



The Power of Barley

BARLEYTRIM™ ADVANTAGES

- **BarleyTrim™** provides the opportunity to easily incorporate the power of barley into heart healthy formulations.
- **BarleyTrim™** is an all-natural, barley ingredient featuring 15% barley beta-glucan levels.
- **BarleyTrim™** is proprietary and generally recognized as safe (GRAS).
- Products containing **BarleyTrim®** can qualify for the FDA Nutrition Labeling and Education Act (NLEA) label claims, such as:
 - “Soluble Barley Beta-Glucan Fiber from foods such as BarleyTrim®, as part of a diet low in saturated fat and cholesterol, may reduce the risk of coronary heart disease and lower blood cholesterol.”
- Products containing **BarleyTrim®** can qualify for the American Heart Association’s “Heart Health” seal of approval.
- **BarleyTrim™** was originally developed and patented by the USDA.
- **BarleyTrim™** is stable across a broad pH range (2-12) and stable to shear.

PRODUCT POSSIBILITIES

- **BarleyTrim™** is a hydrocolloid with superior mouth feel and texture.
- **BarleyTrim™** holds up well at baking temperatures.
- **BarleyTrim™** can serve as a fat replacer in food products and may provide considerable caloric reduction.
- **BarleyTrim™** can provide a useful addition to menus to help maintain healthy plasma glucose response.
- **BarleyTrim™** is easy to incorporate into any and all of the following:
 - Healthy meal-replacement ready-to-drink beverages
 - Weight-loss beverages that assist in lowering cholesterol
 - Sports and single-serve recreational beverages
 - Fruit-based “smoothie” applications
 - Ready-to-eat and instant soups

- Single-serve yogurt (“Go-gurt”)
- Sports and weight loss bars
- Non-dairy spreads, butter, margarine replacements
- Low-fat salad dressings, oil and fat replacements
- Low-fat breads and bakery goods

STRUCTURE FUNCTION CLAIMS

- **BarleyTrim™** promotes maintenance of healthy body weight.
- **BarleyTrim™** promotes digestive health.
- **BarleyTrim™** helps maintain healthy cholesterol and triglycerides.
- **BarleyTrim™** promotes maintenance of healthy blood sugar levels.
- **BarleyTrim™** supports healthy immune function.
- **BarleyTrim™** supports management of healthy appetites.

HEALTHY BENEFITS

- Excellent source of soluble fiber and thus may promote improved risk factors for cardiovascular diseases and diabetes mellitus.
- Research has shown that diets rich in barley consumption result in great reduction of plasma cholesterol and other blood lipids.
- Studies have shown that barley may be even more effective than oats in promoting many health benefits.
- Lowers glycemic index of consumed foods.
- Reduces absorption of fat.
- Slows absorption of carbohydrates.
- Increases feeling of fullness (satiety).
- Provides needed dietary fiber.

CONTACT

VDF FutureCeuticals
819 N. Dixie Highway
Momence, IL, 60954

Phone: 815-472-6853

Email: sales@futureceuticals.com

Website: www.futureceuticals.com