



Premium Pomegranate Juice



The natural way to
a healthy heart.

Information Pack

The Pomegranate

Native to central Asia, the pomegranate has been cultivated throughout the Mediterranean for thousands of years.

The pomegranate is called a "gift from God" in both the Bible and the Koran and was a symbol of immortality in ancient Chinese culture. In fact, some believe that the forbidden fruit in the Garden of Eden was a pomegranate and not, as widely acknowledged, the apple. The fruit also features heavily in mythology, as a symbol of birth, death and fertility, possibly due to its abundance of seeds and ability to "bleed" (the juice being a deep, rich red)

Pomegranate is still used in some Jewish ceremonies and formed part of the decoration of the pillars of King Solomon's Temple

Derived from the Latin word for "seeded apple", the pomegranate tree's bark, fruit, seeds, and flower have been used "medicinally" for thousands of years.

The pomegranate tree is relatively small, normally about 20ft in height and has an exceptionally long life, an example dating back 200 years can be found at Versailles in Paris. The first fruits usually appear two to three years after planting and ripen within seven months of the first dramatic bloom. Unlike many fruits, the pomegranate actually improves with storage, becoming juicier and more flavoursome.

There are 3 basic types of pomegranate fruit, one of which is very sour and used in the place of unripe grape juice. The two other types are much sweeter and in many countries are eaten on their own or sprinkled with rosewater. However, all 3 types share one characteristic, every pomegranate fruit contains exactly 840 seeds.



Traditional Uses

In India, the rind of the pomegranate is used to help with diarrhoea and chronic dysentery.

Since ancient times, the juice and seeds have been used as a natural astringent to help fight harmful internal parasites.

The juice, mixed with a little saffron, is taken to relieve fever.

In central Asia, the pomegranate liquid is used as a gargle to ease sore throats and hoarseness.

A paste of the leaves is believed to reverse baldness in some parts of the world

In the Middle East and India, the fruit is also thought to cure conjunctivitis.

A warm mixture of pomegranate and honey was traditionally applied to the ear to ease earache

The juice is an extremely popular drink in many countries, including Iran and Saudi Arabia. In fact, no Iranian kitchen would be without a bottle of pomegranate concentrate, an essential ingredient in a dish known as Fesenjan. The French condense the juice into a syrup known as Grenadine, which is used as a mixer in a variety of cocktails.

In parts of Asia, pomegranate juice is thickened to make a cooking sauce and even distilled into wine.

The flowers contain a red dye and the bark is utilised in the tanning and dyeing of Moroccan leather in order to achieve its distinctive yellow colour.



The Pomegranate, a powerful antioxidant

Whilst the health benefits of the pomegranate have been acknowledged for centuries, it is only in recent years that the true power of the fruit has been recognised.

Antioxidants;

Also known as free-radical scavengers, antioxidants inhibit oxidation, thus helping to prevent free radical damage to your cells.

Early studies show that Pomegranate Juice may contain almost 3 times the antioxidant ability of green tea.

Pomegranate juice is packed with polyphenols, among the most potent plant antioxidants on the planet. These phytochemicals protect plants from disease and UV light and can play a similar role within the body, acting as potent free radical scavengers.

Free Radicals;

These unstable molecules are found all around us, in pollution, sunlight, pesticides and even fried foods. Free radicals try to steal electrons from molecules within the body, wreaking havoc on DNA and cells which can lead to disease

•Antioxidants and the heart

In recent years, numerous studies have suggested that the antioxidants found in pomegranate juice may help to maintain a healthy heart.

Free radicals, if left uncontrolled, can speed up the oxidation of LDL ("bad cholesterol") which leads to

the build up of plaque in the arteries. This excess of plaque, known as atherosclerosis, is a leading factor in heart attacks and strokes.

By neutralizing free radicals, the antioxidants found in pomegranate juice may help to prevent the build up of plaque within the arteries.



• **Antioxidants and Nitric Oxide**

Normally associated with pollution and toxicity, nitric oxide also occurs naturally within the body. By functioning as a signalling molecule, it instructs the body when to relax and widen the blood vessels, thus controlling blood pressure. It also plays a role in preventing the hardening of arteries by helping to prevent platelets and white blood cells collecting on the vessel wall.

A recent study found that pomegranate juice may help preserve the levels of nitric oxide within the body, thereby keeping vessel walls healthy and increasing blood flow to the heart.

• **Antioxidants and aging**

Free radical damage accumulates with age, so pomegranate Juice, with its high levels of phytochemical antioxidants, could help prevent aging. By protecting the body from free radicals, the antioxidants found in pomegranate juice could help you feel and look younger.



Pomegranate: Frequently Asked Questions

Whether you are currently enjoying **Bodytec Premium Pomegranate Concentrate** or discovering it for the first time, listed below are some of the most frequently asked questions. Should you find that your query is not answered please feel free to e-mail us and we will endeavour to get back to you as quickly as possible. We have every faith in our product and want you to have the same.

Q: What is the shelf life of Bodytec Premium Pomegranate Concentrate?

A: Bodytec Premium Pomegranate Concentrate is packaged in a high quality recyclable 400ml container. It has a shelf life of 2 years and is best kept refrigerated after opening.

Q: How do I best enjoy Bodytec Premium Pomegranate Concentrate?

A: You can enjoy our product at any time of the day, either with a meal or as a refreshing drink. Mix it with mineral water, soda, your favourite juice or even yoghurt to make a delicious smoothie. In order to enjoy the full benefits of **Bodytec Premium Pomegranate Concentrate**, we recommend you take 1 serving every day.

Q: Is Bodytec Premium Pomegranate Concentrate a medicine?

A: No, it is not. It is a delicious juice which can be used as a daily health drink. You can purchase it without prescription and as a result the manufacturer, wholesaler and distributors do not prescribe, give advice or recommend it as a cure, remedy or treatment for any medical condition or illness.



Q: What nutrients are in pomegranate juice?

A; Pomegranate juice is packed with phytochemical antioxidants, vital in the fight against free radicals. It also has a high concentration of vitamin C and iron. Since ancient times, the pomegranate has been revered for its anti-viral, anti-fungal and anti-bacterial benefits.

Q: Can anyone enjoy **Bodytec Premium Pomegranate Concentrate?**

A: Pregnant and nursing women, young children and anyone with chronic and serious health problems should consult their physician.

Q: Is **Bodytec Premium Pomegranate Concentrate suitable for vegetarians?**

A: Yes, **Bodytec Premium Pomegranate Concentrate** contains no animal source, animal related products, gluten and is therefore suitable for vegetarians and vegans.

Q: What is the nutritional content of **Bodytec Premium Pomegranate Concentrate?**





Bodytec Premium Pomegranate Juice Concentrate