

ió fibrewater

Supports constipation relief



Link between prebiotics, gut bacteria and digestive well-being

- A new high-value [study](#) showed that prebiotic chicory root fibres induced selective changes in the gut's microbiota composition, that can be directly linked to improved digestive wellness
- A direct link was found between the consumption of chicory root fibres decrease in *Bilophila* and improvement in quality of life in the subjects who were mildly constipated

100% of people surveyed would prefer **ió fibrewater** as a laxative*

Boosting fibre and prebiotic intake provides a wealth of proven health benefits.

One of these benefits is that the prebiotic fibre we use in **ió fibrewater** supports digestive health by increasing stool frequency.

*100% of 28 people surveyed said they would prefer **ió fibrewater** when shown this picture of psyllium husk powder in water as a comparison.

ió fibrewater is completely clear. No bits!



6 g fibre in one bottle!

5 g psyllium husk (5 g fibre)

No measuring. No mixing. Tastes great, too!

Health claim:
Beneo
Orafti®
Inulin
improves
bowel
function

ió fibrewater is made with Beneo Orafti®, and we have approval to state this health claim on our label and marketing material.

“Chicory inulin contributes to normal bowel function by increasing stool frequency”.

In January 2015, EFSA published a positive evaluation on Orafti® Inulin’s improving effect on bowel function by increasing stool frequency. Their decision was based on BENE0’s dossier including proprietary scientific research. Significant results were demonstrated with a total intake of 12g chicory inulin per day. The positive evaluation shows that adding inulin to a formulation increases weekly stool frequency to support normal bowel habits and also helps to achieve the dietary goal of adequate fibre intake by the general population.

Find out more about the EFSA (and post-Brexit GB NHC) health claims on the next slide.

BENEO ORAFTI® LITERATURE REVIEW

Reference	Dosage	Subject Groups	Findings
Lohner et al., 2018	6 g/day (Orafti Inulin) – Type not specified	Children 3 to 6 year	Softer stools, higher counts of beneficial bacteria (Bifidobacterium and Lactobacillus) in stools, and fewer fevers requiring medical attention.
Azpiroz et al., 2017	8 g/day (Orafti HSI)	Patients (20 to 70 years) with moderate abdominal discomfort	Orafti HSI promoted the proliferation of Bifidobacteria which are able to ferment residues using metabolic pathways with lower gas release - thus improving gut function.
Micka et al., 2016	12 g/day (Orafti GR)	Healthy men and women aged ≥ 20 and ≤ 75 years	An increase in stool frequency, after consumption of Orafti inulin, accompanied by a softening of stool consistency.
Vandeputte et al., 2017	12 g/day (Orafti Inulin) - Type not specified	Healthy adults with mild constipation	An increase in stool frequency.
EFSA, 2015	12 g/day (Orafti Standard/Native Inulin) - Type not specified	Six studies involving 86 subjects	Orafti inulin improves bowel function by increasing stool frequency

ió fibrewater compared to laxative products*

		Osmotic		Stimulant		Bulk-forming	
	ió fibrewater	Lactulose (Duphalac, Lactugal)	Macrogel (Movicol, Laxido, CosmoCol, Molaxole)	Senna (Senakot)	Bisacodyl (Dulcolax)	Fybogel/ Ispagel (Ispaghula husk)	Psyllium husk
Grams of fibre per serving	6 g	0	0	0	0	3.5 g	5 g
% daily fibre intake per serving	20%	0	0	0	0	14%	16%
Palatability	✓	✓	✓	✓	✓	✗	✗
Artificial Sweeteners/ Flavours	✗	✗	✓	✗	✗	✓	✗
Pre-mixed	✓	Syrup	✗	Tablets	Tablets	✗	✗
Synthetic	✗	✓	✗	✗	✗	✗	✗
Prebiotic	✓	✗	✗	✗	✗	✗	✗
Health claim (EFSA/NHC)	✓	✗	✗	✗		✗	✗
Enjoyable to take & adhere to	✓	✗	✗	✗	✗	✗	✗
Long-term use	✓	✗	✗	✗	✗	✗	✗
Suitable for children	✓	✓	✓	✓	18 & over unless prescribed	Not recommended under age 6	✓

*The chicory root fibre we use in ió fibrewater is supported by EU and UK health claims regarding the maintenance of normal defecation by increasing stool frequency pursuant to Article 13.5 of Regulation (EC) No 1924/2006, 9 January, 2015, <https://www.efsa.europa.eu/en/efsajournal/pub/3951>