

KNOW YOUR  
**FIBER SUPPLEMENT**

A COMPLETE BUYER'S GUIDE FOR INDIA



+ZinoBiotic+

**O6E**  
Health

Forever Fiber

Which supplement actually supports your gut health?

**Find out inside →**

**7**

Pages

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Products Compared

**5**

Key Health Areas

**100%**

Science-Based

## Fiber supplements fill the gap when your daily diet is low in fiber-rich foods.

Most Indians consume less than half of the recommended daily fiber intake. A good supplement not only aids digestion — it feeds the beneficial bacteria in your gut that control your immunity, weight, mood and energy.

### < 50%

Indians meet daily fiber requirement

### 25-38g

Recommended daily fiber intake

### 10-15g

Average Indian's actual daily intake

### 2x

Gut bacterial diversity improves with right fiber

## S

### SOLUBLE FIBER

- Dissolves in water, forms a gel
- Feeds and grows good gut bacteria
- Slows sugar absorption into blood
- Lowers LDL (bad) cholesterol
- Boosts immunity, reduces inflammation
- Found in oats, fruits, beans, psyllium

## I

### INSOLUBLE FIBER

- Does NOT dissolve in water
- Adds bulk and weight to stools
- Speeds transit through intestines
- Prevents and relieves constipation
- Keeps bowel movements regular
- Found in wheat bran, vegetables, nuts

### WHAT MAKES A GREAT FIBER SUPPLEMENT?

#### ● Multiple fiber types

Different fibers feed different good bacteria across all colon sections.

#### ● Gentle on digestion

No bloating, cramping or discomfort — well-tolerated daily.

#### ● Prebiotic action

Actively grows and nourishes beneficial bacteria — beyond simple bulking.

#### ● Clinically studied

Backed by peer-reviewed research — not just marketing claims.

Z

## ZinoBiotic+

Advanced Microbiome Nourishment



5/5 Overall

### Sources:

8 Fiber Sources

### Type:

Multi-Stage Prebiotic System

### Best For:

Gut Microbiome & Metabolic Health

### Price:

₹3,500

### Per Serving:

15 servings (~₹233 per serving)

### CONTAINS:

- Resistant Starch
- Inulin
- Beta-Glucans
- FOS
- Psyllium
- Guar Gum
- Oat Fiber
- Pectin

### IDEAL FOR:

People wanting serious, long-term gut health improvement

N

## Nutriline Fiber

General Digestive Support



3/5 Overall

### Sources:

3-4 Fiber Sources

### Type:

General Dietary Fiber Mix

### Best For:

Digestive Regularity

### Price:

₹1,800-₹2,200

### Per Serving:

~30 servings (~₹70 per serving)

### CONTAINS:

- Oat Fiber
- Soy Fiber
- Apple Fiber
- Psyllium

### IDEAL FOR:

People wanting basic daily fiber intake

F

## Forever Fiber

Basic Bulking Fiber



2/5 Overall

### Sources:

1-2 Fiber Sources

### Type:

Psyllium-Based Bulking

### Best For:

Constipation Relief

### Price:

~₹2,000

### Per Serving:

~30 servings (~₹65 per serving)

### CONTAINS:

- Psyllium Husk
- Additional plant fibers

### IDEAL FOR:

People needing relief from constipation

## Your gut contains trillions of bacteria — the right fibers are their food.

ZinoBiotic+ is designed to support fermentation across multiple regions of the colon through a combination of different fermentable fibers.

### HOW ZINOBIOTIC+ FEEDS YOUR ENTIRE COLON

#### PROXIMAL COLON

FOS & Inulin ferment quickly

#### MID COLON

Beta-Glucans ferment here

#### DISTAL COLON

Resistant Starch ferments here

Food & fiber travel this direction >>>

### SHORT-CHAIN FATTY ACIDS (SCFAs) — YOUR GUT'S MOST POWERFUL COMPOUNDS

#### BUTYRATE

Primary fuel for colon wall cells. Repairs the gut lining, reduces inflammation, prevents leaky gut syndrome.

**SUPPORTS: Gut Wall & Immunity**

#### ACETATE

Travels to the liver via bloodstream. Regulates fat metabolism, supports energy and reduces harmful bacteria.

**SUPPORTS: Energy & Metabolism**

#### PROPIONATE

Signals the brain that you are full. Regulates blood sugar and suppresses appetite — key for weight management.

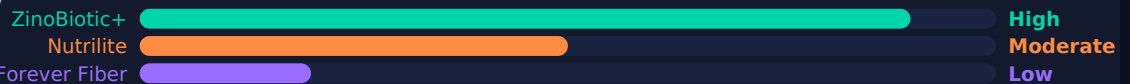
**SUPPORTS: Blood Sugar & Appetite**

### MICROBIOME SUPPORT — HOW THE THREE PRODUCTS COMPARE

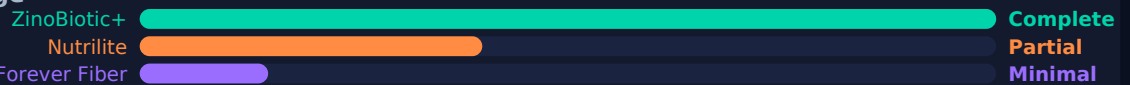
#### SCFA Production



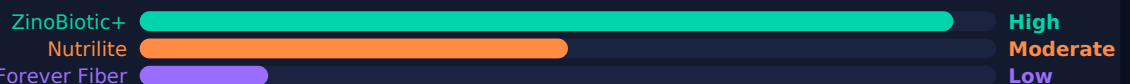
#### Bacterial Diversity



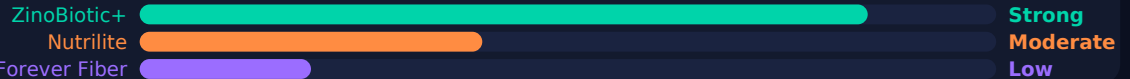
#### Full Colon Coverage



#### Prebiotic Fibers



#### Gut Barrier Repair



### WHY DOES THIS MATTER TO YOU?

- More diverse gut bacteria = stronger immunity and less illness
- More SCFAs = better metabolism, energy, and stronger gut barrier
- Full colon coverage = less bloating, more comfort, more energy
- Only ZinoBiotic+ delivers all three benefits simultaneously

What each product can (and cannot) do for you

## Cholesterol Management



Beta-glucan fiber in ZinoBiotic+ is scientifically proven to reduce LDL (bad) cholesterol by binding to bile acids in the gut and removing them from the body.

### ZinoBiotic+



Strong — contains beta-glucans

### Nutriline



Moderate — some plant fibers help

### Forever Fiber



Low — psyllium has limited effect

## Blood Sugar Control



Soluble fibers slow sugar absorption, preventing dangerous spikes after meals. Especially important for diabetics and pre-diabetics seeking glycaemic control.

### ZinoBiotic+



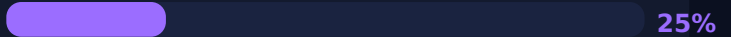
Good — resistant starch slows absorption

### Nutriline



Moderate — general fiber slows digestion

### Forever Fiber



Low — psyllium has minimal sugar effect

## Gut Barrier Health



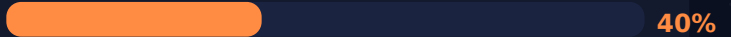
A healthy gut barrier stops harmful substances leaking into the blood (leaky gut). SCFA production from fermentable prebiotic fibers is the key repair mechanism here.

### ZinoBiotic+



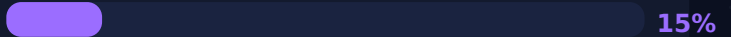
Excellent — high SCFA production

### Nutriline



Mild — limited prebiotic action

### Forever Fiber



Minimal — bulking only, no fermentation

## Constipation & Regularity



Both soluble and insoluble fiber contribute to regular bowel movements. Psyllium-based products are specifically designed for this purpose.

### ZinoBiotic+



Good — psyllium + multiple fibers

### Nutriline



Good — psyllium present

### Forever Fiber



Excellent — psyllium is primary ingredient

## Weight Management



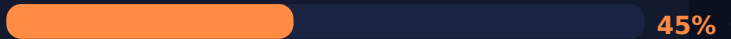
Propionate-producing fibers signal fullness to the brain, suppressing appetite. A healthy microbiome is also directly linked to healthy body weight maintenance.

### ZinoBiotic+



Strong — propionate + satiety

### Nutriline



Moderate — general fiber fullness

### Forever Fiber



Low — bulk creates temporary fullness

Is ZinoBiotic+ worth the higher price?

ZinoBiotic+	Nutrillite Fiber	Forever Fiber
<b>Rs. 3,500</b>	<b>Rs. 1,800-2,200</b>	<b>~Rs. 2,000</b>
15 servings	~30 servings	~30 servings
<b>Per Serving: Rs. 233</b>	<b>Per Serving: ~Rs. 70</b>	<b>Per Serving: ~Rs. 65</b>
~Rs. 4,660 / month	~Rs. 2,100 / month	~Rs. 1,950 / month
<b>WHAT YOU GET:</b>	<b>WHAT YOU GET:</b>	<b>WHAT YOU GET:</b>
<ul style="list-style-type: none"> <li>8 functional fiber types</li> <li>Multi-stage prebiotic system</li> <li>Clinically-studied ingredients</li> <li>Microbiome diversity support</li> <li>Metabolic &amp; heart health benefits</li> </ul>	<ul style="list-style-type: none"> <li>4 plant-based fibers</li> <li>General digestive support</li> <li>Natural whole-food sourcing</li> <li>Mild cholesterol support</li> <li>Trusted Amway brand</li> </ul>	<ul style="list-style-type: none"> <li>1-2 fiber types (psyllium)</li> <li>Constipation-focused formula</li> <li>Simple single-ingredient</li> <li>Stool bulk improvement</li> <li>Basic digestive support only</li> </ul>
<b>BEST VALUE FOR GUT HEALTH</b>	<b>GOOD FOR BASIC FIBER</b>	<b>ONLY FOR CONSTIPATION</b>

## ◆ UNDERSTANDING THE VALUE DIFFERENCE ◆

ZinoBiotic+ costs more per serving. But the key question is: what are you actually getting for your money?

**ZinoBiotic+ — Rs. 233 per day**

- 8 different fibers working together
- Feeds bacteria in ALL colon sections
- Supports gut, heart & blood sugar
- Reduces inflammation long-term
- Like hiring a personal gut health coach

**Other products — Rs. 65-Rs. 70 per day**

- Only 1 to 4 fibers — limited scope
- Feeds bacteria in part of colon only
- Mainly helps with regularity
- Very limited metabolic benefits
- Basic supplements — helpful but limited

## COMPLETE FEATURE COMPARISON

Feature	ZinoBiotic+	Nutrillite Fiber	Forever Fiber
Fiber Sources	8 types	3-4 types	1-2 types
Prebiotic Action	Strong	Moderate	Minimal
Resistant Starch	<b>YES</b>	No	No
Inulin / FOS	<b>YES</b>	Limited	Sometimes
Beta-Glucans	<b>YES</b>	No	No
Psyllium	Small amount	Often present	Primary ingredient
SCFA Production	High	Moderate	Low
Microbiome Diversity	High	Moderate	Low
Cholesterol Support	Strong	Moderate	Weak
Blood Sugar Support	Moderate	Moderate	Low
Gut Barrier Support	Strong	Mild	Minimal
Constipation Relief	Good	Good	Excellent
Price (India)	₹3,500 / 15 srv	₹1,800-₹2,200 / 30	~₹2,000 / 30
Cost per Serving	~₹233	~₹70	~₹65
Designed for Microbiome	<b>YES</b>	Partially	No

## OUR RECOMMENDATION — WHO SHOULD BUY WHAT?



### I want the BEST gut health

ZinoBiotic+ is your answer. Scientifically designed for total microbiome support using 8 fibers that feed bacteria from one end of your colon to the other.

Ideal for those with chronic digestive issues, high cholesterol, blood sugar concerns, or anyone who wants proactive, long-term gut health.



### I just want daily fiber

Nutrillite Fiber works well. A solid plant-based option with natural whole-food sourcing for general digestive health and daily regularity.

A good choice if you want a reliable, affordable daily fiber supplement from a trusted brand — without needing advanced microbiome support.



### I have constipation issues

Forever Fiber helps. A psyllium-based formula specifically designed to add stool bulk and support regular, comfortable bowel movements.

Best used as a targeted solution for constipation. Not designed for broad microbiome support or metabolic health benefits.

## KEY INGREDIENT BREAKDOWN — 12 g SERVING

**Resistant Starch****4.9 g***Sources: corn, potato, green banana*

Ferments in the distal colon. Primary producer of butyrate — the preferred energy source for colon wall cells.

**Inulin****1.8 g***Source: chicory root*

Prebiotic fiber that selectively stimulates bifidobacteria growth. Ferments early in the colon for rapid microbiome support.

**Oat Beta-Glucan****1.0 g***Source: oats*

Viscous soluble fiber clinically associated with reduced LDL cholesterol and improved post-meal blood sugar control.

**Psyllium Husk****0.5 g***Source: Plantago ovata seeds*

Bulking fiber that improves stool formation and digestive regularity. Supports consistent bowel movements.

**Fructooligosaccharides (FOS)****0.2 g***Source: plant sugars*

Rapidly fermenting prebiotic. Quickly stimulates beneficial bacteria growth in the proximal colon.

**Guar Gum****0.24 g***Source: guar beans*

Soluble fiber contributing to satiety, fermentation balance, and overall digestive comfort.

**Additional fibers: Oat Fiber & Pectin contribute to overall fiber diversity and fermentation balance.**

How different fibers nourish bacteria across the entire colon

### WHY A SINGLE FIBER IS NOT ENOUGH

Different species of beneficial gut bacteria live in different regions of the large intestine. A supplement built from a single fiber type can only nourish bacteria in one region — leaving the rest of your microbiome undernourished. ZinoBiotic+ combines fibers that ferment at different speeds, providing full colon coverage from the proximal colon all the way to the distal colon.

### COLON FERMENTATION TIMELINE



Food & fiber travel this direction >>>

### SHORT-CHAIN FATTY ACIDS (SCFAs) — PRODUCED THROUGH FERMENTATION

BUTYRATE	ACETATE	PROPIONATE
Primary fuel for colon wall cells. Repairs the gut lining, reduces inflammation, and helps prevent leaky gut syndrome. Primarily produced from resistant starch.	Supports microbial balance and energy metabolism. Travels via the bloodstream to support systemic health and reduce harmful bacteria.	Signals the brain that you are full. Helps regulate blood sugar and suppresses appetite — a key mechanism for weight management.

### WHY DOES THIS MATTER TO YOU?

- More diverse gut bacteria = stronger immunity and less illness
- More SCFAs = better metabolism, energy, and a stronger gut barrier
- Full colon coverage = less bloating, more comfort, more energy
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Can you make your own multi-fiber blend cheaper?

## DIY INGREDIENT COST ESTIMATE (INDIA)

Ingredient	Typical Pack Size	Approx Price
Green Banana Flour	500 g	~Rs. 450
Inulin / FOS Powder	250 g	~Rs. 900
Oat Fiber / Beta-Glucan	500 g	~Rs. 400
Psyllium / Guar Gum	100 g	~Rs. 250

**Estimated initial purchase cost****~Rs. 2,000****Estimated raw ingredient cost for a 180 g DIY equivalent: ~Rs. 850 - Rs. 900**

## WHY DIY BLENDS FALL SHORT

**Ingredient Purity**

Bulk powders may not undergo standardised quality testing or microbiological safety checks.

**Ratio Accuracy**

Incorrect fiber ratios can cause digestive discomfort or excessive fermentation in one colon region.

**Fermentation Balance**

DIY blends rarely account for fermentation speed differences across proximal, mid, and distal colon.

**Quality Assurance**

Commercial products undergo manufacturing safety and standardised testing not available to home blenders.

**Convenience:** Multiple ingredients, precise measurements, and storage management add daily complexity.

**VERDICT:** ZinoBiotic+ costs more per serving — but delivers standardised quality and correct fermentation balance.

The DIY route saves money on paper, but rarely delivers the same microbiome coverage or safety assurance.