

# Brightseed® Bio Gut Fiber: *The GI-Gentle Dietary Fiber Choice*

## Challenge

Fiber remains the most popular gut health ingredient among North American consumers,<sup>1</sup> with many turning to fiber-rich nutritional products to boost daily intake. Soluble fibers, such as inulin (the leading dietary fiber ingredient in the US),<sup>4</sup> are currently favored in product formulations given their water-soluble nature. However, soluble fibers ferment rapidly once consumed and may cause gas, bloating, GI distress & discomfort that can lead to unwelcome distraction and impact day-to-day life.<sup>2</sup>

**77%** of millennials report to be thinking about gut health now more than ever

Source: Bio Gut Consumer Concept Test June 2024, n=2,000 US adults census representative



## Solution

Insoluble fibers, on the other hand, with their metered fermentation, may reduce GI discomfort while helping to maintain other GI benefits to help improve quality of life.<sup>2</sup>

## Time for a Gut-Check

**Brightseed Bio Gut Fiber  
v. Inulin & v. Placebo**

A randomized, parallel-arm, double-blinded, placebo-controlled, Questionnaire Based Clinical (QBC) trial using validated tools for GI discomfort is a proven way to evaluate consumer product experience.

## The Brightseed Hypothesis

Bio Gut Fiber (GI gentle insoluble fiber)<sup>3</sup> is better at minimizing feelings of gas, bloating, and GI discomfort compared to Inulin (soluble fiber, and leading dietary fiber ingredient in the US) in subjects with GI distress.

## Study Design

100% virtual RCT to evaluate feelings of gut comfort and general well-being using validated weekly questionnaires. 3 arms: placebo (maltodextrin), inulin, Bio Gut Fiber, 2.8 g/day, 6wk Intervention.

## Outcomes Assessed

- Digestive Quality of Life Questionnaire (DQLQ)  
This is a validated questionnaire that assesses both physical and mental effects of digestive-related symptoms on a person's quality of life.
- Belly Discomfort (part of PROMIS questionnaire).
- Feelings of Gas/Bloating (part of PROMIS questionnaire).



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Disclaimer: The "Per Protocol group" included those who completed all 6 post-baseline surveys. The study remained sufficiently powered for (PP) analysis. All data represented in this summary is on a Per Protocol basis. Treatment period = 6 weeks. (PP) N = 114 subjects.

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References: 1. FMCG GURUS: Digestive Health in North America 2022 ; 2. <https://doi.org/10.1093/advances/nmac094>; 3. Pre-clinical data demonstrates a significant increase in alpha diversity and short chain fatty acid production (<https://www.biorxiv.org/content/10.1101/2024.05.07.592791v1>); 4. Innova New Product database for food, beverage, and dietary supplements in the US (2017 - 2022).

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## Study Results

## Example Claim



### DQLQ

DQLQ scores were significantly improved with Bio Gut Fiber v. both inulin and placebo (maltodextrin) at the end of the treatment period.

*“Clinically shown to improve the feelings of mental and physical digestive wellness\*\*”*

### Belly Discomfort

Belly discomfort scores showed a statistically significant decrease with Bio Gut Fiber v. Inulin beginning at week 4 and through the end of the treatment period.

*“Helps reduce occasional digestive discomfort, compared to the leading dietary fiber\*\*”*

### Did you know?

While 95% of Americans don't meet their daily recommended amount of dietary fiber, soluble fibers such as inulin, have a rapid fermentation rate,<sup>2</sup> which may lead to belly discomfort.

### Gas & Bloating

Gas & bloating scores also showed a statistically significant decrease with Bio Gut Fiber v. Inulin at the end of the treatment period.

*“The benefits of dietary fiber without the feelings of excess gas and bloating associated with the leading fiber ingredient\*\*”*

### Did you know?

Gas, bloating & constipation are the top three areas of digestive health concern for North American consumers.<sup>2</sup> While soluble fibers are often used to reduce constipation, they may also result in unwanted bloating and gas.<sup>2</sup>

## Mind the Gut

### “Gut health support/maintenance of digestive function”

ranks #2 of the top 5 appealing health claims for food & beverages.

Reference: FMCG Gurus Top Ten Trends for 2024 Global Report.

## Summary

Finding the right combination of dietary fiber source and daily intake for optimum digestive comfort can be tricky for consumers due to the low GI tolerance of some widely used soluble fiber ingredients.

Bio Gut Fiber, a novel insoluble fiber, showed statistically significant improvements vs. Inulin (the leading dietary fiber ingredient)<sup>3</sup> for feelings of digestive quality of life, gas & bloating, and belly discomfort in subjects completing all 6 weeks of the study. These exciting outcomes open the door to compelling structure-function claims, and improved end-user retention for fiber-rich nutritional products.