

Organic
Keramruth™
Virgin Coconut Oil



Your Key to
Wellness
& Vitality

100% Organic & Natural • Cold-Pressed
Non-Refined • Top-notch Brain Food
Nutrition Dense • Fully Traditional Extraction

**Everyone dreams of a
healthy body and a long life.**



But the truth is that
our food and daily habits
decide our longevity.

Why are coconut plants so valuable?

Mustard plant

Lifecycle: 3 months

Root size:

Depth: 0.5–2ft & Radius: 1ft

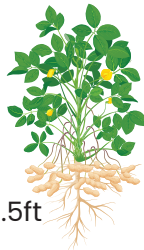


Sunflower plant

Lifecycle: 4 months

Root size:

Depth: 3–4ft & Radius: 1–1.5ft



Groundnut plant

Lifecycle: 5–6 months

Root size:

Depth: 1–1.5ft & Radius: 1–1.5ft



Coconut Tree

Lifecycle: 100–500 years

Root size:

Depth: 6–10ft & Radius: 30–50ft

The coconut tree goes deep and high, and has a long life compared to plants, making it sustainable.

It is not without a reason the coconut tree is called **Kalpavruksha**.



Coconut Crab is different than the other types of crabs. They travel long distances to eat the coconut flesh. Coconut crabs are about 1 metre (40 inches) from leg tip to leg tip and weigh about 4–5 kgs and live up to 50–60 years. Coconut crabs can also lift up to about 30 kgs. Regular crabs live from 3–6 years, with just one or two species living up to 30 years.

This proves that our lifespan and health depends on what we feed our body.

The society we live in has become poisonous!



It is crucial to eat as healthy as we can to nullify the effects of these toxins.

Building a strong immune system is the most essential part of becoming healthier.

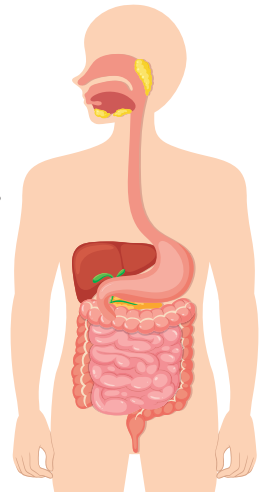
Strong immunity right from childhood.

Only other source of Sodium Monolaurate, aside from mother's milk

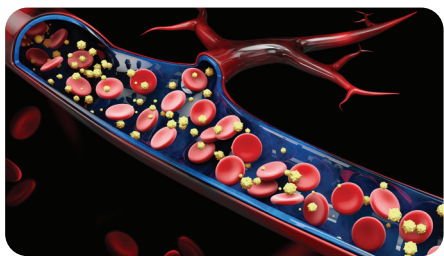
- › Rich in Monolauric Acid
- › Forms basis of human immune system.
- › Also used as a component of infant milk powders

The saturated fat in about one tablespoon of coconut oil is 90% of which half of it is lauric acid.

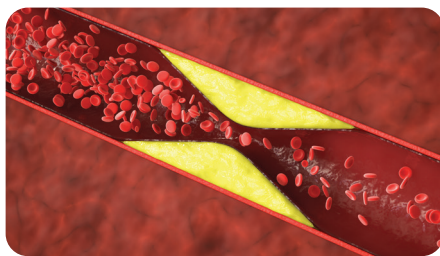
Not only does the lauric acid in virgin coconut oil help build immunity, it gets digested right in our mouths with our saliva and the nutrients penetrate the entire body in 10 mins.



Types of Cholesterol

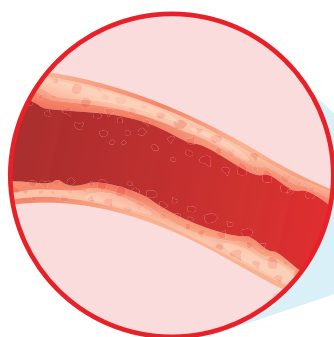


High Density Lipoprotein (HDL)

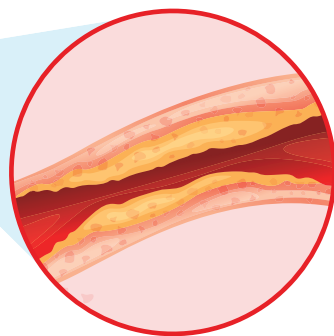
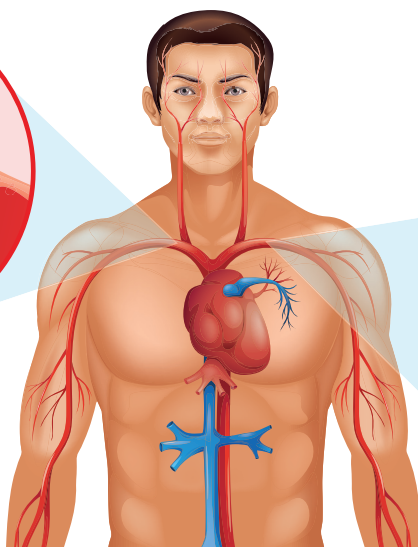


Low Density Lipoprotein (LDL)

Feeding our body with unhealthy junk causes the secretion of bad cholesterol or LDL (Low Density Lipoprotein)



HDL



LDL

The unique fat content in Virgin Coconut Oil called MCTs help in reduction of bad cholesterol and secretion of the good cholesterol called **HDL (High Density Lipoprotein)**

Read on to find out why MCTs are the hero ingredient in maintaining healthy cholesterol levels...

**Welcome home the best and healthiest alternative
for healthy fat – your Lifeline of Health.**

We present to you the one oil that passes
all these criteria

VIRGIN

COCONUT OIL



Virgin Coconut Oil has been gaining more popularity across the world in comparison with ordinary coconut oil for its indispensable nutrition and benefits.

It has a unique nutty taste and odour and is filthy rich with essential fatty acids and antioxidants

Ayurvedic Inferences

Also called the edible liquid gold, it provides you with a host of medicinal and therapeutic properties.

Its health benefits have even been documented in the Ayurveda manuscript, **Sushruta Samhita** - over 2,000 years ago!

It helps in pacifying vata and pitta dosha, while increasing the kapha dosha. Several herbal medicines are made using virgin coconut oil as the base.



Scientific Research Inferences

Research by many reputed organizations and universities (see references for full information) have backed the age-old claims about the benefits of including virgin coconut oil in your daily routine

- › Aids fast fat loss by improving metabolism.
- › Defends human body against many harmful microorganisms.
- › Keeps you satiated for longer, thereby reducing hunger pangs.
- › May help reduce seizure frequency by increasing blood ketones.
- › Boosts oral, skin and hair health.
- › May help reduce symptoms of Alzheimer's disease.



Why should you switch over to Virgin Coconut Oil from other cooking oils?

Retains maximum nutrients

- › Extracted by applying pressure
- › Low heat
- › Zero chemicals



Powerful brain food

- › Only known solution to manage Alzheimer's disease.

Kills all kinds of fungal, bacterial and viral infections

- › Anti-fungal
- › Anti-bacterial
- › Anti-viral
- › Anti-inflammatory



Literally the safest oil

- › Zero trans-fat
- › Zero cholesterol

Vegan, Paleo, and Keto friendly.

Why is Virgin Coconut Oil considered best for tropical cooking?

It is because of the source – the **COCONUTS!**

Facts and Figures about coconut production in India

Largest coconut-producing country (31.45% of the world's total production)

Produced at over 9,123 nuts per hectare.

Contributes Rs. 307,498 million (US\$ 3.88 billion) to the country's GDP.

Long lifespan - 60-80 years, can even go up to 100 years.

Provides livelihood to more than 1.2 crore people.

Cultivated in over 5 lakh hectares of land in Karnataka.

Provides fiber for more than 15,000 coir-based industries.

Total production of edible grade coconut oil in the country is about 4.0 lakh tons



**Coconut Oil
is the most
sustainable
and environment
friendly oil!**



Star Aspect of Virgin Coconut Oil Medium Chain Fatty Acids (MCTs)



90% saturated fatty acids

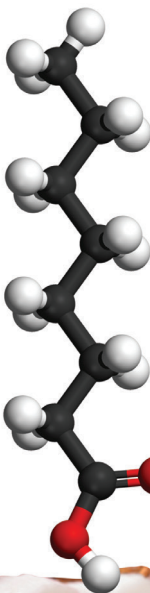
54% saturated medium-chain triglycerides

Only commercially important sources of MCTs

Excellent brain food

MCTs are NOT involved in transportation of cholesterol.

Superior carrier for flavours and nutrients



Effective in curing various gut related maladies like malabsorption, short bowel syndrome, celiac disease, etc.

Perfect vegan substitute for butter, margarine, and shortening.

High melting point of 24 °C (75 °F)

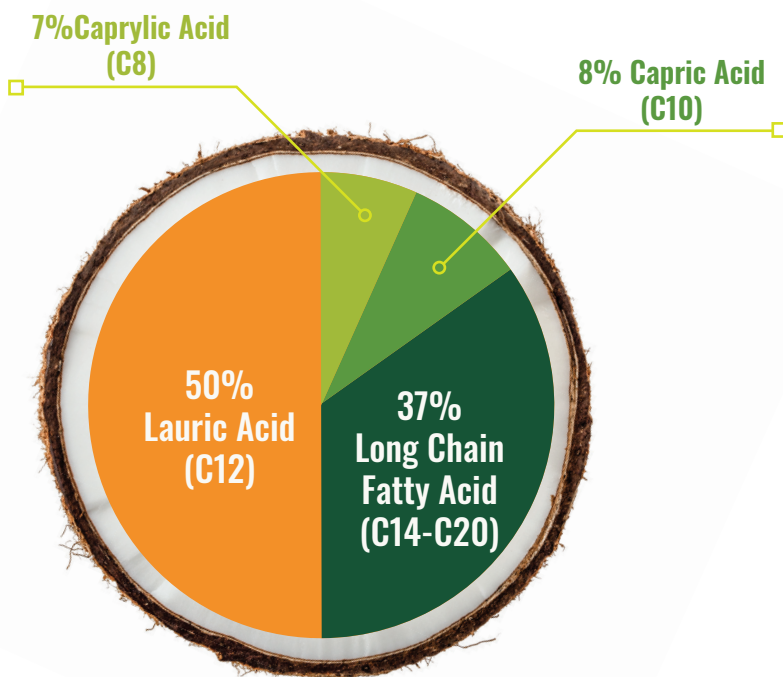
High smoke point of 177°C (350°F)

Ideal for high heat cooking and deep frying



Composition of Medium Chain Fatty Acids (MCTs)

- › 50% of the total fat in virgin coconut oil is Lauric acid
- › 60% of the fat gives virgin coconut oil it's anti-fungal, anti-bacterial, and anti-viral properties
- › 8% of Capric acid responds with enzymes produced by bacteria, converting it into a strong antimicrobial agent monocarpin.
- › 7% of Caprylic acid, caproic acid, and myristic acid have super potent antifungal properties.
- › Stearic acid has potential cleansing properties especially for topical applications.
- › It also comprises of betaines, ethanolamine, ethoxylates, fatty esters, fatty polysorbates, monoglycerides, and polyol esters, all of which aid in cleansing and functioning of your GI system.



Benefits of Coconut Oil for Athletes



By reducing carbohydrates and depriving body of glucose, it will turn to use fats as source of energy.

MCTs in virgin coconut oil can help provide more energy per gram than carbohydrates.

Additionally, MCTs release energy instantly, more rapidly than regular fat. Virgin Coconut Oil's natural anti-inflammatory properties can help reduce exercise-induced inflammation and promote faster recovery.

By training the body to use fat for fuel, one can train to become a fat-adapted athlete. This will allow you to have flexible access to both fat and carbs for fuel. This will also aid you in gaining a sustainable source of energy for endurance sports like running, swimming, cricket.

Versatile Non-Edible Uses of Virgin Coconut Oil



Skin Care

Why your skin loves Virgin Coconut Oil



Love your skin back

Give yourself an ayurvedic abhyanga (self-massage starting from feet and moving up your body) once a week. Leave the oil on for an hour then take a shower.



Hair care

Why your hair loves to soak in Virgin Coconut Oil

- › Improves hair strength, texture, & vitality.
- › Keeps hair soft and shiny.
- › Repairs damaged hair and reduce split ends.
- › Stops dandruff occurring due to dry scalp.
- › Prevents breakage and protein loss.
- › Softens the effects of hot tools usage like hair dryers, curling or flat irons.
- › Tames frizzy hair & makes it more manageable.



Steep that mane!

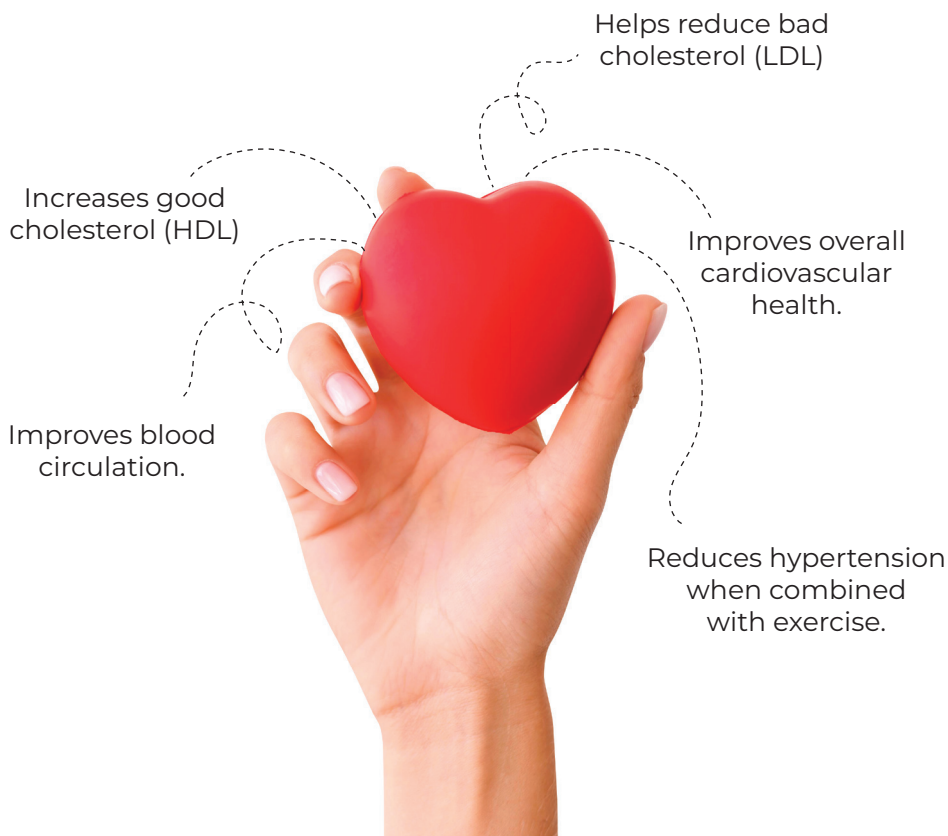
Journal of Cosmetic Science states that virgin coconut oil is largely powerful in reducing protein loss which leads to weaker & duller hair. Its low molecular weight can diffuse deep into the scalp & hair and prevent hair damage.

- step1:** Warm equal parts of virgin coconut oil, castor oil, sesame oil along 2-3 drops of your preferred essential oil.
- step2:** Massage it into your scalp and apply onto your hair from root to tip. Leave it overnight or at least for an hour.
- step3:** Wash it with a chemical-free shampoo.



Heart Care

Why your heart loves Virgin Coconut Oil



Yes, MCTs don't settle in your arteries like regular fat!

Replace your regular oils in kitchen for your tadkas, pan frying and deep frying with virgin coconut oil for enhanced taste and better health.



Gut Care

Why your gut approves of Virgin Coconut Oil for better GI health as well as weight management

- › MCTs encourage fat burning by increasing number of calories you burn.
- › The ketones help reduce hunger altering the levels of hunger-inducing hormones, such as ghrelin.
- › Helps in relieving gastrointestinal stress.
- › Improves oral health when used for oil-pulling.
- › Helps maintain a balanced microbiome (gut bacteria)
- › Soothes and calms an irritated digestive tract.



Pamper that gut!

Add a teaspoon of virgin coconut oil to your pre-workout smoothies / drinks for that extra boost of instant energy.

Upset stomach? Tummy infections?

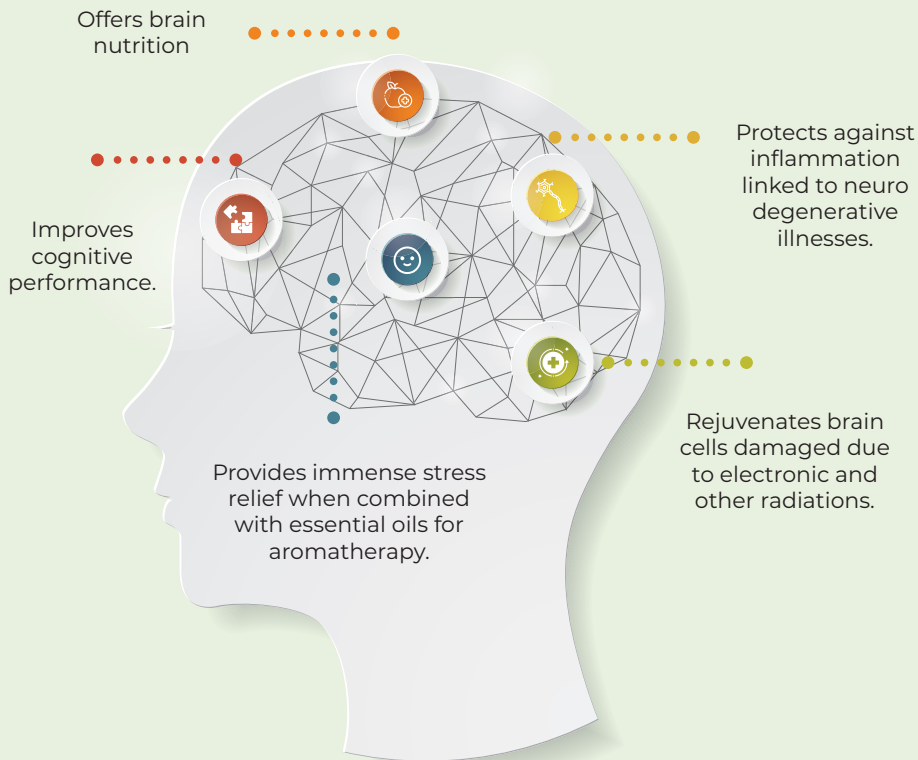
- step1:** Clean your belly button with warm water
- step2:** Add 2-3 drops of virgin coconut oil to your belly button and let it seep for 15-20 mins.
- step3:** Massage the excess oil around the navel

Belly button (Nabhi) is the powerhouse of nerves. It is also connected to multiple veins in the body and when it is nourished using oil, it helps you get rid of certain health problems too.



Enhances Brain Power

Why your mind and brain can't have enough of Virgin Coconut Oil



Use Virgin Coconut Oil as nasal drops

1-2 drops up your nostril twice a day helps to moisturize nasal passage, cleanses sinuses, clarifies voice, improves vision, and enhances attention.

The only known natural source for treating and managing mild to moderate Alzheimer's Disease

MCTs go straight to your liver to be processed. Here they get broken down into ketones.

Unlike regular fatty acids, ketones can travel upto your brain and nourish it, giving it an alternate source of energy.

More brain energy equates increased cognitive abilities, thereby improving memory, language, and orientation.

It should be noted that ketones get converted when there is lack of carbohydrates in the body. Carbohydrates produce glucose and brain will prefer glucose over ketones. This is also why virgin coconut oil is recommended for keto and paleo diets.



Delicious Recipes using Virgin Coconut Oil

Not only is Virgin Coconut Oil versatile when it comes to health benefits, it is also versatile when it comes to adding in cooking and baking.

Its unique properties not only add superior nutty flavour to your dishes, it helps in retaining and enhancing the taste even hours after the dishes have gone cold.

Here are some flavourful ways to incorporate it into your daily as well as fancy recipes.



Yummy Vegan Chocolate Cake



Roasted Carrot Coconut Soup



Healthy Apple Cinnamon
Granola



Thai-style Coconut Oil
Fried Chicken



Pasta and Veggies in Coconut Oil



Bullet Proof Coffee

Frequently Asked Questions

1. How does oil pulling with virgin coconut oil help?

- A. Oil pulling significantly reduces the count of harmful bacteria in the mouth like *S. mutans* compared to a regular mouthwash. Additionally, the lauric acid in virgin coconut oil reacts with saliva to form a soap-like substance that prevents cavities and helps reduce dental plaque buildup and gum inflammation.
- › On waking up, take a tablespoon of virgin coconut oil in your mouth, swish it around for 20 mins or until it becomes white and non-slimy.
 - › If you have not done oil-pulling before, start with 10 minutes and gradually increase the duration.
 - › DO NOT SWALLOW. Spit it out making sure not to swallow any of the swished oil as it is toxic.
 - › Rinse your mouth and proceed to brush your teeth as usual.

2. What are the antioxidants in virgin coconut oil?

How do they support good health?

A. The antioxidants in virgin coconut oil help neutralize the damaging molecules called free radicals. This helps prevent many chronic and degenerative diseases.

Some of the main types of antioxidants in the oil are

- › Tocopherols
- › Flavonoids
- › Tocotrienols
- › Polyphenols
- › Phytosterols

3. Why does organic virgin coconut oilsometimes have white clumps?

A. It is a natural characteristic of any coconut oil because it melts at about 78° F/26° C. The white clumps are the natural crystalline structure of the saturated fats and are nothing but partially melted coconut oil.

4. How long does virgin coconut oil last?

A. Virgin Coconut Oil can last up to 5 years when made from fresh coconuts with minimal to no heat.

5. Is there a difference between virgin coconut oil and regular coconut oil?

A. There is a lot of misconception that regular and virgin coconut oils are the same. Both are derived from coconuts, yes, but that's where the similarity stops.

Oil extracted from fresh coconuts is called virgin coconut oil, and the oil extracted from dried coconuts (copra) is the regular coconut oil. To dry the coconuts, heat is applied which by default robs them of certain qualities. More often than not, chemicals like deodorizer, artificial scents, bleach, and solvents are added to regular coconut oil making it unhealthy.

Virgin coconut oil is cold pressed by default, nuttier, lighter and has more moisturizing properties which increases the flavour of the foods, improves skin and hair health, and has enhanced antimicrobial and antioxidant properties.

Because of its structure, the fats in regular coconut oil behave like regular fats by getting converted to cholesterol. Whereas the MCTs in virgin coconut oil is not affected during the extraction process, so it gets processed by the liver and gets converted to ketones.

Additionally, while regular coconut oil has a shelf life of 1.5-2 years, virgin coconut oil can be stored up to 5 years.

So, even if virgin coconut oil is slightly more expensive than regular coconut oil, the shelf life and health benefits make it a worthy pick of the two.

Resources and research papers referred to that cite their findings on virgin coconut oil.

- Coconut Development Board, Govt. of India
- National Institutes of Health, Govt. of USA
- Sushruta Samhita, translated version of ancient Sanskrit text on medicine and surgery
- Researchgate, Reputed online research papers publisher
- Science Direct, peer-reviewed journal articles
- Philippine Coconut Research & Development Foundation, Inc. (PCRDF)
- Tribal Co-Operative Marketing Development Federation of India Limited Ministry of Tribal Affairs (TRIFED), Govt. of India
- Various online Health blogs like Netmeds, Harvard health blog, Healthline, Natural Living Ideas, Precision Nutrition, etc.

Why KERAMRUTH VIRGIN COCONUT OIL

Extracted from premium,
certified-organic fresh coconuts not
dry coconut (Kopra).

Derived from world class coconuts
from Tiptur-Arsikere coconut farms
straight from the farmers.

Handpicked fresh coconuts that have
naturally fallen from trees.

Unique low temperature, cold
pressed extraction to preserve
nutrients taste and aroma.

Unrefined, chemical free, no added
preservatives and artificial colours.



Testimonials



I had a really bad tooth ache and digestive issues, and I was suggested to do oil pulling. Doing the procedure with virgin coconut oil was far more effective than other types of oils.

I had been using coconut oil for cooking since ages. However virgin coconut oil made my dishes 10 times better. Best surprise for me was the fact that food continued to be tasty even when cold.

I live in a cold place and come winter my skin used to literally flake off because of dryness. No amount of store-bought moisturizer helped. However daily application of virgin coconut oil all over my skin kept it smooth and supple through all seasons.

I swear by bullet proof coffee! It has replaced my pre-workout drink since many years. But after substituting butter with virgin coconut oil has not only given a nutty flavour to my coffee, but it seems to give me more energy than before! 100% recommend!



Top 5 celebrities who swear by virgin coconut oil



Emma Stone

It was Rachel Goodwin, her make-up artist who first introduced virgin coconut oil to her, and now the Spiderman famed actress uses it extensively for skin care and makeup removal.

Angelina Jolie

This Oscar winning actress has been using coconut oil as her breakfast meal for decades. She says that a spoon of virgin coconut oil before meal indeed helps her feel full and not overeat.



Jennifer Aniston

Considering herself as a devotee of virgin coconut oil, this Friends famous actress, producer, and business woman has been spotted many times with a shopping cart full of coconut oil.

Gwyneth Paltrow

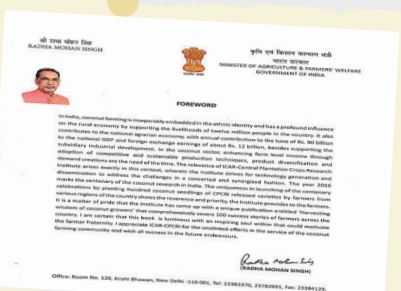
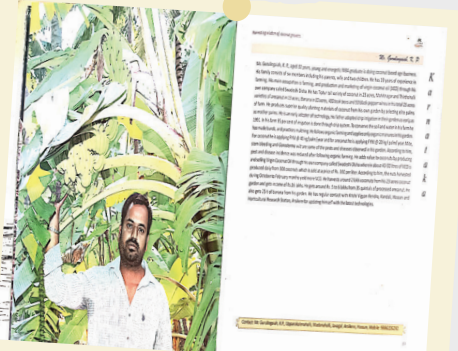
An actress, singer and food writer, Gwyneth not only uses virgin coconut oil for cooking and skin care, but also does oil pulling for 20 mins with it.



Shilpa Shetty

Actress, yoga practitioner, and wellness enthusiast Shilpa Shetty also does oil pulling every day. She also found significant reduction in cholesterol (by almost 10% compared to Olive Oil).

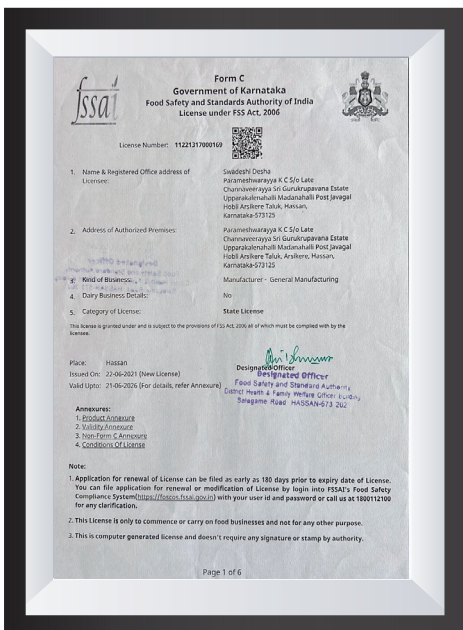
Awards & Recognition for Keramruth Virgin Coconut Oil



Be it vegan, vegetarian or non-vegetarian food - Once it is cooked in Virgin Coconut Oil, the food immediately becomes a medicine for body and soul. The benefits of virgin coconut oil enhances the value of the food by 100 times!



Our Certificates



For hundreds of years coconut oil has been a staple in Indian cooking and diets as an important source of nutrients. Coconuts, especially Virgin Coconut Oil, are pure foods that can play an important role in a well-balanced diet.

Adding a superfood like Virgin Coconut Oil to your cooking and personal care gives tremendous strength to your well-being.

***Take charge of the health and wellness
of you and your loved ones.***

SWITCH TO
KERAMRUTH
VIRGIN
COCONUT OIL
TO EXPERIENCE
THE MAGIC OF
HEALTHY LIFE



Manufactured by:



Sri Gurukrupavana Estate
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Javagal Hobali, Arsikere Taluk
Hassan District, Karnataka - 573125

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