

INDUS BERRY

A Health drink developed from Sea buckthorn

About Sea buckthorn

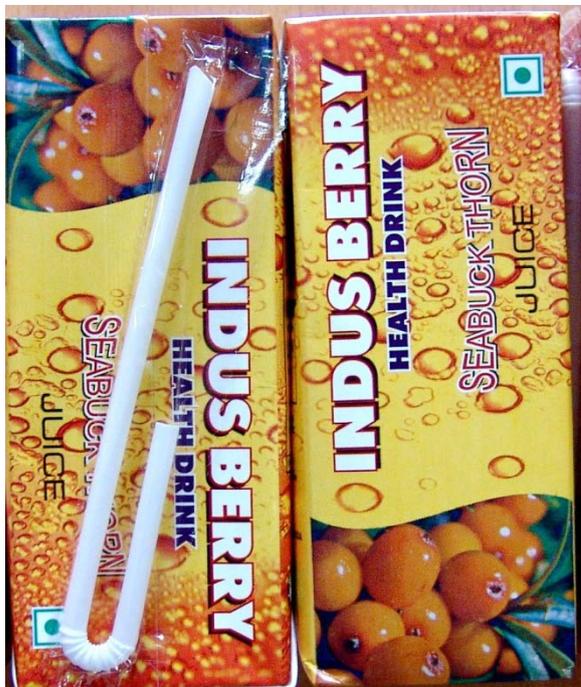
Sea buckthorn (*Hippophae rhamnoides*) is one of the most important medicinal value fruit. It is abundantly available in the Himalayan regions of Leh, Ladakh and its adjoining areas in the state of J&K. It has been used in China from quite sometime to heal various ailments. It is a part of many modern day allopathic and Ayurvedic formulations.

Health benefits

- ✓ This fruit is quite rich in three Omega oils, such as omega 6, 9 and the rare 7 besides a host of antioxidants and other nutrients
- ✓ It increases skin glow, boosts immunity, slows aging and lowers cholesterol levels.
- ✓ It is a rich source of vitamins and minerals and improves sight and colon health and is hepato-protective.
- ✓ Sea buckthorn products have the advantage of having protein building amino acids and Vitamins A, B1, B2, C, E and K.
- ✓ The fruit also helps in treating gastrointestinal ulcer, reducing skin marking, rashes and infection.

The raw material for detailed studies for the preparation of health drink was the Sea buckthorn fruit obtained from Ladakh region of J&K. Initially 400 kgs of sea buckthorn pulp was obtained from Ladakh for Lab scale experiments for the production of health drink. Its detailed quality control studies and finalization of the other parameters were also successfully completed in the laboratory. The process was revalidated in cGMP unit at IIIM

Jammu. Based on the results obtained in laboratory scale experiment, 12 quintals of sea buckthorn pulp were procured from Ladakh region and processed, as per the protocol finalized in the laboratory scale experiments, in an automatic plant at HPMC Parwanoo, (HP). About 60000 tetra packs of 200ml capacity of the health drink were prepared for market evaluation and public awareness.



Specification of the Health Drink

Vitamins (per 100 g)		Component	Contents
A	1.64 mg	Energy	63.375 k.cal/100ml
B1	0.63 mg	Carbohydrate	15.438 %
B2	1 mg	Added sugar	12.5 g
B6	2.1 mg	Fruit sugar	2.5 g
B9	4.6 mg	Fat	0.112 g
B12	0.48 mg	Malic acid	0.452 g
C	0.27 mg		
E	9.75 mg		
K	5.1 mg		

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