

OVER 10 YEARS
OF IBS BUSINESS!

Heather's TUMMY CARE[®]



Ask about our first order specials!

Comprehensive Help for Irritable Bowel Syndrome

Toll Free: (866) 640 4942 Direct: (206) 264 8069 E-mail: Sales@HelpForIBS.com Fax: (206) 264 8072

Cook with Tummy Fiber!

PEPPERMINT FUDGE CAKE®

This recipe is not just safe for IBS, it's sinfully rich with deep dark chocolate, ridiculously easy to make, and completely delicious.

Makes 12 Servings

Preheat oven to 325°F

Spray a 10" bundt pan or 9" x 5" loaf pan with cooking oil and set aside.

Sift together in large bowl and whisk together well:

2 T Heather's Tummy Fiber™

2 C all-purpose flour

2 t baking soda

6 T unsweetened cocoa powder

1 T cornstarch

1 C granulated sugar

1/2 t salt

Whisk together by hand in medium bowl:

1 3/4 C unsweetened applesauce

1/4 C canola oil

1 T vanilla extract

1 T peppermint extract

Add the wet ingredients to the dry with a few swift strokes just until blended. Pour into bundt pan. Bake 50-60 minutes, until a toothpick comes out with moist crumbs. Cool on rack.

Sugar isn't an IBS trigger? Nope — but artificial sweeteners are. This cake is low fat, based on soluble fiber, and dairy-free. It's a great example of how IBS recipe modifications do not equal dietary deprivation!

© Heather Van Vorous, *Eating for IBS*, 2000.

HEATHER'S TUMMY FIBER™ ORGANIC ACACIA SENEGAL

- ✦ Clinically proven prebiotic effect
- ✦ Alleviates diarrhea *and* constipation
- ✦ Regulates bowel motility
- ✦ No colors or flavors
- ✦ No insoluble fiber
- ✦ Non-thickening
- ✦ No citric acid
- ✦ Pure acacia *senegal*, never low grade *seyal*
- ✦ No FODMAPS
- ✦ Gluten-free, organic, kosher
- ✦ Add to any liquid or moist food!

REFILLABLE
CANS
REFILL
POUCHES
TRAVEL
PACKETS



Pure acacia senegal, never low grade seyal

TRAVEL
PACKETS



HEATHER'S TUMMY FIBER™ ACACIA SENEGAL *A medical food for the dietary management of IBS.*

Acacia Senegal is a 100% organic pure soluble fiber with a clinically proven prebiotic effect.

Studies have shown that soluble fiber, as part of the diet, regulates bowel motility (alleviating both diarrhea AND constipation), and relieves abdominal pain from IBS. Acacia's prebiotic effect stimulates the growth of healthy gut flora, which in turn reduces bloating, gas, and bowel irregularities from IBS.

Heather's Tummy Fiber™ is unique because it has a good gastrointestinal tolerance and a proven significantly bifidogenic effect. Heather's Tummy Fiber™ is formulated as a medical food specifically for the dietary management of IBS symptoms and ideal bowel stability. It contains no IBS triggers: no insoluble fiber, no citric acid, no colors or flavors, no artificial sweeteners. Tummy Fiber is tasteless, odorless, grit-free, and non-thickening, so there is no choking risk.

Acacia Senegal is GRAS, is safe for use in children, and is naturally gluten free. It can be added to any liquid, moist food, or used in cooking.



Tummy Fiber dissolves in liquids or moist foods completely. Tasteless, odorless, grit-free, and non-thickening.



Acacia senegal has been harvested for millennia in Africa; its recorded dietary use dates back to the Egyptian pharaohs.

Ideal Bowel Stability



Did you know? IBS affects up to 20% of the world's population, and twice as many women as men.

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HEATHER'S TUMMY TAMERS™ PEPPERMINT OIL CAPSULES

- ❖ Help *prevent* IBS pain and cramping
- ❖ Plus *prevent* IBS bloating and gas
- ❖ Long-lasting effects
- ❖ Concentrated, convenient, portable
- ❖ With fennel and ginger oils
- ❖ Gluten-free, no FODMAPS



HEATHER'S TUMMY TAMERS™ PEPPERMINT OIL CAPSULES WITH GINGER AND FENNEL OILS *A medical food for the dietary management of IBS.*

Peppermint, ginger, and fennel are digestive aids that, as part of the diet, help relieve IBS symptoms, including abdominal pain, bowel motility, and bloating.

Clinical studies have shown that, as part of the diet: peppermint relieves abdominal pain, diarrhea, and urgency; fennel is useful for cramps and bloating; ginger is helpful for a wide variety of digestive ailments. Enteric coated peppermint oil capsules have been clinically tested and shown to help the dietary management of IBS in both adults and children.

Heather's Tummy Tamers™ are unique because they are specially formulated for intense bowel soothing that addresses global IBS symptoms through the combined effects of peppermint, fennel, and ginger oils. They also have extra enteric coating to improve tolerance for those prone to heartburn or reflux.

Intense Bowel Soothing

HEATHER'S TUMMY TAMERS™

PEPPERMINT OIL CAPSULES WITH GINGER AND FENNEL OILS

- ❖ Clinically proven to help IBS abdominal pain, cramps, bowel motility and bloating
- ❖ 50% more enteric coating than standard to prevent reflux and heartburn
- ❖ A survey of clinical trials in a 2005 issue of *Phytomedicine* declared peppermint oil capsules the “first choice for IBS patients with non-serious constipation or diarrhea, to alleviate general symptoms, and to improve quality of life.”
- ❖ Each bottle contains 90 easy-to-swallow softgels
- ❖ No sugar, salt, starch, yeast, wheat, corn, milk, eggs, or preservatives.

IBS is a leading cause of worker absenteeism, second only to the common cold.

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HEATHER'S TUMMY TEA™ ORGANIC FENNEL

- ❖ Exceptional for IBS bloating and gas
- ❖ Relaxes the gut for *immediate* symptom relief
- ❖ Economical, organic, sourced from the Mediterranean
- ❖ Freshly packed whole fennel seeds
- ❖ High volatile oil content
- ❖ Medicinal strength & serving size
- ❖ Generous quantity for daily use
- ❖ Organic, kosher, gluten-free
- ❖ Naturally caffeine-free
- ❖ No FODMAPS

PACKED
LOOSE
OR IN
JUMBO
TEA BAGS



HEATHER'S TUMMY TEA™ ORGANIC FENNEL *A medical food for the dietary management of IBS.*

Fennel is an ancient herb with a mild licorice flavor that, through dietary management, helps relieve IBS symptoms, including bloating, gas, and intestinal spasms.

Clinical studies have shown that, as part of the diet, fennel helps regulate contractions of the small intestine and aids gas expulsion. Fennel also relaxes the gut, which can relieve spasms of the GI tract. As a result, fennel assists in the dietary management of IBS bloating, gas, and abdominal pain.

Heather's Tummy Tea™ Organic Fennel is unique because it is formulated to contain a very high volatile oil content; it is harvested and packed to be as fresh as possible; and it is processed for minimal volatile oil dissipation. It is the volatile oils in fennel that make it so effective for the dietary management of IBS symptoms and for immediate bloating support.

Fennel's primary volatile oils are anethole, fenchone, and estragole. Anethole is known to have a relaxing effect on the intestine. Fennel also has antioxidant properties.

This tea is packed in a generous quantity because it is meant to be used daily as a medical food for IBS.



Heather's Tummy Tea™ Organic Fennel is also available in jumbo tea bags. Superior quality tea in the convenience of a tea bag!

Brew a delicious cup of tea several times a day, every day, as part of your dietary management of IBS symptoms.

Ideal Bloating Support

Colon cleanses, laxatives, insoluble fiber supplements, and psyllium can make IBS symptoms *worse*, not better.

HEATHER'S TUMMY TEA™ ORGANIC PEPPERMINT

- ❖ Exceptional for IBS pain, diarrhea, and urgency
- ❖ Calms and soothes for *immediate* symptom relief
- ❖ Economical, organic, sourced from the Pacific Northwest
- ❖ Freshly packed large cut peppermint leaf
- ❖ High volatile oil content
- ❖ Medicinal strength and serving size
- ❖ Generous quantity for daily use
- ❖ Organic, kosher, gluten-free
- ❖ Naturally caffeine-free
- ❖ No FODMAPS

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Heather's Tummy Tea™ Organic Peppermint is also available in jumbo tea bags. Superior quality tea in the convenience of a tea bag!



Heather in our gorgeous organic peppermint fields before the fall harvest - with Turner, our fluffy Tummy Care CEO (Canine Executive Officer).

HEATHER'S TUMMY TEA™ ORGANIC PEPPERMINT *A medical food for the dietary management of IBS.*

Clinical studies have shown that peppermint, as part of the diet, relieves abdominal pain, diarrhea, and urgency from IBS.

Heather's Tummy Tea™ is unique because it is formulated to contain a very large leaf size and a high volatile oil content; it is harvested and packed to be as fresh as possible; and it is processed for minimal volatile oil dissipation. It is the volatile oils in peppermint that make it so effective for the dietary management of IBS symptoms and for immediate bowel soothing.

Menthol and methyl salicylate, the main active ingredients of peppermint, have calming effects on the stomach and intestinal tract.

This tea is packed in a generous quantity because it is meant to be used daily as a medical food for IBS.

You can actually see the volatile oil droplets rising to the surface on our peppermint leaves!



Immediate Bowel Soothing

IBS is the largest chronic health disorder in the US; it affects more people than asthma, diabetes and depression combined.

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#1 BEST-SELLING IBS BOOK IN AMERICA FOR OVER A DECADE!

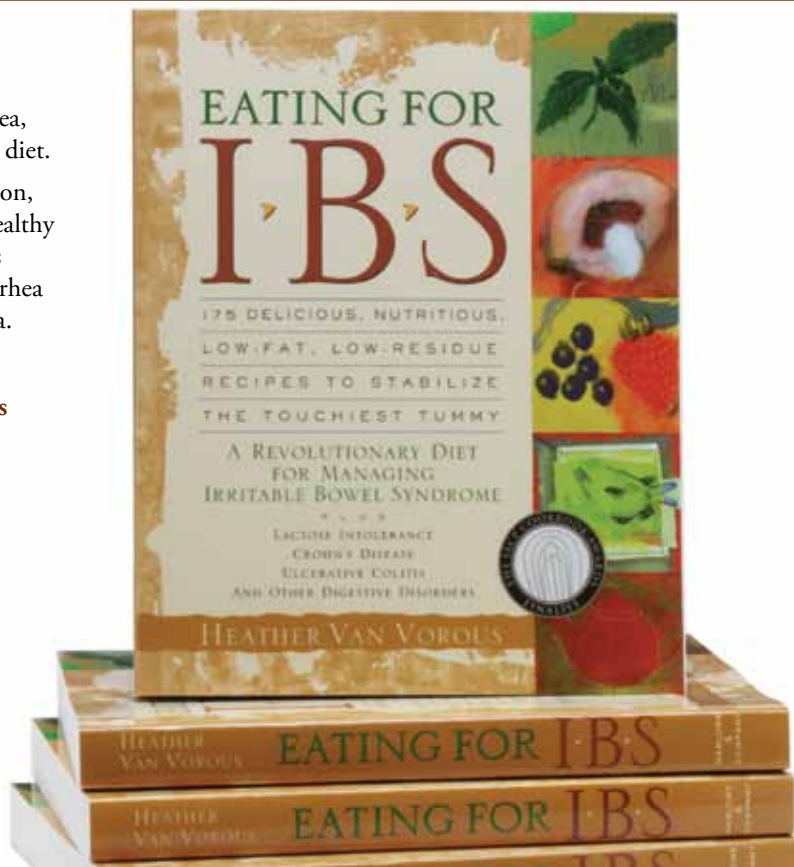
EATING FOR IBS, BY HEATHER VAN VOROUS

The ground-breaking, best-selling, best-reviewed IBS book in the US! Diet plays a direct role in gut function, and the abdominal pain, diarrhea, constipation, and bloating from IBS can be directly controlled through diet.

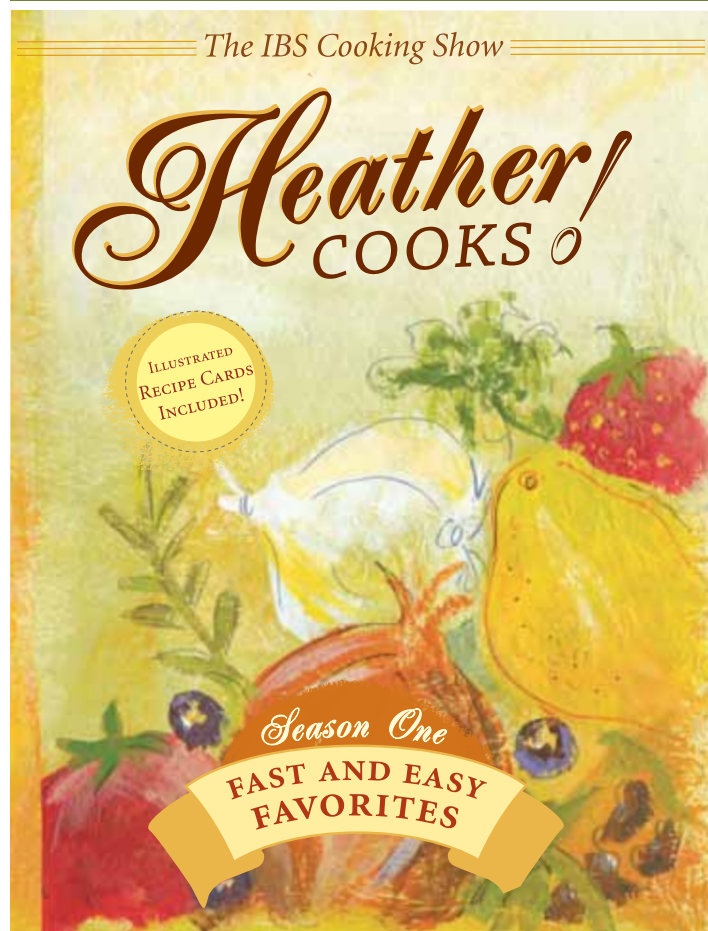
Contrary to what many believe, eating for IBS does not mean deprivation, never going to restaurants, boring food, or a limited and therefore unhealthy diet. It does mean learning to eat safely by realizing how different foods physically affect the GI tract, and how foods can help or hurt both diarrhea AND constipation, as well as abdominal pain, bloating, gas, and nausea. Foods can either prevent or trigger IBS symptoms. *For example:*

- ✦ There are two kinds of fiber...one soothes the colon and regulates gut function, but the other can cause severe attacks.
- ✦ Dairy is a common trigger... even in people who are *not* lactose intolerant.
- ✦ Peppermint and fennel can prevent pain, spasms, and bloating better than some drugs.
- ✦ Bland foods are *not* automatically safe foods.

Eating for IBS provides a comprehensive overview of IBS, explicit eating and cooking strategies, travel and restaurant advice, daily menus, supermarket ideas, and 175 delicious recipes. *How delicious?* Eating for IBS was a finalist for the IACP (International Association of Culinary Professionals) Health and Special Diet Award — also known as the “Julia Child” award.



Did you know? The same IBS diet helps BOTH diarrhea and constipation.



Season One

**FAST AND EASY
FAVORITES**

- ❖ ALL-AMERICAN SANDWICH CLASSICS
- ❖ BLUEBERRY PECAN FRENCH TOAST
- ❖ LEMON HERB WHITE FISH WITH BROWN RICE AND MESCLUN SALAD
- ❖ PIZZA PARTY SNACK MIX AND BANANA BERRY SMOOTHIE
- ❖ GARDEN VEGGIE NACHOS



- Originally aired on Seattle television
- Traditional recipes made IBS-friendly
- Illustrated recipe cards included
- IBS cooking & shopping advice, tips throughout
- Approximate running time: 110 minutes
- Formatted for US and International DVD players

5 FUN SHOWS, 8 DELICIOUS RECIPES * GREAT FOR FAMILIES & CHILDREN * STEP-BY-STEP INSTRUCTIONS FOR IBS-FRIENDLY MEALS

IBS cannot be self-diagnosed — medical tests must be run to rule out other illnesses — but IBS can be self-managed.

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#2 BEST-SELLING IBS BOOK IN AMERICA FOR OVER A DECADE!



THE FIRST YEAR: IBS, BY HEATHER VAN VOROUS

This essential guide to successfully managing IBS offers a comprehensive and sympathetic approach, whether you're newly diagnosed or have been struggling for years. From the unique perspective of an IBS patient-expert, this book is based on both clinical research and first hand experience.

By an author who has dealt with the disorder since childhood and prevailed, The First Year: IBS gives you the information you need to take control of your symptoms *today*. It also incorporates helpful suggestions, concerns, and personal stories from many IBS sufferers worldwide.

Featuring the 5 Key Strategies for managing IBS, *plus*:

- ✦ In-depth diagnostic and medical information
- ✦ Extensive IBS supplements and herbs section
- ✦ Yoga & meditation for IBS
- ✦ Innovative IBS stress management techniques
- ✦ How to deal with work, friends and family
- ✦ IBS support group resources
- ✦ Concise, effective IBS dietary guidelines
- ✦ Acupuncture and IBS hypnotherapy information
- ✦ Traveling and socializing with IBS
- ✦ The unique concerns of children with IBS

What is IBS? It's a physical brain-gut dysfunction characterized by abdominal pain, diarrhea, constipation, gas, and bloating.



TECHNI ICE HOT/COLD PACKS - 9" X 13" SHEETS

Direct heat is a tremendously effective muscle relaxant, and can be wonderfully beneficial for most IBS symptoms. When IBS triggers colon spasms, and pain, diarrhea, or constipation have resulted, the intense heat of Techni Ice Hot Packs can relax the colon and offer quick relief. In addition, the Hot Packs can provide unparalleled relaxation and thus help prevent stress-related attacks in the first place, not just alleviate the cramps and bowel dysfunction once they've already begun.

Techni Ice Hot/Cold Packs start as flat, almost weightless 9 x 13 inch sheets. Techni Ice packs can be used hot, cold or frozen. The packs are completely washable, re-useable, and will last for years. They can be cut to any size, and stored at room temperature or (if using as cold packs) in the freezer.

For use as a hot pack, simply microwave the hydrated pack for 1-3 minutes or until it's as hot as you'd like. The pack must be fully hydrated before you heat it. Use pack over or under clothes, or wrapped in a towel or blanket.

Water enters through the one-way surface and activates the internal polymer, which swells the sheets.

- ✦ Can be used hot, cold or frozen
- ✦ Non-toxic, food safe
- ✦ Washable, re-useable
- ✦ Great for abdominal cramps!

What isn't IBS? IBS is not parasites, an inflammatory bowel disease, candida, a bacterial infection, or a psychological disorder.



THE IBS AUDIO PROGRAM 100™ IRRITABLE BOWEL SYNDROME SELF-HYPNOSIS

The IBS Audio Program 100 consists of gut-directed therapeutic session CDs, with an introduction and five different hypnotherapy sessions. Each session builds on the preceding one into a comprehensive 100-day course of treatment.

Sessions vary in duration but average 25-35 minutes. The program also includes a bonus 4th CD ("the IBS Companion"), which explains IBS to other people in the patient's life.

A program booklet provides a symptom checklist, progress log, listening scheduler, and essential information for IBS sufferers. Trial results show the IBS Audio Program gives an average 85% reduction of pain and bowel dysfunction symptoms.

This program effectively converts one-to-one sessions used in the clinical environment into a unique home-based, easy to follow program. Designed and performed by Michael Mahoney, one of the United Kingdom's leading Clinical Hypnotherapists in the treatment of IBS, the program is the culmination of his clinical experience since 1986.

- ✦ A 100-day course of treatment
- ✦ Gut-directed therapeutic sessions plus "The IBS Companion"
- ✦ Addresses multiple IBS symptoms plus stress/anxiety
- ✦ Effortless, enjoyable, and effective
- ✦ Researchers have called hypnotherapy a "cure" for IBS!



CHILD'S IBS AUDIO PROGRAM 60™ IRRITABLE BOWEL SYNDROME SELF-HYPNOSIS FOR CHILDREN

The IBS Audio Program 60 was developed specifically for children with IBS and functional abdominal pain. The program uses gut-specific hypnotherapy and guided imagery methods to help alleviate global IBS symptoms in children. It is designed to help both the physical and emotional aspects of IBS.

The program also provides support for parents and gives guidance for returning the child to school. Used successfully in the clinical setting for over five years, this is the only program of its kind.

- ✦ 60-day course of treatment for children ages 8-13
- ✦ Effortless, enjoyable, and effective
- ✦ Gut-directed therapy addresses all IBS symptoms

The IBS Audio Program for children includes 4 CDs, featuring: an informational introductory session for parents only; 2 introductory sessions for the child; 6 therapeutic sessions for the child. A program booklet includes a symptom checklist, listening schedule, progress log, and essential information about IBS concerns for both child and parents. Designed and performed by Michael Mahoney, one of the United Kingdom's leading Clinical Hypnotherapists in the treatment of IBS, the program is the culmination of his clinical experience since 1986. He's an associate member of the Primary Care Society for Gastroenterology, and he's beloved by patients for his kindness and compassion.

Gut-directed hypnotherapy is one of the best-researched and most successful approaches to managing all IBS symptoms.

From the
best-selling author of
**EATING FOR IBS &
FIRST YEAR: IBS**



WHAT DOES HEATHER'S TUMMY CARE OFFER YOUR STORE?

- **Hundreds of thousands of established customers.**
We'll tell them where to find your store(s) and give them rebates for local purchases.
- **5 million web site visits annually.**
We'll list your store on our site and send visitors directly to you.
- **Hundreds of thousands of subscribers to Heather's Newsletter.**
We'll announce your store to members and tell them you have what they're looking for.
- **Ongoing staff education and sales support.**
How to address the concerns of your IBS customers.
How to fill their needs — what hurts and what helps.
Special order discounts, promotions, in-store events, and more!



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

Heather Van Vorous has had IBS since age 9, and for many years thought she was the only person in the world with the disorder. Today she's recognized as the foremost IBS "patient-expert" in America. Heather learned through research and experience what worked to control symptoms, and began helping others with IBS in 1997. What started as an e-mail letter with dietary advice eventually grew into the best-selling books

Eating for IBS and *The First Year: IBS*, and then to the founding of HelpForIBS.com, the largest IBS community in the world. Heather's

ground-breaking dietary guidelines 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 develop the exclusive Heather's Tummy Care line of organic medical foods, and to produce her IBS-friendly television cooking show Heather Cooks! She has received thousands (and counting) of thank you letters from IBS sufferers and physicians worldwide.

ORDER FROM HEATHER'S TUMMY CARE

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80 S. Washington Street, Suite 304, Seattle, WA 98104 USA HeathersTummyCare.com

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 — from your diet.
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, 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.

© Heather Van Vorous, *First Year: IBS*, 2001.

There is no cure, but there are many ways to successfully manage — and *prevent* — all IBS symptoms.