

Meet Lance.TM

He was just diagnosed with diabetes...



People with diabetes are at higher risk of serious health complications.¹

Lance learned that daily intake of fiber is important for overall digestive health and may have a positive effect on blood glucose levels.

Sugar free fiber supplements, ideal for people with diabetes, help make getting daily recommended amounts easier.



Brought to you by Trividia Health, Inc., the makers of the TRUE brand.

1. Centers for Disease Control and Prevention. National Diabetes Statistics Report: Estimates of Diabetes and Its Burden in the United States, 2014. Atlanta, GA: U.S. Department of Health and Human Services; 2014. NICO-3887 © 12/16 Trividia Health, Inc. Meet Lance is a trademark of Trividia Health, Inc.



MANUFACTURER'S COUPON

EXPIRES 10/31/2017

\$2.00 OFF

Health Mart Fiber, 90 ct.



0021292-150655



CONSUMER: Present this coupon to the cashier at time of purchase. Limit one coupon per purchase. Cannot be combined with any other offer, including store loyalty programs. DO NOT DOUBLE. This offer does not apply to prescription purchases. Manufacturer reserves the right to withdraw and/or refuse payments for current coupon offers (paper or digital) due to fraud or errors including but not limited to counterfeiting, unauthorized distribution, significant data errors or system security breaches. RETAILER: We will reimburse you the face value of this coupon plus 8¢ handling provided you and the consumer have complied with the terms of this offer. Invoice proving purchases of sufficient stock to cover presented coupons must be shown on request. Any other application may constitute fraud. Transaction may not be submitted to Medicare, Medicaid or any private insurer as claim. Coupon void where prohibited, taxed or restricted. Consumer must pay any sales tax. Cash value .001¢. Reproduction of this coupon is expressly prohibited. No cash back. Mail to: Trividia Health, Inmar Dept. #21292, One Fawcett Drive, Del Rio, TX 78840

The Importance of Fiber

There are two types of fiber, soluble or insoluble. Soluble fiber dissolves in water and helps slow down the digestive process. This helps the body absorb nutrients in certain foods.

Insoluble fiber does not dissolve in water. This type of fiber passes through the system with little absorption and adds bulk to bowel movements.

Types of Fiber



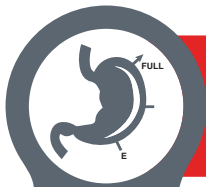
Helps slow
digestive process

&



Adds bulk to
bowel movements

How Fiber Helps Blood Glucose Levels And Stability



Soluble fiber delays the emptying of the stomach, slowing the entry of glucose into the bloodstream after eating.²



Foods with fiber typically do not cause blood glucose to rise as high as foods without fiber. A quick rise in blood glucose can cause the body to release more insulin.³



The cholesterol-lowering effect of soluble fiber may also help reduce the risk of heart disease.²

Sometimes getting enough fiber can be a challenge. Lance takes sugar free, chewable tablets to help get the recommended daily amount of 38g for men each day (20g for women).⁴

2. <http://www.webmd.com/diet/insoluble-soluble-fiber>

3. http://www.joslin.org/info/how_does_fiber_affect_blood_glucose_levels.html

4. Slavin, L, J. (2008). Position of the American Dietetic Association: Health Implications of Dietary Fiber. *Journal of the AMERICAN DIETETIC ASSOCIATION*, 108(10), 1716-1731. doi:10.1016/j.jada.2008.08.007