



NUTRITION BARS

Dense Calories. Intense Nutrition.

Redefining Health. Reimagining Wellness.

Volume 010124 3.1



A Path to Whole Body Health

Purposeful, Relevant Nutrition



ORGANIC DATES, PLUS

- ❖ Organic Slow-churned Almond Butter
- ❖ Organic Agave Inulin
- ❖ Organic Dried Apricots
- ❖ Organic Ground Black Pepper
- ❖ Organic Dried Unsweetened Blueberries and Blueberry Powder
- ❖ Organic Pasteurized Brazil Nuts

- ❖ Organic Raw Cacao Nibs
- ❖ Organic 100% Dark Chocolate (Unsweetened)
- ❖ Organic Ground Coffee
- ❖ Organic Blend of Dates
- ❖ Organic Raw Flaxseeds
- ❖ Organic Ground Ginger
- ❖ Organic Maca Powder

- ❖ Organic Matcha Powder
- ❖ Organic Monk Fruit
- ❖ Organic Peppermint Oil
- ❖ Organic Rosemary Extract
- ❖ Organic Powdered Spirulina
- ❖ Organic Ground Turmeric
- ❖ Organic Pasteurized Walnuts
- ❖ Organic Whey Protein Isolate (90%)

Available in 4 Inspirational FightBack Foods Bar Flavors!



ORGANIC DATES ARE
20% OF FBF BARS.
Dates have a Holy History
of Health & Wellness!



Functionally- forward Foods!

Great for everyday eating to
feed and fuel a **Healthy
Preventative Lifestyle**,
with purposeful dense
calories and natural
nutrients to support
strong immune systems!

IndulgeRx Brands Inc. collaborates with Health Ministries, Cancer Societies, Hospitals and Strategic Retail Partners to leverage **FightBack Foods Nutrition Bars** in support of cancer-fighting nutritional guidelines and healthy lifestyle recommendations. Prevention, treatment, recovery & remission all benefit from purposeful, functional nutrition.

HEALING FOODS FOR HEALING PEOPLE

EAT
AS

- ❖ BREAKFAST BAR
- ❖ MIDDAY BREAK
- ❖ AFTERNOON SNACK
- ❖ EVENING TREATS
- ❖ QUICK MEAL AT MIDNITE
- ❖ ANYTIME HUNGER!

FRESH FIRST!
THEN FIGHTBACK!



While backed by substantive Published Medical Research, always consult your Physician prior to any material change of Diet.

FIGHTING THE GOOD FIGHT

Nutrition Naturally!

FIGHTBACK FOODS is leading the charge toward an integrative and complementary nutritional approach to supporting both western and eastern medicines, treatments and protocols.

We are driven by a greater purpose – to improve patient outcomes, to accelerate healing, and to improve the treatment journey.



Intentional & Inspirational Eating!



Functional, relevant foods can play a pivotal role in support of chronic health concerns or prevention. They can also complement treatments through intentional nutrition and bio-active compounds, studied to modulate cellular processes, enhance body's immune responses, and contribute to overall health.

PURPOSEFUL, FUNCTIONAL NUTRITION

May reduce risks and side-effects of health issues, supporting a strong immune system.

FIGHTBACK FOODS **PROPRIETARY BAR BENEFITS**

- ❖ Great taste
- ❖ Calorie-dense
- ❖ Nutrient-intense
- ❖ **NO** Gluten
- ❖ **NO** Preservatives
- ❖ **NO** Added Sugars
- ❖ **NO** Artificial Ingredients
- ❖ 90%+ Plant-powered ⁽¹⁾
- ❖ 100% NATURAL
- ❖ Ingredients studied* for natural nutrients in support of Health!



⁽¹⁾ Less than 10% Whey Protein Isolate in Bars or Bites



FightBack Foods BARS are pure in their purpose, taste and benefits in the complementary, natural fight against chronic health challenges!



FIGHTBACK FOODS. FUEL THE FIGHT!

FightBack Foods is proud to be USDA certified organic, ensuring that every product we offer is grown and produced in harmony with nature, free from synthetic pesticides or chemicals (chemicals which exhibit potential to cause cancer), as we are fully committed to sustainable, eco-friendly practices.

FIGHTING THE GOOD FIGHT

nutrition Naturally!

FIGHTBACK FOODS BARS have dense calories, sustained by healthy fats & fiber, unprocessed sugars, powerful proteins, very low sodium, natural antioxidants and anti-inflammatories.

FBF Bar ingredients: Studied* to show how they may naturally impair diseased cells, optimize immune systems and/or moderate treatment side-effects.

Options:

- ✓ 56 Gram Bars
- ✓ 4 Great Flavors!

FIGHTBACK FOODS

Proprietary BAR Nutrition

Certified



SUPER CALORIES™



Good source of:

- ✓ Protein
- ✓ Iron
- ✓ Vitamin E

Rich source of:

- ✓ Selenium



Nutrition Facts

1 serving per container
Serving size 1 Bar (56g)

Amount Per Serving
Calories 250

% Daily Value*

Total Fat 12g	15%
Saturated Fat 3.5g	18%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 15mg	1%
Total Carbohydrate 28g	10%
Dietary Fiber 10g	36%
Total Sugars 14g	
Includes 0g Added Sugars	0%
Protein 9g	18%
Vitamin D 0.1mcg	0%
Calcium 80mg	6%
Iron 2mg	10%
Potassium 360mg	8%
Vitamin E 2.2mg	15%
Selenium 140mcg	250%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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% Daily Value*

Total Fat 11g	14%
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Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 20mg	1%
Total Carbohydrate 27g	10%
Dietary Fiber 11g	39%
Total Sugars 12g	
Includes 0g Added Sugars	0%
Protein 10g	20%
Vitamin D 0.1mcg	0%
Calcium 80mg	6%
Iron 2.1mg	10%
Potassium 380mg	8%
Vitamin E 2.4mg	15%
Selenium 134mcg	240%

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Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 15mg	1%
Total Carbohydrate 25g	9%
Dietary Fiber 10g	36%
Total Sugars 11g	
Includes 0g Added Sugars	0%
Protein 10g	20%
Vitamin D 0.1mcg	0%
Calcium 90mg	6%
Iron 1.8mg	10%
Potassium 310mg	6%
Vitamin E 2.3mg	15%
Selenium 124mcg	230%

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Iron 2.4mg	15%
Potassium 380mg	8%
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FIGHTBACK BARS FUEL THE FIGHT!

FIGHTING THE GOOD FIGHT

Nutrition Naturally!

FIGHTBACK FOODS BARS contain organic, natural, high quality, and unprocessed fats, sourced from nuts and seeds, which provide a healthy, balanced blend of mono and poly-unsaturated fats.

Health-promoting properties and sources of quality Fats!

FIGHTBACK FOODS

Proprietary BAR Nutrition

12g
FATS

71%
Beneficial
GOOD FATS

29%
SATURATED
FATS

0%
TRANS
FATS

THERE ARE FOUR MAIN TYPES OF FATS

1. Monounsaturated Fats: "Good Fats"

- Found naturally in **FightBack Bars**: Organic Walnuts, Organic Almond Butter, Organic Brazil Nuts.
- Also found in olive oil, canola oil, peanut oil, avocados, nuts, seeds (*pumpkin, sesame*).
- Help to reduce bad LDL cholesterol levels.
- Provide Vitamin E (*important antioxidant*); support cell dev.

2. Polyunsaturated Fats: "Good Fats"

- Found naturally in **FightBack Bars**: Organic Walnuts, Organic Brazil Nuts, Organic Flax Seeds.
- Also found in sunflower, corn, soybean and flaxseed oils, fatty fish (*salmon, herring, trout*), and chia seeds.
- Include essential omega-3 and omega-6 fatty acids.
- Help to reduce bad LDL cholesterol levels.
- Support absorption of fat-soluble vitamins and cell growth.

3. Saturated Fats: "Functional Fats" (watch source, quality, %)

- Found naturally in **FightBack Bars**: Organic Almond Butter, Organic Brazil Nuts, Organic Walnuts, Organic Flax Seeds.
- Also found in animal-based foods (*beef, pork, poultry with skin, full-fat dairy*), tropical oils (*coconut, palm, palm kernel*), some baked and fried foods.
- While SAT FATS can raise bad LDL cholesterol levels, they are necessary in moderation for certain bodily functions, and intake should be limited to 10% or less of daily calories.

4. Trans Fats: Industrially produced, hydrogenated oils, some processed foods. **Unhealthy:** Bad LDL, heart disease, diabetes.

KNOW YOUR NUTRITION

Fats play positive role in fighting Cancer!



Example: 1 of 4 BARS

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Protein 10g	20%

FIGHTBACK BARS FUEL THE FIGHT!

FIGHTING THE GOOD FIGHT

nutrition Naturally!

FIGHTBACK FOODS BARS contain many natural nutrients, fiber, vitamins, and minerals, both simple and complex carbohydrates, all contributing to sustained energy release and digestive health.

Carbohydrates and Sugar sources deserve more attention!

FIGHTBACK FOODS

Proprietary BAR Nutrition

25g
CARBS

40%
NATURAL
FIBER

16%
NATURAL
STARCHES

44%
NATURAL
SUGARS

NATURAL vs. PROCESSED CARBOHYDRATES

Complex Carbohydrates and Natural Sugars: 5 Considerations

1. Found in **FIGHTBACK BARS** or whole unprocessed foods, fruits, vegetables, whole grains, dairy products & legumes.
2. Fiber, vitamins, minerals, antioxidants, beneficial nutrients.
3. Nutrient-rich calories; satiety, prolonged energy & fullness.
4. Nutrition value; not likely associated with negative health
5. Polysaccharides digested slowly; gradual blood sugar rise.

Examples: Dates, brown rice, oats, sweet potatoes, apples, etc.

Simple Carbohydrates and Processed Sugars: 5 Considerations

1. Found in refined and processed foods like so-called **HEALTH BARS**, candies, sodas, cookies, and other baked goods, etc.
2. Stripped of fiber and many nutrients during processing.
3. Nutrition "empty" calories and feelings of increased hunger.
4. Linked to various health issues and health complications.
5. Monosaccharides (*glucose, fructose, galactose*) and Disaccharides (table sugars and lactose) are digested quickly, cause rapid blood sugar spikes, lead to obesity & diabetes.

Examples: White flour, white rice, added processed sugars.

Overall, both natural and processed carbohydrates provide energy (calories), but their health and nutrition impacts differ significantly. Natural sugars have beneficial nutrients, metabolize more slowly, and lead to better glycemic control & overall health. Conversely, processed (refined) sugars lack nutrients and can cause rapid blood sugar fluctuations and potential long-term health issues if consumed in excess.

KNOW YOUR NUTRITION

Energy is critical for fighting Cancer!



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FBF Bar Packaging (Front and Back)