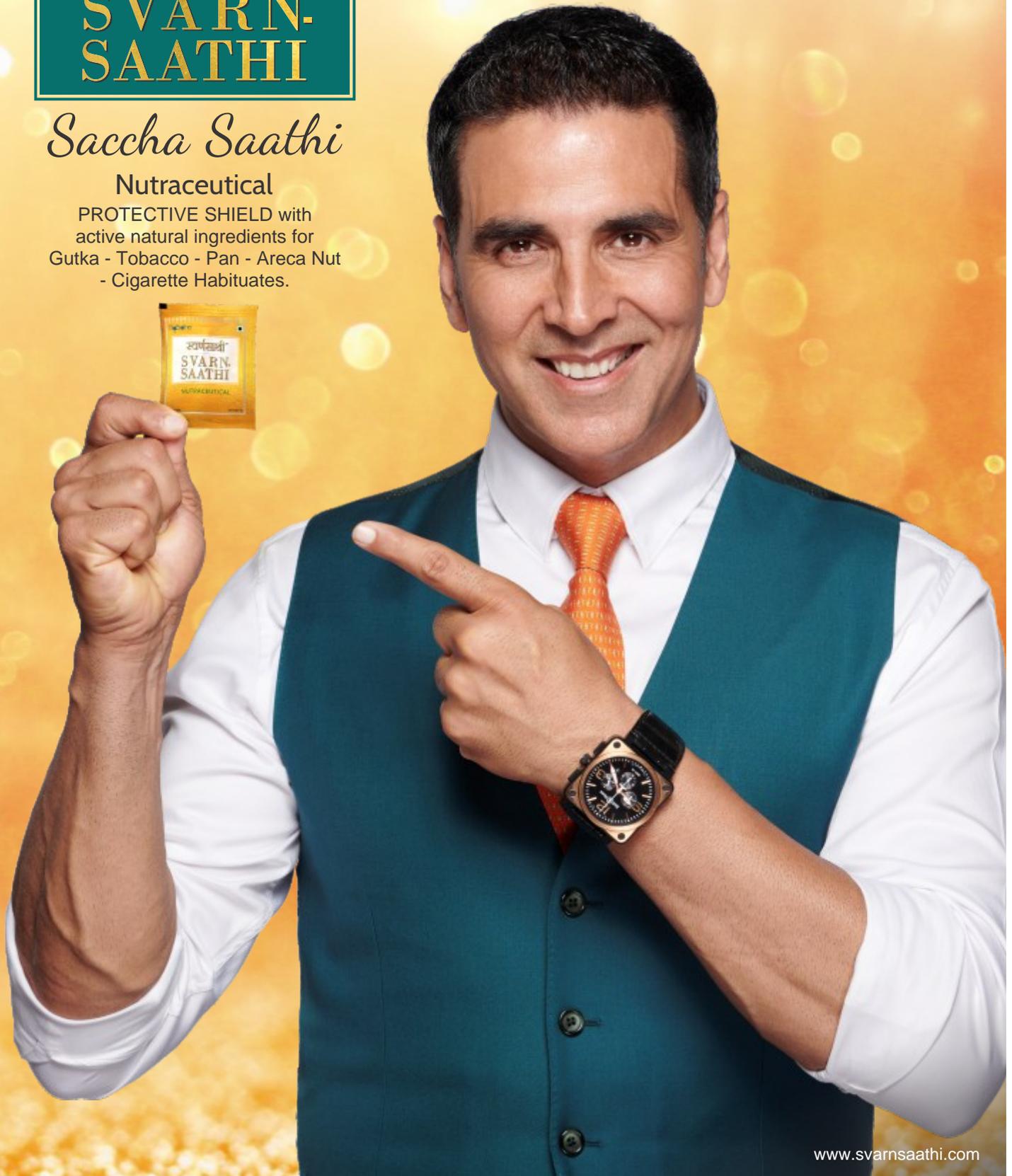


स्वर्णसाथी™
SVARN-
SAATHI

Saccha Saathi

Nutraceutical

PROTECTIVE SHIELD with
active natural ingredients for
Gutka - Tobacco - Pan - Areca Nut
- Cigarette Habituates.



CANCER IN INDIA

Nearly 50% of cancers in the world are accounted for in Asia. The incidence of cancer in India is 10% . Every year, a large percentage of the Indian population is inflicted by cancer. The incidence of cancer in India is estimated to grow by 25% by 2020 [according to the cancer registry released by the Indian Council of Medical Research (ICMR)]. It has become one of the major causes of deaths occurring in the country.

In India, there are over 13 crores cancer patients – this is double the number to that of the people with diabetes or long-standing (chronic) respiratory illness, and 4-times more than the incidence of heart disease in this country. On an average, 1,300 Indians die of cancer each day.

BigBrother Nutra Care brings to you **SvarnSaathi**, a first-of-its-kind available in the country (and globe) to have a measure to provide beneficial support to tobacco and gutka users who are at risk of cancer.



SVARNSAATHI

PROTECTIVE SHIELD with active natural ingredients for Gutka - Tobacco - Pan - Areca Nut - Cigarette Habituates.



CURCUMIN

Beneficial Cancer Preventive Attributes

- Can provide "Protective shield" against cancer.
- Safeguards against chemical toxins especially liberated by tobacco, gutka and betel nut chewing as well as cigarette smoke
- Suppresses genes implicated in causing cancer.
- Strengthens antioxidant defense.
- Anti-inflammatory action.



PIPERINE

Bioavailability Enhancer

Ensures adequate blood levels of curcumin for beneficial actions.



LYCOPENE

Natural Antioxidant

Complements Curcumin, and effectively tackles the free radicals known to damage the cell DNA and cause cancer.



SVARNSAATHI

SvarnSaathi incorporates three natural ingredients

- Turmeric / 'haldi' extract [Curcuminoids & the most Bio-efficient Curcumin with CNTM (Complete Natural Turmeric Matrix)
- Tomatoes (and similar others - carrots, watermelon, papaya) extract (Lycopene)
- Black pepper extract (Piperine)

Both curcuminoids and lycopene have anti-cancer actions and are antioxidants. Their regular intake can provide a protection against the harmful effects of tobacco – especially, TRC. Also, these ingredients can benefit cancer patients when consumed on a long-term basis.

Turmeric is long known for its various benefits and is a popular household remedy for a number of ailments. However, for the turmeric to benefit, with respect to cancer, at least 2.5 to 5 tablespoons (tbsp) (each tbsp = 15 gms) are necessary to be consumed daily and this is not practical. Another disadvantage of curcuminoids (and turmeric) consumption is that the active component 'curcumin' does not enter the blood in adequate amounts on account of its destruction in the intestine and liver before it can reach the blood to exert its benefits.

Piperine is black pepper (*Piper nigrum*) and is a herb that is used as a common spice. Piperine is known for changing the metabolism of various drugs and supplements. Unless piperine is given concomitantly, the medicinal properties of curcumin obtained from *Curcuma longa* cannot be utilised because of poor uptake due to its rapid breakdown in the liver and intestinal wall. Piperine most notably increases curcumin availability in blood by 150% -200%.

Lycopene is the bright red carotenoid pigment that is found in tomatoes and other red fruits and vegetables, notably red carrots, watermelons and papayas. Powerful antioxidant and can protect the DNA (deoxyribonucleic acid) of the cell. (Tomatoes and watermelon)

SAFETY OF SVARNSAATHI

Ingredients in SvarnSaathi are safe when consumed as per recommendations. Allergic reactions may occur. If large amounts of the product are consumed, complaints such as stomachache, gas, nausea or indigestion may also occur. People who are taking SvarnSaathi as well as other products with piperine content (>15-20 mg/day), or those on anti-cancer drugs, or pregnant or lactating females are strictly advised to consult and follow the supervision of a healthcare provider. Anyone who is allergic to any of its ingredients is strictly advised not to consume SvarnSaathi.

DIRECTIONS FOR USE

It is a mouth pour formula in a sachet form. Cut open the sachet and pour the contents in the mouth and munch to enjoy as an after mint. One sachet of SvarnSaathi once daily helps to shield against cancer; those suffering from cancer need to consume 7-8 sachets daily as an adjuvant.

AVAILABILITY & STORAGE

Available in packs of 20 sachets on online platforms (amazon, flipkart etc.), chemist shop, supermarkets, retailers etc. Can be kept in normal room conditions of humidity and temperature (preferably below 25°C). Should strictly be kept out of reach of children.

DISCLAIMER

All active ingredients of SvarnSaathi are natural. Some nature-identical and permitted artificial flavouring substances are added for taste.

Marketed by

BIGBROTHER NUTRA CARE PVT. LTD.

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