

About
ió fibrewater



ió fibrewater is a game changer

- ió fibrewater is the UK's first prebiotic fibre bottled water range.
- Prebiotic fibres are scientifically proven 'special food' that feed friendly bacteria, helping them to grow, flourish and create a more diverse gut microbiome
- ió fibrewater is a unique and innovative way to boost fibre intake and **improves gut and digestive health with scientifically proven prebiotic chicory root fibre supported by two authorised UK & EU Health claims for digestive health and lowering and slowing blood glucose rise (EFSA & UK NHC Articles 13.5 and 10.3).**



ió fibrewater is available in strawberry and lemon & lime flavours.

- ✓ 100% of the daily recommended prebiotic fibre intake**
- ✓ 20% of the recommended daily intake (RDI) of dietary fibre***



100% Naturally sourced ingredients



Prebiotic plant fibre



No added sugar



Gluten-free



Vegan

Meeting people's needs and demands for **healthier & enjoyable options.**

*The prebiotic fibre used in ió fibrewater is supported by health claims in the EU (EFSA) and the UK (NHC).

**The International Scientific Association for Probiotics and Prebiotics suggest 3g of prebiotic fibre daily.

*** UK government guidelines recommend 30g of dietary fibre per day. ió fibrewater contains 4.5g of prebiotic fibre, and 6g of dietary fibre per 500ml bottle.

What is **ió** fibrewater?

- Ready-to-drink, pre-measured doses of prebiotic chicory root fibre infused water delivering 20% of the recommended dietary fibre and 100% of the recommended prebiotic fibre intake in one bottle
- Tastes refreshing, easy to enjoy vs heavy, starchy foods or bulking-agent high fibre products
- Made with soluble inulin and non-GMO corn fibre (resistant starch) which are fermentable, indigestible fructans that may be of benefit to gastrointestinal health by providing short and medium chain fatty acids.
 - Reduces GI stress due to prebiotics being dispersed throughout the intestinal tract (less bloating and gas than FOS)
 - May stimulate the proliferation of various friendly gut bacteria and suppress potential pathogenic organisms in the gut
- Compared to traditional fibre supplements, **ió** fibrewater is easier to drink and keep track of your fibre intake
- Suitable for children and adults
- Suitable for most people with IBS



Numerous clinical studies have proven the wide range of health benefits prebiotic fibre and resistant starch offers.

Fibre: 90% aren't eating enough of this lifesaving food *

We should be consuming a recommended **30g of fibre per day**. The average intake of a UK adult is just **19g per day**.

What does 30g of fibre look like?

104 kcal 28g carbs	Apple 4g	136 kcal 26g carbs	Two Weetabix 3g
73 kcal 27g carbs	Half a cup of rolled oats 9g	75kcal 13.5 carbs	Thick slice of brown bread 2g
161kcal 37g carbs	Potato with skin 2g	230kcal 40g carbs	Cup of cooked lentils 4g
50 kcal 12g carbs	Two carrots 6g		

Source: Auckland University of Technology

High fibre foods generally means higher carbs & calories.

*National Diet and Nutrition Survey, Public Health England and the Food Standards Agency, March 2018.

VS

**17 kcal
6g fibre
6g carbs**

20% daily fibre intake

No bits

Clear & refreshing

Easy way to boost fibre intake

Prebiotic – supports gut & overall health



Health

The lifesaving food 90% aren't eating enough of

What is it?

Fibre – it's not the sexiest thing in the world but a major study has been investigating how much fibre we really need to be eating and found there are huge health benefits.

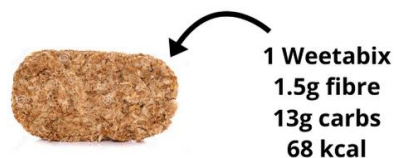
"The evidence is now overwhelming and this is a game-changer that people have to start doing something about it," one of the researchers, Prof John Cummings, tells BBC News.

It's well known for stopping constipation - but its health benefits are much broader than that.

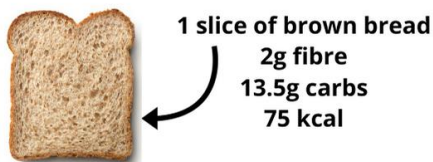
People with diets low in fibre have increased risk of:

- Obesity
- Type 2 diabetes
- Tiredness
- Cardiovascular disease
- Colon & bowel cancer
- High blood pressure
- Digestive issues

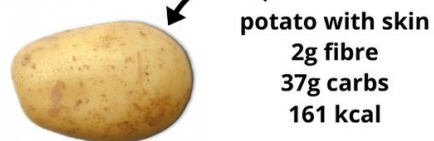
Say goodbye to stodgy fibre...



+



+



**= 5.5g fibre, 304 kcal, 63.5g carbs
(total)**

VS



**6g fibre, 17 kcal, 6g carbs
(per 500ml bottle)**

The prebiotic fibre in ió fibrewater takes dietary fibre to the next level in health!

ió fibrewater is a light, refreshing way to boost fibre intake

ió fibrewater supports overall health & well-being

ió fibrewater is scientifically proven to increase good bacteria (probiotics)

Prebiotic fibre is the 'special food' probiotics need to flourish and grow.

A recent study (2022) on ió fibrewater by Glasgow Caledonian University has proven that it causes a significant increase in friendly bacteria when compared to regular flavoured water.

Within 48 hours, *S. Boulardii* was 4 million percent higher and *B. Coagulans* 25 thousand percent higher with ió fibrewater than with regular flavoured water. These two friendly bacteria can help to boost the immune system and support digestive health.

Why the Gut Microbiome is Crucial for Your Health

Your body is full of trillions of fungi, bacteria and viruses (microbes).

Most of them live in your intestines, and this mix of microbes is called your gut microbiome.

Diet & Digestion

Inflammation

Brain Health

Your Gut Microbiome

Immune System

Respiratory Function

Central Nervous System

Over 4,000 studies

Scientifically proving the positive effects of prebiotic fibre on the gut microbiome and overall health and well-being.

Supported by health claims

ió fibrewater is made with chicory root fibre (inulin) and supported by authorised EU and UK health claims for digestive health & blood sugar stabilisation.

A happy gut means a healthier you!

Find out more by visiting www.iofibrewater.co.uk

ió fibrewater releases “UK’s first” prebiotic fibre-infused water

By Natasha Spencer

01-Aug-2022 - Last updated on 01-Aug-2022 at 10:29 GMT



RELATED TAGS: Prebiotics, fibrewater, chicory root

Bottled water brand, ió fibrewater, unveils its new prebiotic fibre-infused water that has been developed to deliver 20% of the daily recommended intake of dietary fibre and 100% of the daily recommended prebiotic fibre intake.

Read the full article [here](#)

Innovative, first and only prebiotic water brand in the UK made with chicory root fibre (inulin)

- **90% of adults in the UK are not achieving their recommended daily fibre** – a life-saving superfood that reduces the risk of cardiovascular disease, type 2 diabetes, obesity and colorectal cancer
- **1 in 3 children and 1 in 7 adults report constipation**, often leading to the “laxative merry-go-round”
- **Many more people struggle with blood sugar management** (3.8 million people are living with diabetes, 90% of which is type 2)
- **Supported by two UK/EU health claims for digestive health & blood sugar stabilisation** (EFSA & NHC UK)
- **ió fibrewater is made with all-natural ingredients, with no added sugar, no artificial flavours or preservatives and is just 17 kcal and 6 g carbs per 500 ml bottle**
- **Research plays a key role**
 - Glasgow Caledonian University study **scientifically proved ió fibrewater significantly increased friendly bacteria (probiotics) within 48 hours**
 - **Over 4,000 research papers on chicory root fibre and prebiotics** proving a wide range of health benefits
- **It took The Prebiotic Company Ltd close to 15 months to develop ió fibrewater**, working through **27 recipes** together with taste testers to ensure the **water was clear and smooth, refreshing with no aftertaste, wasn’t too sweet and low in calories and carbs**

For more information contact:

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