



Your gut health journey starts today.

A happy tummy is the start of a happier you. Here is a simple guide made for Indian kitchens and Indian daily routines.



Namaste, and thank you for choosing Neumantra! 🙏

Constipation, acidity and gas are some of the most common tummy troubles in Indian homes. Most of the time, they are linked to small everyday things: what is on our plate, how much water we drink, how much we move and how well we sleep.

This guide explains it all in simple words, and answers the questions our customers ask us most. Read one page a day, pick one small change, and let us walk this journey together.

Team Neumantra

Your journey map



1. Know your tummy

Why constipation, acidity & gas happen



2. Fibre & your plate

What fibre is and Indian foods that help



3. Fix daily habits

Routine mistakes and an ideal day



4. Feel the difference

How a good gut helps your whole body



5. Your doubts

Answers to the questions we hear most



Your gut is home to **trillions of tiny bacteria**, and most of them are your friends.



Maida, white rice and packaged food mean **many of us eat less fibre** than we need.



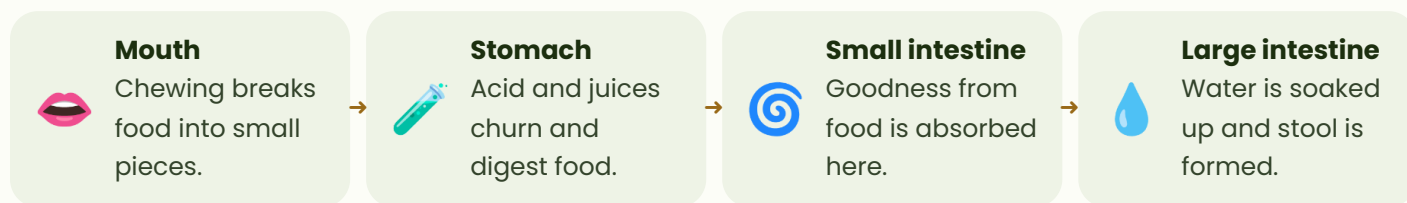
Small daily habits can change how your tummy feels within a few weeks.

Feel light. Feel good. Every day.



Why does my tummy *act up*?

Constipation, acidity and gas are very common. The good news: most of the time they come from everyday habits, and habits can be changed.



Constipation

Feels like: going less than 3 times a week, hard or dry stools, straining, or feeling “not fully clear”.

COMMON REASONS

- **Too little fibre:** maida, white rice, very few sabzis and fruits
- **Not enough water,** especially in summer
- **Sitting for long hours** with little walking
- **Holding it in** when you feel the urge
- **Irregular routine:** late meals, late nights, travel
- **Some medicines,** such as iron tablets and some painkillers
- **Pregnancy, hormones** and stress



Acidity

Feels like: burning in the chest or upper tummy, sour burps, a sour or bitter taste in the mouth.

COMMON REASONS

- **Big, heavy meals,** especially late at night
- **Lying down** soon after eating
- **Very spicy, oily or fried** food
- **Too much chai or coffee,** often on an empty stomach
- **Long gaps** between meals, then overeating
- **Smoking, alcohol** and extra weight around the tummy
- **Painkillers** taken often, stress and poor sleep



Gas & bloating

Feels like: a tight, full or swollen tummy, lots of burping or passing wind.

COMMON REASONS

- **Eating fast** or talking while eating, which means swallowing air
- **Fizzy cold drinks,** straws and chewing gum
- **Rajma, chole, cabbage, onion:** healthy, but gassy for some
- **Adding lots of fibre suddenly** instead of slowly
- **Milk,** if it does not suit you
- **Constipation** itself: trapped stool can trap gas



Good to know: passing some gas every day is normal. It is a sign that your friendly gut bacteria are busy at work.



They are linked: a slow gut can cause gas and heaviness, and late heavy meals can cause both acidity and bloating. Fixing one often helps the others.



Fibre: your gut's *best friend*

What is fibre? Fibre is the part of plant food that your body cannot digest. Instead of being absorbed, it travels all the way through your gut and does important work on the way: it keeps stools soft, keeps things moving and feeds your good gut bacteria.

Fibre is only found in plant foods: grains, dals, vegetables, fruits, nuts and seeds. Milk, paneer, eggs and meat have none.

DAILY GOAL FOR ADULTS

25–30 g fibre

Build up slowly through the day, with plenty of water.

Two types of fibre, two jobs



Soluble fibre

Mixes with water and turns into a soft gel

- Makes stools **soft and easy to pass**
- Slows down how fast sugar enters the blood after meals
- Helps lower LDL (“bad”) cholesterol as part of a healthy diet
- Keeps you **full for longer**

Found in: Isabgol (psyllium husk), oats, jau (barley), dals, rajma, apple, guava, banana, methi seeds, alsı (flax seeds)



Insoluble fibre

Does not dissolve. Works like a gentle broom

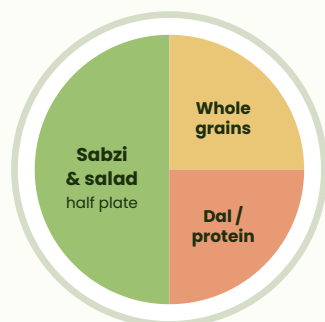
- Adds **bulk** to stool
- Helps food and waste **move along faster**
- Supports **regular** bowel movements
- Keeps the gut active and healthy

Found in: whole wheat atta with chokar (bran), bajra, jowar, ragi, brown rice, green leafy vegetables, vegetable and fruit skins, nuts, seeds



Where does Isabgol fit? Isabgol is mostly **soluble fibre**. With water it forms a smooth gel that helps soften stools. It is an easy top-up when your plate falls short, not a replacement for good food.

Build a gut-friendly Indian plate



✓ Enjoy more often

- Dal & sprouts
- Atta roti & millets
- Seasonal sabzi
- Salad
- Fruit with skin: guava, apple, pear
- Papaya, banana
- Dahi & chaas
- Nuts & seeds

⚠ Go easy on

- Maida: naan, pav, bread, biscuits
- Deep-fried snacks
- Packaged namkeen & chips
- Daily mithai
- Too much chai/coffee
- Cold drinks



Small changes, *big difference*

Your gut loves a routine. These are the everyday mistakes we see most often, and the simple fix for each one.

10 daily mistakes to avoid

- 1 **Starting the day with only chai**
✓ Drink a glass of water first, then have your chai.
- 2 **Skipping breakfast, then a huge lunch**
✓ Eat smaller meals at fixed times.
- 3 **Late heavy dinner, then straight to bed**
✓ Finish dinner 2–3 hours before you sleep.
- 4 **Drinking too little water**
✓ Sip water all day, more in summer and when you take Isabgol.
- 5 **Sitting for hours without a break**
✓ Stand up every hour. Walk 10–15 minutes after meals.
- 6 **Eating fast in front of a screen**
✓ Sit down, chew well and eat slowly.
- 7 **Holding it in when you need to go**
✓ Go when you feel the urge, and keep unhurried toilet time each morning.
- 8 **Late nights and poor sleep**
✓ Aim for 7–8 hours, at about the same time each night.
- 9 **Taking antacids, painkillers or laxatives often on your own**
✓ If you need them often, talk to a doctor.
- 10 **Ignoring stress**
✓ Try deep breathing, yoga or a walk. Your gut and brain talk to each other.

Easy swaps

Maida bread ↓ Atta or multigrain roti	Biscuits with chai ↓ Roasted chana or makhana	Gold drink ↓ Chaas or nimbu pani	Fruit juice ↓ Whole fruit	Plain white rice ↓ Rice + dal + sabzi, or millets
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A gut-friendly day

6–7 AM Wake up 1–2 glasses of water, then calm toilet time.	7 AM Move A brisk walk, yoga or light exercise.	8–9 AM Breakfast Veg poha with peanuts, besan chilla, oats or daliya, plus a fruit.	1–2 PM Lunch Roti or rice, dal, sabzi, salad and a glass of chaas.	4–5 PM Snack Chai with roasted chana, makhana or a fruit.	7–8 PM Light dinner Then a 10–15 minute walk. Sleep by 10:30.
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Your Neumantra Isabgol: take it at a time that suits you, the same time every day, stirred into a full glass of water. Follow the serving on your pouch.



Good gut, *good you*

Your gut does much more than digest food. When it is happy, the rest of you feels it too.



Skin & glow

Regular digestion, water and good food show on your skin. Science on the gut-skin link is growing.



Energy

Feel light and active after meals, not heavy and sleepy.



Mood & mind

Gut and brain are connected. Most of the body's serotonin, a "feel-good" chemical, is made in the gut.



Immunity

A large part of your immune system lives in and around your gut.



Heart

Soluble fibre, like psyllium, helps lower LDL cholesterol as part of a healthy diet.



Blood sugar

Fibre slows how fast sugar from your meal reaches the blood.



Healthy weight

Fibre keeps you full for longer, so there is less urge to snack.



Comfort

Less straining, bloating and heaviness. More "feel light" days.

15–30%

In a large review of studies, people who ate the most fibre had a **15–30% lower risk** of heart disease, stroke, type 2 diabetes and bowel cancer than people who ate the least. Reynolds et al., The Lancet, 2019. Best results were seen at 25–29 g of fibre a day or more.



Your first 3 weeks with Neumantra

WEEK 1

Start small

- Begin with less than the full serving on your pouch
- Always with a full glass of water
- A little extra gas is normal as your gut adjusts

WEEK 2

Build up

- Slowly move up to the serving on your pouch
- Add one easy swap from page 3
- Drink an extra glass or two of water

WEEK 3

Make it a habit

- Same time, every day
- Walk after meals, sleep on time
- Notice how you feel. Fibre works best with regular use

Tick a day:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21



See a doctor if you notice

- Blood in stool, or black stools
- Severe or ongoing tummy pain, or vomiting
- Weight loss you cannot explain
- A sudden change in bowel habit, or problems lasting more than a few weeks



We are with you

Questions, feedback or your own gut health story? We would love to hear from you.

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Your doubts, *answered*

These are the questions our customers ask us most often. If yours is not here, just message us.



How often should I go to the toilet?

Anywhere from 3 times a day to 3 times a week can be normal. What matters is what is normal for you, and that it feels easy, without straining.



How soon will Isabgol work?

Many people notice softer, easier stools within 1 to 3 days. The full benefit builds over 2 to 3 weeks of daily use, with enough water.



Can I take it every day? Will I get used to it?

Isabgol is a natural fibre. It works by adding soft bulk, not by forcing the gut like stimulant laxatives, so many people take it daily. If you cannot go at all without it, see a doctor to rule out other causes.



What is the best time to take it?

Any time that suits you, morning or after dinner. Taking it at the same time every day matters more than the exact time.



Water, warm water, milk or curd?

A full glass of water is best, at room temperature or warm. You can also stir it into curd or chaas. Drink it straight away, before it thickens.



Why do I feel gassy or bloated at first?

Your gut needs a few days to get used to more fibre. Start small, increase slowly and drink more water. It usually settles within a week or two.



What if I don't drink enough water?

Fibre needs water to work. Without enough, it can feel heavy and may even make constipation worse. Never take the powder dry: always mix it in a full glass and keep sipping water.



Can I take it with my medicines?

Keep a gap of at least 2 hours, as fibre can slow how some medicines are absorbed. If you take diabetes medicines, talk to your doctor first, as fibre can lower blood sugar.



Is it fine for elders, children and pregnant women?

Elders: yes, with plenty of water; check with your doctor if you take regular medicines. Children: ask your doctor for the right amount. Pregnant or breastfeeding: only when medically advised.



Probiotics or prebiotics: what's the difference?

Probiotics are the good bacteria themselves, found in dahi, chaas and kanji. Prebiotics are fibres that feed them, found in onion, garlic, banana, oats, dals and whole grains. Your gut needs both.



Do jeera, ajwain, saunf and warm water help?

These are much-loved Indian kitchen traditions, and many people find them soothing after meals. Enjoy them, but they work best alongside fibre, water and movement, not instead of them.



Will Isabgol help me lose weight?

It is not a weight-loss product. But fibre keeps you full for longer, which can help you eat mindfully as part of a balanced diet and an active life.



Is there a better way to sit on the toilet?

On a Western toilet, rest your feet on a small stool so your knees are higher than your hips. This squat-like position can make it easier to go.



What is in Neumantra Isabgol?

Only pure psyllium husk: no sugar, no flavours, no additives. It is gluten-free, and every batch is lab tested. Check your batch report at neumantra.co.

Please note: This guide is for general information only and is not medical advice. It does not replace advice from your doctor. Isabgol is not for pregnant, nursing or lactating women except when medically advised. If you have a medical condition or take regular medicines, check with your doctor before use, and take Isabgol at least 2 hours apart from other medicines. Neumantra Isabgol is not intended to diagnose, treat, cure or prevent any disease. Sources: ICMR-NIN Dietary Guidelines for Indians (2024); Reynolds A. et al., *Carbohydrate quality and human health*, The Lancet (2019); Am J Clin Nutr (2022) review of fibre supplements for chronic constipation. Marketed by Taatu Brothers Pvt. Ltd., Sawai Madhopur, Rajasthan. FSSAI Reg. No. 22226044000141.

Feel light. Feel good. Every day.