

Name of the Publication: The Hindu

Date: 07.04.2018

Page No: 10

Edition: Hyderabad

Headline: If Cholesterol is a Devil for heart, Rice bran Oil is an angel that gives you Freedom to stay Heart Healthy.

If Cholesterol is a Devil for Heart, Rice Bran Oil is an angel that gives you Freedom to stay Heart Healthy.

Cholesterol is a type of fat that is part of all animal cells. Our body needs some cholesterol to make hormones, vitamin D and bile for digestion. Excess cholesterol in body creates many health problems.

Source of cholesterol: Main source of cholesterol is diet. All animal originated fats & dairy fats including ghees are rich in cholesterol. Apart from that cholesterol is mainly produced by the liver and also to some extent by other cells in the body. Two kinds of lipoproteins carry cholesterol throughout our body.

1. **Low-density lipoprotein cholesterol (LDL)** is called **bad cholesterol** because when its levels in blood stream are high, it can clog up the arteries
2. **High-density lipoprotein cholesterol (HDL)** is called **good cholesterol**, because it helps remove excess cholesterol out of the cells, including cells in the arteries

High Blood Cholesterol? High Blood Cholesterol occurs when levels of cholesterol in blood are elevated enough to cause health problems.

According to **Dr. J Shiv Kumar, Senior Consultant Cardiologist, Apollo Hospitals, Hyderabad,** Heart attack is an epidemic in our country with over 3 crore people suffering from a heart disease and more than 3 lakh new cases of Heart Attack reported every year. The main reason for this is the deposition of fat in the coronary artery. **The main culprits are the diet and habits of people.** The diet, mostly the oil consumed should have low saturated fats and high PUFA & MUFA content as it help in staying heart healthy. Rice Bran Oil fits the bill and therefore must be used for a good heart health.

and saturated fats compared to all other vegetable oils

- **Balanced fatty acids** help our body maintain a healthy LDL/HDL ratio by reducing bonding of bad forms of cholesterol (LDL), a requirement for better functioning of heart
- This can help reduce conditions like atherosclerosis and the subsequent afflictions like heart attacks and strokes
- Rice Bran Oil is the only source of Oryzanol, a rich antioxidant
- Studies have shown that it reduces LDL (bad) cholesterol and increases HDL (good) cholesterol
- Oryzanol blocks deposition of LDL cholesterol in the walls of blood vessels
- The HDL cholesterol carries the excess LDL cholesterol in the blood to liver which removes it from the body; thereby Oryzanol plays multiple roles in cholesterol metabolism and preventing cardiovascular diseases
- In physically refined Rice Bran Oil Oryzanol is maintained at above 10000ppm levels for 100% effective benefits to heart and whole body. Clinical studies from Japan, India and U.S.A have confirmed such results and named Rice Bran Oil as 'Health Oil'
- According to Sri.P.Chandra Sekhara Reddy, Vice-President, Sales & Marketing, Freedom Rice Bran Oil The National Institute of Nutrition,

has endorsed the Cholesterol lowering properties of physically refined Rice Bran Oil with high Oryzanol content. Freedom Rice Bran Oil is refined with steam distillation process without using any chemicals so as to retain its nutrients. We are happy that consumers are recognizing this aspect and preferring Freedom Rice Bran Oil'

Freedom Physically Refined Rice Bran Oil Health Tips for a Healthy Life

Dr. Ramesh G, MBBS, MD, DM, Consultant, Interventional Cardiology, Yashodha Hospital shares his views on how to stay Heart Healthy

Navaratnas to stay Heart Healthy

1. Stay physically active. Walk at least 5 days a week for 30 to 45 minutes to stay fit
2. Drink minimum 2 litres water per day
3. Control your diet
4. Control your obesity (Body mass index & maintain below that level)
5. Quit Smoking (If you are a Smoker)
6. Control Hypertension (If you are Hypertensive patient), with regular monitoring and check-ups
7. Control Diabetes (If you are a Diabetic Patient) with regular exercise, medication and diet control
8. Control your Cholesterol level. LDL should be less than 200
9. Eat healthy food: Rice Bran Oil is the ideal cooking oil due to its balanced SFA, PUFA & MUFA profile. It is also rich in vitamins and antioxidants like Oryzanol that help you stay heart healthy.

Freedom
Physically Refined
Rice Bran Oil
Freedom to eat. Freedom to enjoy.

Role of physically refined Rice Bran Oil in reducing the risk of heart attack

- The World Health Organization and the American Heart Association have both stated that Rice Bran Oil has the best possible composition of