

TRIGGER FOODS

STOP

- Avoid as much as possible
- Go low fat, but not fat free
- Use small amounts of heart-healthy oils (olive, canola, safflower, flax)

- * Red Meat * Dairy * Egg Yolks (whites are safe)
- * Poultry Dark Meat & Skin (poultry white meat is fine)
- * Fried Foods * Coconut * Oils * Shortening * Butter
- * Fats * Solid Chocolate * Coffee (even decaf) * Caffeine
- * Alcohol * Carbonated Beverages * Artificial Sweeteners

INSOLUBLE FIBER

PAUSE

- Never eat on an empty stomach
- Eat in small portions, *always* with soluble fiber
- Eat as often as possible, but eat carefully
- Cook, chop, puree insoluble fiber to make it safer

- * Whole Wheat * Wheat Bran * Granola * Seeds * Nuts
- * Popcorn * Whole Beans * Lentils * Berries * Grapes
- * Raisins * Cherries * Pineapple * Rhubarb * Melons
- * Peaches * Nectarines * Apricots * Pears * Citrus
- * Apples (safe if peeled) * Dates * Prunes * Peas
- * Lettuce & All Greens * Green Beans * Bell Peppers * Corn
- * Eggplant * Cucumber * Tomatoes * Celery * Onions
- * Shallots * Leeks * Garlic * Cabbage * Brussels Sprouts
- * Broccoli * Cauliflower * Sprouts * Fresh Herbs

SOLUBLE FIBER

GO

- Make the basis of all meals & snacks
- First thing to eat on an empty stomach
- Resolves *both* diarrhea *and* constipation
- **THESE ARE YOUR SAFE FOODS!**

- * Rice * Pasta * Oatmeal * Cornmeal
- * Fresh White Breads (*not* whole wheat) * Barley
- * Rice Cereals * Corn Cereals * Flour Tortillas
- * Corn Tortillas * Soy * Quinoa * Carrots
- * Yams * Potatoes * Sweet Potatoes * Squash
- * Rutabagas * Parsnips * Beets * Pumpkin
- * Mushrooms * Chestnuts * Avocados
- * Bananas * Mango * Papaya * Applesauce

Heather's IBS DIET CHEAT SHEET™

HELP! IBS DIARRHEA & IBS CONSTIPATION



HEATHER'S TUMMY FIBER™

ORGANIC ACACIA SENEGAL SOLUBLE FIBER*

- Helps both diarrhea *and* constipation
- Stabilizes bowel motility, prevents spasms
- Pure organic soluble fiber - nothing added!
- Prebiotic for healthy gut flora
- No IBS triggers
- Add to any liquid or moist food
- Tasteless, odorless, grit-free, gluten-free
- Non-thickening — no choking risk
- 100% *acacia senegal*, no low grade *seyal*

HELP! IBS PAIN, SPASMS AND CRAMPS



HEATHER'S TUMMY TAMERS™

PEPPERMINT OIL CAPSULES*

- Help *prevent* IBS pain and cramping
- Long-lasting effects
- Concentrated, convenient and portable
- 50% more enteric coating than standard
- With fennel and ginger oils



HEATHER'S TUMMY TEA™

ORGANIC PEPPERMINT LEAF TEA*

- For *immediate* symptom relief
- Calms & soothes, *exceptional* for pain
- Economical and organic
- Large cut leaf, high volatile oil content
- Selected for freshness and potency
- Sourced from the Pacific Northwest
- Medicinal strength and serving size

HELP! IBS BLOATING AND GAS



HEATHER'S TUMMY TEA™

ORGANIC FENNEL SEED TEA*

- For *immediate* symptom relief
- *Exceptional* for bloating and gas
- Relaxes the gut
- Medicinal strength & serving size
- High volatile oil content, whole seed tea
- Selected for freshness and potency
- Sourced from the Mediterranean
- Economical and organic



THE 10 COMMANDMENTS OF EATING FOR IBS™

1. *Always* eat soluble fiber first, eat soluble fiber whenever your stomach is empty, and make soluble fiber foods the largest component of every meal and snack.

2. Minimize your fat intake to 25% of your diet, max. Focus on heart-healthy monounsaturated oils. Read labels and at restaurants, ask.

3. Never eat high fat foods, even in small portions, on an empty stomach or without soluble fiber. Better still, don't eat them at all.

4. Eliminate all triggers — red meat, dairy, fried foods, egg yolks, coffee, carbonation, soda pop, artificial sweeteners, caffeine and alcohol.

5. Never eat insoluble fiber on an empty stomach, in large quantities at one sitting, or without soluble fiber. Cook, chop, or puree insoluble fiber foods to make them safer.

6. Eat small portions frequently, calmly, and leisurely.

7. If you're unsure about something, *don't eat it*. It's not worth the risk.

8. Food is fun and eating should be pleasurable. Take the time and make the effort to eat safely, and then enjoy yourself.

9. Remember that you have absolute and total control over your diet. No one can force you to eat something you know you shouldn't.

10. Practice creative substitution, not deprivation. Use soy or rice replacements for dairy, two egg whites to replace a whole egg, try low-fat vegetarian versions of meat products or use skinless chicken breasts and seafood, replace some oil with fruit purees in breads or cakes, use veggie broth instead of oil in sauces, bake with cocoa powder (it's fat free) instead of solid chocolate. Use herbs, baking extracts (vanilla, peppermint, almond, etc.) and mild spices generously to heighten flavors.



Who is Heather, and why is she dedicated to helping people with IBS?



Heather Van Vorous has had IBS since age 9, and for most of her life thought she was the only person in the world with the disorder. She learned through years of research and experience what worked to control symptoms, and began helping others with IBS in 1997. Heather is the author of the best-selling IBS books in the US. Eating for IBS, which pioneered ground-breaking dietary guidelines for preventing symptoms, led to the First Year: IBS, a comprehensive patient guide. She founded HelpForIBS.com, the largest IBS community in the world. Heather's work has earned her: inclusion in the 4th Edition of Marquis Who's Who in Medicine & Healthcare; an ongoing clinical research study of her IBS diet; and recipes licensed by Novartis Pharmaceuticals. Countless patient requests for IBS-specific products led her to found Heather's Tummy Care, a company devoted to education, support, and products that allow people with IBS to successfully manage their symptoms through simple, safe and effective means. She developed the exclusive Tummy Care line, including certified organic medical foods specifically formulated for the dietary management of Irritable Bowel Syndrome symptoms. She also produced the IBS-friendly television cooking show Heather Cooks! Today, Heather is recognized as the foremost IBS "patient-expert" in America.

Heather's Tummy Care is committed to caring for the environment and society. We are an organic certified manufacturer and feature organic certified products in re-fillable / re-useable containers.

What does it mean to be organic? Among other things, it means:

- * no pesticides * no herbicides * no synthetic fertilizers
- * no preservatives * no GMO (genetically modified organisms)
- * no chemical additives * no irradiation

Our products are cruelty-free, sourced from farmers who use good ecology and farming practices which respect the environment. Our suppliers work with local farmers to support their communities and promote sustainable agricultural practices. We support family-run retail stores. We use recycled materials whenever possible and our corporate office recycles all paper, glass, plastic, and cardboard. We are dedicated to fair employment policies for our staff, including livable wages, health care, safe working environments, and providing free public transportation. Our goal is to do good in the world - not just for IBS, but for our employees, our environment, and both our local and global communities.

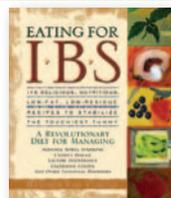
DID YOU KNOW?

- Irritable Bowel Syndrome is a physical brain-gut dysfunction causing abdominal pain, diarrhea, constipation (or alternating diarrhea & constipation), gas, and bloating.
- IBS is NOT parasites, candida, toxins, inflammatory bowel disease, gluten intolerance, or a psychological problem.
- IBS is the largest chronic health disorder in the US.
- IBS affects twice as many women as men.
- IBS cannot be self-diagnosed — medical tests must rule out other illnesses — but symptoms *can* be self-managed.
- IBS is dismissed by many doctors, but 38% of IBS patients in an AGA study had considered suicide due to symptoms.

WHAT HELPS? WHAT HURTS?

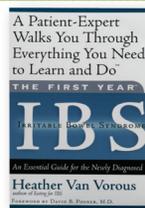
- Colon cleanses, laxatives, bran, psyllium, senna, and insoluble fiber supplements can make IBS symptoms *worse*, not better.
- The same IBS diet helps BOTH diarrhea AND constipation.
- There are different kinds of fiber. *Soluble* fiber soothes and regulates the gut but *insoluble* fiber can trigger severe IBS symptoms.
- Peppermint has been called the "drug of first choice" to alleviate general IBS symptoms & improve quality of life.

EDUCATE YOURSELF!



EATING FOR IBS

The ground-breaking IBS diet! Includes explicit eating and cooking strategies plus 175 delicious recipes, created specifically to help you overcome *all* IBS symptoms.



THE FIRST YEAR: IBS

Learn the 5 key strategies for controlling IBS. Whether you're newly diagnosed or have been struggling for years, this is the essential and empathetic guide for comprehensive IBS education and care.

"If you understand what's going wrong with your body - and why - you can successfully manage your IBS."

~ HEATHER VAN VOROUS

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Real Help for IBS Symptoms

Simple * Safe * Effective * Organic

Heather's TUMMY CARE™



Comprehensive Help for Irritable Bowel Syndrome

