



Tapping Into Nature's Secret

by **Kristine Clark, Ph.D., R.D.**
Matol's Health & Nutrition Board

Mother Nature holds many secrets close to her heart, but for over 21 years Matol Botanical International Ltd. has tapped into it by developing and showcasing the best tasting dietary supplement I have ever tried. FibreSonic® contains 11 grams of natural soluble and insoluble fiber, the secret carbohydrate that helps keep the large intestine in tip top shape along with assisting in the management of blood cholesterol levels. That's right, fiber is a carbohydrate! But a type that is miraculously calorie free!

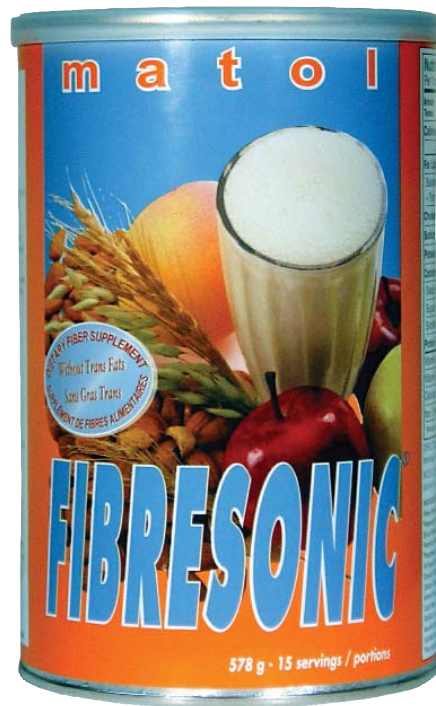
Fiber is the substance in plants that gives the plant shape, structure and sturdiness. All plants contain some amount of fiber which is a key reason national and international health agencies, such as the American Dietetic Association and the Canadian Dietetic Association, promote eating more fruits, vegetables, and whole grains.

Fiber is the “stuff” best known for cleansing the colon with its roto-rooter action. As I tell my students, “fiber acts like chipped, dried sponge in the large intestine.” The fluid in our diet (both from beverages and foods) is absorbed by the fiber, causing the fiber particles to expand. The expanded fiber is able to “reach out and touch” microscopic villi, or tiny hair-like projectiles attached to the lining of the large intestine, causing them to move back and forth. You could say that the fiber “tickles” the villi. The back and forth or squeezing motion of the villi stimulates the entire colon to pass waste material down the eight foot tube for excretion. This entire process is called peristalsis and the action is critical to good health.

From the time I became a member of the Matol Health and Nutrition Advisory Board in 1992 until now, I have been passionate about FibreSonic®.

Many Matol Distributors can attest for this zealousness because they've heard me speak on the subject at annual conferences and regional meetings. As I read the statistics on colon cancer, the second leading cause of cancer-related deaths in both men and women, taking 56,290 lives in 2005 (out of 145,290 new cases that year), I shake my head knowing this form of cancer is preventable. What we eat - in other words how much fiber we consume daily - is in our control. We can also prevent this disease by having appropriate colon screenings (colonoscopies) once we reach

variety is found mainly in wheat bran-based cereals and breads while the water soluble variety is found in fruits, vegetables, beans, oatmeal and oat bran. The water insoluble type plays its largest role in colon health while the water soluble type plays its largest role in cholesterol lowering. To reduce disease risk, health agencies recommend that everyone eats between 25-35 grams of a mixture of both types daily. No problem, you think? Well, consider that one medium apple contains 3 grams of fiber and 120 calories of carbohydrate. Eating three pieces of fruit per day along with 5 servings of vegetables per day will kick up your fiber intake to about 25 grams per day. Toss in two servings of whole grain bread or cereal and you are indeed getting 35 grams. But the truth of the matter is not so simple. First, on lower calorie diets or diets lower in carbohydrates, the number of fruits and whole grains may be reduced. Secondly, studies reveal that no matter how much education is provided, getting five servings of vegetables along with three servings of fruit per day is difficult. Even the best eaters can't be expected to eat this perfectly on a day to day basis, despite their best efforts.



50 years of age. Reducing disease risk and promoting optimal health opportunities for all people is what Matol Botanical is all about.

How much fiber do we need?

Fiber comes in two varieties: water insoluble and water soluble. The water insoluble

FibreSonic's 11 grams of fiber provides 44% of an individual's daily needs. The ease of having a powder available to mix with water, skim milk or a favorite beverage in your office, home, or on the road, makes getting the protective amount of fiber possible in a world where nutrient intake matters more and more.



FOR MORE INFORMATION CONTACT:

Matol Independent Distributor