

GI Comfort Takes Center Stage *for Today's Female Consumers*

New consumer research uncovers women's unique digestive needs and proactive approaches to prioritize gut wellness.



Women are...

more than twice as likely to report gut health issues, including bloating and GI discomfort, than men.¹

56% of Women...

surveyed in North America reported a desire to improve their digestive health in the next 12 months.²

Many women turn to functional foods, beverages, or dietary supplements to restore and maintain optimal gut function, including:



FIBER
Foods rich in dietary fiber



PREBIOTICS
to support the gut microbiome



PROBIOTICS
beneficial gut bacteria



SYNBIOTICS
combining beneficial bacteria + the nutrients they need to flourish within the gut

Popular Soluble Fiber Ingredients May Lead to Unwanted GI-distress

High Fermentation Rates within the Body

Rapid fermentation of soluble fibers, like Inulin, may lead to unwanted GI symptoms including cramps, bloating, and excess gas.³

Low GI Tolerance Leads to Challenges When Aiming to Close the Dietary Fiber Gap

95% of Americans don't meet their recommended daily intake of dietary fiber (25-30g/day).⁷ However, Inulin intake of as little as 10g/day has been shown to cause unwanted GI side effects.⁴ Insoluble fibers work differently, with slower fermentation rates to help close the fiber gap with better tolerability.³



The Bioactives Company

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References: 1. Ipsos 2023 Gut Health Consumer Survey 2.FMCG Gurus June 2024: Womens Health in USA Regional Report 3.<https://doi.org/10.1093/advances/nmac094> 4.<https://doi.org/10.3390%2Fnu14071461> 5. Pre-clinical data demonstrates a significant increase in alpha diversity and short chain fatty acid production 6. Pre-clinical data from human primary intestinal epithelial cells demonstrates improvement in impaired gut barrier function; Bolster et al. 2022. 7. Quagliani D, Felt-Gunderson P. Closing America's Fiber Intake Gap: Communication Strategies From a Food and Fiber Summit. Am J Lifestyle Med. 2016 Jul 7;11(1):80-85.

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While fiber remains the most popular gut health ingredient among North American consumers,² women demand fiber ingredients that don't cause unwanted GI-distress.



Enter Brightseed® Bio Gut Fiber - the GI Gentle Fiber



In a randomized controlled trial where 7 out of 10 participants were female, Bio Gut Fiber was better at minimizing feelings of gas, bloating, and GI discomfort along with associated diet-related worry, compared to inulin.



Because women are more than twice as likely to report gut health issues, including bloating and GI discomfort, than men¹, female consumers seek fiber options that will not worsen these existing digestive challenges.



The outcomes of the RTC open the door to compelling structure-function claims, and improved end-user retention for fiber-rich nutritional products including bars, beverages, and supplements.

*Dietary fiber with bioactive benefits & better GI-tolerance **



Bio Gut Fiber is an Upcycled Certified® insoluble whole food fiber, with naturally occurring bioactives, and is available as certified organic.

*compared to inulin, based on a double-blind, questionnaire based, parallel RCT (add publication link).

Supporting multifaceted gut health:

- Shown in a pre-clinical study to act as a prebiotic, supporting microbiome growth⁵
- Pre-clinical data shown to support gut barrier function/gut strength⁶
- Can be paired with probiotics for a synbiotic experience



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