

100% Organic Psyllium

SUPPORTS A HEALTHY HEART • PROMOTES COLON HEALTH • KOSHER

Overview

Organic Psyllium is derived from small, reddish brown and black seeds of the plantago psyllium plant. Odorless and tasteless, there are several species of the plant but seed husks from *Plantago ovata* (also known as blonde psyllium) are of the best quality and contain the highest fiber content. Psyllium is rich in soluble fiber and similar to the type of fiber found in oats, wheat, and barley; however, psyllium is gluten-free unlike wheat. As a pure dietary fiber, psyllium is composed mostly of hemicellulose. It is not digested in the small intestine and passes through the body until it is partially broken down in the colon where psyllium is utilized as a food source for friendly flora. Mostly, psyllium acts as a sponge in the intestinal tract, swelling as it absorbs water and waste material in the bowels. This forms a soft, bulky mass that passes through the colon more quickly (keeping potentially toxic waste moving in the colon) and evacuates more smoothly and easily. The Food and Drug Administration has approved the following label claim for psyllium; "Diets low in saturated fat and cholesterol that include 7 grams of soluble fiber per day may reduce the risk of heart disease." One serving of 100% Organic Psyllium provides 8 grams of this soluble fiber.

100% Organic Psyllium has been certified organic by Quality Assurance International (QAI). QAI is the most recognized organic certifying body utilized by the United States Department of Agriculture (USDA). Moreover, Organic Psyllium's ingredients have been cultivated without pesticides, herbicides, or chemical fertilizers, and contain no additives or artificial sweeteners. This formula has been reviewed and met QAI's stringent qualification process for purity and potency.

Research Indicates

- » Promotes colon health
- » May support healthy blood pressure by enhancing the excretion of sodium
- » A study has shown benefits for psyllium improving diarrhea caused by certain medications
- » Studies suggest that psyllium may support healthy cholesterol balance
- » The Food and Drug Administration has approved psyllium to reduce cardiovascular disease risk with recent studies confirming risk reduction
- » Studies suggest that psyllium may support healthy blood sugar balance

Supplement Facts	
Serving Size: 2 Tablespoons (12g)	
Servings Per Container: 28	
Typical Amount Per Serving	% Daily Value*
Calories	50
Sodium	15mg 1%
Total Carbohydrate	10g 3%
Dietary Fiber	10g 40%
Soluble Fiber	8g
Insoluble Fiber	2g
Organic Psyllium Whole Husk (<i>Plantago ovata</i>)	12g **
*Percent Daily Values are based on a 2,000 calorie diet.	
**Daily Value not established.	
Notice: Taking this product without adequate fluid may cause choking. Do not take this product if you have difficulty in swallowing.	

Recommended Dosage

- ✓ Mix 1-2 tablespoons with at least 8 oz. of water or juice; consume immediately.

Cautions

- Taking this product without adequate fluid may cause it to swell and block your throat or esophagus and may cause choking. Do not take this product if you have difficulty swallowing.
- If you experience chest pain, vomiting, or difficulty breathing or swallowing after taking this product, seek medical attention.
- If you are pregnant or lactating, consult your health care practitioner prior to using this product.



These statements have not been evaluated by the Food and Drug Administration. This information is not intended to diagnose, treat, imply cure or prevent any disease. For more information regarding excipients, please refer to the excipient list.

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