

# What's hot... Digestive Health



Consumer awareness of the importance of digestive wellbeing is higher than ever, with figures from Mintel showing that 68% of people in the UK are now actively concerned with looking after their gut health. We have come to realise that a combination of a poor diet, processed foods, antibiotics and everyday stress have had a negative impact on our gut microbiota and this is impacting our overall health and wellbeing, as the gut microbiome supports not only the digestion of foods, the immune system and brain function, but also, as the latest research indicates, our mental health.

To get the balance right and ensure that this unique ecosystem is thriving, there are various foods, drinks and supplements that your customers can add into their daily routine. From pre & probiotics and digestive enzymes through to fermented foods such as apple cider vinegar, miso and kombucha, there are lots of options to help keep everyone's tummy happy.

See below for some of our top gut friendly product picks:



**701076** – Bio & Me Raspberry & Beetroot Gut Loving Granola, 360g – **RSP £4.59**



**46156** – Bimuno Daily High Fibre Supplement, 30s – **RSP £11.99**



**701419** – Higher Nature Pro Intensive Extra 30 Capsules, 30s – **RSP £21.00**



**91455** – Tree of Life Organic Apple Cider Vinegar with The Mother, 500ml – **RSP £2.29**



**75493** – Equinox Kombucha Organic Original Soft Drink, 275ml – **RSP £2.05**



**30042** – Clearspring Instant Miso Soup - Mellow White with Tofu, 4 x 10g – **RSP £3.59**



**99909** – Fody low Fodmap Arrabbiata Sauce 550g – **RSP £2.99**



**700667** – Sugavida Ayurvedic Digestif Mix, 100g – **RSP £19.99**



**700615** – Insane Grain Salt & Vinegar Sorghum Super grain Puffs, 24g – **RSP £1.19**