

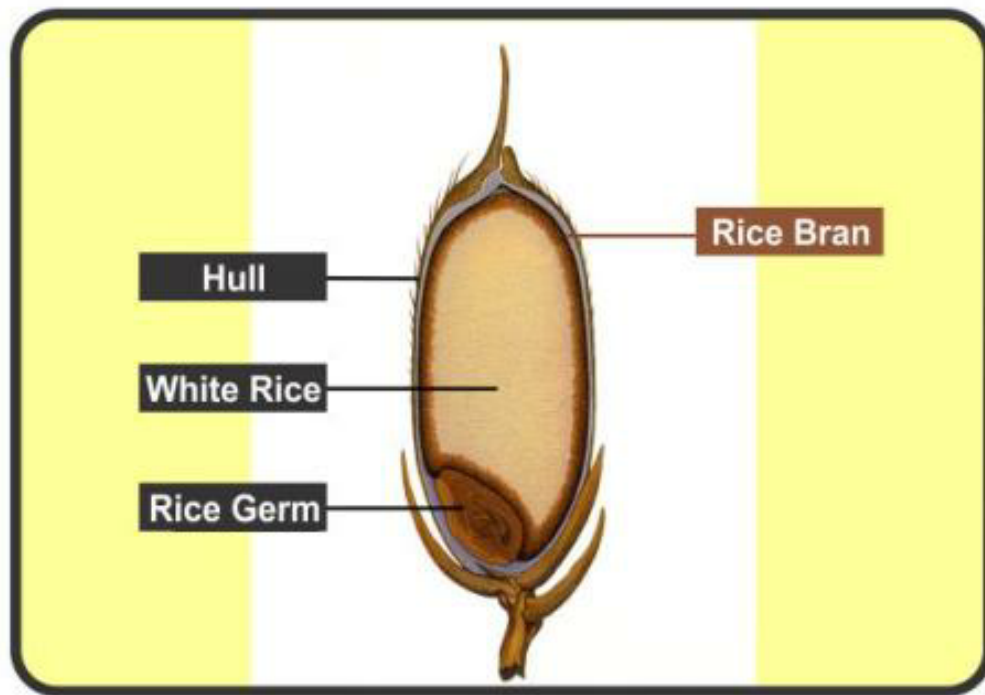
स्वास्थ्य की दिशा में एक बेहतरीन मददगार
A better help in the direction of health

Make India
HEALTHY



हिन्दुस्तान के लाखों परिवारों ने अपनाया  Millions of families has adopted

WHAT IS RICE BRAN OIL? राईस ब्रान ऑयल क्या है?



Rice Bran Oil is a unique cooking oil produced from the oily brown layer of brown rice know as Rice Bran.

राईस ब्रान ऑयल एकमात्र ऐसा खाद्य तेल है जो चावल की भूरी तेलीय परत से तैयार किया जाता है जिसे राईस ब्रान के नाम से जाना जाता है।

All oils or ghee are made up of 3 Types of Fatty acids
सारे तेल या घी 3 प्रकार के फैटी एसिड्स के बने होते हैं

SATURATED F.A. सैचुरेटेड

POLY-UNSATURATED पॉली-अनसैचुरेटेड

MONO-UNSATURATED मोनो-अनसैचुरेटेड



SATURATED FATTY ACIDS

सैच्युरेटेड फैटी एसिड्स

Solid at room temperature (सामान्य तापमान पर जमने वाला)

e.g. Desi Ghee, Palm Oil, Coconut Oil, Vanaspati Ghee
(जैसे—देसी घी, पॉम ऑयल, नारियल तेल, वनस्पति घी)

Raises Total Cholesterol (कॉलेस्ट्रॉल बढ़ाता है)

High oxidation stability (उच्च ऑक्सीडेशन स्थिरता)

So they should be in our oil, but up to a limit.

(इसीलिये हमारे तेल में यह होने चाहिये, परन्तु एक सीमा तक ही।)

POLY-UNSATURATED FATTY ACIDS

पौली अनसैच्युरेटेड फैटी एसिड्स

Liquid at room temperature (सामान्य तापमान में तरल)

e.g. : Safflower oil (kardi oil), Sunflower oil , Soyabean oil & Corn oil.

जैसे : सैफलावर तेल (करडी तेल), सूरजमुखी तेल,
सोयाबीन तेल और कौर्न तेल

Lower Total Cholesterol (कॉलेस्ट्रॉल को कम करता है)

Poor Oxidation Stability (कम ऑक्सीडेशन स्थिरता)

So they should be in our oil, but up to a limit.

(इसीलिये हमारे तेल में यह होने चाहिये परन्तु एक सीमा तक ही)

MONO-UNSATURATED FATTY ACIDS

मोनो अनसैचुरेटेड फैटी एसिड्स

Liquid at room temperature (सामान्य तापमान में तरल)

e.g. Olive Oil , Canola Oil, Mustard Oil
& Rice Bran Oil.

(जैसे : जैतुन का तेल, कैनोला तेल, सरसों का तेल
और राईस ब्रान तेल)

Lower Cholesterol (कॉलेस्ट्रॉल की मात्रा को कम करता है)

Good Oxidation Stability (उच्च ऑक्सीडेशन स्थिरता)

So they should be more in our oil.

(इसीलिये यह हमारे तेल में भरपूर होने चाहिये)

RECENT RECOMMENDATIONS EDIBLE OIL खाद्य तेल के लिए नवीनतम सिफारिशें

National Institute of Nutrition (NIN), Hyderabad -a premier Nutrition Research, Institute of Indian Council of Medical Research (ICMR) Government of India, recommends:

नेशनल इन्स्टीट्यूट ऑफ न्यूट्रीशन, हैदराबाद (एनआईएन) प्रीमियर न्यूट्रीशन रिसर्च इन्स्टीट्यूट ऑफ इंडियन कॉन्सील ऑफ मेडिकल रिसर्च, गवर्नमेन्ट ऑफ इंडिया की सिफारिश के अनुसार :

1. FAT COMPOSITION

SFA (सफा) 27-33% PUFA (पूफा) 27-33% MUFA (मूफा) 33-40%

2. Maximum Natural Anti-oxidants.

(अधिक से अधिक कुदरती ऐन्टी-ऑक्सीडेन्ट्स)

(Source: Report of WHO-NIN Workshop on Dietary Fats and Non - Communicable Diseases, July 7-8, 2005, held at NIN, Hyderabad)

Comparative Fat Composition

	तुलनात्मक प्रारूप Fatty Acids % by Weight			Source: Report of WHO-NIN Workshop on Dietary Fats & Non-Communicable Diseases, July 7-8, 2005, held at NIN, Hyderabad
	SFA	PUFA	MUFA	Natural Anti-Oxidants
Recommended	27-33%	27-33%	33-40%	-
Desi Ghee/ Butter	67	03	30	-
Vanaspati	60	-	40	-
Palm Oil	50	10	40	Tocopherols, Tocotrienols
Kardi Oil	09	78	13	Tocopherols
Sunflower Oil	12	69	19	Tocopherols
Soyabean Oil	15	61	24	Tocopherols
Corn Oil	13	59	28	Tocopherols
Cottonseed Oil	26	55	19	Tocopherols
Mustard Oil	03	29	68	Tocopherols
Canola Oil	06	32	62	Tocopherols
Olive Oil	16	11	73	Tocopherols
Groundnut Oil	22	33	45	Tocopherols
Rice Bran Oil	24	34	42	Tocopherols, Tocotrienols, Oryzanol

कुछ अखबारों द्वारा किया गया विश्लेषण



ECONOMIC TIMES NEW DELHI
WEDNESDAY 11 AUGUST 1999

TOO MUCH PUFA MAY CAUSE CANCER

Edible oil ads on cholesterol-free traits to be barred

Rautni Krishnan
BANGALORE 10 AUGUST

Edible oil manufacturers will no longer be allowed to release advertisements promoting the cholesterol-free nature of their products or, more significantly, the claim that their products help reduce cholesterol. Such claims have formed an integral part of the advertising campaigns of some sunflower and safflower oil manufacturers including leading corporate.

A draft notification seeking a ban on such advertising has been neatly issued by the union health ministry's central committee on food standards (CCFS) and is expected to become law within six months. According to a senior faculty member of the Central Food Technology Research Institute (CFTRI) poly core.

He was here today to make a presentation at a workshop on quantity materials or food products organized by the Eximus Centre of the Exim bank.

Explaining the rationale for this notification to The Economic Times, the CFTRI professor pointed out that excessive intake of the Pufa (Poly-unsaturated Fatty acids) contents in these edible oils could pose problems of another kind,

especially among the elderly. This could be said, impair the ability of the anti-oxidants in the human system to control free radicals. Too much intake of Pufa could lead to oxidation and thereby enhance the risk of cancer. Hence, the decision of CCFS to recommend a ban on this kind of advertising.

Switching to the subject of nutritional labeling the CFTRI professor pointed out that it could be made mandatory for domestic sale within a few years. Nutritional labeling was already mandatory for exports to the US. The norms for nutritional labeling in India had to be worked out. In the US Food products carry the nutrition facts on calories cholesterol and sodium contents.

There was also a move by leaders in the food-processing industry to seek an increase in the zinc content in food products. As per the prevention of Food Adulteration Act (PFA), a level of 2.5 mg in 100 g is allowed for infants and up to 5 mg for every 100 g for adults. With increasing awareness of the health-enhancing aspect of zinc, it had recently been suggested to CCFS that the maximum level be at least doubled. The process of getting CCFS approval in this regard had already been initiated, the CFTRI professor said

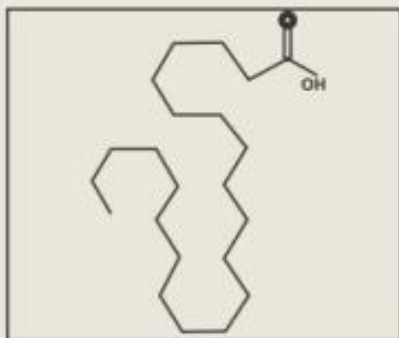
PUFA rich oils, if eaten over a prolonged period of time, due to poor oxidation stability and production of free radicals, even can be a cause of CANCER

पूफा भरपूर तेल लगातार खाने से, जिनकी ऑक्सीकरण स्थिरता कम होने और ज्यादा फ्री रेडिकल्स बनने की वजह से यह कैंसर का कारण भी हो सकता है।

FSA Issue erucic acid update

In September 2004, the U.K.'s Food Standards Agency (FSA) advised consumers not to eat particular pickles, sauces and preserved vegetables imported from Bangladesh, China, Pakistan and India following a survey that indicated some products contained illegally high levels of erucic acid. FSA then issued a follow-up Food Alert in late December 2004 after it was notified of more products with levels of erucic acid that breach the regulations.

Erucic acid is a substance normally found in some seed oils such as mustard and rapeseed. Although there have been no confirmed cases of erucic acid toxicity in humans, initial studies indicated high levels of erucic acid were linked to the formation of fatty deposits in heart muscle in animals.



According to FSA, a breach of the 1977 erucic acid in Food Regulations applies when:

(a) erucic acid is more than 5% of the fatty acid content of any oil or fat or mixture of the two, or
 (b) for foods with more than 5% total fat content, the erucic acid comprises more than 5% of the fatty acid content of all the oil or fat in the case of a food to which oil and/or fat has been added.

(c) where a product to which oil and/or fat have been added is aimed explicitly or implicitly at young children and infants, the same conditions in (b) apply except there is no minimum fat level, all such foods must comply irrespective of total fat content.

A list of products deemed unsafe is available at netlink.www.food.gov.uk/news/newsarchive 2004/dec/erucicupdate

कुछ अखबारों द्वारा किया गया विश्लेषण

भारत, पाकिस्तान, बांग्लादेश व चीन में सरसों के तेल से निर्मित अचार, सॉस और संरक्षित सब्जियों को इंग्लैंड में खाने की मनाही है क्योंकि उनमें बहुत ज्यादा मात्रा में यूरिसिक एसिड होता है, जो कि दिल की धड़कन को धीमा करता है।

कुछ अखबारों द्वारा किया गया विश्लेषण

हिन्दुस्तान टाइम्स 14-2-2003

Hindustan Times on 14/2/2003

Mustard oil linked to heart attack

Kinsuk Basu

Kolkata, February 13

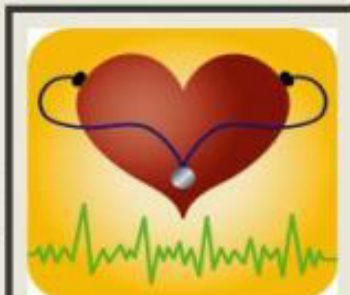
THERE'S BAD News for ilish lovers their favourite cooking medium. mustard oil. could be the biggest cause of heart attacks in Bengali homes.

The finding by the Indian Council of Medical Research (ICMR) could explain why Kolkata has more heart patients than any other Indian city. as shown by the number of pace maker implants.

Mustard oil, however, affects the heart in a different way from most other oils, cardiac surgeons Dr. Devi Shetty and Dr. A. Raghuvanshi explained. This difference could have given rise to the mistaken but popular belief that it is a safe oil. they said.

Mustard oil may not cause coronary artery blockade (which could lead to heart attacks) but it hampers the conduction of electrical impulses in the heart," Dr Raghuvanshi said "The problem with mustard oil is not the triglycerides but a toxin like substance that affects the pathway through which the electric impulses flow."

Extensive studies on edible oils have identified erucic acid in mustard



SLIPPING ON OIL

PROBLEM

Heart disease highest in Bengal

PROOF

More pacemaker implanted in Kolkata than anywhere else

CAUSE

Erucic acid in mustard oil

EFFECT

WHO predicts cardiac epidemic by 2010, Kolkata at the heart of it

oil as the chief cause of conduction disorders in heart patients in eastern India. Erucic acid has been known to affect the heart muscles and produce myocardial fibrosis and lipidosis.

The ICMR study found that all 50 heart samples from Kolkata had

high levels of erucic acid while none of those from Thiruvanthapuram or Chennai- Where mustard oil is not a popular cooking medium - showed a trace of it. The conclusion was inescapable - with as erucic acid content of around 48 per cent. mustard oil had to be the single factor responsible for the high incidence of heart diseases in eastern India.

"Mustard oil is playing havoc in the eastern region," Dr Shetty said, more particularly in Bengal

This fact came to light when a group of experts, examining a random sample of 8,000 pacemakers, were shocked to find that most of the implantations has been done at the Institute of Post Graduate Medical Education and Research, Kolkata.

"Patients from eastern India show the highest number of high-degree or second-degree heart blockades," said Dr Devdutta Bhattacharya. "More people here develop diseases of the AV-node (a key region of the heart involved in conduction of electrical impulses) compared with any other part of the country and it seems diet is a big factor. I always said there should be a detailed study of mustard oil and the impact of erucic acid on the heart," he said.

सरसों का तेल हार्ट
अटैक का कारण
बन सकता है।
पश्चिमी बंगाल में
ज्यादा सरसों का
तेल खाया जाता है
व सबसे ज्यादा
पेसमेकर इसी
राज्य में लगे हुए हैं।

कुछ अखबारों द्वारा किया गया विश्लेषण

इस समाचार के बारे में प्रमाणिक रिपोर्ट

THE SOLVENT EXTRACTORS ASSOCIATION OF INDIA

From : malabika roy
(mailto:malabika69@yahoo.com)
Sent: Friday, October 21, 2005 12:14 PM
To : priya_ranjankumar@yahoo.com
Subject : Comments on Mustard Oil

Dear Dr. Kumar;

The following are the comments;

India Council of Medical Research (ICMR) Comments

Comments on the article published in
Hindustan Times 'Mustard oil consumption
by the Solvent Extractors Association of
India.

1. It is true that mustard oil is the most popular cooking oil in the northern and eastern regions of India.
2. It is also that pace-maker usage is very high in the state of West-Bangal.
3. Mustard oil has nearly 50% erucic acid, an unusually long chain fatty acid. It also contains moderate amounts of a-linolenic acid (an important n-3 fatty acid).
4. Ingestion of mustard oil having high levels of erucic acid at more than 10% level in the diet induces early myocardial lipidosis and subsequent cardiac fibrosis in experimental animals like rats, pigs, monkeys etc.
5. The extent of lipidosis and fibrosis depend on the erucic acid content of mustard oil.

6. There is a large variation in the response of various, species and strains of animals to high erucic acid mustard oil feeding.
7. Interestingly, through the low erucic acid (2%) containing canola oil did not induce early myocardial lipidosis, its continuous feeding resulted in more non specific fibrotic lesions than ground nut oil in rat hearts (which were more confined to epicardial and endocardial regions, unlike the high erucic acid mustard oil-fed rat hearts which had high incidence of myocardial lesions).
8. In monkeys prolonged feeding of mustard oil at 5-10% level in the diet did not induce fibrotic lesions, indicating that the level of mustard oil in the diet is an important determinant in the development of myocardial lipidosis. However, a slight decrease in oxygen consumption by cardiac mitochondria was observed.
9. The ICMR study to which the cardiac surgeons were referring demonstrated the accumulation of erucic acid in the heart samples (autopsy samples) from population groups from Kolkata (who were habitually consuming mustard oil) did not reveal abnormalities in the heart by histopathological examination. Further, the presence of varied proportions of erucic acid (1-9%) of the heart lipids suggests (chronic) consumption of mustard oil in this particular region of India and variation in the quantity of mustard oil consumed.
10. Subsequent metabolic studies in human volunteers at NIN with zero erucic acid rapeseed oil and also very recent studies by AIIMS in ischemic heart disease patients supplemented with mustard oil (high erucic acid) in fact, suggested the possible beneficial effects of these two oils, possibly by improving n-3 fatty acid status.
11. Moreover the current guidelines for ideal fat consumption emphasize to reduce n-6 fatty acid intake and increase n-3 fatty acid consumption. To achieve this, the use of more than one oil with varied fatty acid composition has been advocated. In fact some of the constituent oils (NIN studies and re)
12. Thus, in view of (i) several cardiovascular disease-related confounding factors, (ii) in the absence of clinching evidence that mustard oil at the usual consumption level cause myocardial changes in humans, (iii) the established deleterious effects of mustard oil in experimental animals and (iv) finally, the current recommendations for ideal fat consumption to use more than one cooking oil (oil blend with reduced n-6 and improved n-3 fatty acid contents). It is prudent to use mustard oil in combination with other edible oils, instead of using it as an exclusive cooking medium.

Dr. Rakesh Mittal
Chief Division of Reproductive Health & Nutrition
ICMR, Ansari Nagar
New Delhi

सरसों तेल को
चूहों और बंदरों
पर प्रयोग करने
पर पाया गया कि
इसमें
यूरिसिक एसिड
की मात्रा ज्यादा है
जो हार्ट के लिए
नुकसानदायक है

कुछ अखबारों द्वारा किया गया विश्लेषण

ES NATION

* THE TIMES OF INDIA, MUMBAI
WEDNESDAY, JULY 19, 2006

AIIMS comes out with big fat truth on saturated fat intake

International Advisory Of 10% Intake Doesn't Hold Good For Indians

Abanika Ghosh nca

New Delhi : If you believe in watching your diet - yet can not overcome the occasional longing for forbidden pleasures like butter, ghee, cheese and cream - this one's not going to come as good news.

Recent research at the All India Institute of Medical Sciences (AIIMS) has shown that the international recommendation of saturated fat intake of less than 10% of total daily calorie intake, does not hold for Indians. The value for us, calculated by correlating serum levels of C-reactive protein - increasingly viewed as an even better marker of cardiovascular disease risk than cholesterol - has been found to be less than 7% of the daily calorie intake.

The research of medicine, AIIMS, has been published in the July edition of the international journal, Nutrition. This is the first time a study has been conducted among Indian subjects on relation between saturated fat intake and CRP, a marker of inflammation, which at serum levels of above 3 mg per litre is believed to indicate atherosclerosis or deposition of fat and other materials in the inner lining of the artery.

The "normal" serum CRP levels are less than 1 mg/litre. CRP, a protein produced by the liver, was traditionally used as marker for inflammatory diseases like rheumatic arthritis

MARKER OF INFLAMMATION

C-reactive protein is a blood plasma protein produced by the liver. It has a role in improving immunity and levels go up when there is acute inflammation in the body.

Relation to cardiovascular risk : Normally CRP levels remain below 1mg/litre. Any reading of 3 μ g/litre or above is known to indicate atherosclerosis.



Relation between dietary saturated fat and CRP: The study found that for every 1% intake in energy intake from saturated fat, CRP level decreased by 0.14 mg/litre.

Recommended energy intake from saturated fat in Indians : Less than 7%

FOODSTUFF	FREQUENCY OF CONSUMPTION	RELATIVE RISK
1 Refined oils (Dinner oil, canola oil, rice bran oil)	2-3 tsp/day	
2 Butter	Thin film	
3 Recreated fried foods (potatoes/pastry/pakoras/hanuss)	Once/week (one serving)	
4 Meat / bacon / sausages	Once/week (1/2 serving)	
5 Low fat cooked red meat	2 times/week	
6 Commercial fried/fatty foods (pizza/burgers/potatoes)	Once/week (one serving)	
7 Commercial food with trans fats (french fries etc.)	Once/week (one serving)	
		Least risk Moderate risk High risk

to where the serum level usually shot to 100-1,000 times the normal value. It is only in the

the increasing perception of atherosclerosis as a form of inflammation.

The AIIMS study was carried out in 359 adolescents and young adults without any previous history of infection or smoking, among whom, 9% were found to be in the risk group. Attempts to correlate this with their diets, revealed that the chances of having a raised CRP level in subjects with 10% energy intake coming from saturated fats, was twice as compared to subjects with normal intake. For subjects with normal intake. For every 1% reduction in energy produced by saturated fat, there was found to be a 0.14mg/litre decrease in CRP.

Explaining the findings, Dr Anoop Misra—former professor of medicine AIIMS and currently director and head, department of diabetes and metabolism, Fortis Group of Hospitals — under whom the research was conducted, said: "Because of higher triglyceride levels, insulin resistance, more blood-thickening factors and higher abdominal fat, Indians are more prone to cardiovascular diseases than other ethnic groups. A school of thought is emerging that there is a need to re-quantity international health standards for Indians. The present findings get with this notion." It is not just lower lower recommended dietary fat intake, even the universal advisory for exercise that puts the daily dose at 30-45 minutes, stands at an hour or so for Indians, he added.

ऑल इंडिया
इन्स्टीट्यूट ऑफ
मडिकल साइन्सेज
ने भी भारतीयों पर
अनुसंधान उपरान्त
निम्नलिखित
तेलों की सिफारिश
की है—जैतून, केनोला
और राईस ब्रान तेल।

World Heart Day Tomorrow

Have a heart, walk

Arun Sharma
Tribune News Service

Chandigarh, September 28

A 30-minute walk and a balanced diet is all it takes to reduce the risk of heart diseases, emphasises Dr K.K. Talwar, director of PGI and renowned cardiologist.

With World Heart Day falling on September 30, the heart specialist says that life style changes are a must. As opposed to the earlier belief that rich and affluent alone suffered from heart trouble, particularly in developed countries, it has now been found the disease has spread across all sections. The young too are reaching hospitals with the problem, says Dr Talwar.

A balanced diet, including seasonal fruits and vegetables, with controlled consumption of refined oil and desi ghee and physical activity in routine can help in a big way to keep the heart healthy.

The use of rice bran oil, not more than half a litre in a month, and just 15 gm of desi ghee everyday is sufficient for good health, says Dr Talwar. Milk, curd and butter are also supplements for desi ghee, adds Dr Talwar.



“

A survey shows that the elderly, while in service, command authority and respect which they find eroded after retirement. This creates a sense of Insecurity that puts them under stress, ultimately pushing them towards heart problems

-Dr H.K. Bali,
Fortis, Mohali

There are an estimated 45 million patients of coronary artery diseases in India and with a roller-coaster lifestyle, the future looks more grim.

By 2020, heart diseases will account for one-third of all deaths.

कुछ अखबारों द्वारा किया गया विश्लेषण

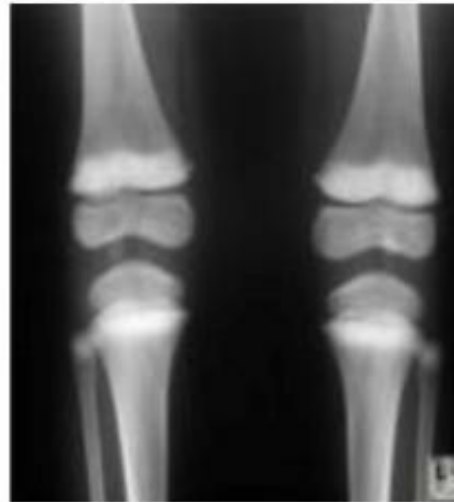


पी. जी. आई. चंडीगढ़ के
डायरेक्टर डॉ. के. के. तलवार
(हार्ट स्पेशलिस्ट) ने विश्व हृदय
दिवस पर लोगों को राईस ब्रान
तेल खाने की सलाह दी है।

Pennington Biomedical Research Center

Division of Education

Rice Bran & Osteoporosis



Found that with the addition of a 7% oryzanol rice bran oil (RBO) concentrate to the diets of these rats that reductions in bone loss at several bone sites occurred.

फिजीकली रिफाइन्ड राईस ब्रान तेल हड्डियों में से कैल्सियम की घनता को कम होने से बचाता है।

स्वास्थ्यवर्धक गुणों से भरपूर राइस ब्रान ऑयल

RICE BRAN OIL FULL OF HEALTH BENEFITS

विभिन्न अध्ययनों के अनुसार राइस ब्रान ऑयल में पाए जाने वाले एन्टी-ऑक्सीडेंट निम्न गुणों से भरपूर है

AS PER VARIOUS WELL DOCUMENTAL STUDIES, ANTI-OXIDENTS PRESENT IN RICE BRAN OIL OFFER SEVERAL BENEFITS AS

Tocopherols (टोकोफेरोल्स)



Immune System

उन्मुक्त निकाय व उपापचय को बढ़ाने में मदद
Helps in enhancing Immune System and Metabolism



Cardiovascular

कैंसर व कार्डियोवास्कुलर रोगों में कम करने में मदद
Helps in reducing the Risk of Cancer and Cardiovascular Diseases



Cataracts

मोतियाबिंद में मदद
Helps in preventing Cataracts



Slows Aging

बढ़ती उम्र के प्रभाव को कम करने में मदद
Slows Aging

Tocotrienols (टोकोट्रीनोल्स)



Cholesterol Level

स्वस्थ कॉलेस्ट्रॉल के स्तर को बनाए रखने में मदद करता है
Helps Maintaining Healthy Cholesterol Level



Antioxidant

शक्तिशाली प्राकृतिक सुपर एन्टीऑक्सीडेंट
Potent Natural Super-Antioxidant



Neuroprotection

नाड़ी तंत्र की सुरक्षा में मदद
Helps Neuroprotection



Platelet Aggregation

प्लेटलेट्स के एकत्रीकरण को प्रभावित करता है
Effects On Platelet Aggregation



Carotid Atherosclerosis

धमनियों की आंतरिक दीवारों में होने वाले जमाव को प्रभावित करता है।
Effects On Carotid Atherosclerosis



Arterial Compliance

धमनियों की अनुकूलता को सुधार करने में मदद
Improves Arterial Compliance



Cancers & Tumors

कैंसर व ट्यूमर्स रोगों में लाभदायक
Helps in preventing certain Cancers & Tumors



Slows Aging

आयुरोधक / क्रांतिवर्धक एवं व्यक्तित्व निखार
Anti-Aging/Cosmetics & Personal Care

Oryzanol (ओरीजनोल)



Cholesterol Level

कॉलेस्ट्रॉल कम करने में सहायक
Helps Cholesterol reduction



Blood Sugar

रक्त शर्करा प्रबन्धन में सहायक
Helpful in Blood Sugar
Management



Gastrointestinal

जठरांत्र संकट से राहत में मदद
Helps in reducing
Gastrointestinal distress



Menopausal Symptoms

रजोनिवृत्ति लक्षणों में मदद
Helpful in menopausal symptoms



Anti-ageing

त्वचा व हाईड्रेट्स को हल्का कर
आयु वृद्धि रोकने में सहायक
Helps lighten Skin, hydrates
and is antiageing



Neuro Protection

नाड़ीतंत्र की रक्षा करने में सहायक
Helps in Neuro Protection



Hypertension

उच्च रक्तचाप को कम
करने में मदद

Helps Hypertension reduction



Liver Function

यकृत की कार्य क्षमता में मदद
Helps in Improving
Liver Function



Bone Mineral Density

अस्थि खनिज घनत्व में सुधार
Improves bone-mineral
density



Acidity

अम्ल को कम करने में सहायक
Helps in reducing Acidity



Hypothyroid

हाईपोथायरोडिज्म के रोगियों
के लिए सहायक
Helpful for patients of
hypothyroid



Body- Building

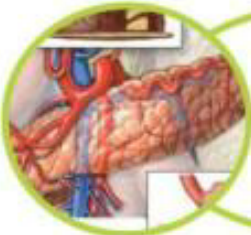
टेस्टोस्टीरोन बुस्टर—शरीर
निर्माण में सहायक
Testosterone booster, helpful
in body- building

स्वास्थ्य के लिए उपयुक्त तेल Oil fit for Health



हृदय के लिए उत्तम है, क्योंकि बुरे कॉलेस्ट्रॉल को कम करने व अच्छे कॉलेस्ट्रॉल को बढ़ाने में मदद करता है। उच्च रक्तचाप को नियंत्रित रखने में मदद करता है।

Best for heart as it helps in increasing the good cholesterol by lowering the bad cholesterol and helps in controlling the Hypertension.



इन्सुलिन की कार्य क्षमता को बढ़ाने में मदद करता है अतः डाईबिटीज वालों के लिए उत्तम है।

Helps to increase efficiency of Insulin therefore best for diabetic persons.



गैस व एसिडीटी आदि पेट की बीमारियों को दूर करने में मदद करता है।

Helps to cure acidity, gases and other gastrointestinal troubles.



मांसपेशियों को मजबूत बनाने में मदद करता है। रजोनिवृत्ति की मुश्किलों को आसान करने में मदद करता है।

Helps to strengthen the muscular system. Helps in menopausal problems.



खून के थक्के बनने से रोकने में मदद करता है। झुर्रियाँ व अन्य त्वचा सम्बन्धित रोगों से रोकथाम में मदद करता है। बढ़ती उम्र के प्रभावों को कम करने में मदद करता है।

It helps in decreasing the Aging Effects. It Helps to stop Wrinkles skin diseases. This oil is Anti Thrombotic.



Beauty of this oil: Oryzanol

- Human clinical studies conducted in the University of Lowell found that Rice Bran oil has significantly better cholesterol lowering properties than popular Olive Oil. Scientists have attributed this to presence of Oryzanol in the oil.

Source:- Arterioscler Thromb Vasc Biol. (Journal of American Heart Association) 1994;14:549-556, Artherosclerosis, volume 88, Issues 2-3, June 1991, pages 133-142

- In a study conducted by National Institute of Nutrition, Indian Council of Medical Research, Rice bran oil showed greater reduction in bad cholesterol in comparison to groundnut oil which has the similar fatty acid profile. Scientists have attributed this to Oryzanol.

Source-Journal of the American College of Nutrition, Vol. 10, No.4- (1991)

लॉवेल यूनिवर्सिटी में किये गये अध्ययन के अनुसार राईस ब्रान ऑयल में कॉलेस्ट्रॉल कम करने की क्षमता ऑलिव ऑयल के मुकाबले ज्यादा है। नेशनल इन्स्टीट्यूट ऑफ न्यूट्रीशन व इण्डियन काउन्सिल ऑफ मेडिकल रिसर्च में किये गये अध्ययन के अनुसार राईस ब्रान ऑयल में बुरे कोलेस्ट्रॉल को कम करने की क्षमता मुँगफली के तेल के मुकाबले काफी ज्यादा है। वैज्ञानिकों ने इसकी वजह राईस ब्रान ऑयल में पाये जाने वाले ऑरिजनोल को बताया।

Beauty of this oil: Oryzanol



- A study in Japan found out that an 8-day treatment with gamma-oryzanol showed a significant inhibition of fasting ulcer and a 10-day treatment with the same dose of gamma-oryzanol in acetic acid ulcers lowered the serum level of gastrin.

Source:- Journal of Folia Pharmacologica Japonica 1976 Nov;72(8):1001-11

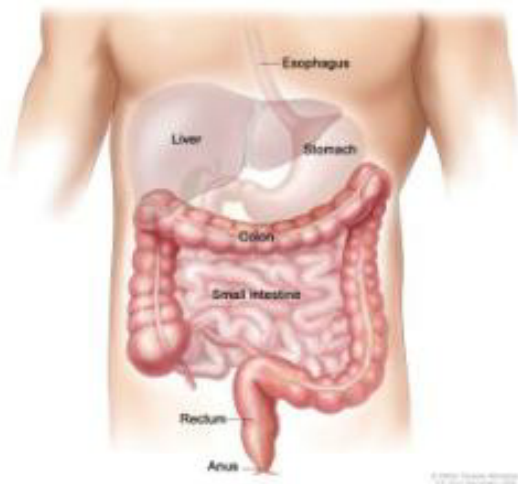
- Another study in Japan reported that the oryzanol is effective against the stress induced ulcers.

Source:- Journal of Folia Pharmacologica Japonica 1976 May; 72(4):475-81

जापान में किये गये 8 व 10 दिन के अलग-अलग उपचार व अन्य अध्ययन में पाया गया कि राईस ब्रान ऑयल में पाये जाने वाला ऑरिजनोल पेट से सम्बन्धित रोग जैसे-गैस, एसिडीटी, अल्सर आदि में मददगार है।

Beauty of this oil: Oryzanol

Anti-inflammatory



- A study by Department of Food Science and Technology, Tokyo found that treatment with Oryzanol during the entire time course of treatment of colitis (swelling of the Intestine), suppressed the pathological conditions, including body weight loss, intestinal bleeding and diarrhoea, resulting in significant amelioration of intestinal inflammation.

Source:- British Journal of Pharmacology (2008) 154, 812-824

- A study conducted by Department of Pharmaceutical Sciences, Thailand yet again confirmed the anti inflammatory properties of Oryzanol.

Source:- Journal of Medicinal Plant Research Vol.6(6), pp. 1070-1077, 16 February, 2012

डिपार्टमेन्ट ऑफ फूड साइन्स एण्ड टेक्नोलोजी,
टोकियो के द्वारा किये गये अध्ययन के अनुसार
राईस ब्रान में पाये जाने वाला ऑरिजिनोल आंतों
से सम्बन्धित रोगों में मददगार होता है।

Beauty of this oil: Oryzanol



Treats menopausal symptoms

Clinical trials involving menopausal women, have revealed that 67-85 percent of women treated with gamma-oryzanol have experienced a significant reduction in menopausal symptoms.

Source:- A Research Article taken from http://www.meschinohealth.com/ArticleDirectory/Gamma-Oryzanol_Menopause_Treatment

महिलाओं में रजोनिवृत्त अवस्था में किये गये अध्ययन के अनुसार राईस ब्रान ऑयल में पाये जाने वाला ऑरिज्नोल 67-85 प्रतिशत महिलाओं में रजोनिवृत्ति की मुश्किलों को आसान करने में मदद करता है।

Beauty of this oil: Oryzanol



- A study in Chiang Mai University, Thailand has found Oryzanol as a potential cosmetic raw-material. According to the study, Oryzanol helps in skin whitening, skin hydration and is anti ageing.

Source:- Journal of Pharmaceutical Biology, Thailand 2012 Feb;50(2):208-24

- Oryzanol, due to its antioxidant property, is an effective Sunscreen and thus protects the skin from U-V Rays.

चैन्ग माई यूनिवर्सिटी थाईलैण्ड में किये गये
अध्ययन के अनुसार राईस ब्रान में पाये जाने वाला
ऑरिजनोल त्वचा की चमक व नमी को बढ़ाने व
बढ़ती उम्र के प्रभावों को कम करने में मदद करता है।

Beauty of this oil: Oryzanol

Helps patients of
Osteoporosis



- A study conducted on Ovariectomized rats (who typically lose substantial bone mineral density after the ovariectomy) were used as a model for postmenopausal osteoporosis. It was found that the addition of a 7% oryzanol rice bran oil (RBO) concentrate to the diets of ovariectomized rats resulted in less bone loss at several bone sites than control rats.

Source:- A thesis submitted to the Graduate Faculty of the Louisiana State University and Agricultural and Mechanical College

चूहों पर किये गये अध्ययन के अनुसार राईस ब्रान
में पाये जाने वाला ऑरिजनोल हड्डियों
के घनत्व में कमी को रोकता है।

Beauty of this oil: Oryzanol

Helpful for patients
of Hypothyroid



- A study conducted in Japan has found a single oral dose (300 mg) of gamma-oryzanol extracted from rice-bran oil to be effective, in significantly reducing elevated serum TSH levels in hypothyroid patients.

Source:- Journal of Endocrinologia Japonica, Japan 1980 Feb 27(1):83-86

जापान में किये गये अध्ययन के अनुसार राईस ब्रान में पाये जाने वाला ऑरिजनोल हाईपोथायराइड के रोगियों के लिए मददगार होता है।

Beauty of this oil: Oryzanol

What is the status of RBO abroad? (विदेशों में प्रतिष्ठा)

- * **Rice Bran Oil is already enjoying popularity in Japan, Korea, China, Taiwan and Thailand.**
(जापान, कोरिया, चीन, ताईवान व थाईलैंड में बहुत प्रचलित है)
- * **Japanese commonly call Rice Bran Oil as "HEART OIL".**
(जापानी लोग इसे हार्ट ऑयल के रूप में इस्तेमाल करते हैं)
- * **Recently the Rice Bran Oil has acquired the status of "HEALTH FOOD" with the Americans.**
(अमेरिका में यह स्वास्थ्यवर्धक भोजन के रूप में पहचान बना चुका है)

PRICES OF RICE BRAN OIL IN INTERNATIONAL MARKET

Select
Rice Bran Oil
\$3.49 / 500 ML

Rs. 227/-
(Approx.)



Lulu
Rice Bran Oil
AED 20.95 / 1 Ltr

Rs. 370/-
(Approx.)



Alpha one
Rice Bran Oil
\$19.79 / 3 Ltr

Rs. 1286/-
(Approx.)



किफायती व स्वादिष्ट Tasty and budget friendly



खाना तेल कम सोखता है
FOOD ABSORBS LESSER OIL



धुँआ कम छोड़ता है
LESSER FUMATIC



कम चिकनाई
LESSER GREASY



स्वादिष्ट व्यंजनों के लिए उपयुक्त
BEST FOR TASTY RECIEPS



सुपाच्य भोजन
DIGESTIVE FOOD



घी से बेहतर स्वादिष्ट मिठाईयाँ
DELICIOUS SWEETS BETTER THAN GHEE

विभिन्न अवार्ड VARIOUS AWARDS





HEALTH સહી તો
LIFE સહી