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INITIATIVE

BigBrother  
Nutra Care Pvt Ltd

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Group



# SVARN SAATHI

## Training Manual

(for Field Staff only)



# SVARN SAATHI

## **Cancer 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.

## **Common cancer in India**

Cancers of lung, food pipe (esophagus), stomach, mouth (oral) and throat (pharyngeal), voice box (larynx) and urinary bladder are predominant in men.

### **Mouth cancer is becoming the most concerning amongst all the malignancies .**

It is the No. 1 cancer in men and accounts for 11.3% of all cancers in males. In females, mouth cancer stands at No. 5 and is responsible for 4.3% of all cancers in females

Each year about 77,000 new cases of mouth cancers are detected, and each year 52,000 die on account of the same.

In women, cancers of the cervix (lower portion of uterus) and breast are commonest, followed by those of stomach and esophagus.

## Changing Pattern of Cancer in India

The increasing prevalence of smoking has resulted in lung cancer reaching epidemic proportions in India.

In 2010, smoking accounted for an estimated 9,30,000 deaths; 1 in 5 deaths among men and 1 in 20 among women (Rise and Prevalence of Cancer in India. Times of India Feb 4)

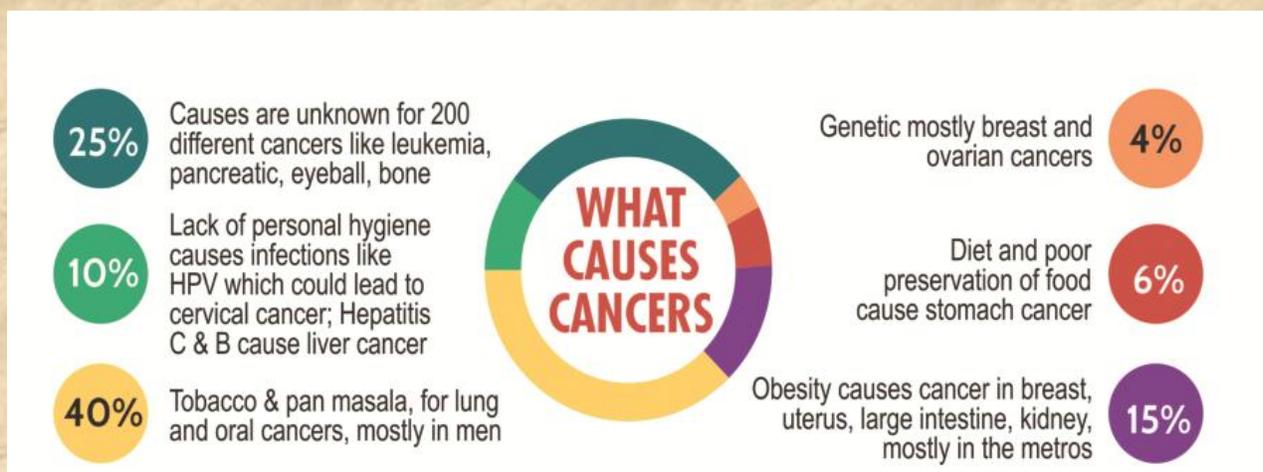
As per WHO, cancer is the second leading cause of death globally responsible for 8.8 million deaths in 2015. Globally 1 in 6 deaths is due to cancer.

**Out of all cancers, tobacco-related cancer (TRC) accounts for major share and responsible for approximately 22% of cancer deaths.”**

Tobacco use is linked to around 70% of global lung cancer and 40% of all cancers in India.

As far as regions of India are concerned the TRC are more occurring in Maharashtra, Gujarat, Goa, Rajasthan, Madhya Pradesh and the North-Eastern states including West Bengal; next in line follow the Uttar Pradesh, Bihar, Uttarakhand and Chhattisgarh.

### CANCER CAUSES



- Amongst all the factors associated with cancer use of tobacco has the greatest risk.

# SVARN SAATHI



- A healthy lifestyle measure for all.
- SvarnSaathi is Unique(special) and first of its own type Nutraceutical Formulation which provide protective shield to our body and help to prevent cancer and other acute and chronic diseases .

**Svarnsaathi has three natural active ingredients:-**

- **Natural Curcumin**
- **Natural Lycopene**
- **Natural piperine**

## **NATURAL CURCUMIN:-**

(Standardised curcuma longa extract 180 mg equivalent to 500 mg of active curcumin) used in SVARNSAATHI is the active ingredient of turmeric/haldi extract: has following properties:-

- **Anticancer • Antioxidant • Anti-inflammatory • Boosts immunity**

- Curcumin itself appears as a crystalline compound with a bright orange yellow color.
- Standard curcumin has low oral bioavailability, low absorption, high rate of metabolism in intestine and rapid elimination from the body.
- Curcumin Present in Svarn Saathi has 10 times more Bioavailability Compare to standard curcumin, which shows better absorption that results more curcumin reaches in systemic circulation(in Blood) for Beneficial action.
- Curcumin content of turmeric is unfortunately a mere 2-5% approximately and since the requirement is minimum 1 g per day, it is difficult to consume such amounts as a spice in food.
- For the turmeric to benefit, with respect to cancer, at least 2.5 to 5 TABLE spoons (tbsp) (each tbsp = 15 gms) are necessary to be consumed daily and this is not practical.

#### **Curcumin present in svarnsaathi:-**

- Prevent(Safeguard) against chemical toxins (Harmful substances) secreted or liberated by tobacco, gutka, betel nut chewing, cigarette smoke as well as from pollution and carcinogens (Cancer causing agent).
- Suppresses cancer causing gene in the body.
- By removing free radical from the body, strengthen antioxidant mechanism.
- Shows strong anti-inflammatory property.

#### **NATURAL LYCOPENE (37.50 mg)**

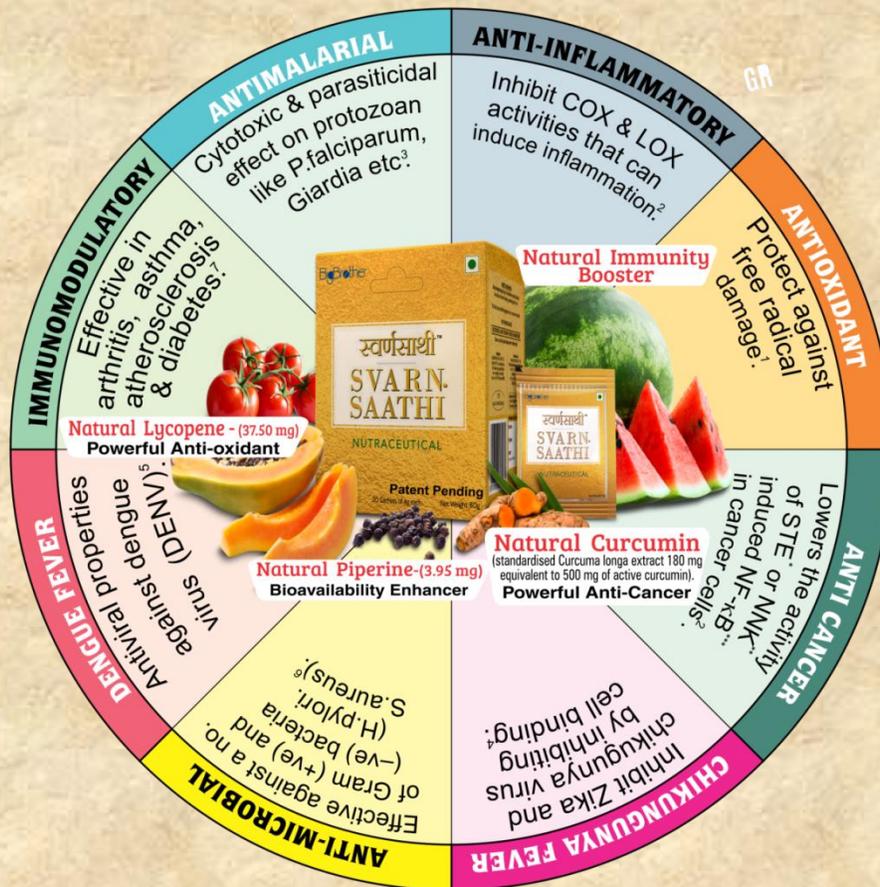
Lycopene is the bright red carotenoid pigment (Colour) that is found in tomatoes and other red fruits & vegetables, notably red carrots, watermelon and papaya.

- It is powerful proven antioxidant and can protect the DNA of the cell.

#### **NATURAL PIPERINE (3.95 mg)**

- Piperine is derived from black pepper.

- Piperine most notably increases curcumin availability (Bioavailability) in blood by 2000% for beneficial action.



## PROPERTIES OF SVARNSAATHI:-

### 1. ANTI-INFLAMMATORY

Svarnsaathi reduce swelling by inhibiting COX & LOX (Cyclooxygenase enzyme and lipoxygenase enzyme) responsible for swelling (Inflammation).

### 2. ANTIOXIDANT

Svarnsaathi removes free radicals from the body and protect tissues and cells from free radical.

### 3. ANTI CANCER

Svarnsaathi lowers the activity of cancer causing chemicals of STE (Smokeless Tobacco Extract) or NNK (Nicotine derived nitrosamine ketone)

induced NF- $\kappa$ B (Nuclear Factor Kappa-light-chain-enhancer of activated B cells) in cancerous cells.

#### **4. ANTI MICROBIAL**

Svarnsaathi is effective against gram (+ve) and gram (-ve) bacteria.  
i.e, H.pylori, S.aureus

#### **5. ANTIMALARIAL**

Svarnsaathi kills protozoans (P. falciparum and Giardia) cells which causes malarial fever.

#### **6. CHIKUNGUNYA FEVER**

Svarnsaathi inhibit Zika and chikugunya virus which causes chikungunya fever.

#### **7. DENGUE FEVER**

Svarnsaathi inhibit DENV virus which causes dengue fever.

#### **8. IMMUNOMODULATORY**

Svarnsaathi has strong immunomodulatory property so that it is effective in arthritis, asthma, atherosclerosis and diabetes.

## **HOW SVARNSAATHI HELP**

- Svarnsaathi available in mouth pour formulation (cut the sachet and directly pour in to the mouth) which is effective in oral cancer (Mouth), throat (Larynx), sub mucosis fibrosis (Pre cancerous stage in mouth) and mouth ulcers.
- Svarnsaathi consumed by smokers to protect against cancer of lung and already existing cancers of the body.
- Svarnsaathi provide enough curcumin per sachet to provide shield against infections and chronic diseases.
- Svarnsaathi has high antioxidant property which protect our body from day to day inflammation (Swelling).

Curcumin present in svarnsaathi shows many beneficial actions:-

- Improve digestion and gastric problems.
- Reduced joints (Muscle and bones) pain.
- Slowing down the brain degeneration changes helping in Alzheimer's disease.
- Lowering risk of heart disease(Cardiovascular).
- Fighting arthritis.
- Maintain blood glucose level.
- Overcome depression.
- As an Anti-ageing.

**Svarnsaathi effective in Cough, cold, nasal congestion, seasonal flu and viral fever.**

### **Dental visual page**

Curcumin present in svarnsaathi helps in treatment of periodontal diseases.

- Natural curcumin present in svarnsaathi helps in Prevention of various Pre-cancerous Conditions in mouth like
  - **Oral sub-mucous fibrosis**(pre cancerous stage)
  - **Leukoplakia**(White patch inside mouth)
  - **Lichen Planus**( inflammations of mucous membrane )
- Natural curcumin present in svarnsaathi helps improvement in mouth opening and reduce local burning & pain sensation
- In mouth swelling problems, Curcumin present in svarnsaathi effective like cortisone and phenylbutazone (Medicine treat swelling) and half effective in chronic inflammation.
- Potentiates the effect of chemotherapy and radiotherapy.
- Natural lycopene present in svarnsaathi prevent the destruction of periodontal (Gum cells) disease

### **Safety of svarnsaathi**

- Ingredients in SvarnSaathi are safe when consumed as per recommendations. Allergic reactions can occur and if very large amounts

of ingredients of the product taken there could be complaints such as stomachache, gas, nausea or indigestion.

- Those allergic to any of its ingredients/s are not to consume SvarnSaathi.
- For pregnancy or lactating mothers should be strictly under advice and supervision of the healthcare provider.

### Directions for Use

- SvarnSaathi is a mouth pour formula in a sachet form. Cut open the sachet and pour the contents directly in the mouth and munch to enjoy.
- Those suffering from cancer need to consume 7 – 8 sachets of SvarnSaathi daily as adjuvant.

### Availability & Storage

- SvarnSaathi is available in packs of 20 sachets. It can be kept in normal room conditions of humidity and temperature (preferably below 25<sup>0</sup>C). It needs to be kept strictly out of reach of children.

**Dose:- BID or BD (Two times in a day)**



**M.R.P. 299/- per box**

## Abbreviations

| Medical         | English  | Hindi/Regional Language  |
|-----------------|--|--|
| Unique          | Special  | विशेष  |
| Protective      | Preventive   | सुरक्षा, निवारक, निरोधक  |
| Shield          | Cover, Protection  | ढाल, आवरण/ढक्कन, सुरक्षा/बचाव  |
| Natural         | Not created by human   | प्राकृतिक, कुदरती  |
| Ingredients     | Component or constituents  | तत्व, अंग/घटक  |
| Prevent         | Stop or halt   | रोकना / विराम, रुकावट  |
| Infectious      | Transferable or Communicable   | फैलना, स्थानांतरणीय/सूचनीय   |
| Deadly          | Fatal or lethal  | जानलेवा, घातक, प्राणनाशक, प्राणघातक                                      |
| Disease         | Illness or sickness  | बीमारी, रोग  |
| Incorporate     | Contain or take in   | मिला हुआ, सम्मिलित   |
| Anti Cancer     | Against Cancer   | कैंसर विरोधी   |
| Antioxidant     | Damaging oxidizing agents in a living organism   | ऑक्सीकरण रोधी  |
| Immunity        | Ability to fight off   | रोग प्रतिरोधी  |
| Boost           | Increase   | बढ़ाना   |
| Deliver         | Take Or carry or Bring   | ले-जाना  |
| Bioefficient    | The relative ability of a protein or protein foodstuff to meet adequately the metabolic needs of an animal                 | जैवता में सक्षम  |
| Content         | Material   | सामान  |
| 10 fold         | 10 Times   | 10 गुना  |
| Increase        | Expand Or Enlarge  | बढ़ाना   |
| Bioavailability | The proportion of drug which enters the circulation when introduced into the body and so is able to have an active effect. | रक्त में दवा की वह मात्रा जो रक्त में पहुँचकर कार्य करके परिणाम देती है। |
| Compared        | Note the similarity  | तुलना करना   |
| Standard        | Quality  | मानक, आदर्श  |
| Overcome        | Control  | नियंत्रण   |
| Problem         | Difficulty or Trouble  | कठिनाई, कष्ट, परेशानी  |
| Oral            | Mouth  | मुँह   |
| Poor            | Bad or inferior  | बुरा   |
| Absorption      | Soaking up , Sucking up  | सोखना  |
| Metabolism      | The chemical processes that occur within a living organism in order to maintain life.                                      | एक रासायनिक प्रक्रिया जो जीवित जीव-जन्तु में स्वस्थ रहने के लिए होती है। |
| Intestine       | The lower part of the alimentary canal from the end of the stomach to the anus.  | आंत (छोटी आंत, बड़ी आंत)   |
| Rapid           | Quick or Fast  | शीघ्रता, जल्दी   |

|                         |  |                                 |
|-------------------------|--|---------------------------------|
| Elimination             | The complete removal                                   | बाहर निकालना                    |
| Safeguard               | Protection or defense                                  | बचाव                            |
| Toxin                   | Poison   | जहर                             |
| Against                 | opposed to   | विरोधी                          |
| Liberated               | The Removal  | मुक्त, निकलना                   |
| Tobacco                 | Tobacco  | तम्बाकू                         |
| Betel nut               | Betel nut  | सुपारी                          |
| Chewing                 | To Crush   | चबाना                           |
| Smoke                   | Gas  | धुँआ                            |
| Pollution               | Dirtiness , Contamination                              | प्रदूषण                         |
| Carcinogens             | A substance capable of causing cancer in living tissue | कैंसर कारक पदार्थ               |
| Suppress                | Defeat or crush  | दबाना, कम कर देना               |
| Implicated              | Show or convey   | फँसाना                          |
| Cause                   | Source or root   | कारण                            |
| Strengthens             | Make strong  | मजबूत                           |
| Defense                 | Protection   | बचाव                            |
| Anti inflammatory       | Against swelling                                       | सूजन विरोधी                     |
| Derived                 | Get or take  | लिया गया है                     |
| Similar                 | Alike or the same                                      | समान                            |
| Extract                 | Take out or withdraw                                   | निकालना                         |
| Proven                  | Proof  | प्रमाणित                        |
| Black Pepper            | Black Pepper   | काली मिर्च                      |
| Enhancer                | Increase   | बढ़ाना                          |
| Ensure                  | Make sure  | सुनिश्चित करना                  |
| Adequate                | Enough or ample  | पर्याप्त                        |
| Beneficial              | Useful or helpful                                      | लाभदायक                         |
| Anti microbial          | Against micro organism                                 | सूक्ष्म जीवाणुओं के विरोधी      |
| Immunomodulatory        | Increase Immunity                                      | रोग प्रतिरोधक क्षमता को बढ़ाना  |
| Cytotoxic               | Cause cell death                                       | कोशिकाओं को मारना               |
| Paraciticidal           | Kills parasite   | परजीवियों को मारना              |
| Inflammation            | Swelling   | सूजन                            |
| Histamine               | Swelling producing chemical                            | सूजन पैदा करने वाला रसायन       |
| Protect                 | Defense  | बचाना                           |
| Free radical            | Oxidizing agents in a living organism                  | मुक्त मूलक                      |
| Downregulate            | Decreases the sensitivity                              | संवेदनशीलता को कम करना          |
| Mouth Pour Formulations | Pour Directly in mouth                                 | मुँह में डालकर खाना का फार्मूला |
| Effective               | Productive   | बचाने में प्रभावशाली            |
| Counter                 | Opposition   | विरोधी                          |
| Oral Cancer             | Mouth cancer   | मुँह का कैंसर                   |
| Involving               | Take in or count in                                    | शामिल, संयुक्त                  |

|                     |  |   |
|---------------------|--|---|
| Sub-Mucous fibrosis | Pre cancer in mouth  | मुँह में कैंसर होने के पहले की स्थिति     |
| Mouth Ulcer         | Mouth Ulcer  | मुँह के छाले                              |
| Existing            | Already  | पहले से                                   |
| Boost Immunity      | Increase immunity  | रोग प्रतिरोधक क्षमता को बढ़ाना            |
| Day to day          | Daily life   | रोज मर्रा (प्रतिदिन)                      |
| Several             | Many   | बहुत सारे                                 |
| Cardiovascular      | Heart related  | हृदय से सम्बंधित रोग                      |
| GI health           | Stomach related  | पेट से सम्बंधित                           |
| Musculoskeletal     | Muscles and Bone   | मांसपेशियों एवं हड्डियों                  |
| Well being          | Health   | स्वस्थ                                    |
| Nasal Congestion    | Breathing problem  | सांस लेने में कठिनाई                      |
| Seasonal flu        | Seasonal viral problems  | विषाणुओं से होने वाली बीमारी              |
| Degeneration        | Decline  | कम होना                                   |
| Heart Disease       | Heart disease  | हृदय से सम्बंधित रोग                      |
| Alzheimer's Disease | Memory loss disease  | भूलने की बीमारी                           |
| Overcome            | Control  | नियंत्रित करना                            |
| Depression          | Mood change  | निराशा                                    |
| Arthritis           | Swelling in Bone joints  | हड्डियों के जोड़ों में सूजन               |
| Anti Ageing         | To prevent the appearance of getting older   | शरीर की झुर्रियों को कम करना (जवान दिखना) |
| Cox & Lox           | Enzyme responsible for Pain and swelling   | दर्द और सूजन पैदा करने वाले एंजाइम        |
| Induce              | Make or get  | प्रेरित करना                              |
| Damage              | Harm or injury   | नुकसान पहुँचाना                           |
| NF-KB               | Cancer causing gene  | कैंसर कारक जीन का नाम                     |
| STE or NNK          | Cancer causing gene  | कैंसर कारक जीन का नाम                     |
| Inhibit             | Slow or obstruct   | रोक देना, कम कर देना                      |
| Cell binding        | Connect with cells   | कोशिकाओं से जुड़ना                        |
| Zika & Chikugunya   | Virus name   | विषाणुओं का नाम                           |
| Anti microbial      | Against the micro organism   | जीवाणुओं के विरुद्ध                       |
| Gram(+) & Gram (-)  | Types of Bacteria  | जीवाणुओं के प्रकार                        |
| Anti viral          | Againts the Virus  | विषाणुओं के विरुद्ध                       |
| DENV                | Dengue virus   | डेंगू के विषाणु का नाम                    |
| Asthma              | Causing difficulty in breathing  | सांस की बीमारी                            |
| Atherosclerosis     | A disease of the arteries characterized by the deposition of fatty material on their inner walls | खून की नली में फैट जमा होने की बीमारी     |
| Diabetes            | Increase Glucose level in blood  | बीमारी                                    |
| Parasiticial        | Kills Parasites  | परजीवियों को मारता है                     |
| Leukoplakia         | White patch inside mouth   | मुँह के अन्दर सफेद छाले                   |
| Lichen Planus       | Swelling in mouth  | मुँह के अन्दर सूजन                        |
| Partial             | Incomplete   | अधूरा                                     |

|                            |   |                                    |
|----------------------------|---|------------------------------------|
| Reversal                   | Opposite                                    | विपरीत                             |
| Local Symptoms             | Sign of disease conditions                  | शरीर में बीमारी की स्थिति / लक्षण  |
| Burning Sensation          | Feeling of pain & burn                      | जलन / पीड़ा                        |
| Cortisone & Phenylbutazone | Name of steroidal drug                      | दवा का नाम                         |
| Chronic inflammation       | Severe swelling                             | गम्भीर सूजन                        |
| Chemotherapy               | Chemical treatment of cancer                | रसायन से कैंसर का इलाज             |
| Non Surgical Aid           | Treatment by medicine not surgery           | बिना सर्जरी के दवाईयां द्वारा इलाज |
| Treatment                  | Therapy or care                             | चिकित्सा या देखभाल                 |
| Oral Squamous cell         | Mouth cells                                 | मुँह की कोशिकाएँ                   |
| Carcinoma                  | Cancerous cells                             | कैंसर कोशिकाएँ                     |
| Peridontal Tissue          | Gum cells                                   | मसूड़ों की कोशिकाएँ                |
| Destruction                | Pooling down                                | क्षय, विनाश                        |
| Crystalline                | Crystal like structure / glassy / unspotted | निर्मल, स्वच्छ                     |
| unfortunately              | Unhappy / sadly                             | दुर्भाग्य                          |
| Spice                      | Spice                                       | मसाले                              |
| Notably                    | Especially                                  | विशेष रूप से                       |
| Mere                       | Enough to influence that situation          | मात्र                              |
| approximate                | Rough                                       | अनुमानित                           |
| consume                    | Take  | लेना / खाना                        |
| requirement                | Need  | जरूरत / आवश्यकता                   |
| pathogenic                 | Causing disease                             | रोगजनक                             |
| recommendations            | Praise, Petition                            | सिफारश, प्रशंसा                    |
| Stomachache                | Stomachache                                 | पेट दर्द                           |
| Nausea                     | Feeling Vomit                               | उल्टी जैसा महसूस होना              |
| Indigestion                | Lack of appetite                            | अपच, खट्टी डकार                    |
| Lactating mothers          | Child feeding mothers                       | स्तनपान कराने वाली मातायें         |
| Supervision                | Direction                                   | देख रेख में, देख भाल               |
| Adjuvant                   | Supporting, Helpful                         | सहयोगी, सहायक, साथ-साथ             |
| Healthcare provider        | Doctor, Pharmacist, Nurses                  | डाक्टर, फार्मासिस्ट, नर्स          |
| Humidity                   | Damp, Moisture                              | आर्द्रता, नमी                      |