ió fibre**water:** Mental well-being

ió fibrewater is made with a proprietary blend of soluble fibres, including prebiotic chicory root fibre, which can help with feeling more calm and balanced.

90% of serotonin is produced in the gut

In a recent survey, 22% of participants who drank one bottle of ió fibre**water daily for 12 days experienced an improvement in mental well-being.***

- The gut is also known as the second brain, and it is well-known that there is a definitive gut-brain axis.

- Scientists estimate 90% of serotonin (5-HT) is made in the gut.

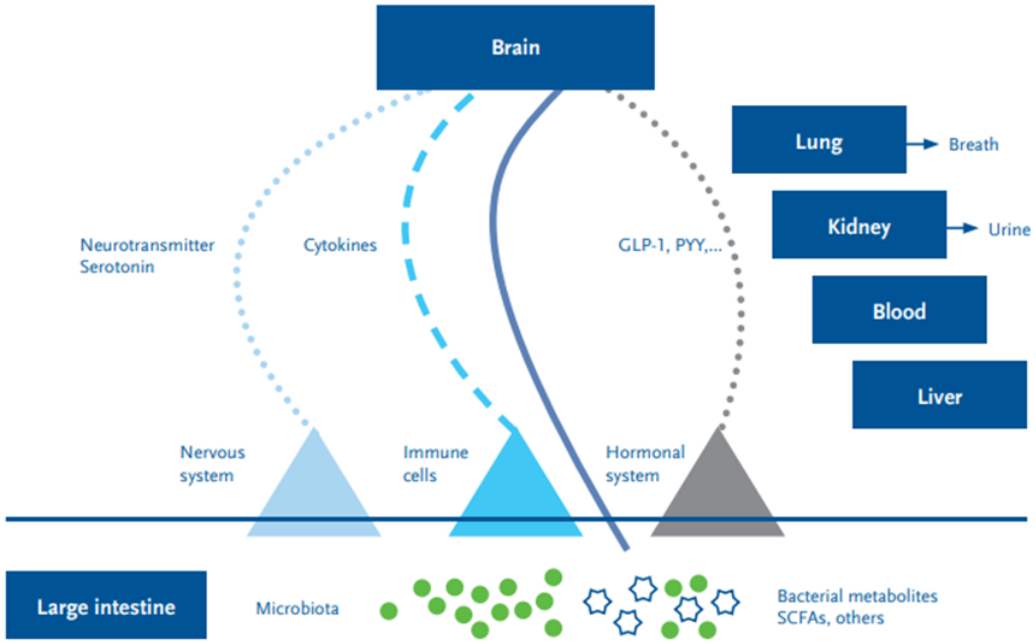
- Since microbes are responsible for serotonin production to begin with, the best – and natural way – of boosting serotonin levels to begin with is to create a happier, healthier gut microbiome.

- Scientifically proven prebiotic chicory root fibre (found in ió fibre**water**) helps to feed probiotics, helping to establish gut symbiosis.

***ió** fibre**water** survey with 28 participants drinking one bottle daily for 12 days.

The gut-brain axis and its impact

- Our colon is responsible for nutrient and water absorption and is a significant influencer of our immune system
    - About two-thirds of all immune cells of our body are based in our colon
    - Largest hormone producing organ of the body, e.g.ghrelin, GLP-1, PYY
        - These hormones can regulate hunger/satiety and influence insulin production
- Our gut microbiota breaks down undigested carbohydrates and produces short chain fatty acids (SCFAs)
- Increased consumption of prebiotics can positively influence the microbial composition of our gut, which as implications not only for our gut health but far beyond.



Source: Beneo chicory root fibers – supporting a healthy gut microbiota and beyond, available here.

Calming plant power of chicory root fibre

Chicory root is believed to have calming and soothing effects on people.

It acts as a mild sedative, and helps in minimizing symptoms of stress in a person.

ió fibre**water** is the **only functional water** in the UK that is infused with a clinically proven soluble prebiotic fibre made from chicory roots – also known as inulin.

Research on mental well-being

- Role of brain-gut-microbiota axis in depression: Emerging therapeutic avenues. https://pubmed.ncbi.nlm.nih.gov/35352640/
- The role of prebiotics in cognition, anxiety, and depression. https://pubmed.ncbi.nlm.nih.gov/32241688/
- Gut flora in health and disease. https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(03)12489-0/fulltext
- Gut Microbiome: Profound Implications for Diet and Disease. https://pubmed.ncbi.nlm.nih.gov/31315227/
- Prebiotics and probiotics for depression and anxiety: A systematic review and meta-analysis of controlled clinical trials: https://pubmed.ncbi.nlm.nih.gov/31004628/
- The effects of probiotics and prebiotics on mental disordes: A review on depression, anxiety, Alzheimers and autism spectrum disorders. https://pubmed.ncbi.nlm.nih.gov/31914909/
- Dietary fiber and its associations with depression and inflammation. https://pubmed.ncbi.nlm.nih.gov/31750916/
- Modulation of gut microbioal diversity through non-pharmaceutical approaches to treat schizophrenia. Modulation of Gut Microbial Diversity through Non-Pharmaceutical Approaches to Treat Schizophrenia - PubMed (nih.gov)
- Dietary fiber and its associations with depression and inflammation. https://pubmed.ncbi.nlm.nih.gov/31750916/