

Curb™



Purpose

To provide a convenient, effective snack that can curb your unwanted appetite and cravings to help you lose those unwanted inches and pounds. Curb™ Fiber Bars aid in the purpose of weight loss by supporting the body's metabolism and gastrointestinal system by acting as a pre-biotic and cleanser.

Positioning Statement

Curb Fiber Bar is the only known snack bar that mimics nature's mix of soluble to insoluble fiber, providing you with hunger control, as well as the many health benefits that can only come from both soluble and insoluble fiber. This unique ratio mimics the amount of insoluble fiber in natural foods, and assists in promoting regularity and digestive health, as well as supporting healthy blood sugar and cholesterol levels, slowing digestion and providing feelings of "fullness" to aid in diet control and weight loss.

General Description

The Need for Fiber

Not only is fiber needed for healthy weight loss, it is an essential part to our daily diet. However, with today's fast-paced life style, getting the right type and amounts of fiber is becoming increasingly difficult. The Academy of Nutrition and Dietetics¹ recommends 25 grams of fiber a day for adult women and 38 grams a day for adult men. As a food, fiber has been shown to:

- Support and promote regularity and digestive health.
- Support and promote healthy blood sugar levels.
- Support and promote healthy cholesterol levels.
- Support and promote the body's metabolism
- Reduce feelings of hunger and food cravings.
- Act as a prebiotic to increase production of satiety hormones, increase levels of healthy bacteria, and stimulate immune function.

Fiber is one of the most effective ways to keep your heart, liver, and digestive system clean, healthy, and working optimally.

Difficulties of a Fiber Diet

Unfortunately, despite how important fiber is, it can be difficult to get the recommended daily amount, most people only average 15grams of fiber a day. Whether because of time, cost, or availability many of us don't have access to the fruits and vegetables we need. Even when we do manage to eat natural fruits and vegetables, the amount of food you need to eat to get the recommended daily amount of fiber can give you a lot of unwanted calories and sugar. To get the same amount of fiber found in Max's Curb Fiber Bar you would need to eat the following:

- 5 oranges (large) = 350 calories
- 6 ½ bran muffins = 441 calories
- 6 medium sized apples = 420 calories
- 2 avocados = 680 calories
- 4 bananas = 384 calories
- 2 ½ Cups Raisin Bran = 250 calories
- 18 regular sized prunes = 732 calories

Soluble and Insoluble Fiber

There are two types of fiber, and they are both important to our health and well-being.

Soluble fiber is like a sponge. It absorbs water, and helps trap fats, sugars, and cholesterol. Soluble fiber also slows down the rate of digestion of the foods consumed.

Insoluble fiber is like a broom. Rather than absorbing liquid and food components, it quickly moves through your system and helps clean the intestines. It helps prevent occasional constipation, helps move food through the system and speeds up the removal of toxins.

By virtue of the dynamic relationship between these two forms of fiber, and the myriad of health benefits derived from fiber, it's no wonder that nature provides a balanced ratio of these two fibers.

Unfortunately, most of the fiber products out there don't have the right ratio, or they are comprised of all soluble fiber. Additionally, they are either high in sugars, or they taste like cardboard.

Until now, there has not been an ideal solution between taste, convenience, and the right content to provide your ideal ratio of healthy fiber.

Curb™ is Optimal Fiber

Max's Curb™ Fiber Bar is arguably the world's first fiber bar that mimics nature by providing an ideal ratio of insoluble to soluble fiber that helps curb your unwanted cravings and reduce your appetite. Unlike other fiber supplements, Curb's unique combination of fiber reduces the amount of bloating that can occur. The ratio of 12 grams of fiber to only 120 calories helps you feel fuller, longer and satisfies cravings as a healthy alternative to snack foods with a much lower calorie count.

Although Curb can be eaten on its own, it is designed to be an integral part of Max International's Meta-Switch™ Weight Loss System. Eating Curb Fiber Bars as a snack alternative and taking the Switch™ Metabolic Enhancer capsules 30 minutes before every meal promotes a healthy metabolism while providing feelings of fullness and reducing food cravings.

Unique Attributes

- Curb is the only known fiber bar that provides an ideal ratio of soluble to insoluble fiber.
- Provides 12 grams of fiber at only 120 calories, the best fiber-to-calorie ratio currently on the market.
- Contains all-natural ingredients with no artificial sweeteners to keep your body healthy and free of preservatives.
- Uses glucose rather than fructose as a sweetener to aid in feelings of fullness.
- A unique flavor profile that tastes as good as or better than any other fiber bar on the market.

¹ Academy of Nutrition and Dietetics. Health Implications of Dietary Fiber. <http://www.eatright.org/About/Content.aspx?id=8355&terms=fiber>

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Curb™

Ingredients

Curb Fiber Bar uses a variety of all-natural ingredients to provide the optimal level of insoluble to soluble fiber at the fewest possible calories. We use no artificial flavors or preservatives.

Corn bran, inulin, glucose, rolled oat, water, dried cranberry (cranberry, apple juice concentrate), yellow split peas, flax seed, evaporated cane juice (evaporated cane juice, water), date paste, dried blueberry (blueberry, apple juice concentrate, sunflower oil), desiccated coconut, sunflower seed, rice dextrin, grape juice concentrate, chia, sunflower oil, natural flavor, pectin.

May contain egg.

Directions for Use

Eat one Curb™ Fiber Bar as a snack between meals once per day. Drink 16-20 oz. of water with every Curb Fiber Bar.

Nutrition Facts

Serving Size 1 bar (40g)

Servings per container 15

Calories 120

Calories from fat 35

*Percent Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Amount per Serving	% Daily Value
Total Fat	4g	6%
Saturated Fat	1.5g	7%
Trans Fat	0g	
Cholesterol	0mg	0%
Sodium	10mg	0%
Potassium	45mg	1%
Total Carb.	26g	9%
Dietary Fiber	12g	46%
Soluble Fiber	6g	
Insoluble Fiber	6g	
Sugars	9g	
Protein	2g	

Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 6%

FAQs

How many bars can I eat in a day?

A – Because of the high fiber content of each Curb™ Fiber Bar, we recommend eating a half of a bar between meals, for a total of one per day. As your fiber intake increases, and your system adjusts, you can eat an entire bar for one snack between meals.

I already take fiber supplements, should I eat Curb bars?

A – While Curb Fiber Bars can be taken with your other fiber supplements, we recommend that you research the amount of soluble and insoluble fiber contained in these other supplements. Curb is designed to provide the ideal ratio of insoluble to soluble fiber as nature intended. If those other products are only soluble or insoluble fiber, then your balance of fiber will be skewed. Use Curb as your primary source of fiber apart from the food you eat and use lower amounts of other supplements to keep your fiber intake in balance.

Will I feel bloated and gassy after eating a bar?

A – Some feelings of bloat are normal for high-fiber diets. Water is the key activator for fiber to do its job. Drinking plenty of water before and after eating a bar (16-20oz) will reduce the possibility of these sensations. Your body may also not be used to a high-fiber diet, in which case we recommend eating only a half a bar a day until your body adjusts to the higher fiber intake.

What if I have food allergies, is Curb safe for me?

A – All Curb Fiber Bars are gluten free, dairy free, soy free, and peanut free. Curb is also free of artificial sweeteners. Because Curb is manufactured in a facility that handles egg products, bars may contain traces of egg.

Does Meta-Switch™ work with other weight loss programs?

A – Meta-Switch is designed to be flexible enough to work with any weight loss program.

Can I only take the Switch Metabolic Supplement for the program; do I need to take the Curb Fiber Bar?

A – Curb and Switch are designed to work together in order to raise your metabolism and lower your appetite. Curb plays an essential role in the Meta-Switch program by reducing food cravings while providing you with a low-calorie fiber supplement. Neither product is as effective on their own.

Can I lose all the weight I want just by taking the Meta-Switch products?

A – While you can lose some weight while only taking the Switch Metabolic Supplement and Curb Fiber Bars, the most effective means of weight loss involves portion control, healthier diet, and increased exercise. What you choose to engage in depends on how much weight you wish to lose. See the Meta-Switch guidebook for more information the different life-style “switches” you can make to maximize your weight loss.

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Curb Fiber Bar Weighs in Against the Competition

There are many fiber bars on the market, but only ONE has a blend of insoluble and soluble fiber that mimics natural fruits and vegetables.

At only 120 calories for a total of 12 grams of fiber, Curb also has the best ratio of caloric intake to fiber intake on the market. No other fiber bar offers so much fiber for so few calories.

Curb Fiber bar is also sodium free and contains all-natural glucose as a sweetener.

When you're looking for the best possible fiber intake with the lowest amount of calories and additives, then there is no comparison – Curb stands alone.

	Curb Fiber Bar	Visalus Nutra-Cookie Raisin	Isagenix Fiber Snacks	Herbalife Cookies n'cream	Quest - Brownie
Calories	120	150	150	200	170
Fat Calories	35	45	60	45	50
Fat	4g	5g	6g	5g	1g
Cholesterol		0	5 mg		< 5mg
Sodium	10mg	140mg	95mg	320mg	330mg
Carbohydrates	26g	20g	19g	28g	24g
Total Fiber	12g	5g	6g	5g	19g
Soluble Fiber	6g				
Insoluble Fiber	6g		2g		
Sugars	9g	13g	6g	11g	1g

	Kashi - GoLean Crisp Cinnamon Crumble	Jenny Craig Anytime Bar	FiberOne Chewy Bars	Atkins Chocolate Oatmeal Fiber Bar	Metamucil
Calories	190	110	140	130	45
Fat Calories	35		35	45	
Fat	4g	4g	4g	5g	
Cholesterol					
Sodium	130mg	115mg	90mg	110mg	5g
Carbohydrates	34g	12g	29g	24g	12g
Total Fiber	9g	4g	9mg	10g	3g
Soluable Fiber	5g				2g
Insoluable Fiber	4g				1g
Sugars	10g	7g	10g	1g	0

Gluten Free • Dairy Free • No Preservatives • No Artificial Sweeteners • No Sodium

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