

# Sustainable, accessible, and respectful

Our *Red Palm Fruit Oil* is sourced directly from sustainable plantations in Malaysia, the palm-oil capital of the world. Because we are committed to supporting ethical development across the planet, we have ensured that our suppliers adhere to standards set forth by the *Roundtable on Sustainable Palm Oil* (RSPO), created in 2004 to promote the growth and use of sustainable palm fruit oil while still meeting the demand for this exciting new product. This means that the emphasis is kept on protecting the native habitat of orangutans and elephants as well as nurturing the environment, while fostering local trade and development.

## How to Use Red Palm Fruit Oil

By adding as little as 1–2 tablespoons of *Red Palm Fruit Oil* to your daily diet, you can begin to reap the benefits.

A wonderful, high-heat-stable, nutrient-rich substitute for any other oil in just about any recipe, red palm fruit oil makes an excellent cooking oil for stir fries and goes particularly well with the flavours of fish, chicken, tomatoes, garlic, and onion.

Used at room temperature, the oil is thick and spreadable, and it goes great with whole-wheat bread or steamed veggies. Swap olive oil for *Red Palm Fruit Oil* in your favourite salad-dressing recipe, or drizzle some over your oatmeal to add a splash of nutritious colour to the start of your day.

However you use it, *Red Palm Fruit Oil* will sustain and support your path to health, nourishment, and rejuvenation, one delicious meal at a time.



## Ingredient: 100% Pure Red Palm Fruit Oil

Red palm fruit oil is an excellent source of vitamins A and E. It contains 3 to 6 times more retinol equivalents than carrots, and 40 to 50 times more retinol equivalents than tomatoes (weight for weight). Among all vegetable oils, red palm fruit oil has by far the highest level of naturally occurring tocotrienols (11 mg per 15 ml portion); tocopherols and tocotrienols are two forms of vitamin E, an antioxidant. Red palm fruit oil is nonhydrogenated. Contains 1.2 mg coenzyme Q<sub>10</sub> per 15 ml portion. No artificial colours or preservatives. *Orangutan- and elephant-friendly oil.*

**Suggested uses:** As is, on vegetables, in salads, spread on bread, for cooking, baking, high-heat frying, etc. No refrigeration required. **Naturally thickens to a paste under 21 °C (70 °F).**

## Nutrition Facts

Per 2 tsp (10 mL)

**Calories 80**

**% Daily Value\***

**Fat 9 g** 12 %  
Saturated 4 g 20 %  
+ Trans 0 g

**Carbohydrate 0 g**  
Fibres 0 g 0 %  
Sugars 0 g 0 %

**Protein 0 g**

**Cholesterol 0 mg**

**Sodium 0 mg** 0 %

Potassium 0 mg 0 %

Calcium 0 mg 0 %

Iron 0 mg 0 %

**\*5% or less is a little, 15% or more is a lot**

**Keep in a cool, dry place, away from sunlight.**

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This product has been validated for potency and identity, and certified free of heavy metals and solvent residues using:

- Inductively Coupled Plasma Optical Emission Spectrometer (ICP-OES)
- Gas Chromatograph/Mass Spectrometer (GC/MS)
- Titration and spectrometry

HP1784



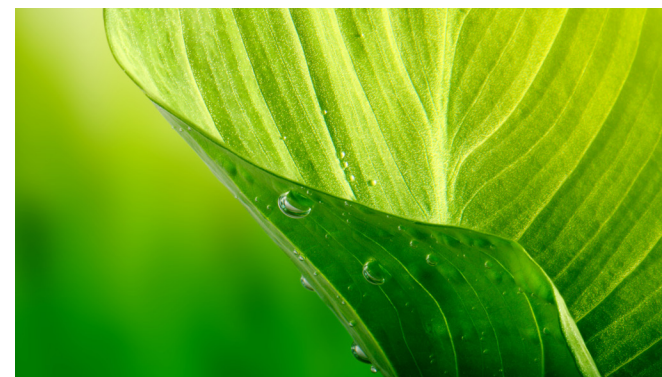
## Red Palm Fruit Oil

Sold exclusively to finer health food stores  
[newrootsherbal.com/store](http://newrootsherbal.com/store)



## Red Palm Fruit Oil

Disease-fighting,  
nutrient-rich superfood

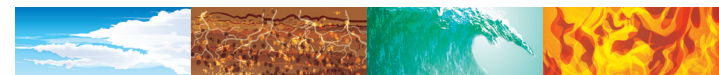


- Boosts metabolism and energy
- Heart-healthy
- Rich in antioxidants
- Cholesterol- and *trans* fat-free
- Sourced from an RSPO-accredited supplier

**ISO 17025**  
Accredited Laboratory



[newrootsherbal.com](http://newrootsherbal.com)



# Red Palm Fruit Oil: the Superfood!

- Helps fight heart disease
- Helps remove plaque buildup in arteries (atherosclerosis)
- Reduces bad cholesterol (LDL)
- *Trans* fat-free
- Protects against Alzheimer's and other forms of dementia
- Helps maintain normal blood pressure
- Rich in antioxidants
- Boosts metabolism
- Keeps its nutritional value, even at high temperatures
- Versatile, stable, and mild-tasting cooking oil
- Just 10 g meets FAO/WHO recommended daily requirement for vitamin A
- Just 40 g meets FAO/WHO recommended daily requirement for vitamin E

## An Innovative Food in the Natural Health Food Industry

Red palm fruit oil is currently enjoying a superstar status among the health and wellness elite—and for good reason. This tropical wonder is uniquely rich in potent antioxidants, making it a nutritious and tasty way to protect your brain, heart, skin, and other organs from disease and aging. Cholesterol- and *trans* fat-free, *Red Palm Fruit Oil* also boosts your metabolism and helps reduce stubborn belly fat. All this, from a sustainable, environmentally friendly product that's been used for centuries in western Africa and southeast Asia.

## The Healthy Part of the Palm Oil Tree

Naturally pressed from the reddish pulp (mesocarp) of the fruit of the African palm tree (*Elaeis guineensis*), red palm fruit oil has long been considered a sacred healing food by many civilizations, going back as far as the ancient Egyptians, who buried their kings and queens with flasks of the precious oil.

Its deep red-orange colour comes from a high concentration of carotenes like *beta*-carotene (provitamin A) and lycopene, the antioxidants found in carrots and tomatoes,

but which occur in red palm fruit oil in much higher concentrations. The body converts *beta*-carotene into vitamin A, which helps promote a strong immune system and builds good vision. Red palm fruit oil is one of the richest natural sources of tocotrienols and tocopherols (vitamin E), that act as scavengers of damaging free radicals and play a protective role against aging and atherosclerosis. The combination of vitamin E, tocotrienols, carotenes, coenzyme Q<sub>10</sub>, and other antioxidants makes red palm fruit oil a superantioxidant food.

Palm *fruit* oil is distinct from the oil derived from the palm *kernel* or nut, which is very high in saturated fat (90%) and is composed primarily of lauric acid, which can *increase* cholesterol in the bloodstream. Nonhydrogenated red palm fruit oil, on the other hand, is full of oleic acids, credited instead with helping to *lower* cholesterol, and is only 43% saturated, at least 35% lower in saturated fats than most cooking oils.

## Take Heart in its Cardiovascular Benefits

As a food source, this antioxidant-rich oil might be expected to deliver many important health benefits—and red palm fruit oil does not disappoint. As far as the heart and arteries are concerned, the benefits are many and significant. Incredibly, and quite counterintuitively, this semisolid oil has actually been shown to dramatically *reduce* bad cholesterol—by as much as 37% in as little as a month.<sup>[1]</sup> Plus, it has a healthy impact on arteries, by helping to reduce dangerous plaque buildup and prevent blockages—not to mention its ability to help maintain healthy blood pressure and promote circulation.

## Make a Smart Choice for Brain Health

The benefits of red palm fruit oil will also likely go to your head. Studies funded by the National Institutes of Health (NIH) in the USA have shown that the antioxidant tocotrienol, a natural form of vitamin E, can help reduce the effects of stroke by 40% by protecting your brain's nerve cells.<sup>[2]</sup> Plus, it helps increase blood circulation to your brain cells, to slow and even reverse damage to the brain, and to prevent diseases such as Alzheimer's and other related dementias. Tocotrienol can be found in wheat, barley, and rice bran, but red palm fruit oil is the richest source of this naturally occurring antioxidant.



## Feel Good About Fighting Disease

The potential benefits from including red palm fruit oil in your diet extend well beyond heart and head. The antioxidant power of this unique oil may help protect against diseases such as osteoporosis, cataracts, macular degeneration, arthritis, and liver disease. Plus, it can help protect the skin from UV-ray damage and premature aging. Also, because red palm fruit oil goes directly to the liver, it not only doesn't get stored as fat like traditional oils, but it actually helps ignite the metabolism and helps you burn calories from fat much faster.

## Versatile and Stable

Due to its balanced saturation level, red palm fruit oil keeps semisolid at room temperature naturally, which adds to its versatility, since it can be spread on toast and vegetables like butter.

The unique chemical composition of red palm fruit oil makes it especially stable, both on and off the shelf; this means it lasts longer in the bottle and has a high smoke or flash point, so it functions well as a cooking oil at high temperatures without it degrading in quality or oxidizing.

## References

1. Tan D.T., et al. "Effect of a palm-oil-vitamin E concentrate on the serum and lipoprotein lipids in humans." *The American Journal of Clinical Nutrition* Vol. 53, Suppl. 4 (1991): 1027S–1030S.
2. Rink, C. et al. "Tocotrienol vitamin E protects against preclinical canine ischemic stroke by inducing arteriogenesis." *Journal of Cerebral Blood Flow and Metabolism* Vol. 31, No. 11 (2011): 2218–2230.