

Statement to CBC News
Prepared by Xylitol Canada
December 6, 2013

Xyla® xylitol is a natural sweetener made from 100% sustainable North American hardwood and unlike sugar it helps prevent cavities, promotes good health, and stabilizes insulin and hormone levels. Xylitol naturally occurs in many fruits and vegetables and the human body makes approximately 15 grams of xylitol each day. Xyla® xylitol is wheat free, gluten free, vegan, and diabetic friendly and is recommended through and endorsed by governments and organizations around the world, including the American Dental Association, the American Diabetes Association, the World Health Organization, and the Food and Drug Association.

Xyla® is superior to other brands of xylitol because it is made from 100% sustainable North American hardwood where as the vast majority of other brands are often made from corn, finished with additives and imported from China. This is why Xyla® is widely regarded by consumers as the best xylitol available.

Just like chocolate is safe for humans but not for animals, the same goes for xylitol. As pet owners all know, never give 'people-food' to pets for any reason, as their bodies just can't handle it.

Xylitol has been shown to cause a mild digestive discomfort among a small part of the population, not unlike eating too much of any fruit or vegetable. We recommend that new consumers of xylitol start slowly and consume up to 8 grams of xylitol per day and build from there. Unlike most alternative sweeteners that include additives to modify high sweetness levels, xylitol has the same sweetness as sugar and can be used as a direct replacement. Xyla® can be a valuable addition to any diet as a way to lower calories and replace sugar.

Xylitol has always been a part of the human diet, naturally occurring in berries, mushrooms and oats. The extraction of xylitol from these fruits is costly and wasteful, thus xylitol that is sold today is produced from corn or hardwood trees using European technologies. Xylitol Canada has been collaborating with Canadian universities to assist in identifying new technologies that match Xylitol Canada's goal to continue to produce the most sustainable, best-in-class xylitol on the market. Xylitol Canada has also recently announced that its first commercial plant will be built in Alberta, becoming the country's first xylitol manufacturing facility and

creating approximately \$60 million in economic growth and approximately 12 new jobs for Canadians.

Xylitol Canada is committed to educating the public about the health benefits of xylitol, long valued by experts in the dental and diabetic community. Xylitol Canada encourages consumers interested in xylitol to research for themselves the benefits of what many consider to be the best sugar alternative available in stores.

We are promoting Xyla® leading up to the holidays because this is a tempting time of year, especially for thousands of Canadians who need to watch their sugar consumption. The team at Xyla® is excited to share products and recipes that offer a sweeter, smarter, healthier alternative for those decadent moments shared amongst family and friends.

Xyla® products can be found in thousands of stores across North America, including in Montreal. Use the Xyla® store locator to find the closest retail location www.xylitolcanada.com or buy online at store.xylitolcanada.com