

New Campaign Helps Americans Get “Wise” On The “Whys” Of Fiber Get FiberWise Educates Consumers on Daily Fiber Therapy

(NAPSA)—“Why do I need fiber in my diet?” “Why is fiber important?” “What happens when you don’t get enough fiber?” These are only a few of the questions puzzling many Americans who are striving to maintain an overall healthy lifestyle.

Get FiberWise is an educational campaign designed to help answer all the “whys” about fiber. Sponsored by Metamucil®, Get FiberWise features an informational brochure, as well as an interactive Web site that provides helpful information regarding fiber intake.

“The goal of the Get FiberWise campaign is to educate people who suffer from irregularity, as well as those who want to learn how fiber can improve their overall health,” said Maggie Smith, registered dietitian. “Only half of all Americans eat the recommended amount of fiber each day. Get FiberWise will help people learn how easy it can be to add fiber to their daily diets.”

The Get FiberWise brochure and Web site highlight all of the basic “whys” of fiber, from frequently



asked questions to specific information on psyllium fiber, the 100 percent natural source of fiber that can be used as a fiber supplement. Also included in these resources are:

- Tips on easy ways to add fiber to your daily diet
- A helpful chart listing fiber information for common foods
- A food journal to help map out how much fiber you get each day.

For a free copy of the Get FiberWise brochure, send a self-addressed stamped business envelope to: Get FiberWise, 303 E. Wacker, Ste. 440, Chicago, IL 60601.

For more information, as well as free product samples and special offers from Metamucil, visit www.GetFiberWise.com.