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# Proveda Rice Bran Oil

PROVEDA'S  
New Milestone



# Eat Healthy and Stay Healthy

Our food choices each day affect our health—how we feel today, tomorrow, and in the future. Good nutrition is an important part of leading a healthy lifestyle. Healthy eating habits can help prevent certain health conditions – such as obesity, high blood pressure and high cholesterol leading to heart disease. When we practice healthy eating habits, you boost your chances of an active and energetic life.





# Cooking your food in right Oil?

It is advisable to avoid refined oils

During the refining process, oils are heated to high temperatures resulting in their degradation and generation of toxic substances.

Refined oils, particularly high in PUFAs, degrade easily and therefore, should be avoided for frying



# Facts of Fats

- Fats are essential part of daily dietary needs, their uses and benefits are innumerable
- A good source for including fats in your diets is through cooking oil
- Choosing the right cooking oil is of vital importance as this choice directly affects your health
- The mix of fats that you eat , rather than the total amount in your diet , is what matters most when it comes to your cholesterol and health



# FATS

## Fats are classified as :

### Saturated Fat

Saturated fats are the fatty acids which are solid at room temperature

Non Vegetarian food  
Milk products  
Coconut Oil  
Palm Oil

### Unsaturated Fat

Unsaturated fats are the fatty acids which are liquid at room temperature

Monounsaturated  
Fat

Polyunsaturated  
Fat

Avocados,  
Sunflower Oil,  
Peanut Oil

# How much Fat you required?

- Ideal quantity of Fat-20/30 gm per day
- Fat sources-Salad and Cooking oils
- This fat shall be balanced
- According to American Heart Association optimum intake of fat is :-
- Adults-30% of total calorie intake(2000 calories of diet should be getting 600 calorie or 60-65 grams of fat per day)
- 30% of fat should include
  - 8-10% Saturated Fat
  - 10-12 % Monosaturated Fat
  - $\geq 10\%$  of Polysaturated Fat
  - 0% Trans Fat







# **RECOMMENDED CALORIE INTAKE FROM VARIOUS TYPES OF FATS**

- Saturated Fatty Acids (SFA) : 8-10% of total calorie intake**
- Poly-Unsaturated Fatty Acids (PUFA) : 8-10% of total calorie intake**
- Mono-Unsaturated Fatty Acids (MUFA) : 10-12% of total calorie intake**

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

# What is Proveda's Rice Bran Oil?

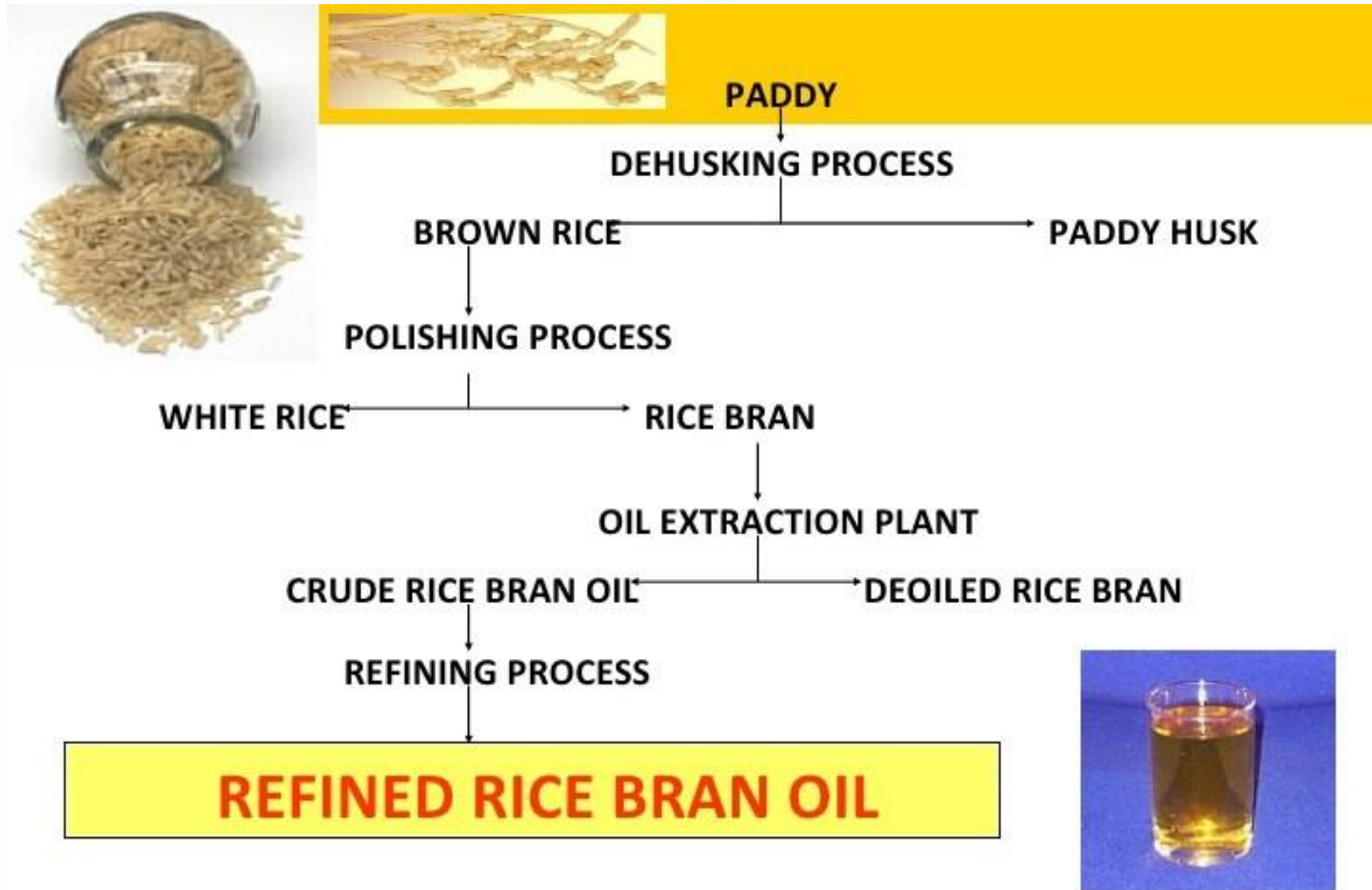
- **Rice Bran Oil is the oil extracted from the hard outer brown layer of rice after chaff (rice husk)**
- **Rice bran is the outer layer of the rice grain**
- **Most nutritious and healthful edible oils**
- **Rich in bioactive nutraceuticals such as  $\gamma$ -Oryzanol, tocopherols, tocotrienols, and sterols**
- **Improve blood cholesterol by reducing total plasma cholesterol and triglycerides**
- **Rich in  $\gamma$ -oryzanol and tocotrienols**





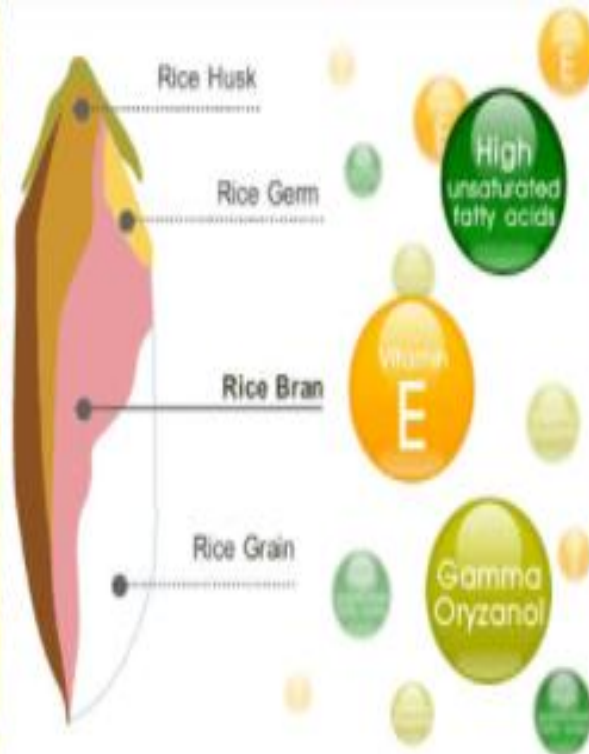


# How it is produced?



# What is Oryzanol?

- Oryzanol occurs naturally in many plants, especially the rice plant
- An antioxidant to reduce cholesterol formation and absorption
- Proveda's Rice Bran is a richest source of Oryzanol supports your healthy life with 15000 ppm Oryzanol





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# Proveda's Rice Bran

Zero Trans Fat

Rich in  
Antioxidants

Fortified with  
Vitamin A and D

Upto 15000 ppm  
Oryzanol

Physically refined





# Characteristics of Proveda's RBO

- High heating of oils may lead to unhealthy oil
- Heat tolerance is one of the most important feature of cooking oil
- Rice Bran Oil is suitable for high temperature due to high smoke point
- Oryzanol content of the pan heated rice bran oil samples remains approximately the same even when heated at 180°C for 8 hours

# Characteristics of Proveda's RBO

- Proveda's RBO contains 34% Poly-Unsaturated Fats (PUFA), 44% Mono-Unsaturated Fats (MUFA) and 22% Saturated Fats (SFA)
- This composition is extremely close to American Heart Association (AHA) and World Health Association(WHO) recommendation for edible oils
- Rich source of essential fatty acids (EFA),Linoleic Acid(Omega - 6 Fats), possesses a lot of Linolenic acid (Omega-3 Fat)
- Physically refined Rice Bran oil-Rich in  $\gamma$ -Oryzanol

# Disadvantages of other oil

**Mustard Oil:** Mustard oil is banned for edible consumption in the EU, USA , and Canada, principally due to its erucic acid content. Erucic acid is known to cause the formation of Triglycerides layer in the heart ; development of Fibrotic lesions of the heart ;increase in risk of lung cancer ; and Anaemia.

**Soyabean Oil :** Soyabean Oil is more Obesogenic than Fructose

**Sunflower Oil :** High oleic sunflower oil is thought to provide some benefits for heart health. However, sunflower oil has been shown to release toxic compounds when heated to higher temperatures over time. Some varieties are also high in omega-6 and may contribute to inflammation in the body when consumed in excess.



# Overview - Value of Fat composition in oils

Recommended by National Institute of Nutrition, Hyderabad	Fatty Acids % by Weight			Antioxidants
	Saturated Fat (SFA) 27- 33%	Poly-unsaturated Fat (PUFA) 27- 33%	Mono-unsaturated Fat (MUFA) 33-40%	
Kardi Oil / Safflower Oil	9	78	13	Tocopherols
Sunflower Oil	12	69	19	Tocopherols
Corn Oil	13	59	28	Tocopherols
Cotton Seed Oil	26	55	19	Tocopherols
Sesame Oil	13	46	41	Tocopherols
Soyabean Oil	15	61	24	Tocopherols
Mustard Oil	3	29	68	Tocopherols
Canola Oil	6	32	62	Tocopherols
Olive Oil	16	11	73	Tocopherols
Proveda Rice Bran Oil	24	34	42	Ideal fat composition, better frying stability and 3 unique nutrients i.e. Oryzanol , Tocotrienols & Tocopherols that works as powerful antioxidants.

- This composition is extremely close to American Heart Association (AHA) and World Health Association (WHO) recommendation for edible oils.

# Health Benefits of Rice Bran

## **Heart Healthy Oryzanol**

Helps lower bad Cholesterol and improve HDL/LDL ratio



## **Better Skin**

Squalene present in it softens the skin and acts as natural moisturizer



## **Enhances the immune system**

Due to its high antioxidant content, it fights the free radicals that harm the immune system thereby protecting the body from disease





# Health Benefits of Rice

## **Powerful Nutritional source**

With balanced PUFA-MUFA-SFA



## **Low absorption of Oil**

Less absorption while frying , helps in calorie control. Uptake is less by 15%



## **Good for nervous system**

It is rich in Vitamin E which helps in maintaining balanced nervous system





# Health Benefits of Rice

## **Rejuvenate Health**

With Ferulic acid, which helps stimulate hormonal secretion



## **Anti-cancer Properties**

With natural anti-oxidants, helps in protection from free radicals, contains tocotrienols



## **Crisp and Delicious Food**

High smoky Point. Better suited for cooking & frying

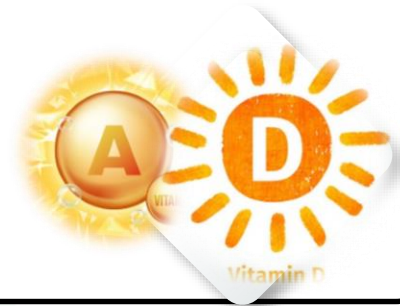




# Health Benefits of Rice Bran Oil

## **Vitamin A & D2**

Fortified with vitamin A and D2 that improves health





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# Value for money



MRP: 320  
Quantity-2 Liter