



LITE HOUSE RICE BRAN OIL

Eat Healthy, Live Healthy

- Our food choices each day affect our health — how we feel today, tomorrow, and in the future
- Good nutrition is an important part of leading a healthy lifestyle
- Healthy eating habits can help prevent certain health conditions--such as obesity, high blood pressure and high cholesterol leading to heart disease
- When you practice healthy eating habits, you boost your chances of an active and energetic life



Secrets to Healthy Cooking

- When heating oil, bring it up to the appropriate temperature slowly
- Do not fry in reheated fat or oil
- During frying, continually skim off any food debris floating on the oil surface
- When not in use, keep oil covered. This prevents oxidization that breaks down the oil quality
- Cook the food just before serving, so no reheating/refrying is required, as it further destroys the nutrients
- Always remember to use cooking oil in moderation



Choosing Healthy Fats

- Fats are an essential part of daily dietary needs, their uses and benefits are innumerable
- A good source for including fats in your diets is through cooking oil
- Choosing the right cooking oil is of vital importance as this choice directly affects your health
- The mix of fats that you eat, rather than the total amount in your diet, is what matters most when it comes to your cholesterol and health



Good Fats vs. Bad Fats

Fats are classified as:

Good fats

- Monounsaturated fats (MUFA)
- Polyunsaturated fats (PUFA)

Bad fats

- Saturated fats
- Trans fats

Monounsaturated fats (MUFA) and polyunsaturated fats (PUFA) are known as the “good fats” because they are good for your heart, your cholesterol, and your overall health.

Recommended intake of oil

According to **National Institute of Nutrition**, RDA of visible fats (g/day)-

Adults

- **Men** – 25-40 g/day
- **Women**- 20-30 g/day

- **Adolescent**- 35-50g/day

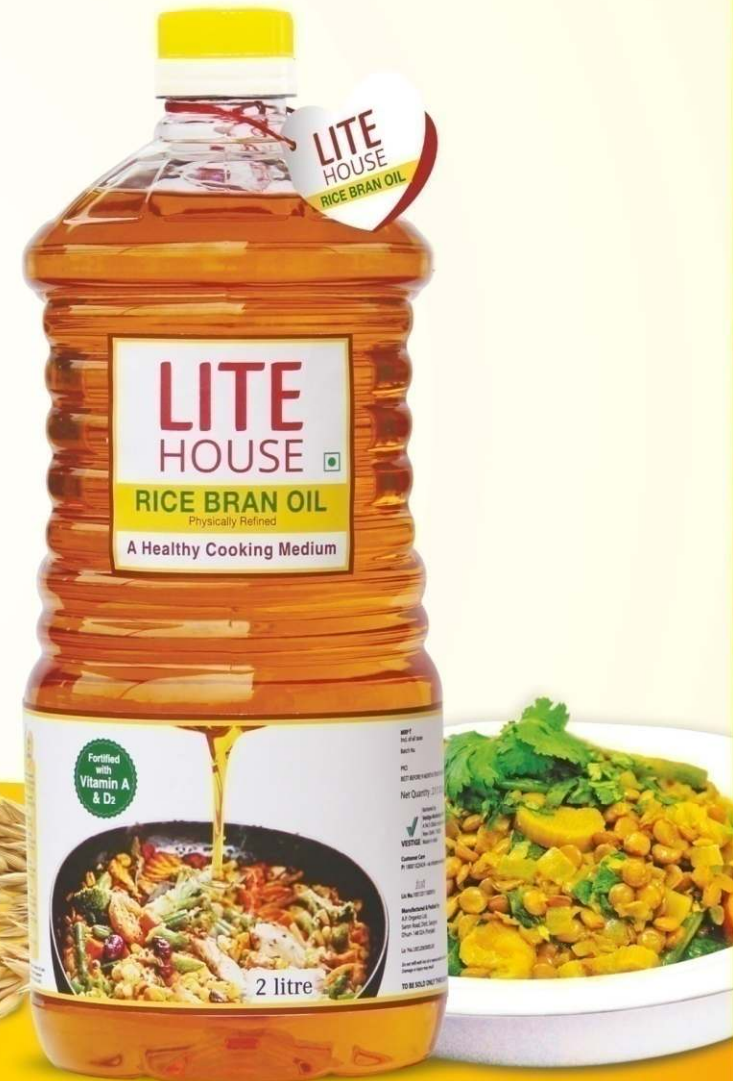
(1g equals 1 ml approx)



INTRODUCING

LITE
HOUSE

RICE BRAN OIL



"The perfect combination of health and taste."

LITE HOUSE Rice Bran Oil

- **Source-** This nutritious edible oil is produced from the only layer of brown rice.
- **Process of Refining-** It is physically refined through a patented process which helps preserve the nutrients and the heart healthy compound- **Oryzanol**, which would otherwise be lost due to the use of harsh chemicals.
- **Balanced fat profile-** The fatty acid profile of rice bran oil is among the healthiest when compared to other vegetable oils. *The ratio of saturated to unsaturated fats is as per recommendation from NIN (National Institute Of Nutrition) and AHA (American Heart Association).*



LITE HOUSE Rice Bran Oil

Fortification with Vitamins

- Since, edible oil is used for daily consumption, fortification with vitamins is one of the most effective method to improve health and prevent nutritional deficiencies.
- Rice bran oil has been fortified with **Vitamin A & D** which helps improve the nutritional quality of the food and has a profound impact on the body's immune system.



LITE HOUSE Rice Bran Oil

Suitable Oil for Cooking

- 1. High smoke point-** The high smoke point prevents fatty acid breakdown at high temperatures, making it suitable for stir frying and deep frying.
- 2. Less absorption-** Its light viscosity, allows less oil to be absorbed (upto 15-20% lesser) in cooking, reducing overall calories. Less oil absorbed also makes it more economical.
- 3. Less greasy-** Rice Bran Oil creates less polymers (or is less greasy) than other oils meaning better flavor and easier clean-up.



LITE HOUSE Rice Bran Oil

Advantages:

1. The most balanced and versatile oil, closest to recommendations of-
 - ✓ **WHO** (World Health Organization)
 - ✓ **NIN** (National Institute Of Nutrition)
 - ✓ **AHA** (American Heart Association)
2. Helps manage health of the heart
3. Nutritionally superior and high anti-oxidant value.
4. Economical – 15% less absorption of oil during frying
5. Physically refined thus bland in taste and odour
6. Superior salad, cooking, and frying oil which leaves no lingering after taste.



*Rice Bran Oil is truly "**The Healthiest**" edible oil, containing antioxidants, nutrients and good fats.*



LITE HOUSE Rice Bran Oil

Taste at its best!

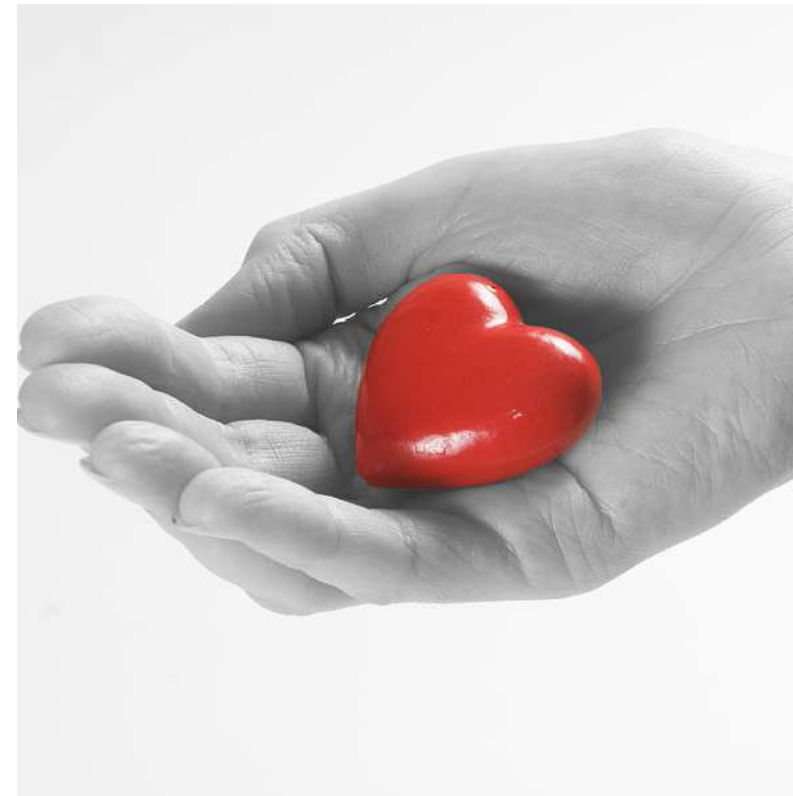
- Apart from having the right amount of oryzanol, natural antioxidants; food cooked in Rice Bran Health Oil also tastes very good.
- It has a **light and neutral flavor**, compatible with both, low heat as well as high heat cooking.
- Therefore it is no surprise that rice bran oil is fast becoming '**the best choice**' as a healthy cooking medium in most kitchens!!



Benefits of Rice Bran Oil

For a healthy heart-

- Rich in heart healthy Oryzanol & unique micro-nutrients which are known to maintain healthy cholesterol levels besides promoting overall health.
- When you eat a low carbohydrate diet cooked in rice Bran Health Oil, it helps reduce bad cholesterol (LDL) and improve good to bad cholesterol ratio (HDL/LDL) which is very important for heart health.
- Meets “**Zero**” **Trans-Fat** standard



Benefits of Rice Bran Oil

Rich in Antioxidants

Due to its high antioxidant content, it fights the free radicals which in turn helps boost the immune system

Natural Anti ageing

Rich in Squalene and Vitamin E , which nourishes the skin, making your skin soft and moisturized. This effectively helps delay wrinkle formation and maintains a healthy skin tone.

Rejuvenates health

Vitamin E & Ferulic acid helps maintain nervous system and balances the hormonal levels.



Rice Bran Oil vs other cooking oils

Vanaspati

High levels of saturated fats (bad fat) & contains undesirable trans-fats.

Sunflower Oil

Very high levels of the Poly-unsaturated fats (PUFA) than the recommended levels.

Peanut Oil

Groundnut Oil (Peanut Oil) lacks some antioxidants and essential nutrients (Oryzanol & Tocotrienols)

Coconut Oil

High in calories and triglycerides, both in large amounts are bad for health.

Olive Oil

Has near ideal fat profile but it is not suitable for frying as it has very low smoke point (180°C) and is expensive as compared to other oils.

Rice bran oil

Balanced fatty acid profile
Full of antioxidants and essential nutrients
Helps in maintaining a healthy heart.

Rice Bran Oil vs other cooking oils

In order to judge any oil as healthy, there are two parameters required:

1. Ratio of Saturated fats to unsaturated oil (MUFA/PUFA)
2. Presence of antioxidants.

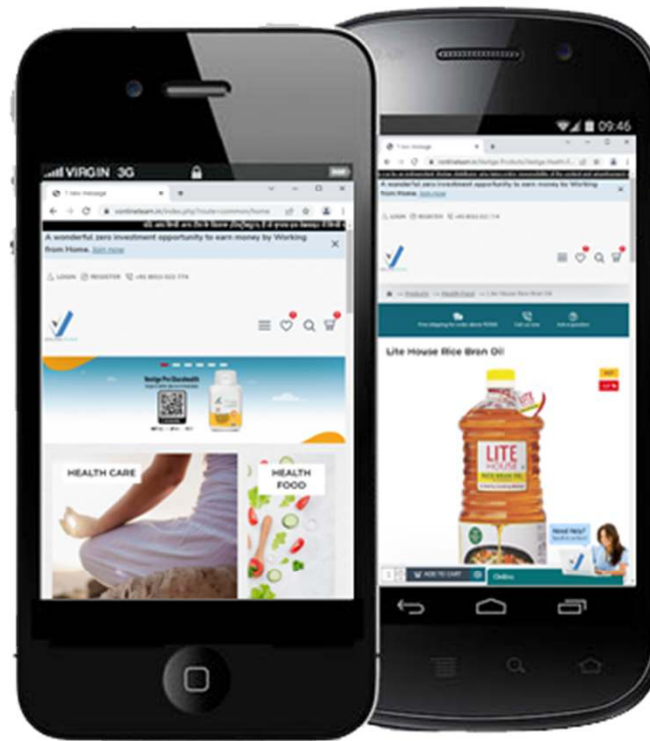
	Fatty acid % by weight			Total natural antioxidants (ppm)
	Saturated fats	PUFA	MUFA	
Recommended by NIN (National Institute Of Nutrition)	27-33%	27-33%	33-40%	
Rice bran oil	24	34	42	2417
Vanaspati	60	0	40	negligible
Sunflower oil	12	69	19	487
Palm oil	50	10	40	405
Soybean oil	15	61	24	1000



LITE HOUSE Rice Bran Oil



- Net content- 2 litres



SCAN & BUY





Thank You

