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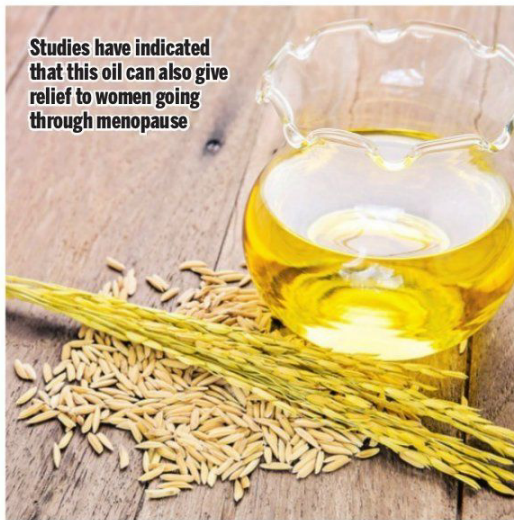
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Headline: Can rice bran oil bust cholesterol in heart patients?

Can rice bran oil bust cholesterol in heart patients?



Studies have indicated that this oil can also give relief to women going through menopause

In the current times, to remain a participant of the never-ending survival marathon, we end up compromising a lot on our basics. It's not just about facing dearth of time, but unawareness in general, also plays an equal role in our negligence of getting the basics right. One such element that needs our utmost attention and understanding is the cooking oil used in our kitchens. Being the essence of the whole culinary process to us Indians, very rarely we see

cooking oil striking a balance between good health and better taste. A perfect example which comes to our rescue here is the rice bran oil.

Extracted from the outer brown layer of rice after chaffing, the rice bran oil is known for its high smoke point and mild flavour, making it suitable for Indian cuisine which revolves around stir & deep fried preparations.

With each passing day, the oil is witnessing a continuous rise in its popularity, especially with the fitness-conscious consumer base. Considering the

numerous health merits of this oil, it does not even come as a surprise. Medical research studies have found the oil to be associated with a high presence of Oryzanol in its component, which is a major contributor in controlling bad cholesterol and amplifies good cholesterol in the blood. It is because of this property, rice bran oil is recom

WHAT'S THE BIG DEAL?

Better protection to heart and related blood vessels

15% of less oil absorption during frying

More stable at higher temperature

Gives better taste and flavour to food items

Frying takes less time, saves more energy

Benefits of rice bran oil

Oryzanol, a compound present in rice bran oil, is believed to be effective in curbing hot flashes and other symptoms of menopause.

A study found that 90% of women taking rice bran oil daily found relief in menopausal symptoms.

mended to heart patients by the doctors. Apart from this, this oil is also believed to prevent obesity and its continuous usage results in good skin. According to Pradeep Chowdhry Managing Director Gemini Edibles Oil and Fats India Pvt Ltd, "According to studies, Indians are more prone to heart ailments. Product like Rice Bran oil with its high Oryzanol content improves the HDL/LDL ratio, making it one of the most heart friendly oil. Oils such as Freedom Rice Bran oil aimed at the health conscious customer base - not only consumers with medical conditions, but also the health conscious segment which believes in eating right to prevent ailments."

The oil also has a good balance of fatty acids and lowers 'bad' cholesterol (LDL and triglycerides), increases 'good' cholesterol (HDL). It is heat stable and does not require hydrogenation, causing less chronic inflammation and helps fight 'metabolic syndrome', says Dr. Shalini Reddy, MD, MD, FRCA Columbus Ohio, USA.

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