

Health Benefits



TRIPLE OMEGA 3-6-9

Omega 3 and Omega 6 are essential fatty acids that the human's body requires for good health but the body cannot produce them.

Omega-9 or oleic acid is a mono-unsaturated fatty acid, that can help reduce the risk of cardiovascular disease and heart stroke. Oleic is known to reduce bad cholesterol and decreased inflammation.

 <p>KEEPS YOUR HEART HEALTHY</p>	 <p>PROTECTS FROM LUNGS CANCER</p>
 <p>CHECKS YOUR CHOLESTEROL</p>	 <p>OVERALL WELL-BEING</p>

What does Doctors/ Nutritionists/ Chefs say?



LifeGard retains the high level of pungency associated with Indian mustard oil. It works as a protective shield against lungs cancer and alimentary tract. Lack of pungency in imported canola oil is a major cause of concerns and thus makes "LifeGard" the superior quality and healthiest oil amongst all other edible oils in the country.

These new characteristics of good fatty acid profile with high level of MUFA & PUFA along with high smoke point makes LifeGard mustard oil the best edible oil for Indian style deep-fried cooking.

Food cooked in LifeGard oil flavors your cuisines, punches mouth-watering kicks, checks your cholesterol, safeguards your heart & keeps you healthy.

LIFE GARD
— ULTRA PURE —

  /lifegardoil
fssai

Produced & Marketed by

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ZERO ERUCIC

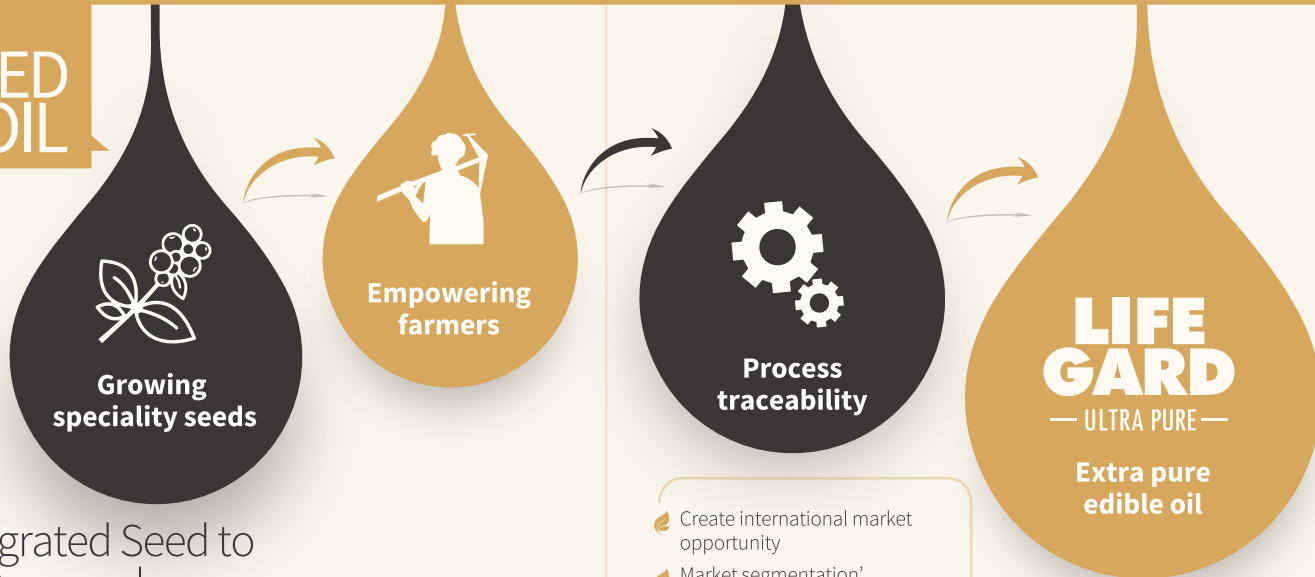


Introducing All New Healthy Mustard Oil

LifeGard oil is all new mustard oil that contains a new & good lipid profile, which makes it the healthiest edible oil. While retaining the pungency of mustard, it is accepted as the ideal cooking, garnishing and frying oil.

LifeGard oil is extracted by natural process, grains produced using specialty mustard seeds. A team of qualified agriculture professionals supervises the integrated supply chain from seed2oil. Every drop of lifegard oil is scientifically tested to maintain its high quality.

SEED 2 OIL



Integrated Seed to Oil Approach

- Highly yielding better quality zero Eurcic Acid
- Premium/higher market price
- Assured market through contract farming

CONSUMERS

- Zero erucic acid mustard oil
- Nutritious and healthy mustard oil
- Affordable alternative to imported vegetable oils
- Equal benefits to rural/urban consumers

FARMING

- Create international market opportunity
- Market segmentation'
- Improve competitiveness of mustard edible oil industry
- Availability of quality mustard for oil industry

INDUSTRY

- Reduce India's dependence on the important edible oil
- Export possibilities of mustard oil
- Increase usage of domestic mustard oil
- Saving of billions of foreign exchanges

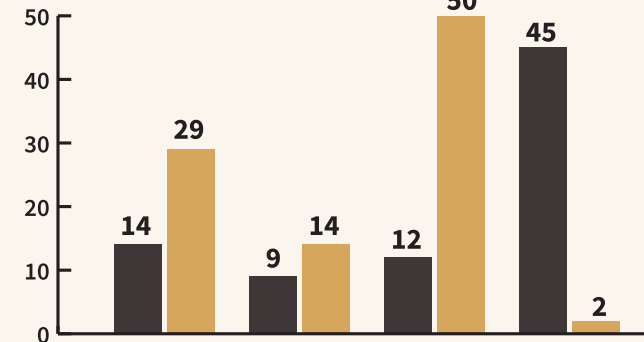
THE COUNTRY

Conventional Mustard

Omega-3* 14 29 Omega-6* 9 14
 Omega-9/Oleic* 12 50 Erucic Acid >45 >2

LIFE GARD

Fumes while cooking High Low
 Taste Pungent Pungent



WHY Lifegard Mustard Oil?

Mustard oil is known to be a good cooking oil as it contains lowest amount of saturated fat amongst all edible oils in the market including soybean, canola and olive oil. However, the high content of undesirable erucic acid (>45%) in popular mustard, which can cause coronary heart disease, is a major concern for consumers.

The United State Federal Drug Administration (FDA), European Food Safety Authority (EFSA) and Health Canada banned the consumption of mustard oil with Erucic acid >2%. Other developed countries including Japan, Australia and New Zealand imposed similar restrictions on the consumption of mustard oil with high erucic acid.

LifeGard® is the world's first, high oleic & zero erucic mustard cooking oil. It retains all good tangy taste of mustard. It contains the desirable fatty acids composition of Omega-3 & Omega-6 (essential fatty acids), high amount of Omega-9 & permissible erucic acid.

