



## HEALTH CLAIMS IN DIFFERENT BRANDS OF VEGETABLE OILS



CLAIM	SCIENTIFIC OPINION
ZERO CHOLESTEROL	Plant oils do not contain cholesterol
PROWEIGHT WATCHERS	All oils: 9 kcals per gram Weight: energy intake and physical activity
LOSORB FOR LESS FAT ABSORPTION	Metabolic absorption is same in the human beings. Fat absorption during frying: food matrix, surface area of food, particle size, oil quality such surface tension, viscosity, heat capacity, heat transfer etc.
ENCOURAGES YOU & YOUR FAMILY TO TAKE CARE OF YOUR HEART BY USING LESS OIL AND A LOW SATURATED FAT DIET	Fat recommendation :30 g per day. Taking lower amount comes under risk, less energy intake and results in adverse effects of oil metabolism. RDA for SFA is 0.8 % of energy
STRENGTHENS IMMUNITY	Immunity is a complex issue oils are not reported to act as immune boosters

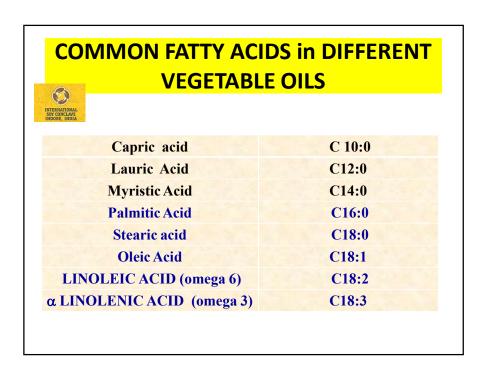
FOR A FIT LIFESTYLE	Fitness: calorie intake and physical activity. 30g of any oil per day does not necessarily keep one fit. Overall dietary pattern
CONTAINS NATURAL ANTIOXIDANTS THAT BOOSTS METABOLISM	Antioxidants don't boost metabolism. Antioxidants prevent the free radical induced oxidative damage.
ANTI-AGING PROPERTIES	not having adequate scientific evidence
REDUCES CHOLESTEROL IN 30 DAYS	Besides dietary source of cholesterol, liver also synthesizes cholesterol.
PROTECTION AGAINST CANCER, HEART DISEASES, DEGENERATIVE NERVE DISEASES, ALZHEIMER'S DISEASES, VIRAL /FUNGAL INFECTIONS, STRESS	NON COMMUNICABLE LIFESTYLE DISEASES

Bench marks determining the quality of vegetable oils.....

Ratio of omega-6 to omega-3 fatty acid According to WHO 2003\* /ICMR: THIS RATIO SHOULD FALL BETWEEN 5:1 to 10:1 {closest to ratio found in human cell membrane}

Oxidative stability (Ration of Monounsaturated to polyunsaturated fatty acid, natural antioxidants)

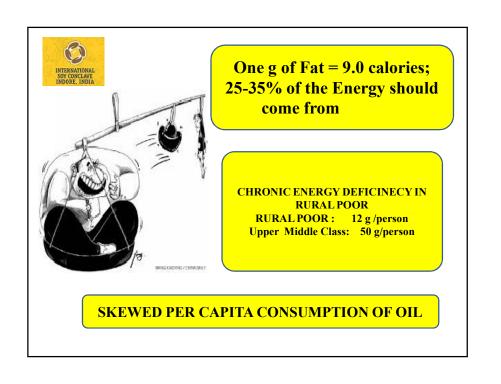
<sup>\*</sup> WHO (2003) Diet, nutritition, and the prevention of chronic diseases.WHO technical report. Series 916

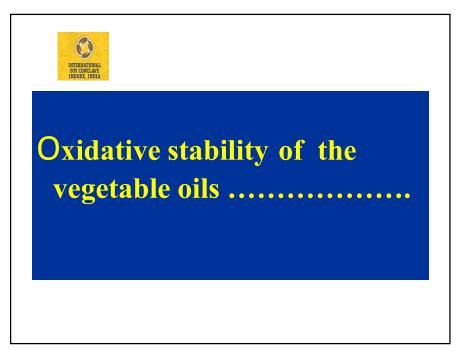


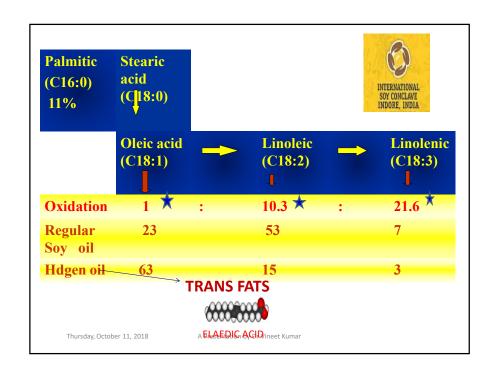
THE COUNTRY							
Oil	C12:0	C14:0	C16:0	C18:0	C18:1	C18:2	C18:3
COCONUT	47	18	9	3	6	2	-
OLIVE			13	3	71	10	1
PALM			45	4	40	10	
GROUNDNUT			11	2	48	32	1
RICE BRAN			15	2	43	39	1
SESAME			9	4	41	45	-
CORN			10	2	28	58	1
SAFFLOWER			7	2	13	75	-
SUNFLOWER			7	5	22	62	-
SOYBEAN			10	4	24	53	7
CANOLA			4	2	60	22	10
MUSTARD *			2	2	60	14	10
FLAXSEED			3	7	21	16	53

## SOY OIL POSSESSES THE MOST IDEAL $\omega$ -6/ $\omega$ -3 as per the WHO recommendation..... **OILS** C18:2 (ω-6) C18:3 (ω-3) ω-6/ω-3 **SOYBEAN**★ 53 7-9 6-7 **GROUNDNUT** 25 32 1.3 SUNFLOWER 68-70 < 0.5 ω-6 only **MUSTARD** 15 10 1.5 RICE BRAN 39.0 1.1 38.0 **PALM** 10 ω-6 only **OLIVE** < 0.1 100 10.0

ω6:ω3 ratio in various populations						
Population	ω6:ω3	Reference				
<b>Palaeolithic</b>	0.97	Eaton <i>et al</i> (1998)				
Greece prior to 1960	1.00-2.00	Simopoulos (1999)				
USA	16.74	Eaton <i>et a</i> (1998)				
UK & Northern Europe	15.00	Sanders (2000)				
Japan	4.00	Sugano and Hirahana (2000)				
India rural	5.0-6.1	Pella <i>et al</i> (2003)				
India urban	38–50	Pella <i>et al</i> (2003)				

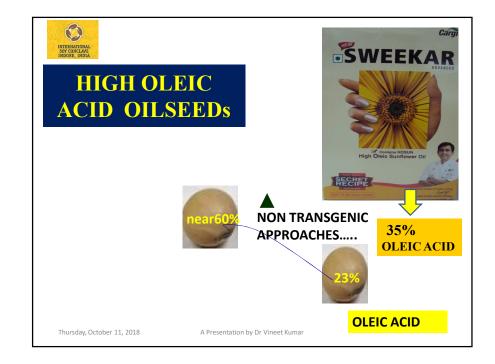


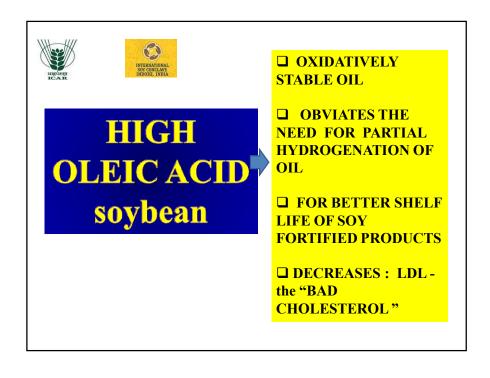


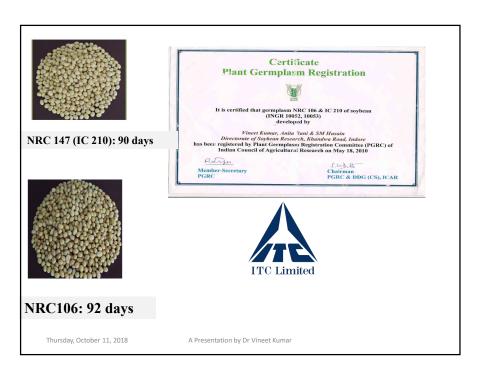


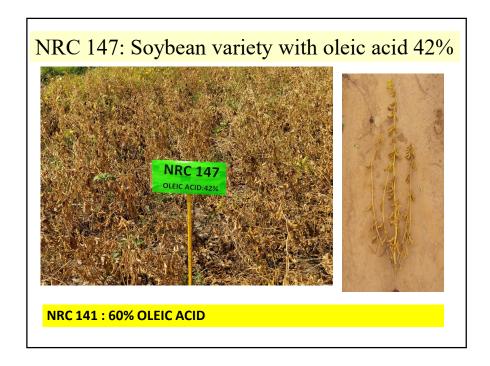


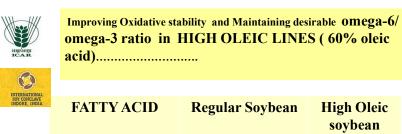
Oil	C18:1 (M)	C18:2 (ω6)	C18:3 (\omega3)	M:P
Olive	71	10	1	6.4
Palm	40	10		4.0
Goroundnut	45	32		1.3
Rice Bran	43	39	1	1.1
Sesame	41	45	-	0.9
Safflower	13	75	-	0.2
Sunflower	22	62	-	0.3
Soybean 🛨	24	53	7	0.4★
Canola	60	22	10	2.0
Mustard	10	15	14	0.3
Flaxseed	21	16	53	0.3



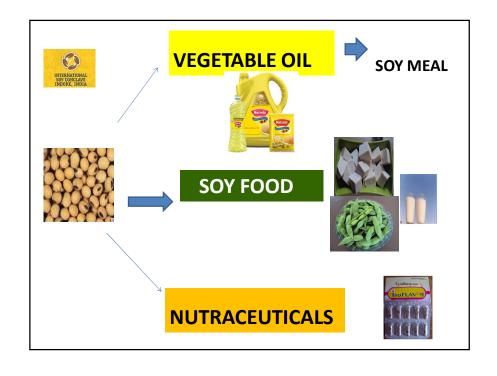


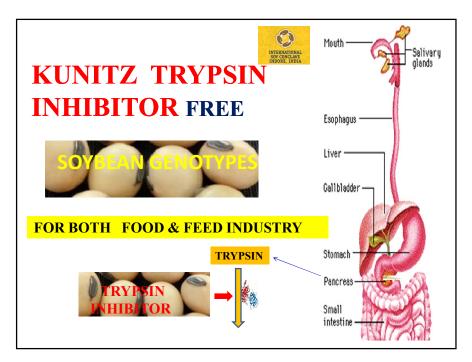






Á	FATTY ACID	Regular Soybean	High Oleic soybean
	C16:0	12.5	10.3
	C18:0	4.05	2.5
	C18:1 (M)	23.0	60.0
	C18:2 ( P) omega 6	52.40	21.8
	C18:3 (P) omega 3	6.5	4.2
	Omega 6/omega3	8.06	5.2
	M/P	0.40	2.3





## WHY KUNITZ TRYPSIN INHIBITOR FREE SOYBEAN in INDIA?

GRINDING WITH WHEAT (1:9) FOR PREPARING **Chapati** FLOUR. BOILING SOYBEAN SEEDS FOR 20 min. FOLLOWED BY DRYING FOR MAX. INACTIVATION OF KTI (prior to grinding)





SOY FORTIFIED CHAPATI FOR NUTRITIONAL SECURITY

