

Everything You Ever Wanted to Know About ADD-INS

Performance Food Centers (PFC) works hard to make sure that the products and ingredients we bring you are the cleanest, purest, best natural and whole-foods based items on the market. While there are many supplements on the market, PFC has chosen to offer swiig Core Supplements as the Add-Ins to our Shakes and Smoothies. These supplements are a great way to help your customers achieve their health, wellness and performance goals. You can rest assured that swiig has built their brand on the philosophy of eating and living well with **ONLY** whole food ingredients and functional nutrients. Core Supplements never contain any synthetic or artificial junk and are blended for synergistic effect. One of swiig's philosophies is "you are what your food eats" – a principal that speaks to the depth of the transparency in their products and ingredients.

Get Regular Your Daily Dose of Fiber & Probiotics

| Supplement Facts | | |
|---|-----------------|-----|
| Serving Size: 1 scoop (4 g) | | |
| Servings Per Container: 113 | | |
| Amount Per Serv. | % Daily Value* | |
| Calories | 10 | † |
| Cal from Fat | 4 | † |
| Total Carbs | 3 g | 1% |
| Fiber | 3 g | 11% |
| Protein | <1g | 1% |
| Bacillus coagulans | 750 million cfu | † |
| Proprietary Blend | 3933 mg | |
| Fibersol, Oat Fiber, Wheat Fiber, Psyllium Husk (Plantago Ovata), Rice Fiber, Flaxseed Meal, Flaxseed Oil Powder, Chia Seed Powder, Uva Ursi Powder (Leaves), G.I. Matrix**, Inulin | | |
| **GI Matrix 100% Organic Blend: Cordyceps militaris, Ganoderma lucidum, Agaricus blazei, Grifola frondosa, Hericium erinaceus, Antrodia camphorata | | |
| * Percent Daily Values are based on a 2,000 calorie diet. | | |
| † Daily Value not established | | |

The Basics

The people that know about these kinds of things recommend that we consume at least 25 grams of fiber each day, however, most of us don't. When fiber is missing or stripped from our foods, it increases the speed (Glycemic Index) at which we digest those foods. Increased speed can result in insulin instability which can cause your body to store more calories as fat. Getting more fiber aids in weight loss, reduces appetite, improves digestion & cleanses the system. Ahh, fiber...how we love thee.

Our **Get Regular** is made up of **Chia, Psyllium Husk, Nutracea Rice Bran** and **Wheat Bran Fiber** which improves the absorption of nutrients, aids digestion and helps cleanse the body of toxins. **Fibersol** and **Inulin** reduce appetite, while **Flaxseed, Oat Bran Fiber** and **Pumpkin Seeds** helps lower cholesterol and maintain normal blood sugar levels. **Probiotics** maintain healthy gut micro flora and **Uva Ursi** reduces bloating and water retention.

The final component is the **GI Matrix** – a blend of medicinal mushrooms including Agaricus blazei, King Trumpet, Turkey Tail, Cordyceps militaris and Reshi. These healing mushrooms boost the immune system, restore the body's natural balance and resistance to disease, while improving liver function and the elimination of toxins.

Key Benefits

- Supports Superior Bowl Function & Gut Health
- Improves Digestion & Nutrient Absorption
- No Gas or Bloating
- Cleanses & Detoxifies

Key Ingredients

Fibersol

Fibersol is a soluble dietary fiber, which helps to lower blood cholesterol and glucose levels. Clinical studies have shown that Fibersol helps to relieve occasional constipation and increase the feeling of satiety, keeping you feeling fuller for longer periods of time.

Oat Bran Fiber

Oat bran provides significant amounts of both soluble and insoluble fiber. Soluble fiber combines with bile acids in your intestines to form a gel-like substance that's eventually passed out of your body in your stool. Insoluble fiber stays in the form of roughage, adding bulk and softness to your stool. In addition, oat bran helps to lower levels of both total and LDL ("bad") cholesterol and maintain normal blood sugar levels, which may help prevent the development of medical conditions such as heart disease and diabetes.

Wheat Bran Fiber

Wheat bran is high in insoluble fiber that softens and bulks up the stool, speeding up the process of elimination of waste. Like other brans, wheat bran helps to prevent constipation and diseases of the intestinal tract such as hemorrhoids, irritable bowel syndrome and diverticulitis.

Psyllium Husk

Psyllium husk contains a spongy fiber that reduces appetite, improves digestion and cleanses the system. The fiber in psyllium husk is soluble, which is useful in lowering bad cholesterol (LDL), reducing the risk of heart disease and promoting overall health.

Rice Fiber

Soluble rice fiber, the nutritional powerhouse of the rice grain, contains proteins, minerals, vitamins and healthy plant-based fats. It contains naturally occurring nutrients including: Vitamin A (Beta Carotene), Vitamin B1 (Thiamin), Vitamin B2 (Riboflavin), Vitamin B3 (Niacin), Vitamin B5 (Pantothenic Acid), Vitamin B6 (Pyridoxine), Vitamin C (Ascorbic Acid), Vitamin D, Vitamin E, Folic Acid, Biotin, Choline, and Inositol, Calcium, Potassium, Magnesium, Phosphorus, Iron, Zinc, Manganese, Copper, Iodine and other trace minerals.

The fiber from rice bran helps to promote detoxification as it absorbs toxins in the digestive tract. The antioxidants vitamin E compound (known as gamma-tocotrienol) and lipid soluble gamma-oryzanol work together in the body to reduce LDL cholesterol levels and lower the risk of heart disease.

Flax Seed

Flax is valued for its nutritional sources of fiber, linolenic acids, omega-3 fatty acids, and lignan – a type of phytoestrogen (antioxidant) which can help to relieve pain and inflammation, strengthen immunity, clean the heart and arteries, and lower cholesterol and blood pressure.

Chia

A very tiny seed that packs a very big punch. From energy powerhouse to digestive tract workhorse, chia gets the job done. Next to flax, they are the highest source of omega-3 fatty acids. They also boost excellent levels of Fiber, Vitamin C, Calcium, and Phosphorus. Chia seeds array of health benefits include: enhancing stamina and endurance; helping to maintain electrolyte balance; stabilizing blood sugar; building and regulating healthy body tissue; promoting a healthy heart; improving mental focus and concentration; and cleansing the body of toxins.

Uva ursi

Uva ursi (*Arctostaphylos uva ursi*) – also known as bearberry – has been used medicinally since the 2nd century. Native Americans used it as a remedy for urinary tract infections. In fact, until the discovery of sulfa drugs and antibiotics, uva ursi was a common treatment for such bladder and related infections. As a nutritional supplement and muscle relaxant, uva ursi soothes, strengthens, and tightens irritated and inflamed tissues. The herb neutralizes acidity in the urine, increasing urine flow, therefore reducing bloating and water retention, making it beneficial for weight loss.

Inulin

Inulin is known to increase the levels of beneficial cultures in your intestinal tract, which helps fortify the body's natural defenses and increases absorption of necessary minerals and the synthesis of vitamins. It reduces your appetite by slowing carbohydrate metabolism.

GI Matrix

GI Matrix contains a blend of 5 species of medicinal (tonic) mushrooms. These mushrooms provide an array of uniquely structured fungal dietary fibers that serve as prebiotic agents to favor a healthy balance of beneficial probiotic organisms in our digestive tracts. This signature blend supports normal and healthy detoxification processes, provides supplemental fungal dietary enzymes to augment normal digestive function, and boasts beta glucan compounds that support gastro-intestinal immune function.

Key Benefits

- Support for a healthy immune system where an estimated 80% of our immunity resides. All of the species in the Fit Blend would provide beta glucan compounds that have been reported to strengthen and modulate immune function. Other bioactive ingredients contained in the mushrooms (including alpha glucans, peptides, lectins and fungal proteins) have also been reported to strengthen immune function.
- Provide prebiotic factors to encourage the growth and balance of beneficial probiotic organisms. Mushroom dietary fibers have been reported to increase both the numbers and diversity of probiotic microbiota. This is an area of exciting new research.
- Provide supplemental digestive enzymes to aid digestion. The Solid State Fermentation process that we use to grow the mycelial biomass retains all of the extracellular digestive enzymes that the mushroom produces to liquify and digest nutrients so they can be absorbed across the cell wall. We dehydrate the biomass at low temperatures to preserve the activity of the enzymes.
- The Reishi mushroom in the blend is considered to be the premier adaptogen in all of Traditional Chinese Medicine. Adaptogens are natural agents that help us to cope with stress; whether the stress is emotional, environmental, or physiological, stress can negatively impact digestive function.
- All of the mushrooms in the blend have anti-inflammatory properties. Inflammation in the digestive tract can have a negative effect on digestion. (Note: The FDA now frowns upon dietary supplement anti-inflammation claims; even "Supports Healthy Inflammation Response" is now not ok with them.)
- The Lion's Mane in the blend is used in Traditional Chinese Medicine to treat digestive complaints.
- The Cordyceps in the blend increase ATP synthesis and increases red blood cell numbers and also their content of hemoglobin. Energy (provided by ATP) and oxygen are required for digestive processes.

Key Ingredients

Cordyceps (*Cordyceps militaris*)

Cordyceps is known to be a very powerful herb in Traditional Chinese Medicine (TCM) where it is used to treat lung and kidney conditions. It is reported to increase mitochondrial ATP synthesis by as much as 40%. Professional athletes use cordyceps to increase energy, endurance and stamina and to reduce recovery time after strenuous exertion, while high-altitude climbers use it to help cope with oxygen-deficiency.

Ganoderma lucidum (Reishi)

Reishi, known in Traditional Chinese Medicine as the "Elixir of Life" and the "Mushroom of Immortality," is highly regarded as a superior "adaptogen" that helps coping with stresses (emotional, environmental, physiological, etc). Reishi has a calming effect on the central nervous system, as well as contains a wide array of antioxidant compounds (L-ergothioneine, selenomethioneine compounds, polyphenols). It promotes many cardiovascular benefits including vasodilation, improvement of circulation and cholesterol-balancing. Reishi contains a very wide array of active ingredients that stimulate, potentiate and modulate immune function (over 200 unique polysaccharide and triterpene compounds have been identified in Reishi to date).

Himematsutake (*Agaricus blazei*)

Himematsutake, also known as Agaricus Blazei Murrill, is a species of mushroom which has been shown to help strengthen the body while fighting off illness by maintaining physiological homeostasis, stimulating the immune system, and restoring the body's natural balance and resistance to disease.

Grifola frondosa (Maitake)

Maitake is a highly regarded culinary mushroom with significant health-promoting functionalities, some of which include regulating blood sugar balance which results in improved insulin sensitivity, modulation of blood glucose levels and reduced rates of carbohydrate digestion. In addition Maitake is useful in weight management strategies leading to improved metabolic rates, decreased differentiation of fat cells, improved digestive function, and reduced assimilation of calories from fat.

Heridium erinaceus (Lion's Mane)

Lions mane is a culinary mushroom with significant health-promoting functionalities. It contains an array of biologically active compounds that stimulate, modulate and potentiate the immune system. They also contain an array of antioxidants.

Antrodia camphorata

Antrodia camphorata, a mushroom from Taiwan, contains phytochemicals including sesquiterpene lactone, steroids triterpenoids and polysaccharides. The mushroom has been shown to improve blood circulation, protect the liver, and boost immunity while having anti-allergenic, anti-bacterial, anti-cancer, anti-fatigue and anti-inflammation properties.