



Elixirs from pure nordic flax

Elixir[®] **Fiber Trio MultiBene**



Elixix from pure nordic flax

Elixix® Fiber Trio MultiBene

Elixix® Fiber Trio MultiBene is a unique combination of plant sterols and potassium mixed with fiber rich flax. Research shows that plant sterols lower cholesterol and potassium lowers blood pressure.

Reducing BOTH blood pressure AND cholesterol is extra beneficial for your heart. As an option Elixix® Fiber Trio MultiBene improves well-being of your stomach.

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To lower BOTH blood pressure
AND cholesterol



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Why to use Fiber Trio MultiBene concept?

- Cardiovascular diseases are currently the leading causes of death in industrialised countries – and scientific studies have shown that these diseases can only be prevented effectively by reducing both elevated blood pressure and cholesterol.
- With Elixix Fiber Trio MultiBene technology, it is now possible to produce a highly beneficial reduction in both these essential areas.



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What is Fiber Trio MultiBene?

- Fiber Trio MultiBene is a combination of plant sterols and potassium mixed with fiber rich flax. Diets rich in plant sterols have been proven to lower cholesterol and diets rich in potassium have been proven to lower blood pressure. Flax is well known to be good for your stomach functions.



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Fiber Trio MultiBene contents?

- 1.8g of plant sterols per serving
- 500mg of potassium per serving
- 250mg of calcium per serving
- 2.2g of fiber per serving



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How to use Fiber Trio MultiBene?

- Fiber Trio MultiBene is in powder form and is available as ingredient. It can be used to produce food supplements.
- The daily dosage is 10g of powder and it can be added f.eg to yoghurt by the consumer.
- The consumer package can be a cartoon box with inner bag and a dosage spoon or powder in 10g sachets packed into cartoon box.



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How does potassium lower blood pressure

- Potassium helps the body to increase sodium excretion and thus lower blood pressure.
- It reduces activity of the nervous system involved in pulse and blood pressure regulation.
- Potassium decreases the rise in blood pressure caused by certain hormones.



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How do plant sterols lower cholesterol?

- Plant sterols have a very similar chemical structure to cholesterol.
- Therefore they interfere with cholesterol absorption, resulting in less cholesterol being absorbed into the blood stream.
- Reduced dietary cholesterol absorption and endogenous resorption lead to lower levels of total cholesterol and LDL cholesterol in the blood.

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Examples of products with MultiBene

- Elixⁱ Oil's Fiber Trio MultiBene food supplement
- Nestle's milk powder MultiBene Omega Plus Acticol
- Glanbia's MultiBene Yoplait Essence Lower Blood Pressure and Cholesterol yoghurt drink
- Fazer's MultiBene Rye Miracle bread
- General Mill's MultiBene Nature Valley Healthy Heart





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Examples of packaging alternatives





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Need more data?



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Official recognition is spreading

1. FDA allows for potassium a health claim about reduced risk of high blood pressure and stroke.
2. USA 2005 dietary guidelines identify increased K, Ca, Mg (and reduced Na) among the food ingredient factors most important for public health.
3. American Heart Association recommends increased potassium intake as a key hypertension treatment (Hypertension: 2006; Vol. 47, 296–308).
4. The DASH diet recommended by the USA government and other authorities is markedly higher in K, Ca, Mg, and lower in sodium (salt) than the current average diets. (DASH=Dietary Approaches to Stop Hypertension).
5. FDA allows for calcium a health claim about reduced risk of osteoporosis.
6. EFSA: The Panel notes that 1.5–1.9g and 2.0–2.4g plant sterols/plant stanols Per day was observed to lower blood LDL-cholesterol by an average of 8.5% and 8.9%, respectively. The Panel concludes that for an intake of 1.5–2.4g/d An average reduction of between 7 and 10.5% can be expected. The Panel Considers that such a reduction is of biological significance in terms of reduced risk of coronary heart disease.

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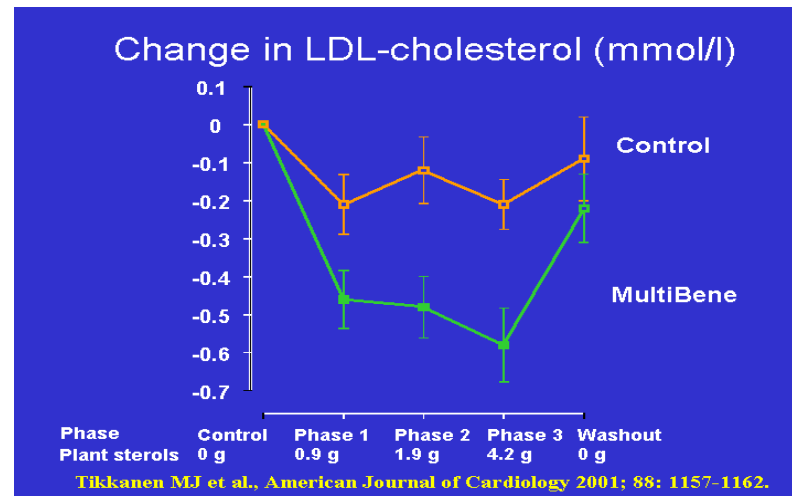
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MultiBene foods have been shown to lower serum cholesterol effectively in individuals with moderately elevated serum cholesterol.



Vaskonen T. 2002. Dietary combination of mineral nutrients and plant sterols effects on serum lipids and blood pressure in experimental obesity. **Doctoral Dissertation, University Press, Helsinki.**

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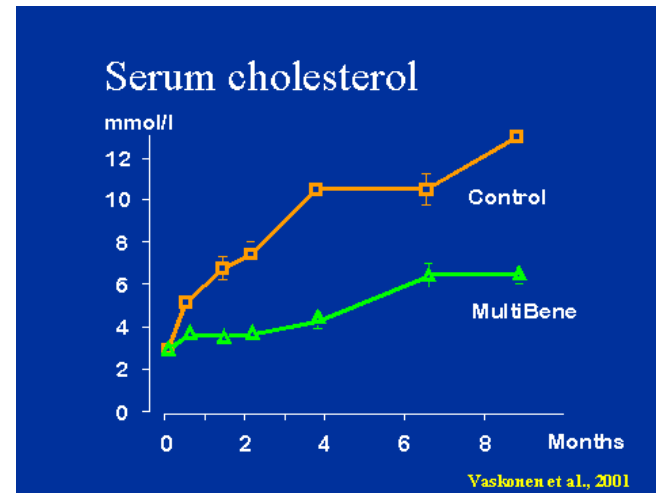
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In a widely used animal model (obese Zucker rat), MultiBene food compositions have been shown to effectively lower elevated serum cholesterol, reduce blood pressure and remarkably increase the life-span.



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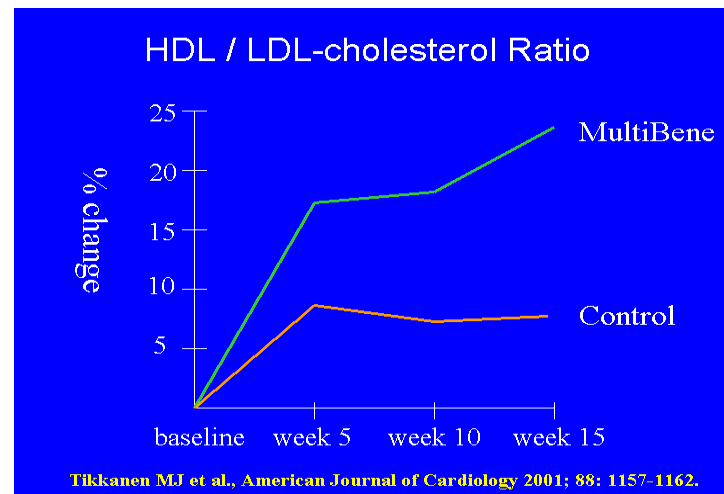
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Even more importantly, MultiBene markedly increases the ratio of the “good” HDL-cholesterol to the “bad” LDL-cholesterol in people with moderately elevated serum cholesterol levels.



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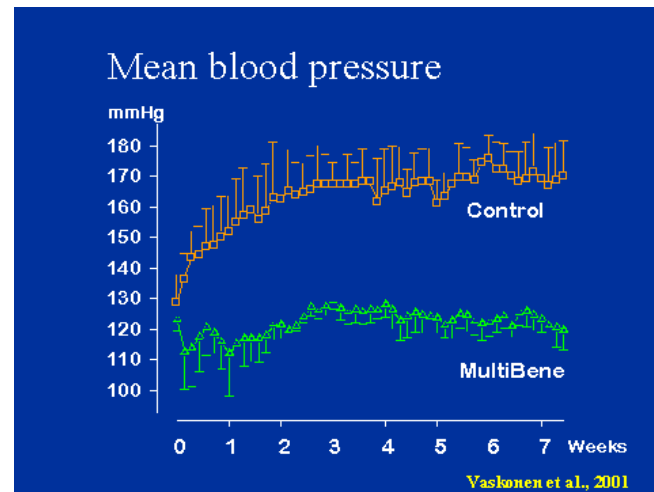
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MultiBene prevents the rise of blood pressure during a diet, which produces marked arterial hypertension in the absence of MultiBene



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More evidence

- In a study carried out on men and women between 30 and 79 years old, it was found that age-adjusted diastolic blood pressure significantly inversely correlated with dietary potassium intake (1). An increase of potassium intake of 10 to 20mmol / day is associated with an average 2 to 4mmHg decrease in blood pressure.
- Another article, which reviewed 19 clinical trials, found that oral potassium supplementation significantly lowered both systolic and diastolic blood pressure (2). It concluded that an increase in potassium intake should be included in the recommendations for a non-pharmacological approach to the control of blood pressure in uncomplicated essential hypertension.
- A population study in St. Lucia suggested that an increase of only 20 to 30mmol / day of potassium in the diet could result in a 2 to 3mmHg downward shift of blood pressure distribution in the whole population (3).



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- In the United States it has been estimated that for each 2mmHg in systolic blood pressure, the difference in coronary mortality would be 4% less, the difference in stroke mortality would be 6% less and there would be 3% less deaths (4).
- In all Western societies, it has been estimated that a shift in the population blood pressure distribution to a 5mmHg lower level may prevent one third of strokes and one fifth of coronary events (5).
- Elevation of plasma potassium levels is also thought to inhibit free radical formation from vascular endothelial cells and macrophages. It is also associated with inhibition of platelet aggregation and arterial thrombosis (6).
- Hallikainen et al. (7) showed that the effect of plant stanol esters on serum cholesterol was dose dependent and that with 0.8g of stanol esters added to margarine for 4 wks, subjects showed decreases in LDL cholesterol of 1.7% and a significant 8.7% decrease in apo B concentration in comparison to the control.



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- Another study (8) showed significant effect on cholesterol, with a plant sterol intake level of (0.83g). The results showed decreased total cholesterol of 0.26mmol/L (4.9%), decreased LDL cholesterol of 0.20 (6.7%) and the decreases in LDL / HDL ratio were 0.13. In conclusion the total cholesterol lowering effect ranged from 4.9–6.8%.
- Similar results were observed in another study (9) with LDL cholesterol decreasing by 0.26mmol / L.
- When spreads enriched with plant sterols were given to adults over a 9 week period, the effect of 0.8g sterols on serum cholesterol resulted in a decrease in LDL cholesterol of 6.1% (10).
- The findings in this study indicated that a daily intake of free sterols of 0.8g is effective in lowering blood total- and LDL-cholesterol levels with limited effects on blood carotenoid levels.



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Fiber Trio MultiBene ingredients

Nutritional value average per 100g

Energy	1735kj / 419kcal
Protein	17.4g
Carbohydrates	4.0g
of which sugar	2.0g
Fat	12.0g
of which Saturated fatty acids	0.3g
Monounsaturated fatty acids	0.8g
Polyunsaturated fatty acids	10.9g
Plant sterol	18g
Dietary fiber	22g
Potassium	5g
Calcium	2.5g
Sodium	<0.05g

- Ingredients: crushed flaxseed, plant sterols, Potassium citrate, Calcium citrate and berry powder
- Storage: room temperature, protected from sunlight and moisture
- Self life: 24 months
- Package size: 20kg



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Fiber Trio MultiBene ingredients

Nutritional value average per 10g

Energy	173.5kj / 41.9kcal
Protein	1.74g
Carbohydrates	0.40g
of which sugar	0.20g
Fat	1.20g
of which Saturated fatty acids	0.03g
Monounsaturated fatty acids	0.08g
Polyunsaturated fatty acids	1.09g
Plant sterol	1.8g
Dietary fiber	2.2g
Potassium	500mg (14–16%*)
Calcium	250mg (31%*)
Sodium	<5mg

*of the recommended daily intake