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Headlines: A bunch of health benefits

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Each morning, our body reinvigorates itself in order to give our day a fresh start. After a long night's sleep, our body is low on energy, proteins, vitamins and minerals. This makes it very important for us to have a balanced breakfast in order to set the wheels running of our daily routine. Apart from addressing regular functional needs, a healthy breakfast is needed to boost human body's replenishing requirements for skin, hair, nails and new tissues.

A healthy breakfast when prepared with the right medium can facilitate the absorption of nutrients in the body, ultimately leading to a good metabolism rate, which maintains high energy levels and activeness in our body. Rice Bran Oil allows all these benefits apart from being known for its stability even at high cooking temperatures. It lets you prepare multiple options for a nourishing and sumptuous breakfast.

According to Dr Shalini Reddy, MD, FRCA Columbus Ohio, USA said, "Since the aim is to indulge in preparations which have limited carbohydrates, lots of proteins, fruits, nuts, vegetables and



fiber-enriched options, it is important to maintain continuity and strict adherence to the diet plan. Breaking old habits and starting new ones can be a task, but patience is the key for successful implementation. Since the Indian diet is predominantly carbohydrate loaded, it needs a lot of effort to make a shift towards lower carbohydrate diet. More than consolidating the benefits of whole grains, fiber-rich food, vegetables and lower carbohydrates; a major shift is required in using the right oil for cooking."

According to Pradeep Chowdhry Managing Director GEF India said, "The

journey of brand Freedom has been amazing. It is our constant endeavor to introduce products that are good, convenient and healthier for our customers. According to studies, Indians are more prone to heart ailments. Product like Rice Bran oil with its high oryzanol content improves the HDL/LDL ratio, making it one of the most heart friendly oil. Freedom Rice Bran Oil is aimed at the health conscious customer base - not only consumers with medical conditions, but also the health conscious segment which believes in eating right to prevent ailments."