

# Rice Bran

## Nature's Super Nutrients & Antioxidants

**Rice Bran** is a great tasting, 100% natural superfood with an amazing number of live-source nutrients and antioxidants which help maintain overall health. The active form of nutrients in **Rice Bran** works with your whole body naturally, for optimal health benefits. Studies have shown the presence of over 100 antioxidants & co-factors in **Rice Bran** including an array of essential vitamins and minerals for natural health maintenance, weight management, brain, nerve and endocrine support. **Rice Bran** contains the nutrients necessary for cell energy production and sugar metabolism. This amazing food contains a broad spectrum of nutrients such as sterols, polysaccharides, fiber, all 7 components of the Vitamin E complex, B vitamins, gamma oryzanol, CoQ-10, Omega fatty acids and much more.

### What can Rice Bran do for me?

Well, let's start with its super antioxidants. These are the vital nutrients which fight off free radicals in our bodies. Free radicals contribute to premature aging and many degenerative processes. **Rice Bran** contains over 100 of these antioxidants and co-factors for youth, energy, vitality and immune function. **Rice Bran** is the perfect alternative to common multi-vitamins which are mostly synthetic and tainted with excipients which have no nutritional value. Excipients are chemicals used in supplements such as flow agents, binders and fillers. No chemicals, preservatives or flavors are used in **Rice Bran** which boasts all 7 components of Vitamin E along with B complex vitamins and 5 phosphatides for the brain, which is unique in this specially harvested and prepared rice bran. Rice bran studies have demonstrated support for joint, circulation, cholesterol, heart and healthy sugar metabolism. **Rice Bran** also contains a naturally filling fiber which aids as a healthy weight management food. Rice bran has earned the accolade of being one of the most nutrient-dense, natural health superfoods.



### Rice Bran or manufactured vitamins?

Vitamin supplements are not as immediately available to the body compared to the vital nutrients and antioxidants in **Rice Bran**. This is primarily due to the difference between how supplements are poorly digested and assimilated vs. how rice bran is naturally processed in your body, easily digested and assimilated. Why? It is a well established fact that a food-powder is more readily digested and distributed, along with its almost immediate availability of nutrients to your body compared to a supplement tablet/capsule. This is called "*bioavailability*" and refers to the availability of a nutrient(s) to the cells of the body. Nutrients that are bioavailable are readily absorbed into your system and distributed to the various parts of the body, with the least energy spent, where they are required to support good health. This means the array of nutrients in **Rice Bran** are more efficient, with less waste than manufactured supplements. Plus it's delicious!

### What is Rice Bran?

Rice bran is the outer husk of rice, typically thrown away or used for things other than supplying nutrition for people. Rice bran is one of, if not the biggest squandered food resource in the world. Rice bran is brown part of the rice kernel, the part which is discarded to make the white rice that most people consume. All around the world rice bran has been used as fuel and/or dug back into the soil.

### Eating Rice

Eating brown rice might give you more fiber however most of the essential vitamins, minerals and potent antioxidants found in rice bran are denatured during processing. **Rice Bran** is a whole-food, nutrient concentrate, without all the white carbohydrate typically consumed with a rice-based meal.

### What is Stabilized Rice Bran?

The problem with rice is that the brown part (the bran) contains oil which is very prone to rancidity, occurring within a few hours of harvest. A patented stabilization process de-activates lipase, an enzyme in the rice bran that causes the fat to spoil. **Rice Bran's** stabilization process gives **Rice Bran** a shelf life of at least 1 year guaranteed.

### Rice Bran health benefits

- Gluten Free
- Lactose Free
- Zero Cholesterol
- Zero Trans Fat
- Hypoallergenic
- Non GMO
- Low Glycemic
- Supports Cell Membrane Health
- Helps Maintain Energy Levels
- Supports Immune Defenses
- Supports Brain Health
- Supports Heart Health
- Supports Fat Metabolism
- Supports Healthy Bowel Action
- Complete Vitamin E Complex with all 3 Tocotrienols & 4 Tocopherols
- Natural B Complex (most B vitamin supplements are synthetic)
- Unparalleled antioxidants including Alpha Lipoic Acid (not synthetic)
- Minerals and Trace Minerals
- Amino Acids & Essential Fatty Acids
- Great Tasting and Easy to Digest
- No sweeteners, preservatives, chemicals or fillers.

# Rice Bran

## Nutritional Profile

### Antioxidants

#### Oryzanol 2200–3000 ppm

Cycloartenyl Ferulate  
24-Methylene cycloartanyl  
Ferulate  
Campesteryl ferulate  
 $\beta$ -Sitosteryl ferulate  
Stigmasteryl ferulate  
 $\Delta$  7 Stigmasteryl ferulate  
 $\Delta$  7 Campesteryl ferulate  
Sitostenyl ferulate  
Cycloeucalenol ferulate

#### Carotenoids 0.9 – 1.6 ppm

$\alpha$  – Carotene  
 $\beta$ - Carotene  
Lycopene  
Lutein  
Zeaxanthine  
Cryptoxanthin

#### Phytosterols 2230-4400 ppm

$\beta$ - Sitosterol  
Campesterol  
Stigmasterol  
 $\Delta$ 5 Avenasterol  
 $\Delta$ 7 Stigmasterol  
Sterol glucoside  
Acyl sterol glycoside  
Olegoglycosyl sterol  
Monoglycosyl sterol  
Cellotetraosylsitosterol  
Methyl sterol  
Dimethyl sterol  
Gramisterol  
Isofucosterol  
Citrostadienol  
Obtusifolol  
Branosterol  
28-Homotyphasterol  
28-Homosteasteronic acid  
6-Deoxycastasterone  
 $\beta$ -Amyrin

#### Tocopherols/Tocotrienols

220 – 320 ppm  
 $\alpha$  – Tocopherol  
 $\beta$  – Tocopherol  
 $\gamma$  – Tocopherol  
 $\delta$  – Tocopherol  
 $\alpha$  – Tocotrienol  
 $\gamma$  – Tocotrienol  
 $\beta$  – Tocotrienol

#### Flavonoids/Polyphenols

Ferulic acid  
 $\alpha$ -Lipoic acid  
Methyl ferulate  
 $p$ -Coumaric acid  
 $p$ -Sinapic acid  
Isovitexin  
Proanthocyanidins

### Metabolic Co-Factors

#### B – Vitamins ppm

Thiamine B1 (22 - 31)  
Riboflavin B2 (2.2 – 3.5)  
Niacin B3 (370 – 660)  
Pantothenic acid B5 (36 – 50)  
Pyridoxine B6 (29 – 42)  
Betaine (Trimethyl Glycine)  
Dimethyl Glycine  
Inositol/myoinositol (12,000 - 18,000)  
Biotin (0.1 - 0.22)  
Folic Acid (0.26)  
Phytic Acid – IP 6 (10,800 -16,200)  
Choline (1040)

#### Minerals ppm

Magnesium (6250-8440)  
Manganese (256)  
Phosphorous (14700-17000)  
Potassium (15600-16400)

#### Essential Amino Acids ppm

Tryptophan (2100)  
Histidine (3800)  
Methionine (2500)  
Phenylalanine (5500)  
Lysine (6800)  
Threonine (3600)  
Valine (5600)  
Isoleucine (3400)  
Leucine (9100)

#### Enzymes

Glutathione peroxidase  
Methionine reductase  
Superoxide dismutase (SOD)  
Polyphenol oxidase  
Aspartate amino transferase  
Isozymes AAT-1, AAT-2  
Coenzyme Q10

#### Phospholipids

Phosphatidylserine  
Phosphatidylcholine  
Phosphatidylethanolamine  
Lysophosphatidylcholine  
Lysophosphatidylethanolamine

#### Polysaccharides

Cycloartenol Ferulic acid-  
glycoside  
Diferulic-acid complex  
Diferulic-acid+3glucose+2calcium  
complex  
Hemicellulose  
Arabinogalactan  
Arabinoxylan  
Xyloglucan  
Proteoglycan  
Glycoprotein  
Arabinofuranoside



