

## DIFFERENCES BETWEEN A1 & A2 COW GHEE

1. **A2** milk comes from Indian desi cows such as - Badri, Tharparkar, **SAHIWAL**, Red Belahi, etc **whereas** A1 milk comes from western breeds, which are mixed/hybrid like Jersey, Holstein.
2. **A2** milk has **A2 beta - casein protein** which improves bone strength, brain power and helps in easy digestion **whereas** A1 milk has A1 beta - casein protein which according to studies it causes harmful effects to our health.
3. **A2** milk is **easily digestible**, hence doesn't cause **LACTOSE** intolerance **whereas** consuming A1 milk might be a cause of lactose intolerance and digestive distress.



## ALIMENTE®



Charaka authored a foundational text, *Charakasambita*, on the ancient science of Ayurveda. Referred to as the Father of Indian Medicine, Charaka was the first physician to present the concept of digestion, metabolism and immunity in his book. Can you imagine Yashoda Ma feeding refined oil to KRISHNA? No ...then why are YOU ?

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## ALIMENTE®

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AL 997 - A2 SAHIWAL  
COW'S VEDIC PURE GHEE





TRADITIONAL KNOWLEDGE confirms why OUR Great Grand Parents used only PURE COW's DESI GHEE

1. Has Conjugated Linoleic Acid (CLA) - which manages **CHOLESTEROL**
2. Manages **DIABETES**
3. Manages **HEART** Diseases
4. Butyrate - **IMMUNITY** Booster & Improves **DIGESTION** and relieves **CONSTIPATION**
5. Vitamin A - Improves **VISION**
6. Energy dense - Excellent for **GROWING CHILDREN, PREGNANT** Woman and **LACTATING** Mothers
7. Excellent for managing **JOINT** pains & **BONE** health
8. Manages **WIEGHT**
9. Omega 3 & 6 fatty acids essential for **BRAIN** development of children and improves **MEMORY**

## A2 SAHIWAL COW'S VEDIC PURE GHEE

The hidden GOLD in Golden A2 SAHIWAL COW's VEDIC PURE GHEE  
All the BENEFITS, by using just 20ml of ghee that cost appx. INR60/- only, per day .

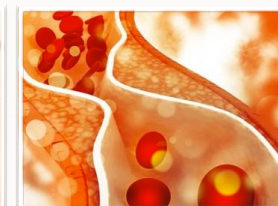
Introductory offer: ₹ 2930/- for 1 Litre Jar & ₹ 1490/- for 500 ml Jar

### SAHIWAL COW A2 VEDIC GHEE V/S ANY OTHER GHEE

Sahiwal Cows are **NOT genetically modified**, their milk is thicker and more nutritious. Sahiwal cow ghee carries superior nutritional value as compared to regular ghee. It is thicker in texture, giving it a richer consistency. Sahiwal Cow ghee has a distinct aroma, taste, and texture that cannot be replicated by regular ghee.



ENHANCES VISION



MANAGES CHOLESTEROL

### DERIVING GHEE FROM MILK - CURD - BUTTER:

Sahiwal Cow A2 VEDIC Ghee undergoes the traditional method. The process of **Bilona** has been perfected over centuries, where **30 to 35 litres** Sahiwal cow's milk is boiled and cooled. Next, a little curd is mixed with this milk and stored overnight at room temperature. The A2 curd formed is churned to derive butter, which is then **slow-simmered** for hours to extract perfectly golden and thick **one litre** ghee.



MANAGES DIABETES



CONTROLS WEIGHT

### THE HIDDEN GOLD:

Sahiwal Cow A2 VEDIC Ghee is rich in omega 3 and Omega 6 fatty acids and has far superior **immunity-building properties** than any other type of ghee available on the shelf.



RELEIF from **JOINT PAINS**



Excellent for **PREGNANT & LACTATING MOTHERS**



# AL 984 TULSI FLOWRA HONEY

TULSI FLOWRA HONEY is 100% natural, filled with nectar collected from flowers of the Holy Basil (Tulsi) herb, is delicately mild and sweet with all goodness of TULSI . Consume TULSI HONEY in warm water, warm milk or green tea. With each sip you will experience new freshness, stamina and energy.



# ALIMENTE<sup>®</sup>



*Refined sugars may increase your risk of obesity, type 2 diabetes, and heart disease. They're also linked to a higher likelihood of depression, dementia, liver disease, and certain types of cancer.*

*Replacing your white sugar with Pure Honey offers you health benefits without losing on your sweetness of food or drink.*

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New



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**ALIMENTE - AL 984 TULSI  
FLOWRA HONEY**





## TRADITIONAL KNOWLEDGE & HEALTH BENEFITS OF HONEY

1. **HONEY** is strong **IMMUNITY** builder
2. **HONEY** helps in **WEIGHT MANAGEMENT**
3. **HONEY** protects and nourishes your **SKIN & HAIR**
4. **HONEY** has antibacterial, antifungal, and antioxidant properties help in **HEALING**
5. **HONEY** Helps you in getting **SOUND SLEEP**
6. **HONEY** helps to reduce **COLD, COUGH, SOUR THROAT & SINUSITIS**
7. **HONEY** helps in lowering down the risk of **HEART DISEASE**
8. **HONEY** prevents **ACID REFLUX**

## ALIMENTE - AL 984 TULSI FLOWRA HONEY

The hidden GOLD in ALIMENTE - AL 984 TULSI FLOWRA HONEY by consuming 18 g of honey appx 3 teaspoons (cost ₹3) daily, available in **750g - ₹995/- & 400g - ₹590/-**

### WHY ALIMENTE - AL 984 TULSI FLOWRA HONEY ?

**HONEY helps in WEIGHT MANAGEMENT** : Consuming honey right before bed time can help you burn more calories during the early hours of sleep. This ingredient is enriched with essential vitamins, minerals and healthy fats as well. **Essential hormones in honey suppress appetite and aid weight loss.**



MANAGES WEIGHT



MANAGES WEIGHT

### SOUND SLEEP:

**HONEY** Helps you in getting sound SLEEP consume 1-2 teaspoon ( 6-12g ) with WARM WATER OR MILK. Honey helps your brain release MELATONIN, the hormone that your body uses to restore itself during sleep. This happens through a series of transformations in your brain: honey's sugars spike your insulin levels, releasing tryptophan, which becomes serotonin, and finally MELATONIN



MANAGES HAIR & SKIN



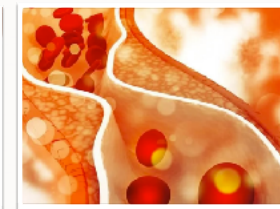
SOUND SLEEP

### HONEY PREVENTS ACID REFLUX:

**HONEY** prevents ACID REFLUX - Honey is both antioxidant and free radical scavenging. Reflux may be caused in part by free radicals that damage cells lining the digestive tract. Relief from heartburn symptoms after consuming 6 ml (about one teaspoon) of plain honey.



LOWERING RISK OF HEART DISEASE



IMMUNITY BUILDER



# AL 610 HIMALAYAN CURCUMIN TURMERIC POWDER

You will find many low priced Turmeric brands, since curcumin has already been extracted from them. Always buy Haldi with higher Curcumin for best health results. Make sure you buy Curcumin rich Turmeric Powder for better health benefits.



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## ALIMENTE®



The use of turmeric dates back nearly 4000 years to the Vedic culture in India and had some religious significance. Turmeric (haridra) has been a part of Indian food culture for centuries and **it is mentioned as a herb with many medicinal values even in the Vedas**

## ALIMENTE®

New



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ALIMENTE - AL 610 HIMALAYAN  
CURCUMIN TURMERIC POWDER





# ALIMENTE - AL 610 HIMALAYAN CURCUMIN TURMERIC POWDER

The hidden GOLD in ALIMENTE - AL 610 HIMALAYAN CURCUMIN  
TURMERIC POWDER by consuming 2 g of HALDI daily, Available in 300 g -  
MRP - ₹ 860/- & 100 g - MRP - ₹ 293/

## TRADITIONAL KNOWLEDGE & HEALTH BENEFITS OF HALDI

1. **HALDI** is strong **ANTI-  
INFLAMMATORY**
2. **HALDI** Powerful **Anti-Oxidant**
3. **HALDI** protects and nourishes  
your **SKIN**
4. **HALDI** has antibacterial,  
antifungal, and antioxidant  
properties help in **HEALING**
5. **HALDI** builds **IMMUNITY**
6. **HALDI** helps to reduce **COLD &  
COUGH**



### WHY ALIMENTE - AL 610 HIMALAYAN CURCUMIN TURMERIC POWDER?

It is not the Turmeric that does miracles but its the **CURCUMIN**, a natural component in the rhizome of Turmeric (*Curcuma longa*). Curcumin is known to be beneficial in fighting cancer, boost immunity, cardiovascular diseases, arthritis, inflammatory bowel disease, ulcers, gastritis and diabetes.



### ANTI INFLAMMATORY:

**HALDI** as Anti-Inflammatory: Research has shown curcumin to be highly effective in reducing inflammation. The anti-inflammatory effect of curcumin is most likely mediated through its ability to inhibit cyclooxygenase-2 (COX-2), lipoxygenase (LOX) and inducible nitric oxide synthase (iNOS)



### ANTI-OXIDANT:

**HALDI** is Powerful Anti-Oxidant: Curcumin is also a powerful anti-oxidant and thus protects our body from free radicals, reducing the risk of heart disease and cancer





# ALIMENTE®

## AL 990 COLD PRESSED VIRGIN COCONUT OIL

Virgin coconut oil has a unique taste and cologne which is heaped with a whopping amount of essential fatty acids and antioxidants. It deeply moisturizes your skin, promotes skin renewal and restores lost moisture. This liquid gold provides you with a host of medicinal and therapeutic properties

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## Food for life

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Virgin oil is extracted from coconut milk got from fresh coconuts. Then it undergoes several processes like fermentation, churning (centrifugal separation), refrigeration and the enzyme actions after this oil is parted from moisture.

Virgin coconut oil contains only medium-chain saturated fatty acids and it is free from Trans Fats.



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# ALIMENTE®

New



AL 990  
COLD  
PRESSED

VIRGIN  
COCONUT  
OIL



## TRADITIONAL KNOWLEDGE & HEALTH BENEFITS OF COCONUT OIL

1. **COCONUT OIL** helps in **WEIGHT CONTRL** - Virgin Coconut Oil is useful for helping one lose weight in terms of metabolism
2. **COCONUT OIL** Powerful **IMMUNITY BOOSTER** - against microbes like bacteria, fungai, and viruses
3. **COCONUT OIL** protects and nourishes your **SKIN & HAIR**
4. **COCONUT OIL** Helps slow the progression of **Alzheimer's**, a possible outcome of type 3 diabetes.

# ALIMENTE - AL 990 COLD PRESSED VIRGIN COCONUT OIL

The hidden GOLD in ALIMENTE - AL 990 COLD PRESSED VIRGIN COCONUT OIL by consuming 13 g (appx. 14 ml) one tablespoon of COCONUT OIL daily, - 500 ml MRP - ₹ 590/-

### WHY ALIMENTE - AL 990 COLD PRESSED VIRGIN COCONUT OIL ?

**LAURIC ACID** from Virgin coconut oil - almost 53% which get converted in to MONOLAURIN, the antimicrobial - anti-bacterial, anti-viral and anti-fungal effects of monolaurin could act as a boost to the **IMMUNE SYSTEM**.



### WEIGHT CONTROL:

**COCONUT OIL** contains medium chain triglycerides, which is initially digested or processed in the body from carbohydrates that can cut back hunger. Thus, it causes people to consume less carbohydrates, which eventually reduces body weight



### CONTROLLING SUGAR LEVEL:

**COCONUT OIL** Regulates blood sugar levels, controlling cravings for sweets.

