

ICOS
CAPITAL

“Back to the Chicory Roots”

New Insights into Fiber and Gut Health



The unique mixture of prebiotic fibers in the chicory root plays an impactful role by activating gut health, immunity, and overall well-being.

Back to the roots: chicory root fiber as a boost for the gut microbiome

Did you know that 90% of the Dutch eat too little fiber? And yet, fiber is super important for your health! It helps keep your gut microbiome healthy and reduces the risk of constipation, type 2 diabetes, and bowel cancer, among other ailments. Luckily, there's good news: a traditional Dutch crop can help. In a new study, “Back to the Chicory Roots” by Wageningen University & Research, the chicory root takes center stage. Dr. Marie-Luise Puhlmann, who received her PhD cum laude for this research, discovered that this root, thanks to its unique combination of prebiotic fibers, has a positive impact on bowel movements, microbiome quality, intestinal epithelium cells (lining), blood sugar levels, and overall health.

Why are these fibers so special?

Chicory roots are packed with prebiotic fibers. These fibers feed the ‘good’ bacteria in the large intestine, which in turn produce healthy substances such as butyrate. Butyrate ensures a healthy intestinal lining, immune system, and a smoothly functioning digestive system. According to Dr. Puhlmann, prebiotic fibers work best when the fibers are in their natural plant cell form, so-called “intrinsic fibers”. “Chicory roots contain four types of fiber, including inulin and pectin, intrinsic prebiotic fibers that travel through your intestines in ‘packages’. The ‘good’ bacteria need time to open these packages, which ensures a long-lasting positive effect and the formation of butyrate until the last (distal) part of the large intestine.”



More research results to come

Further research into the health effects of chicory root is ongoing. Maastricht University is investigating how these fibers can help people with pre-diabetes by increasing insulin sensitivity, lowering blood glucose, and reducing fat cell size. Other universities are also investigating the effects in conditions such as constipation, inflammatory bowel diseases, and promoting immunity during cancer treatment.

Pure nature from our own soil

The best part? **WholeFiber™** consists of minimally processed, crispy dried chicory root cubes, which contain 85% prebiotic fiber, are from Dutch soil, and are 100% natural. It is available via the WholeFiber webshop, health professionals, drugstores, pharmacies, and health food stores in the Netherlands and Belgium. A simple and natural way to boost your prebiotic fiber intake and maintain your gut health.

Read more about the “Back to the Chicory Roots” study

For more information about WholeFiber, please visit our website: www.WholeFiber.nl WholeFiber Holding BV is located in Emmeloord and is FSSC 22000 (food safety) certified for the production and marketing of dried prebiotic chicory root under the WholeFiber™ brand.

“Our mission is to empower people to take control of their diet, health, and quality of life.”

WholeFiber™ is a delicious and crunchy addition to any daily diet.