

DO YOU KNOW NOT ALL FIBRES ARE CREATED EQUAL?

Getting enough fibre is essential for gut health and overall wellbeing. Yet, around 70% of Australians do not get enough fibre each day¹.

Here's what you need to know

Fibre is the indigestible part of fruit, vegetables, legumes, nuts, seeds and wholegrains. Eating enough quantity and variety of fibres can...

- Help to improve gut health as it feeds your good gut bugs
- Prevent constipation and maintain healthy bowel habits
- Helps you feel lighter and more energised

Plus, certain types of fibre can support heart health by lowering cholesterol and maintain healthy blood sugar levels².



If your **bowel habits suddenly change**, you should speak to your healthcare professional.

There are several types of fibre:

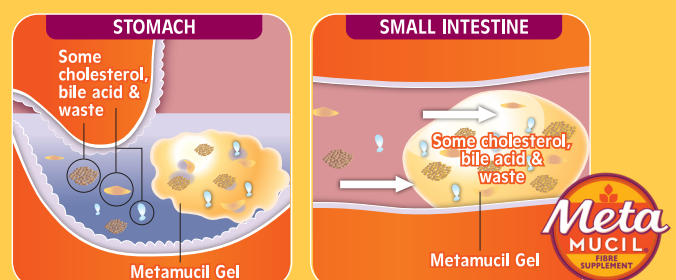
- 1. Soluble fibre** has two forms viscous soluble fibre and non viscous soluble fibre.
 - Viscous soluble fibre is found in foods like fruits, vegetables, legumes, oats and psyllium husk. It turns into a gel in your digestive system, slowing down digestion and helping you feel full.
 - Non viscous soluble fibre is found in foods like chicory roots and resistant wheat dextrin. It ferments in your digestive system, producing substances that keep your bowel healthy².
- 2. Insoluble fibre** is found in foods like whole grains, the skins of fruits and vegetables, legumes and psyllium husk (a fibre-filled plant-based ingredient). It adds bulk to your bowel motions and helps to keep you regular.

More than just 'regular' fibre

Not all fibres are created equal. In addition to maintaining regularity, dietary fibre supplement **Metamucil** contains both insoluble and viscous soluble fibre:

- The **insoluble fibre** increases stool frequency and transit time by adding bulk
- The **viscous soluble fibre** forms a gel that traps food waste and some cholesterol².

This provides multiple health benefits in maintaining healthy regularity and blood cholesterol levels².



7 in 10 Australians don't get enough fibre in their diet¹.

How much fibre do you need?

Females should aim for 25g fibre per day, while men should aim for 30g. That could look like...





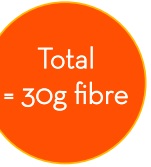
				
BREAKFAST Muesli, chia seeds, Greek yoghurt & raspberries = 10g fibre	LUNCH Tuna, quinoa, roasted pumpkin, spinach & green bean salad = 8g fibre	DINNER Vegetable curry with lentils & brown rice = 10g fibre	SNACKS Cup of carrot, capsicum & celery sticks with hummus = 6g fibre	



1 tsp Metamucil = 5.9g fibre*

Eating enough fibre can be hard for many people - and this is where Metamucil can help. Metamucil contains 100% natural psyllium husk, offering 5.9g fibre in just 1 teaspoon*. That's around 20% of your daily fibre needs.

Incorporating Metamucil into your day is easy. Here's how Metamucil can help you get enough fibre.

				
BREAKFAST - 2 slices sourdough toast with vegemite - Glass of OJ + 1 tsp Metamucil = 9g fibre	LUNCH - Chicken & salad wrap - Bunch of grapes = 6g fibre	DINNER Grilled steak with mashed potato & steamed vegetables = 10g fibre	SNACKS Fruit salad + yoghurt = 5g fibre	

6 easy ways to add gut-loving fibre

-  Cool off with a refreshing Tropical Fruit Smoothie using Metamucil Orange Smooth
-  Swap refined grains for wholegrains
-  Add Metamucil Natural Granular Fibre Powder to brekkie muffins or banana bread batter before baking
-  Snack on nuts and seeds
-  Make meals with legumes (like beans, chickpeas and lentils) two to three times a week
-  Take 2 - 6 Metamucil Fibre Capsules per day**



Scan the QR code to learn about Metamucil



1. Fayet-Moore F, Cassettari T, Tuck K, McConnell A, Petocz P. Dietary Fibre Intake in Australia. Paper I: Associations with Demographic, Socio-Economic, and Anthropometric Factors. *Nutrients*. 2018; 10(5):599. <https://doi.org/10.3390/nut10050599>

2. McRorie JW Jr, McKeown NM. *Nutrition Today*. 2021;56: 169-182

*Based on Metamucil Powders

**Take with a 250ml glass of water and drink plenty of water. For new user; start with 1 dose per day and gradually increase to 3 doses per day as recommended by your healthcare professional



Metamucil 100% psyllium husk powder is available in Orange, Wild Berry, Lemon + Lime and Natural Granular, as well as easy on-the-go sachets and convenient fibre capsules.

ALWAYS READ THE LABEL AND FOLLOW THE DIRECTIONS FOR USE