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## New research may explain some of the amla fruit's legendary health benefits

*In a study published in the British Journal of Nutrition, scientists discuss how they demonstrated amla's anti-inflammatory and anticoagulant properties in the lab*

Researchers have long been fascinated by the amla fruit, or Indian gooseberry. This comes as no surprise, since amla has been prized for centuries for its numerous healthful properties. Scientific evidence for two of those properties – amla's effectiveness as an anticoagulant and anti-inflammatory agent – was recently published in the *British Journal of Nutrition*.

### What is amla?

Amla (*Emblica officinalis*) is a glossy green spherical fruit with a distinctive astringent taste that grows wild in the tropical forests of India, as well as in the tropical and subtropical areas of China and Myanmar. Amla is the single most-mentioned fruit in Ayurveda, an ancient traditional system of medicine indigenous to India for the last 5,000 years. The unique complex within these berries contains:

- More antioxidant activity than blueberries
- 10 times more vitamin C than lemon juice
- 30 times more polyphenols than red wine
- More gallic acid (a potent antioxidant) than any other fruit

### Researchers put amla to the test

Modern scientists have studied the amla fruit for more than 25 years, and have determined that amla's unique nutrient blend may have positive influences on everything from metabolic syndrome and blood flow to anti-aging processes.

For centuries, amla has been used in traditional Ayurvedic formulations for the prevention and treatment of many inflammatory diseases. Using SunAmla powder, a proprietary amla extract, Japanese researchers put this property to the test by evaluating its effect on human endothelial cells and in a rat model. In both cases, they found that amla fruit extract significantly inhibited the biological responses that can lead to inflammation and blood clots.

Pleasant-tasting SunAmla is a highly bioavailable formulation designed to facilitate delivery of the amla's unique complex of components, such as polyphenols, which work to combat the free radicals and contribute

to overall better health. SunAmla powder, produced by water extraction, is gluten-free, non-GMO, and is suitable for use in dietary supplements, nutritional bars, powder drink mixes, cereals, jams, yogurt and even ice cream.

Taiyo, the company behind the development of the SunAmla product family, is supporting the rich Ayurvedic tradition of the Indian gooseberry with the development of consumer education and awareness programs. These programs are designed to increase the public's understanding of the nutritional benefits of whole food sources of super fruits, as well as the convenient products in which SunAmla can be found.

Many of today's super fruits and traditional Ayurvedic medicines were first discovered in ethnic grocery stores and markets in major U.S. cities. Health-seeking consumers saw in them a new path to wellness. Second generation immigrants saw a chance to reconnect with their roots and then share with their friends and families. The SunAmla education and awareness program will aim to support and build on this current momentum as part of Taiyo's mission to provide America's health seekers with a ready abundance of information on amla.

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*Taiyo International is the North American sales office for Taiyo Kagaku Japan, a leading manufacturer of functional ingredients for the food, beverage and dietary supplement industries. Taiyo focuses on the development of innovative ingredients, derived from natural sources, to further develop the body's ability to protect and manage one's health.*