

# Digestive well-being

## Functionality of fibre

Scientists already in the 1980s proved that dietary fibre has a positive impact on the digestive system. The trend back then was that the number of gastrointestinal disorders like constipation and even worse, colon cancer had increased over a long period. However, certain ethnic groups all over the world which consumed plenty of fibres in their daily diet didn't show the same symptoms.



Scientists agree that the human body needs about 25 grams/day of dietary fibre to work properly. This level is not easy to achieve with the ordinary food consumed. Therefore added fibre is an effective way to provide regularity in bowel movements, better stool consistency and counteract constipation – problems many people suffer from but can be easily avoided, resulting in improved overall well-being.

### VIDOFIBRES BF sugar beet fibre – an active fibre

It is essential to choose the right kind of fibre as they all have different properties; some are insoluble, while others are soluble. Sugar beet fibre (VIDOFIBRES BF) is particularly interesting since it has both insoluble and soluble fibre and in a beneficial ratio. Several clinical studies are showing that sugar beet fibre stimulates the digestive system. The insoluble fibre absorbs water and keeps the stomach and colon activated while the soluble fibre is fermented in the colon and feeds the healthy bacteria. Regularity is improved, constipation is avoided – both vital factors for digestive well-being.

A study (Kritchevsky 2001) documented the thesis *“Many large bowel disorders may be attributed to lack of faecal bulk”*. The EC commission approved a health claim for sugar beet fibre in 2014 that it promotes increased faecal bulk.

Sugar beet fibre (VIDOFIBRES BF) flushes out waste matters collected in pockets within the gut system, the longer this waste stays in the intestines, the higher the risk of developing toxins which could lead to potentially hazardous conditions.

The soluble fibre part in VIDOFIBRES BF, which is sugar beet pectin, increases short-chain fatty acid (SCFA) production. SCFAs are essential for a healthy environment in the gut system, e.g. they have shown to protect the colon mucosa. Besides having properties to prevent digestive disorders, pectin also has documented effects and allows EU Health claims on stabilizing blood sugar and lowering the bad LDL cholesterol.

Simply added to breakfast cereal, bread, into juice or yoghurt, VIDOFIBRES BF sugar beet fibre will make a positive difference. When consuming fibres, remember to drink plenty of water.