



The following are answers to questions that a consumer may ask about effects on their health from eating F-Factor products as recommended by the producer.

F-FACTOR DIET FAQ

BACKGROUND

F-Factor Fiber/Protein Powders and Bars are intended to be used as part of the F-Factor Diet that encourages consumption of lean protein and high-fiber carbohydrates. The following are answers to questions that a consumer may ask about effects on their health from eating F-Factor products as recommended by the producer.

1. WHAT ARE THE HEALTH BENEFITS OF A HIGH-FIBER AND PROTEIN DIET? CAN I EAT TOO MUCH FIBER OR PROTEIN?

Fiber is an essential part of the diet and is known to provide key health benefits. These include hunger regulation, promotion of bowel regularity, weight loss, regulation of blood sugar at already healthy levels, and maintenance of cholesterol at already healthy levels. Health organizations recommend increased dietary fiber intake through increased consumption of vegetables, fruits, and whole grains. The fiber present in F-Factor products as part of the F-Factor diet are expected to provide approximately 50 to 90 percent of recommended daily fiber intake.

Increased consumption of dietary fiber has caused some people to experience gastric discomfort, depending how much extra fiber they eat. This discomfort may include gas, bloating, belching, nausea, stomach cramping, constipation, and diarrhea. A significant proportion of the population would be expected to experience such effects when they start a high-fiber diet. This is because the traditional U.S. diet is low in fiber, with many people experiencing a natural biological reaction, or intolerance, to increased fiber consumption. The unpleasant

symptoms resolve as the gut adapts to the increased higher fiber intake.

Proteins are essential macronutrients of the diet that serves as the building blocks for bones, muscle, cartilage, skin, and blood. F-Factor Fiber/Protein powders contain whey protein to promote the growth of lean muscle mass. The health benefits of whey protein also include the maintaining of already healthy cholesterol and blood pressure levels, weight loss, and bowel health. Similar to fiber, high levels of whey protein in the diet may cause stomach cramps, reduced appetite, nausea, headache, and fatigue in some individuals. In addition, some individuals may experience discomfort related to the presence of milk proteins and lactose present in small amounts in whey protein. Typical effects may include hives, itching, stomach cramping, and diarrhea.

2. WHAT IS THE DIFFERENCE BETWEEN FOOD INTOLERANCE AND TOXICITY?

A food intolerance typically occurs when an individual has difficulties digesting a particular food. Some examples include lactose, gluten, and fiber and are generally associated with symptoms of gut discomfort. Food intolerances are caused by the gut's natural responses to a food and should not be confused with toxicity, which is permanent or temporary damage to gut tissues or their healthy function.

3. ARE HARMFUL CHEMICALS PRESENT IN F-FACTOR FIBER/PROTEIN PRODUCTS?

All foods are made of chemicals from the environment in which they are grown or

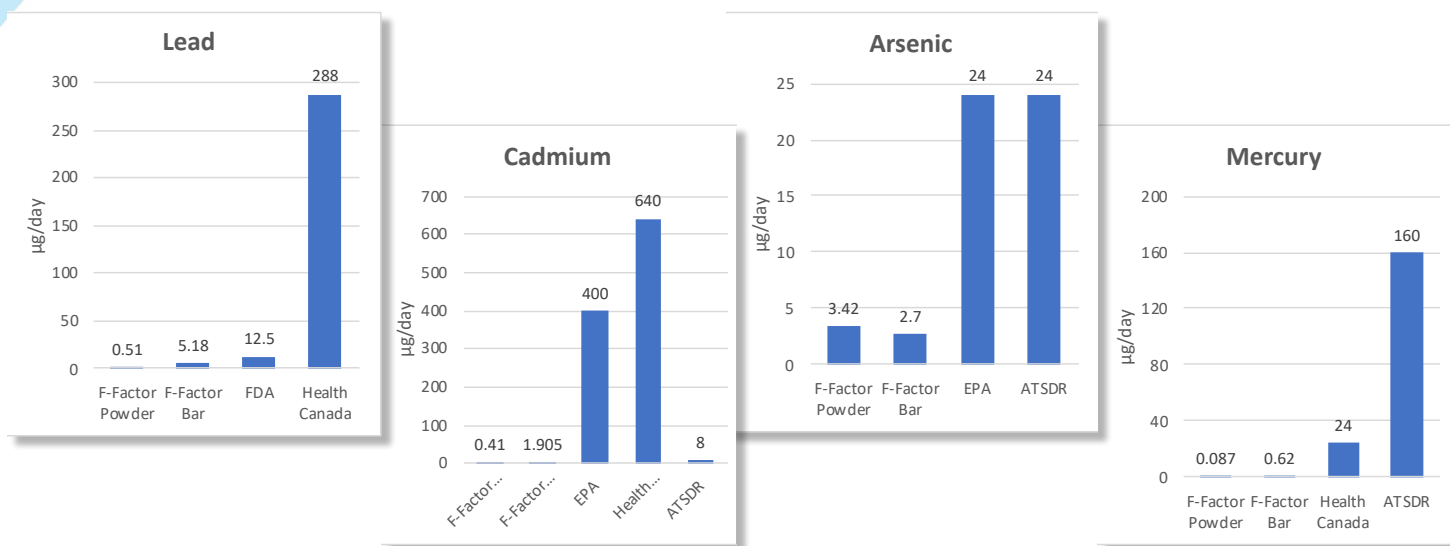


Fig 1. Estimated metal intake from recommended consumption of F-Factor Fiber/Protein products is less than safe intake levels established by scientific and government agencies.

produced. For example, metals are found naturally in the air, soil, and water. Foods like fish, rice, and certain fruits and vegetables may contain higher levels of metals than others based on where they were harvested and how they were produced. Such chemicals are only harmful to the consumer if they are consumed in high enough amounts to produce a toxic effect. Safe intake levels for metals including lead and arsenic are set by governmental agencies and scientific authorities. These levels are unlikely to cause adverse health effects in the typical consumer. Metal intake from recommended consumption of F-Factor Fiber/Protein products was 2.5 to 1,500 times less than various tolerable intake levels set by federal government regulatory agencies. For example, Figure 1 (above) shows the level of metals (lead, arsenic, cadmium and mercury) present in F-Factor Fiber/Protein products in comparison to safe intake levels established by US and international scientific agencies.

4. DO F-FACTOR FIBER/PROTEIN PRODUCTS CONTAIN HARMFUL BACTERIA?

No. F-Factor Fiber/Protein products are tested for contamination by microorganisms including bacteria, yeast and mold. Test results show that F-Factor Fiber/Protein products do not contain bacteria, such as E. Coli, Salmonella, or other microorganisms that can lead to adverse health effects.

5. ARE F-FACTOR FIBER/PROTEIN PRODUCTS SAFE?

Yes. The ingredients used in F-Factor Fiber/Protein

Powders and Bars are considered safe for use in foods and dietary supplements. As a result, there should not be safety concerns for consumers, although some users may experience intolerance in the form of gut discomfort as a result of increased dietary fiber intake. Adverse event reports submitted by consumers are documented and reviewed by F-Factor.

A toxicological review of reported adverse events indicate that F-Factor Fiber/Protein products are unlikely to cause the following conditions and/or ailments under normal use:

- Acne
- Bowel obstruction
- Cessation of period (amenorrhea)
- Death
- Hair loss
- Heart attack
- Infections of the bladder or urinary tract
- Kidney stones
- Low sex drive
- Mental illness, depression, anxiety
- Miscarriage
- Rectal bleeding
- Yeast infections

The rate of adverse/unpleasant events that consumers of F-Factor products have reported is much lower than reported for well-known foods and supplements, such as vitamin C. **There is no evidence that F-Factor Fiber/Protein Powders and Bars pose a toxicological risk to consumers.**