


Ancient **RE-INVENTING** series  
With **ACRIDHANCER**



**NEUTRIMEA<sup>®</sup>**  
Exporting the Goodness of Ayurveda to rest of the World



*Introducing*

# Pavitra

## Vatter

The **Golden** spice **HALDI** juice

*Along with GINGER, GARLIC and ACRIDHANCER*

*1 in 53 names of HALDI (turmeric) in Sanskrit*

*– means Holi or Shudh*





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## Vatter

The **Golden** spice **HALDI** juice

high **ORAC** (**Oxygen Radical Absorbance Capacity**)  
**score of almost 160,000**

Pavitra Vatter is a highly Potent and boost the health by improving body's own resources like the natural antioxidants, glutathione, catalase, and superoxide dismutase and helps the body's cells and tissues to function optimally, and protect them against oxidation.

The ORAC (Oxygen Radical Absorbance Capacity) unit, ORAC value, or "ORAC score" is a method of measuring the in vitro antioxidant capacity of different foods and supplements. More than two decades in the making, it was originally developed by scientists working at the National Institutes of Health (NIH) and USDA



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## Vatter

The **Golden** spice **HALDI** juice  
contains *more than 100 active constituents*

called **Curcuminoids**, which include **demethoxycurcumin**,  
**curcumin (diferuloylmethane)**, and **bisdemethoxycurcumin**.  
**curcumin** is the **best-studied** compound and **constitutes 3.14%**

Nutritional suppliment in 300 ml Pavitra vatter contains

**390 kcal Energy,**

**10 g total fat,**

**3 g saturated fat,**

**0 mg cholesterol,**

**0.2 g calcium,**

**0.26 g phosphorous,**

**10 mg sodium,**

**2500 mg potassium,**

**47.5 mg iron,**

**0.9 mg thiamine,**

**0.19 mg riboflavin,**

**4.8 mg niacin,**

**50 mg ascorbic acid,**

**69.9 g total carbohydrates,**

**21 g dietary fiber,**

**3 g sugars, and**

**8 g protein** (reference : Balakrishnan 2007).

also contains

**omega-3 fatty acid and**

**alfa-linolenic acid 2.5%;**

(Goud, Polasa, and Krishnaswamy. 1993).

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The *prime Curcuminoids* in Pavitra Vatter is **Curcumin** acts as a

*-potent antioxidant* and possesses *anti-mutagenic proteins*, prevent the *cells* from *undergoing mutations*.

*-Stops* the *toxic compounds* from *causing damage* to the *body tissues*.

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other *important Curcuminoids* in Pavitra Vatter, *bisdemethoxycurcumin*, and *demethoxycurcumin*, *work together* to *counteract* the factors *causing coronary* and *autoimmune diseases* develop as a result of a poor diet and exposure to toxins.

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Another important phytochemical in Pavitra Vatter is **1, 8-cineole**,

a **powerful expectorant** and **antiseptic**.

- helps to **eliminate gas**,
- **stimulates the nervous system**,
- **aids circulation**, and
- **improves the blood vessel elasticity**.
- **lowers bad cholesterol**,
- **inhibits platelet aggregation** and
- **improves physical endurance**





## Cineole and other monoterpenes

The additional phytochemicals present in Pavitra Vatter include

*alpha-terpineol,*

*Alpha-pinene,*

*azulene,*

*borneol,*

*beta-carotene,*

*caffeic acid,*

*cinnamic acid,*

*caryophyllene,*

*eugenol,*

*limonene,*

*guaicol,*

*linalool,*

*p-cymene,*

*turmerone, p-coumaric acid, vanillic acid,*

*phellandrene, and sabinene.*

Each of these constituents work

synergistically to make the

Pavitra Vatter more potent

and powerful

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## As an antioxidant

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*oxidative damage*

*-increases levels of malondialdehyde,*

*-higher concentration of malondialdehyde*

*damage DNA and*

*8-hydroxy-2-deoxyguanosine.*

*Pavitra Vatter help*

*-in preventing this chain of reaction* with its

*strong antioxidant action* and was

demonstrated

in the patients with *chronic pancreatitis*.



# As an anti-inflammatory

*inflammatory cells* produces **Nitric oxide** by an enzyme *intracellular nitric oxide synthase*. **Nitric oxide forms reactive oxygen species** and **damage** the *proteins* and *DNA* of the cells.

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- **block the action of NF-kB** (Nuclear factor-kappa B)
- and the **activation of nitric oxide synthase** and **COX-2**.

**NF-kB binds** to the *DNA* and **boosts the pro-inflammatory nitric oxide synthase and COX-2**.

- And **up-regulation** of *cytokines* that **trigger** the **development of inflammatory diseases**.

**Pavitra Vatter**

-**inhibits the inflammatory neutrophils** and other **mediators**.  
-to **block the effect of Inflammation triggering** substances and **prevents damage** to the healthy organs



## increases BDNF levels

### Brain-derived neurotrophic factor

*BDNF* is particularly *present in the hippocampus* and *controls*

- emotions,
- navigation and
- growth of nerve cells.

*controls* several *brain functions* including

- learning,
- moods,
- long-term memory.
- control drinking,
- eating and
- body weight,

By **maintaining** the **food intake** and **weight** of a person.

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*A reduced level of BDNF*  
*Affecting the brain* that cause

- loss of memory,
- depression,
- poor learning,
- cognitive decline, and
- weight gain.



# modulates neurotransmission

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**control** these conditions by **modulating the level of**

**-serotonin,**

**-dopamine and**

**-norepinephrine.**

**-inhibits monoamine oxidase** that degrades the neurotransmitters.

(During a study, the behavioral, neuroendocrine, and neurochemical effects of an ethanolic extract from turmeric were assessed in male mice using forced swimming test. It was found that the oral administration of the extract reduced the duration of immobility in the mice by increasing the concentration of 5-hydroxyindoleacetic acid, serotonin, noradrenaline and dopamine.

In another study, it was found that the oral administration of curcumin at a lower dose results in the inhibition of the action of Monoamine Oxidase-A in the brain of the mice while the Monoamine Oxidase-B activity was blocked following an administration of higher doses of the extract.)- *Harvard in the 1950s, Dr. Curt Richter*

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**-regulate** the levels of **neurotransmitters.**

**-enhanced** by its action to **block**  
**Monoamine oxidase-A and -B.**

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## Produces a steroid-like action

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initiate an **action similar** to the **corticosteroids**.

-**destroys NF-KB** to control inflammation and

-**cyclooxygenase 2 (COX2)**.

The ***steroid-like anti-inflammatory*** and ***antioxidant actions*** of **Pavitra Vatter** -beneficial in the management of **uveitis**, (inflammation of the uvea in the eyes due to an *infection or immunological imbalance*, result in *permanent damage too*).

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Pavira Vatter for the ***management of inflammatory bowel disease (IBD)***

-as effective as the steroids in managing the inflammation caused by IBD.

-produces a ***pharmacological effect analogous corticosteroids without the risk of serious side effects.***

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## Inflammatory condition affecting the digestive tract

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-**treat** and **prevent**  
*disorders of digestive tract* that arise *due to inflammation*.

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-works by *modulating the cell signaling pathways*.

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-*manages inflammatory disorders* affecting the  
**colon,**  
**rectum,**  
**pancreas** including **ulcerative proctitis,**  
**ulcerative colitis,**  
**Crohn's disease,**  
**irritable bowel disease,** and  
**Tropical pancreatitis.**



Inflammatory condition  
affecting the digestive tract

Pavitra Vatter  
*relieve* the *symptoms of gastric disorders* like  
**peptic ulcer**, and  
**gastritis** that occur due to the *damage to the inner mucosal lining of the stomach*  
due to the intake of spicy foods, and prolonged use of Non-Steroidal Anti-inflammatory drugs.

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## Inflammatory condition affecting the digestive tract

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provide **protection** against the

*hepatic* and *biliary inflammatory conditions* like

-**hepatitis,**

-**cholecystitis** and

-**cholangitis**

occurring due to *chronic arsenic exposure, viral* or *bacterial infections*, and *alcohol intoxication*.

-*anti-inflammatory activities* of Pavitra Vatter

emanate from its ability to *modify the signaling*

*molecules* like

*apoptotic proteins,*

*proinflammatory cytokines,*

*cyclooxygenase-2,*

*5-LOX,*

*STAT3,*

*NF-KB,* and

*reactive protein.*



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Inflammatory condition  
affecting the digestive tract

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*-favorable effect* on the *gut* by  
*modulating the actions of*  
prostaglandin E2,  
adhesion molecules,  
phosphorylase kinase,  
triglyceride,  
transforming growth factor- $\alpha$ ,  
ET-1,  
HO-1,  
ALT, and  
AST in humans.

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# Inflammatory bowel diseases (IBS)

*protective effect* of Pavitra Vatter on the *colon* to the *antioxidant activity* and *ability to inhibit a cellular inflammatory agent, NF kappa-B*. confirm the therapeutic role in the management of *inflammatory bowel diseases*

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# Produces Anti-Cancer Effect

- highly pleiotropic* ,capable of *interacting with several molecular targets involving inflammatory processes.*
- ability to counteract the inflammation*
- triggering chemicals in the body*
- protect the normal cells* against the *damage done* by *cancer.*

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- prevent tumors* from *forming* and *slow down the spread* of *cancer cells.*
- regulating the genes* that *trigger* the *initiation of tumor development.*



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## Produces Anti-Cancer Effect

-inhibits the *activation of a regulatory molecule NF-kappa B* that signals the genes to *produce inflammatory molecules COX-2, TNF and IL-6* promoting the growth of cancer cells

-**suppress** the *proliferation of cancer cells* and induce **apoptosis** (cell suicide) and *cell cycle arrest* in the *lung cancer*

-Proven **chemopreventive** and **therapeutic** properties of Pavitra vatter against **pancreatic cancer** and **multiple**  
-**reduce** the **number** and **size** of **precancerous lesions** in the **intestinal tract**.

# Alzheimer's disease

-*effectively manage Alzheimer's disease with*

- **anti-inflammatory,**
- **antioxidant** and
- **Lipophilic actions** *improve cognitive functions*
- **factors** like
- **oxidative stress,**
- **beta amyloid,**
- **abnormal inflammatory reactions,**
- **free radicals** and
- **cerebral deregulation**  
caused due to the **bio-metal toxicity**
- protect the brain cells** by reducing
- Beta-amyloid plaques** and
- delaying the degradation of neurons.**
- acts as a metal-chelation agent** and **produces an antiinflammatory, and antioxidant action**
- decreases microglia formation,**
- helps to **improve the memory** and **provides relief Alzheimer's disease.**

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# Oral health

possess a number of medicinal properties like **anti-inflammatory, antimicrobial, antioxidant, immune-stimulant, antimutagenic, and antiseptic.**

- help in managing **oral and dental disorders**
- due to **infections** and **ulcerations.**

treated **oral cancer, oral thrush, Aphthous ulcers, gingivitis and tooth infections.**

- can be used as a **mouthwash, pit and fissure sealant, subgingival irrigant.**



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# Arthritis

## Curcuminoids and shogaols and gingerols

- increasing** the **production** and **release of anti-inflammatory** substances and **reducing** the *release of proinflammatory cytokines*.
- triggered** an **activation** of the **antioxidant defense system**.
- antiarthritic action is more effective** and **exceeded** that of **indomethacin**,
- percentage of recovery** from the **disease** is **about 10.2% more** as compared with **indomethacin**.

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# Arthritis

In addition,

- inhibited the joint destruction by inhibiting a protein **NF-KB** that has the ability to regulate the gene expression of chemicals that create an inflammatory response.
- has the potential to alter the expression of hundreds of genes that can cause joint destruction and swelling and prevent to increase *osteoclasts* that break down the bone.

provides *relief* from the *symptoms of arthritis*

- pain,
- Restricted mobility,
- stiffness in the joints and
- swelling

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# Rheumatoid Arthritis

As a powerful antioxidant

**-neutralize the free radicals**

(free radicals travel throughout the body and cause considerable damage to the healthy cells and cell membranes including the immune cells, joint tissues, and bones)

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In a **recent study** that included patients with rheumatoid arthritis, **curcumin** was compared to **phenylbutazone**, The beneficial effect of **curcumin** was found to be comparable to the one achieved by the use of Phenylbutazone **Without side effects** that are common when phenylbutazone in a chronic painful condition Rheumatoid Arthritis. In addition, **curcumin** was found to **improve the joint movements** and **shortened the duration of morning stiffness, reduced the joint swelling** and **improved the longevity of joints.**



# Diabetes Mellitus (Prameha or Madhumeha)

WHO statistics,  
300+ million people globally suffering with or living with T2DM.  
managed with life-long anti-diabetic medicines.

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*Consequences of high glucose in the blood:*

**Damage to nerves** and **small blood vessels** of the **heart, kidneys** and **eyes**  
**Atherosclerosis** (hardening of arteries) leading to **stroke** and **heart attack**  
**Increased urination** leading to **dehydration** **Diabetic Coma** (hyperosmolar nonketotic diabetic coma a life threatening complication)

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# Diabetes Mellitus (Prameha or Madhumeha)

## Action of turmeric on diabetes

### *Kapha-destroying property and role in Pre-Diabetes:*

Curcumin, due to its Katu-Tikta rasa, Ruksha & Laghu Guna, Ushna veerya and Katu Vipaka - effectively destroys the contaminated Kapha which is the primary culprit in the manifestation of Prameha. All these properties are antagonistic to Kapha.

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### **Pitta-destroying property and anti-inflammatory role of curcumin:**

Inflammation anywhere in the body doesn't take place without the involvement of **contaminated Pitta**.

Due to its Tikta rasa effectively, curcumin **mitigates and takes control of Pitta** and thus **combats its destructive and inflammatory nature**.

Curcumin helps in **healing the inflammation** in each and every cell of the body. curcumin is the **best in dealing with Pittaja Prameha's**

# Diabetes Mellitus (Prameha or Madhumeha)

## Action of turmeric on diabetes

### ***Vata-destroying property of curcumin and reversal of insulin-resistance:***

By the virtue of its Ushna Veerya (hot potency) combats Vata.

Curcumin is helpful in Vataja Prameha too.

By **effectively combating Kapha and Pitta**, curcumin **regularizes** and **stabilizes** the **gut** and **cellular metabolism**.

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### ***Lipolytic and anti-cholesterol property of Haridra:***

**Abaddha Medas** (free circulating fat) is mandatorily **involved** in the causation of Prameha. According to modern concepts **obesity, excessive weight** and **cholesterol** are the **greatest risk factors for Diabetes Mellitus**.

curcumin is a proved **lipolytic**.

curcumin also **destroys the accumulated fat, cholesterol, triglycerides** and helps in shedding down **calories**. **Weight loss** further helps in **regression of** pathology in Prameha and action is carried out by its **tikta-katu rasa, ushna veerya, katu vipaka** and **laghu, ruksha guna's**.

# Diabetes Mellitus (Prameha or Madhumeha)

## Action of turmeric on diabetes

### *Anti-atherosclerotic property of curcumin:*

-due to its tikta-katu rasa, ushna veerya, katu vipaka and laghu, ruksha guna's **removes blocks in the blood vessels** making the circulation of blood and nutrients easy. **Atherosclerosis** is primarily formed due to accumulations in blood vessels with vitiated kapha-meda. circulating glucose is broken down by Curcumin and further facilitates the absorption of free glucose by cells due to its channel-cleansing property (Srotoshodhana).

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### *Metabolic correction and anti-oxidant property by curcumin:*

-**rectifies the Agni** (metabolic fire) by the virtue of its Ushna veerya, Katu-Tikta rasa, Laghu-Ruksha Gunas and Katu Vipaka, curcumin **cleanses and detoxifies Rasa** (Digestive juice and circulatory nutrition) and thus **enables free circulation of nutrients to every cell of the body** thus **restoring the normal body functions**.

# Diabetes Mellitus (Prameha or Madhumeha)

## Action of turmeric on diabetes

### *Immune-modulation action of curcumin:*

-helps in **immune-modulation** by **correcting metabolism**, enabling **free circulation of nutrients** and **oxygen to every cell**. The essence of all the tissues i.e. **ojus** regains its **strength** due to **proper nutrition** and **replenishment of all the tissues** thus establishing immunity.

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### *Detox effect of Haridra:*

curcumin **relieves the blocks in the cells** and **re-establishes** their **normal functioning**. And ensure **free movement of nutrients** into the cells and the **elimination of toxins out of the cell** takes place **smoothly**

# Diabetes Mellitus (Prameha or Madhumeha)

## Action of turmeric on diabetes

### *Regulation of Liver Functions and correction of Anaemia by Haridra:*

By the virtue of tikta-katu rasa, ushna veerya, katu vipaka and laghu, ruksha guna's curcumin **removes blocks** in the **Liver** and **restores the haematopoietic functions**.

**Liver regularises the fat metabolism** and **detoxifies the nutrients** passing through it.

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Modern studies have shown Curcumin to be **highly effective** in curing Diabetes. curcumin is shown to be **highly effective in pre-diabetes**. in pre-diabetes, **prevent its progression towards T2DM**. Curcumin can be **effectively used** in preventing Diabetes by administering it in the pre-diabetes population.



# Diabetes Mellitus (Prameha or Madhumeha)

Cucumin mechanisms:

*Delay the development of Type 2 Diabetes Mellitus (T2DM)*

*Improve the beta-cell functions of Pancreas*

*Decreases proinsulin/insulin ratio*

*Reduce insulin resistance*

*Reduce the number of pre-diabetic individuals who progress towards T2DM*

*Curcumin increases adiponectin levels. Reduces inflammation by tackling inflammatory cytokines*

*reduces macrophage infiltration of white adipose tissue*

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***Anti-inflammatory effect.***

Inflammation is the chief cause *for beta-cell degradation.*

Curcumin is ***capable of repairing and even regenerating the liver tissues***

Curcumin has ***anti-diabetic impact*** by ***reducing serum fatty acid*** through

**The anti-oxidant and anti-inflammatory** agents of curcumin help ***fight the disease*** and **strengthen the immune system** of the body.

The ***anti-glycaemic properties*** help the body in preventing Diabetes.



# Cystic Fibrosis

**Cystic fibrosis** is a fatal condition that affects the lungs, production of thick mucus, reducing its respiratory efficiency.

-Beside the lungs, **Cystic fibrosis** can also affect the **pancreas**, and **damage tissues** with the **mucus production** thus interfering with the ability of the digestive tract to **digest** and **absorb nutrients**.

-**correct** the **common expressions** of the **genetic defect** that are **responsible for the development of cystic fibrosis**.

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Research has indicated that **cystic fibrosis** occurs **due to the mutation** in the **genes**. As a result, **chloride build-up** in the **cells** leading to an **excessive mucus production**.

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# Cystic Fibrosis

**DeltaF508** is the **most common mutation** result in the **production of the abnormal protein**. A study conducted with a **DeltaF508 defect found** that **curcumin** help correct this genetic Defect, result in an **improvement in the appearance and functions of the DeltaF508 protein**.

- curcumin **inhibit the release of calcium** thus allowing the mutated transmembrane conductance regulator protein to exit the cells via calcium channels.
- prevent the build-up of mucus driven by the accumulation of chloride.**

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Research has indicated that

Curcumin is an **effective remedy** for the **management of cystic fibrosis.**

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# Childhood Leukemia

- inhibit** the **mutagenicity** of the **carcinogenic chemicals** released **cigarette smoke** and **carbon-based fuels** such as **polycyclic aromatic hydrocarbons**.
- prevent** the **chromosome damage** induced by **radiation**.
- prevents** the **formation of harmful heterocyclic nitroso**, and **amines compounds** (processed foods containing nitrosamines are consumed.)
- curcumin inhibit** the **multiplication of leukemia cells**.
- reducing the risk of childhood leukemia**.

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# Cardiovascular diseases

Curcumin possess cardioprotective properties.

-inhibit the oxidation of cholesterol.

-Oxidized cholesterol buildup of plaques in the blood vessels lead to hypertension, Cardiac failure and heart attacks.

-reduce the progression of atherosclerosis.

-curcumin rich in vitamin B6 prevent arise in the homocysteine levels.

Homocysteine cause potential damage the blood vessel.

-high level of homocysteine is a significant risk factor for heart attacks, atherosclerotic plaque buildup, and cardiac failure.

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# Cardiovascular diseases

## Curcumin

- **inhibit the platelet aggregation**
- be avoided by the patients suffering from a clotting disorder.
- interfere with the action of anti-coagulant medications like
- aspirin,
- Warfarin and
- clopidogrel

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DOCTOR**

*For your valuable prescription for*

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