

## How is oryzanol present in Rice Bran heart-healthy?



There is no single definition of a 'healthy heart', although cumulatively, the term refers to the human condition wherein our heart and its different parts pump oxygen and nutrients carrying blood to different organs, without any anomalies that restrict its proper functioning.

One of the main anomalies that prevent or restrict the heart's ability to function optimally is bad cholesterol, also known as LDL (Low-Density Lipoprotein), accumulated through poor dietary habits and improper lifestyle. Lipoproteins are a combination of fat and protein.

If your LDL level is high, this means you have too much LDL cholesterol in your blood. This LDL, along with other substances, forms plaque which builds up in the arteries that carry blood to and from the heart. This condition called atherosclerosis causes the arteries to narrow and harden and slow down or block the flow of blood. Since blood carries oxygen to the heart, too little of it could cause chest pain. Or, if it is blocked entirely, it could lead to a heart attack.

### **What causes plaque build-up?**

Among various factors that lead to plaque build-up in the arteries, two major causes are:

Diet: Saturated fat and cholesterol in the food you take

Weight: Being overweight tends to increase LDL

### **How does rice bran help to address the issue?**

Unprocessed rice has a magical layer called bran which contains a micronutrient named Oryzanol. This micronutrient is made up of a mixture of antioxidant

compounds and helps in reducing your body's bad cholesterol and improving good cholesterol. Rice bran has also been recommended by World Health Organization (WHO) as an effective choice to keep body cholesterol under control.

Oryzanol has been recognised for its cholesterol-lowering, anti-inflammatory, anti-cancer and anti-diabetic effects. In recent years, the usefulness of Orz has been studied for the treatment of metabolic diseases, as it acts to improve insulin activity, cholesterol metabolism and associated chronic inflammation.

Freedom Physically refined oil has 10,000+ ppm (parts per million) of Oryzanol which acts as a natural antioxidant and hence keep's your body cholesterol levels under check.