

Digestive problems comprise the number one health problem in North America. And our bodies are becoming increasingly polluted with toxins found in the environment and in the foods we eat.

Getting adequate fiber and cleansing, or detoxifying, are two often overlooked elements of maintaining not only digestive health but also whole body health.

AIM Herbal Fiberblend® provides the fiber that is often lacking in our diets and cleansing herbs. This unique combination provides the perfect way to maintain your digestive health, keep your digestive system clean, and experience other benefits that are indicative of whole body health.



lesterol, and after they aid fat digestion, fiber binds with them and escorts them out of the body. The liver then has to pull more cholesterol from the blood. In a meta-analysis of 67 controlled trials, it was found that some water-soluble fiber lowers the total cholesterol and the bad cholesterol (LDL) with-

out affecting the good cholesterol (HDL). (Brown 1999) A similar double-blind study found that psyllium lowered LDL cholesterol without affecting HDL cholesterol. (Anderson 1999)

Water-soluble fiber may also stabilize blood sugar by slowing down the absorption of carbohydrates into the blood. Plus, it can lower blood sugar levels. Researchers have found that increasing fiber intake results in a decrease in the body's need for insulin. (Nuttall 1993) Psyllium supplementation, in particular, has been shown to improve blood sugar levels in diabetics. (Anderson 2000)

Fiber

Fiber has long been recognized as one of the best food ingredients for maintaining bowel regularity and preventing constipation. Because it normalizes bowel movements, it can also be used to treat and manage chronic diarrhea. (Murray 1996) Consuming fiber reduces transit time and results in a more thorough evacuation of waste materials. It is thought to improve all aspects of colon function.

Fiber is found only in fruits and plants. It is an indigestible complex carbohydrate and, therefore, adds few, if any, calories to the diet. There are two main types of fiber—water-soluble and insoluble. Both types of fiber are required in the daily diet, in the recommended ratio of 3:1 insoluble fiber to water-soluble fiber. (Shikany 2000)

Water-soluble fiber

Water-soluble fiber dissolves in water and is found in oat bran, legumes, psyllium, nuts, beans, pectins, and various fruits and vegetables. It forms a bulky gel in the intestine that regulates the flow of waste materials through the digestive tract.

Water-soluble fiber may lower cholesterol by preventing the reabsorption of bile acids. Bile acids are made from cho-

Insoluble fiber

Insoluble fiber cannot be dissolved in water, meaning that our bodies cannot digest it. This type of fiber includes the undissolvable parts of plant walls and is found in greatest amounts in cereals, brans, and vegetables. The primary function of insoluble fiber is to collect water that increases stool bulk in the large intestine. This promotes bowel movement, and as the bulk works through the intestine, it scours the intestinal walls of waste matter, reducing the risk of colon-related problems.

Fiber in the diet

Most nutritionists recommend consuming 25 to 40 grams of fiber per day. The average North American consumes only 10 to 15 grams of fiber daily.

A variety of studies have found that in populations with high-fiber diets, the incidences of colon cancer, appendicitis, and diverticulosis are very low. Industrialized countries, which largely have diets high in fat and low in fiber, have high incidences of these diseases.



Because fiber is low in calories, it can be added to your diet, providing a greater feeling of satiety without significantly increasing your caloric intake. The fiber found in fruits and plants serves as a source of complex carbohydrate, which most nutritionists consider to be a healthy choice. In addition, fiber's ability to stabilize blood sugar may also curb the desire to snack. In other words, you may find yourself eating less. This is beneficial in weight-loss programs.

Cleansing, detox, and herbs

The concept of body cleansing has been with us for centuries. Today, many health practitioners recognize the importance of keeping the body in harmony to prevent sickness; it is often referred to as cleansing or detoxification. Many health practitioners believe that as our world becomes increasingly polluted with toxins found in the environment and in the foods we eat, cleansing become more important. The increased popularity of high-protein diets further promotes the need to detoxify.

Why cleanse?

Toxins undermine our health. Elson Haas, M.D., in his book *Staying Healthy with Nutrition* (1992), defines a toxin simply as "any substance that creates irritating and/or harmful effects in the body, undermining our health or stressing our biochemical or organ functions." More specifically, a body overloaded with toxins can result in a number of symptoms. These include constipation, stomach bloat, poor digestion, gas, fatigue, weight gain, excessive mucus, poor concentration, headaches, poor skin, poor memory, depression, body odor, and bad breath.

Some health practitioners relate toxins to specific diseases. (Buist 1988, Bland 1997) They believe that chronic fatigue syndrome, multiple chemical sensitivity, and fibromyalgia (muscle and joint pain) may be related to toxin exposure.

Cleansing

The body does have a system in place for detoxifying harmful toxins. The most important cleansing organ is the liver. Eliminative channels include the bowels (the digestive system), kidneys, skin, lungs, and lymphatic system.

When the body is not overburdened with toxins and is performing well, blood carries toxins to the liver, which uses enzymes to detoxify harmful substances. They are rendered harmless or converted into a water-soluble form that is eliminated via the urine or feces.

Unfortunately, this system can handle only so many toxins and was designed for "natural" toxins, not the man-

made ones we have to deal with today. For example, protection against an age-old toxin—alcohol—is built into our genes. One gene codes an enzyme to convert alcohol into substances that the body can use or excrete.

Our body does not, however, always know how to handle the new toxins in our lives. It cannot understand how to excrete them, and they may accumulate to harmful quantities or be converted to odd, unknown substances that can interfere with metabolism. According to the textbook *Nutrition Concepts and Controversies* (Sizer 2000), this can result in cancers or birth defects.

Today, there are different ways to cleanse the body. Among these are baths and hydrotherapy, diet and nutrition, herbs, chelation, and exercise. Herbal supplementation, often in conjunction with other methods, has been used for ages and is one of the most popular ways to cleanse. Herbs are said to promote cleansing by eliminating toxins from the organs and systems of the body.

AIM Herbal Fiberblend®

One tablespoon (7-8 g depending on the flavor) of AIM Herbal Fiberblend® contains 4 to 5 grams of fiber. AIM Herbal Fiberblend® contains both insoluble and soluble fiber. Psyllium, the main source of fiber in the product, has over 8 times the bulking power of oat bran. Psyllium is approximately 75 to 80 percent dietary fiber, 60 to 70 percent of which is soluble fiber. The herbs in AIM Herbal Fiberblend® bring you powerful detoxification effects. AIM Herbal Fiberblend® is one of the most valuable fiber and herbal products available today.

AIM Herbal Fiberblend® is a professional formulation of herbs in a convenient, easy-to-use powder or vegetarian capsule. No grinding and mixing herbs yourself! The powder is available unflavored or in raspberry flavor.

Ingredients

The ingredients in AIM Herbal Fiberblend® work together to help your body help itself. Following are the names of the herbal ingredients and their functions.

Alfalfa – *Medicago sativa* – Relieves constipation and reduces cholesterol

Black walnut hulls – *Juglans nigra* – Reduces intestinal parasites and improves bowel movement

Capsicum – (fruit) – Promotes cleansing of the circulatory and digestive systems; regulates blood pressure

Cascara sagrada – *Rhamnus purshiana* – Acts as a laxative, stimulating evacuation from the bowels; promotes peristaltic action (muscular contractions in the digestive system)

Hibiscus flower – *Hibiscus sabdariffa* – Lubricates the intestinal tract

Irish moss – *Chondrus crispus* – Helps form bulky stools

Licorice root – *Glycyrrhiza glabra* – Acts as an anti-inflammatory and antispasmodic

Marshmallow root – *Althaea officinalis* – Acts as a mucilage, a sticky substance with adhesive qualities

Mullein – *Verbascum thapsus* – Soothes stomach cramps

Oatstraw – *Avena sativa* – Soothes stomach cramps

Passionflower – *Passiflora incarnata* – Calms the nervous system and soothes an irritable bowel

Psyllium – *Plantago ovata* – Helps form bulky stools and softens stools; is a natural source of fiber; removes excess cholesterol

Pumpkin seeds – *Cucurbita pepo* – Expels parasites

Rose hips – (*fruit*) – Has a calming effect to reduce stress; helps fight infection

Senna (capsules only) – *Senna alexandria* – Acts as a laxative, stimulating evacuation from the bowels; promotes peristalsis

Shavegrass – *Equisetum arvense* – Expels parasites

Slippery elm bark – *Ulmus rubra* – Acts as a mucilage, a sticky substance with adhesive qualities

Violet – *Viola odorata* – Cleanses and expels parasites

Witch hazel – *Hamamelis virginiana* – Acts as a mucilage, a sticky substance with adhesive qualities

Yucca – *Yucca schidigera/Yucca brevifolia* – Acts as a laxative, stimulating evacuation from the bowels

How to use AIM Herbal Fiberblend®

Since most people consume less fiber per day than is recommended, you should start out with a 1-teaspoon (2.3 g) serving, or 3 to 6 capsules once per day. Increase this to one teaspoon twice per day, and gradually work up to the full serving of 1 tablespoon twice per day, or 3 to 6 capsules twice per day.

Recommended usage:

- Take 1 tablespoon of powder twice per day.
- Take 3-6 capsules twice per day.
- You may wish to increase your consumption of AIM Herbal Fiberblend® to best suit your needs.
- Use daily for three months and then as desired thereafter.
- Add AIM Herbal Fiberblend® powder to 6 to 8 ounces (180 to 240 ml) of water or juice.

- Drink 8 glasses of water per day while using AIM Herbal Fiberblend®. To experience the benefits of fiber, adequate water is necessary.
- Take AIM Herbal Fiberblend® 1 hour before or 30 minutes after taking BarleyLife®, AIM Just Carrots®, or AIM RediBeets®.
- Exposure to psyllium dust may create a sensitivity resulting in an allergic reaction.
- Close tightly after opening and store in a cool, dry, dark place (70-75 °F; 20.1-23.8 °C). Do not refrigerate.

Q & A

How does AIM Herbal Fiberblend® help digestive health?

AIM Herbal Fiberblend® provides you with fiber and cleansing herbs. This combination helps you maintain bowel regularity, scour the intestine walls, and rid your body of toxins. A clean, toxin-free body is the first step toward good health. Fiber has also been shown to reduce cholesterol and maintain blood sugar levels.

How much fiber is in AIM Herbal Fiberblend®?

A 1-tablespoon (7 to 8 g) serving contains 4 to 5 grams of fiber. The recommended daily allowance is 25 to 40 grams of fiber.

Will the fiber in AIM Herbal Fiberblend® result in mineral deficiencies or remove “good bacteria?”

Although research continues on this question, studies indicate that psyllium fiber will not result in mineral loss, and friendly bacteria actually feed on fiber.

What can I expect when I take AIM Herbal Fiberblend®?

You may notice more regular bowel movements and more complete evacuation of waste. As the fiber and herbs “clean” your system, you may notice common detoxification symptoms. See AIM’s Detoxification data sheet for more information.

Can AIM Herbal Fiberblend® be habit-forming?

No. None of the constituents of AIM Herbal Fiberblend® is habit-forming. However, if you stop taking it, you will need to replace the fiber by eating more natural fibers because your body will have grown accustomed to the amount of bulking fiber in AIM Herbal Fiberblend®. If you do not replace it, you may experience some constipation or irregularity as your body adjusts.

Resources

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Ask About

Health Professional Support Series—AIM Herbal Fiberblend®

Cleansing for Health audio or CD

Dynamic Duo audio or CD

Benefits & Features

Benefits

- Helps maintain whole body health
- Helps maintain digestive health
- Helps maintain regular bowel movements
- Detoxifies—removes toxins from the body
- Reduces transit time—provides more thorough evacuation of waste
- Water-soluble fiber helps maintain healthy cholesterol and blood sugar levels
- Fiber may reduce incidences of diverticulosis, colon cancer, and appendicitis

Features

- More than 17 years of safe and beneficial use by AIM Members
- Contains the soluble fiber psyllium and 20 cleansing herbs
- Good source of fiber: 4 to 5 grams per 1-tablespoon (7 to 8 g) serving
- Simple, "one-step" detoxification product
- 13-oz (375 g) canisters available in unflavored and raspberry flavor, or
- 280-count vegetarian capsules

AIM Herbal Fiberblend® is a Digestive Health product. The complete Digestive Health line consists of AIM Herbal Fiberblend®, AIM PrepZymes®, and AIM Para 90®. Use these products to help maintain your digestive health.

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