Organic.



Certified Organic  
by Pro-Cert



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\*Pre-clinical data demonstrates a significant increase in alpha diversity and short chain fatty acid production.

\*\*Pre-clinical data from human primary intestinal epithelial cells demonstrates improvement in impaired gut barrier function; Bolster et al. 2022.

<sup>1</sup>Source: AYTM Online Survey; n=800 US Adults 18+ Census Representative

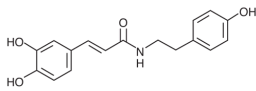
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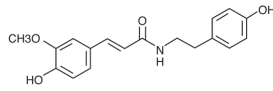
# A new-to-market prebiotic\* dietary fiber, and the only one containing *the bioactives NCT & NFT.*

## Bioactives for Gut Health

- Bioactives are plant's natural chemicals that have health-promoting effects in our bodies, and are fundamental to our wellbeing.
- They trigger biological responses that support health and daily functioning.



NCT



NFT

## Discovered by Forager®

- Brightseed® Bio Gut Fiber contains two bioactive compounds associated with gut health:
  - NCT: N-trans-Caffeoyltyramine
  - NFT: N-trans-Feruloyltyramine
- Our Forager AI technology discovered the potential gut health benefits of these bioactive compounds, and identified hemp hulls as the richest known source of NCT & NFT.
- Together, NCT and NFT have the potential to support gut strength.

## Application Possibilities

Brightseed Bio Gut Fiber is the perfect pairing for a range of functional food and beverage applications.



Nutritional Beverages



Baked Goods



Cereals & Granolas



Powdered Beverages



Crackers



Bars



# 57%

of consumers are interested in seeking out foods, beverages, and supplements that contain bioactives.

Source: AYTM Online Survey; n=800 US Adults 18+ Census Representative

## Join the Bioactive Movement

67% of consumers believe that nature has the answers to restoring human health and Brightseed is recognized as the best in the business at decoding nature for health solutions.

Partner with us as a first-mover and differentiate your products with the power of bioactives.



Scan QR to learn more



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\*Pre-clinical data demonstrates a significant increase in alpha diversity and short chain fatty acid production.

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