

Ketav's Ayush Health Care Product Launching Ketav's Morning Kick

Nutraceuticals

KMK Herbal Drinks

Muskello Energy Bars

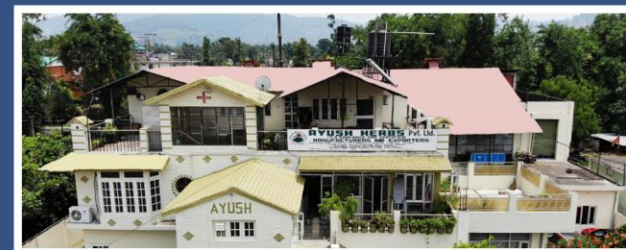
Muskello Protein Powders

Wild Grazed Himalayan Cow Ghee

"Where Quality Products are a way of Life"



"Where Quality Products are a way of Life"



Ayush Herbs Pvt. Ltd.

25, Phase I, Industrial Area, Nagrota,
Bagwan, Distt. Kangra (H.P.)
Customer Care No. 01892-252099, 252109
E-mail : info@ayushherbs.com
Website : www.ayushherbs.com



Ayush Herbs Pvt. Ltd.

25, Phase I, Industrial Area, Nagrota,
Bagwan, Distt. Kangra (H.P.)
Customer Care No. 01892-252099, 252109
E-mail : info@ayushherbs.com
Website : www.ayushherbs.com



DEFIE-SOOTH

GENTLE BOWEL CLEANSER

This is a herbal laxative supplement based on the traditional use of Indian herbs. It helps in gentle and efficient cleansing of bowel.

Contains;

Standardized extracts of:- *Cassia angustifolia, Operculina turpenthum, Anethum graveolens, Terminalia chebula and Himalayan rock salt.*

MECHANISM OF ACTION;

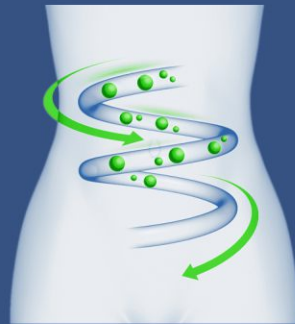
Senna and Operculina turpenthum possess laxative action, by increasing the bowel movement.

Anethum graveolens rich in antioxidants and a good source of vitamin C, magnesium, and other vitamins. It helps to sooth GI tract and aids digestion. Due to its antispasmodic properties it is helpful in relieving colic.

Terminalia chebula improves appetite, works as a digestive aid, liver stimulant, stomachic, gastrointestinal pro-kinetic as well as mild laxative.

Himalayan rock salt- traditionally know for its incredible health benefits. It is loaded with minerals besides sodium chloride. It possesses properties like, appetizer, digesant also aids in peristalsis. And help to induce sleep. It helps to regulate metabolism and promotes acid - alkaline adequate balance

This combination of traditional herbs and rock salt, offers many of the benefits related to digestion, assimilation and excretion. Hence it works to correct and regulate the bowel movement.



Benefits;

- Helps in easy passage of stool
- Helps to prevent constipation
- Relieves abdominal distension, burping, gas and colic
- Helps to regulate the bowel movement without causing any dependency

DOSAGES : 1-2 tablet twice daily or as directed by your healthcare professional



ARTHRIO TONE

ARTHRITIC SUPPORT

Contains:

Standardized extracts of :- *Boswellia serrata, Commiphora mukul, Curcuma longa, Zingiber officinale, Withania somnifera, Vitex nigundo, Ricinus communis, Ananas comosus and Omega -3.*

MECHANISM OF ACTION;

Boswellia serrata is one of the most essential and commonly used components in Indian Ayurvedic medicines for treating various kind of inflammation in different combinations. Studies shows that **AKBA 30%** in *Boswellia serrata* possess the most potent regulating activity in the production of cytokines and inhibiting the enzymes responsible for inflammatory response.

Curcumin 75% in Curcuma longa is a potent anti inflammatory compound. It inhibits the pro - inflammatory mediators i.e. PGE2, NO, IL-6 and IL-8.

Commiphora mukul due to its anti- inflammatory properties shows anti - arthritic activity. *Commiphora mukul* in combination with *Boswellia serrata* have shown wonderful results in curbing all kind of inflammations.

Zingiber officinale show anti inflammatory activity by inhibiting macrophage and neutrophils activation. Also gingerol in ginger shows significant reduction in pain and inflammation by inhibiting COX-2.

Withania somnifera possess analgesic anti- inflammatory and chondroprotective action due to the presence of active principles; Withanoloids.

Vitex nigundo possesses anti-inflammatory activity against acute as well as sub-acute inflammation due COX-2 inhibition. In the traditional medicines *Vitex* is used to treat pains due to arthritic conditions.

Ricinus communis help in subsiding inflammation and improves health through modulating pro-/anti-inflammatory cytokine expression and reducing oxidative stress.

Ananas comosus contains Bromolaine enzyme that shows anti-inflammatory activity by increasing serum fibrinolytic activity, reduce plasma fibrinogen level and reduce vascular permeability.





Omega 3 act as a precursor to the lipid mediators of inflammation which may limit or modulate the inflammatory response.

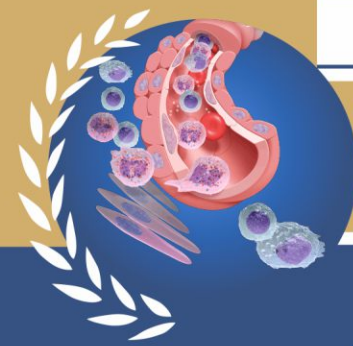
Arthritic Support is an ideal supplement for the management of arthritic conditions. It is a safe herbal supplement for long term use also. It helps to prevent the degenerative progression of joints and slow down deterioration of the joint tissues.



Benefits:

- Arthritic support supplement has potential to support joint mobility and provide comfort in case of joints pain, sprain & strain.
- Helpful in relieving acute and chronic joint pains.
- Helpful in reducing stiffness and swelling.
- Maintains flexibility & mobility of joints- knees, wrists, legs, back.

DOSAGES : 1-2 caplet daily or as directed by your healthcare professional



ACHGESIC PLUS

FOR ALL KIND OF TISSUE INFLAMMATIONS

Contains Standardized extracts of:

Boswellia serrata, Moringa oleifera, Asparagus racemosus, Curcuma longa and Piper longum.

Mechanism of action:

Boswellia serrata possesses monoterpenes, diterpenes, triterpenes, tetracyclic triterpenic acids and four major pentacyclic triterpenic acids called boswellic acid. These acids are responsible for inhibition of pro-inflammatory enzyme responsible for producing inflammations in the tissues. It reduces the smooth muscle contraction, hence works as muscle relaxant and relieves the muscle pains. Moringa contains isothiocyanates and due to these it possess natural anti inflammatory properties. Asparagus racemosus is an adaptogenic herb helps to cope with physical and mental stress and act as general tonic for overall health and to improve the vitality. Curcuma longa known for reducing the intensity of pain related to connective tissues and muscles. It has anti inflammatory effect by modulating the pro-inflammatory cytokines. Piper longum possess analgesic effect,



relaxes the muscle tension and act as a potent anti inflammatory agent.



Benefits:

- It helps to release muscle tension.
- Effective anti-inflammatory support.
- Helps to relive the pain.
- Helps to heal the injured muscles and connective tissues.
- May help to improve the muscular performance.



DOSAGES : 1-2 caplet daily or as directed by your healthcare professional

CDM-Ost



BONE SUPPORT



Bone support supplement is a unique combination of most required elements and compound for the bone health.

Contains Standardized extracts of: Calcium, magnesium, zinc and Cholecalciferol as per RDA.

This formulation provides optimal absorption in the body to provide maximum benefits. It helps in the formation and maintenance of bones.

MECHANISM OF ACTION;

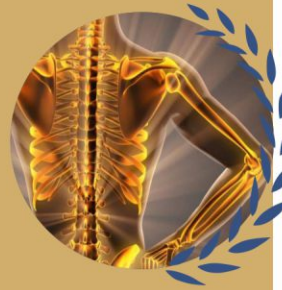
Calcium -in calcium citrate is required to build and maintain the healthy bones in all age groups.

Magnesium - in magnesium citrate contributes to bone health to a great extent. Magnesium improves the bone mineral density and helps to prevent fracture and osteoporosis. Also magnesium enhances exercise performance and helpful in case of diabetes and hypertension.

Cholecalciferol - Vitamin - is a secosteroid hormone and is very much required for calcium absorption in the body and bone mineralization.

Zinc - Zinc is necessary for maintaining healthy immune system and metabolic functions, also helps in wounds healing.





Vitamin D3 helps in the absorption of calcium and magnesium, also assists in this process by converting vitamin D into its active form. Whereas zinc helps in inhibiting the cells that cause bone breakdown.

Bone support supplement helps to maintain overall healthy skeletal system by nourishing bone and joints. Also research shows that supplementing the body by Calcium and vitamin D helps to prevent cancer, hypertension and diabetes.

DOSAGES : 1-2 caplet daily or as directed by your healthcare professional



CON D JOINT

JOINT SUPPLEMENT

This supplement helps to nourish the joints and promote easy mobility. It has natural anti-inflammatory properties and helps to alleviate mild to chronic joint pain & inflammation.

Contains:

Standardized extracts of : *Boswellia serrata*, *Cissus quadrangularis*, *Chondroitin sulfate*, *Glucosamine sulphate*, *Curcuma longa*.

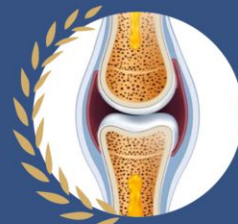
MECHANISM OF ACTION:

Glucosamine sulphate helps to rebuild and maintain joint flexibility and ease discomforts that come with age, weight, or sports related stress.

Chondroitin sulphate is one of the building blocks of cartilage that helps to prevent degenerative changes in the joint cartilage.

Curcumin in the *Curcuma longa* and **Boswellic acid** found in *Boswellia serrata* are potent anti-inflammatory agents, provides relief from inflammatory joint issues. Also helps to repair the damaged joint tissue by improving circulations to the affected areas.

Cissus quadrangularis possesses high content Vitamin-C, antioxidant compounds, tannins and phenols. Hence promote the healing of bone tissues caused by fracture, injury, inflammation or degenerative changes. It possesses anti-osteoporotic activity. Rutin and Quercetin promotes healing and bone formation.



Benefits:

- Increase flexibility & mobility.
- Relieves the stiffness and pain.
- Protects and restore the joint cartilage.
- Helps to reduce the joint inflammations.
- Helps to support structure around the joint.
- Helpful in fractures, sports injuries and degenerative issues.
- Provides the strong support for the comfort of weight bearing joints

This combination of anti-inflammatory herbs and essential compound for bone healing provides very effective care for the joints. It nourishes, repair, heal and restore the natural joint structure & functions.



DOSAGES : 1-2 caplet daily or as directed by your healthcare professional

SAVE-CARDI

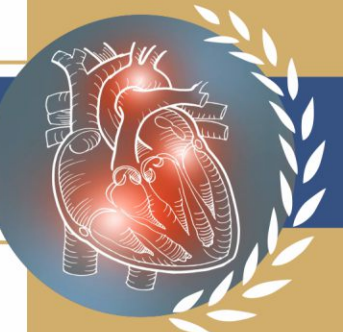
CARDIAC SUPPORT

The supplement for healthy heart plays a major role in maintaining proper heart functions and may help to prevent any forthcoming heart conditions. It is a combination of vitamins, minerals and herbs which are used primarily to support heart functions.

Contains Standardized extracts of : *Co-Q10*, *Vitamin - B6*, *Folic acid*, *Magnesium citrate*, *Calcium citrate*, *Commiphora mukul*, *Garlic*, *Pushkarmool* and *Arjuna*.

MECHANISM OF ACTION;

Coenzyme Q10 (CoQ10) is a substance that helps in converting food to energy. Co Q10 is found in almost every cell of the body and it is a powerful antioxidant. Researchers believe that Co Q10 may help with heart-related conditions by improving energy





production in cells and preventing blood clot formation.

Vitamin -B6 - It may help to prevent clogging of blood vessels and hence aid to minimize the risk of heart disease.

Folic acid - folic acid with vitamin B helps to break down homocysteine thereby preventing heart attack or stroke.

Magnesium - in magnesium citrate helps to maintain healthy heart rhythm. It plays a key role in conduction and myocardial contraction.

Calcium - in calcium citrate plays an important role in increasing the blood flow into the heart muscles. Aids in healthy cardiovascular activity thereby providing protection from hypertension, vascular disease and stroke.

Commiphora mukul - has cardio protective activity, Guggalsterones helps to manage healthy lipids, prevent atherosclerosis and promote normal cardiac functions.

Allium sativum - It possess cardio protective activity thereby preventing cell damage, also regulating cholesterol and lowering blood pressure.

Inula racemosa - Pushkarmool improves cardiac circulation, possess anti angina and anti ischemic activity. It works as a tonic for heart. Guggal in combination with Inula racemosa has shown improvement in ECG and reduces chest pain revealed in studies.

Terminalia arjuna - Arjuna protects the heart by reducing cardiac load. It improves cardiac muscle function and subsequently enhances pumping activity of the heart. It also acts as cardio tonic and strengthens the heart.

Hence these herbs, minerals along with the vitamins in a combination work as boon for healthy heart functions.



DOSAGES : 1-2 caplet daily or as directed by your healthcare professional



ANARVE-FORTE

NERVINE SUPPORT



Contains;

Standardized extracts of: *Ginkgo biloba, Centella asiatica, Bacopa monnieri, Withania somnifera, Mucuna pruriens, Pueraria tuberosa, Convolvulus pluricaulis, Celastrus paniculata, Beta carotene and B-complex*

MECHANISM OF ACTION;

Ginkgo Biloba Studies have shown that Ginkgo improves blood circulation by opening up blood vessels and making blood less sticky. Ginkgo biloba acts as a free radical scavenger, protecting neurons from oxidative damage and apoptosis related to aging, cerebral ischemia, and neuro degenerative disorders.

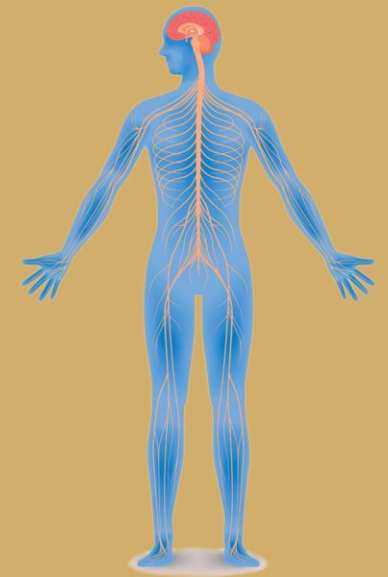
Saponins in Centella asiatica aids healing, revitalization of nerve and brain cell, thus Centella sometimes quoted as a brain food. It provides comprehensive neuroprotection by different modes of action such as **enzyme inhibition, prevention of amyloid plaque formation** in Alzheimer's disease, **dopamine neurotoxicity** in Parkinson's disease, and **decreasing oxidative stress**.

Bacopa monnieri works as a nerve tonic and memory enhancer. Many studies shows its potential to treat dementia and enhance memory. Bacopa acts via antioxidant mechanism (i.e., neuroprotection) and by altering different neurotransmitters serotonin (5-hydroxytryptamine, 5-HT), dopamine (DA), acetylcholine (ACh), γ -aminobutyric acid (GABA). Bacosides aid in repair of damaged neurons, neuronal synthesis, and restoration of synaptic activity.

Withania somnifera : is said to be rasayana herb in Ayurveda tradition, which means a herb that rejuvenates.

Research studies at Universities in Japan show that this herb regenerates nerve cells and dendrite growth throughout the brain and body. This makes Ashwagandha a frontline treatment for neurodegenerative diseases such as Alzheimer, Parkinson and other neurodegenerative issues. Ashwagandha also improves communication between nerve cells and stimulates the body's capacity to heal any nervous system damage.

It increases nitric oxide production by regulating the blood flow





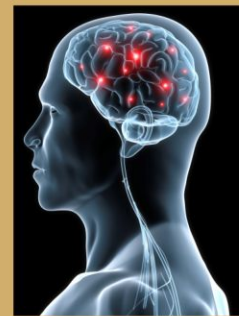
and pressure of the arterial system, which elevates oxygen levels in the brain.



Mucuna pruriens is used as a rejuvenator drug having neuroprotective property. Mucuna pruriens possess naturally occurring levodopa, which is an essential precursor of the neurotransmitter dopamine and contributes to brain and nervous system health.



Pueraria tuberosa is a rejuvenating herb, mostly used as overall health booster and restorative tonic. It is also known for its nutritional and medicinal properties in the Ayurveda. It contains bioactive phyto-compounds most isoflavonoids due to which it possess nootropic, neuroprotective, and wound healing properties.



Convolvulus pluricaulis is also known as nootropic herb, used traditionally for neurologic conditions and has neuro protective action.

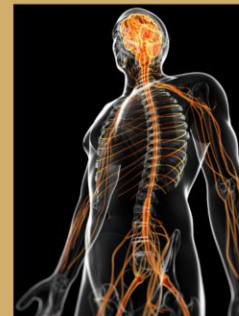


Celastrus paniculata possess potent nootropic activity, anti-Alzheimer, anti convulsant, anti depressant and antioxidant properties.

β-Carotene: A natural compound which improves cognitive impairment and Oxidative stress



B complex contribute essentially to the maintenance of a healthy nervous system. B complex keeps the nerves healthy by healing the nerve damages.



This neuro supplement formulation, is a unique support for the whole nervous system that protects, nourishes and repairs the nervous system. It is useful in all kind of nervous system issues. It may help to protect the degenerative changes and enhance the functions for nervous system.

Benefits :



- Improves circulation to the micro level.
- Helps to rejuvenate tissues in ischemic issues
- Works on whole nervous system brain, spinal cord and peripheral nervous system.
- It nourishes muscular tissues also by irrigating with improved blood flow and helps to restore the neuro-muscular coordination activities.

DOSAGES : 1-2 caplet daily or as directed by your healthcare professional



YOUNG FEM⁺

FEMALE HEALTH SUPPORT



A very safe natural restorative aid for reproductive health of a female.

Contains:

Standardized extracts of: *Saraca indica, Areca catechu, Symplocos racemosa, Aloe barbadensis, Vitex nigundo, Tribulus terrestris, Terminalia chebula, Asparagus racemosus and Anethum graveolens.*

MECHANISM OF ACTION;

Ashoka acts on uterine muscles endometrial layers and provides relief from abdominal pain and other spasms. It contains glycoside, flavonoids, tannins and saponins also possess properties like uterine tonic, anti-bacterial, anti-progestational, anti-estrogenic. It is a strong astringent and uterine sedative also, it has a stimulating effect on endometrial and ovarian tissues.

Symplocos racemosa helpful in regulating periods, leucorrhea, menstrual cramps, skin issues like acne, pimples, patches etc, Also possess antimicrobial and anti-inflammatory properties. Due to its astringent property it helps managing bleedings. Helpful in PCOS by increasing female hormones and decreasing male hormones.

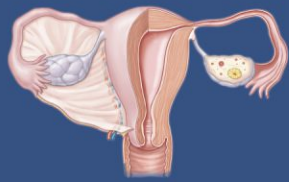
Traditionally it is considered as magical remedy for treating numerous gynaecological problems and hormonal anomalies like menopause, menstrual disorders, dysmenorrhea, amenorrhea, leucorrhea, yeast infection and breast tumors.

Aloevera is a good source of polyphenols, which are packed with antioxidants. These compounds can protect body from free radical damage. Aloevera contains various vitamins, minerals, and other nutrients that can be helpful in nourishing the whole system.

Vitex nigundo contain terpenoids, that helps in rectifying the hormonal imbalance. Hence helps in easing the conditions like menstrual cramps, uterine fibroid, PCOD and other issues related to hormonal imbalance of female reproductive system.

Tribulus may help to stimulate androgen receptors in the brain that can help the body to respond positively to circulating hormones. Traditionally being used as an aphrodisiac, it helps to reduce mental stress, anxiety and stimulate the hormones that





may help to increase libido .

Asparagus racemosus is primarily used in female ailments mainly as galactagogue also in treating works as several menstrual problems in according to traditional medicines. It is said to be female tonic because of its nourishing action on whole reproductive system.

Studies have shown that it cures the inflammation of sexual organ and moistens dry tissues of reproductive organs. Also enhances folliculogenesis and ovulation.

Anethum graveolens helps in case of indigestion, uterine cramps, menstrual cramps and to relieve the spasm. It is antiseptic and ease the flow of urine and menses.

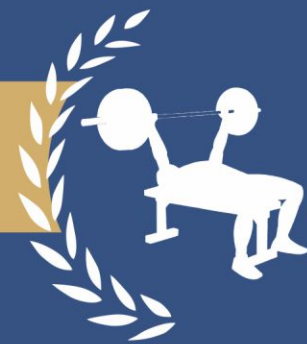
This herbal female health supplement may help to take care of a female during her complete reproductive age in a safe and natural way by maintaining the biological balance of hormones. It may aid to prevent forth coming issues for reproductive system



Benefits;

- It regularizes the normal uterine functions
- It tones up the weakened uterine musculature
- It revitalizes and re-energize the body to fight fatigue and exhaustion.
- It may help in managing issues like loss of libido, dryness of genital organs, and restore hormonal balance.
- It may help in issues like in PMS, PCOD and PID etc.

DOSAGES : 1-2 caplet twice daily or as directed by your healthcare professional



Herba-LRG

ARGININE SUPPLEMENT

Contains Standardized extracts of: *Ginkgo biloba, Ginseng and Withania somnifera & L- arginine.*

MECHANISM OF ACTION;

L-arginine is one of the amino acids that body needs to function properly. Taking it as a supplement can benefit the heart, muscles



and circulation.

L-arginine plays an important role in building proteins, protein help to build muscles and rebuild tissue. It helps to convert amino acids into the chemical nitric oxide, which helps in opening the blood vessels.

Ginkgo biloba treats brain, also circulatory problems and respiratory conditions. It has strong anti-inflammatory and antioxidant properties. It is a potential agent to improve circulation due to presence of terpenoids.

Withania somnifera being a powerful Adaptogen, it enhances the body's resilience to stress. Ashwagandha improves strength and stamina, ease pain and inflammation, treats insomnia, and boosts nutrition

Study findings suggest that it may help to reduce anxiety and stress, supports restful sleep and even improves cognitive functions.

Ginseng is rich in antioxidants. It contains two significant active principles which are ginsenoside and gintonin that provide many health benefits.

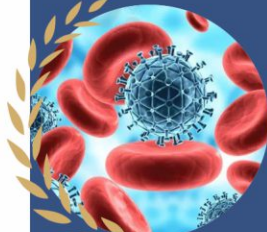
Researches suggests that it may offer benefits to brain health, immune function, blood sugar control and many more.

This supplement can help in maintaining all over health, by improving strength and fitness. Beneficial to improve quality of life in case of co-morbidities.

Benefits;

- May help to reduce inflammation.
- Improve the erectile dysfunction.
- May boost the immune system.
- May fight the tiredness and increase energy levels.
- May support heart health.
- Helps in building muscles.
- Repair and heals the damaged tissues.
- Enhances strength and stamina.
- May helps in improving male fertility.
- Promotes healthy blood circulation.

DOSAGES : 1-2 caplet daily or as directed by your healthcare professional





PURUSHKAAM (Male Aphrodisiac)

A Supplement to boost sexual health naturally

Contains standardized extracts of ; *Lepidium meyenii* (Maca roots), *Withania Somnifera* (Ashwagandha), *Eurycoma Longifolia* (Tongkatali), *Epimedium* (Horny goat weed), *Pausinystalia johimbe* (Yohimbine), *Kaempferia Parviflora* (Black ginger), *Gingko biloba* (Gingko), *Mucuna Pruriens* (Kaunchbeej), *Asteracanthalongifolia* (Talmakhana), *Asparagus racemosus* (Shatawari), *Chlorophytum Borivilianum* (Safed musli) and *Tribulus terrestris* (Gokshura).

Mechanism of action:

Lepidium meyenii (Maca root) experimental scientific evidence showed that Maca has nutritional, energizer, and fertility-enhancer properties and it can help to improve sexual dysfunctions.

Tongkatali is known testosterone booster by increasing the release rate of free testosterone from its binding hormone i.e Sex-Hormone - binding - Globulin (SHBG).

Epimedium (Horny goatweed) contains icariin as active chemical which helps in improving circulation and this helps in improving sexual functions. Saw palmetto boosts libido by stopping the breakdown of testosterone in the body.

Yohimbine works by blocking receptors in the body called alpha-2 adrenergic receptors. These receptors play an important role in inhibiting erections. Yohimbine helps to alleviate erectile dysfunction by blocking the receptors responsible for preventing erections.

Yohimbine may also promote the release of nitric oxide. This could lead to increase in blood flow to sexual organs.

Kaempferia parviflora (Black ginger) have erectogenic properties due to which it is helpful in erectile dysfunction issues. Also it helps to improve physical fitness and muscular endurance.

Ginkgo increases the nitric oxide level in the blood and this way it helps to get erection and maintain it. Ginkgo is believed to increase dopamine that plays an important role to enhance the pleasure. Ashwagandha, Kaunch, Shatawari, Safed musli, talmakhana and Gokshura are the well known herbs for improving the vitality, since Ancient times mentioned in classical Ayurvedic texts.

A Combination of all natural & very potent ingredients that have



antioxidant properties which provides allover health benefits and it is free from the risk of harmful synthetic chemicals.

The mechanism of action of above herbal ingredients are supportive to the body's own mechanism of arousal, erection, maintaining the erection, performance and pleasure. Therefore this supplement may help in the improving libido, arousal, erection, performance and pleasure.

Benefits :

- Male vitality supplement, free from hormones.
- Improves strength and stamina.
- May help to improve testosterone level naturally.
- May help to improve libido and erectile dysfunctions .
- May help to improve potency in male .
- It helps to fight fatigue and improves low energy level.
- It improves circulation and helps to improve endurance.
- Natural herbal supplement safe for long term use.



DOSAGES : 1-2 caplet daily or as directed by your healthcare professional

DIABETES PLUS



A safe anti diabetic herbal aid with the goodness of Shilajeet and Berberine

Contains Standardized herbal extracts of; *Berberis aristata* (Daru haldi), *Pterocarpus marsupium* (Vijaysar), *Gymnema sylvestre* (Gudmar), *Syzygium cumini* (Jamun), *Costus speciosa* (Kabuk), *Asphalatum pure* (Shilajit), *Picrorrhiza kurroa* (Kutki), *Trigonella foenum graceum* (Methi), *Cinnamomum verum* (Dalchini) and *Salacia reticulata* (Saptrangi).

Mechanism of action:

Bio-gymnema plus works by lowering the craving for sugar, metabolizing the sugar, reducing the absorption of sugar, reducing the insulin resistance, regeneration of insulin production house i.e Beta cells.

Bio-gymnema plus is designed by considering the scientific researches on the herbal ingredients.

Standardized upto 30 % Gymnemic acids of Gymnema in Bio-gymnema Plus has sugar lowering properties, also it delays absorption of glucose in the blood. Gymnemic acid molecule has similar atomic arrangement as the sugar molecule hence these



image



molecules bind the receptor at the site of absorption in the intestines.

Vijaysar stimulates the regeneration of beta cells hence works on the insulin production ,it also has insulin like action.

Fenugreek has been attributed to its ability to inhibit lipid and carbohydrate-hydrolyzing enzymes in the digestive system , which is a well-established mechanism by which it has shown to inhibit lipid and glucose absorption in the body , thereby decreasing postprandial sugar.

Berberine in Berberis aristata is able to lower the blood insulin level via enhancing insulin sensitivity, additionally; berberine may also act as an a-glucosidase inhibitor. Berberine may have extra beneficial effects on diabetic cardiovascular complications due to its cholesterol-lowering, anti-arrhythmia and nitric oxide (NO) inducing properties.

Costus speciosus induce insulin secretion and release from cells, as well as stimulates the insulin sensitivity in the tissues.

Shilajeet is known for pancretotrophic action, which may result in better sensitivity of pancreatic -cells with prompt secretion of a large quantity of insulin in response to hyperglycaemia.

Studies show that Picrorrhiza kurroa increased the insulin-mediated Glucose transporter type 4 expressions, which in turn facilitates glucose uptake by skeletal muscles.

Salacia reticulate helps to improve postprandial sugar by inhibiting the action of pancreatic lipase activity in the small intestine.

Cinnamomum verum increase the uptake of glucose by upraising the number of insulin receptors, glucose transporter 4 and activating glycogen synthesis.

These natural herbs lowers the blood sugar and also work towards reducing the side effects of the hyperglycemia on the body without any side effects unlike most prescribed drugs which focus only on reducing blood glucose. This makes it excellent choice for diabetes management.



Benefits:

- May help to control diabetes and its symptoms.
- May help to improve body's natural metabolism.
- May helps to regenerate beta cells.
- May help to improve the insulin resistance.
- May help to enhance the insulin production.
- May help to check diabetes complications related, heart issues, CKD, neuropathy, retinopathy, oral health, mental health etc.
- It is a safe supplement to manage hyperglycemia without the risk of hypoglycemia

DOSAGES : 1 caplet twice or thrice a day or as directed by your healthcare professional

image

Q10 – CURCUMIN



POWERFUL ANTIOXIDANT WITH CURCUMIN

Contains:-

- Curcuma Longa
- Coconut Milk Powder
- Co- Q10
- Zingiber officinale
- Piper nigrum



This Q10- Curcumin powder supplement contains curcuminoids with CoQ10 and MCTs (Coconut milk powder) for the good absorption in the body. Combination of herbs zinger and Black pepper in a particular percentage enhance its bioavailability.

To carry out the proper functions of many organs and some chemical reactions in side our body needs Co-Q10 .It is a vitamin like substance with antioxidant properties, it helps providing energy to the cells. Curcuminoids in Curcumin are known to reduce inflammations in the body. Hence Q10 – Curcumin is the powerful antioxidant supplement with ant-inflammatory support.



Benefits :

Antioxidants foods supplements may protect your body from the damage by the free radicals. Free radicals are molecules produced when your body breaks down food or when you are exposed to tobacco smoke or radiation or by stressed conditions. These free radicals may play a role in developing heart disease, cancer and other diseases. Antioxidant limits or stop the free radial damage to the cells and may slow down or limit the inflammatory process.



DOSAGES : 1 table spoon once daily with food or as directed by your healthcare professional





HERBAL DRINKS

"KETAV'S MORNING KICK"

- * Boost your health with energising herbs.
- * Give a kick to your physical and mental health.
- * Take an energising break with Ketav's Morning Kick.

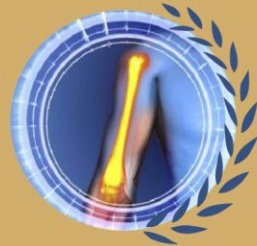

KMK- Drink- Goodness of Ashwagandha

WITH COFFEE

Improves quotient of your health with the goodness of Ashwagandha. It gives instant energy and takes out stress from the tired body and brain with many fold benefits to overall health. Best thing is, it is an instant drink. You can add it to hot water or hot milk and enjoy in any time anywhere.

How to make it KMK - Drink:

Take out the mix with scoop approx 5 grams add it to hot water or milk and stir it well and enjoy its amazing taste. It has added sugar or you can add as per your taste.

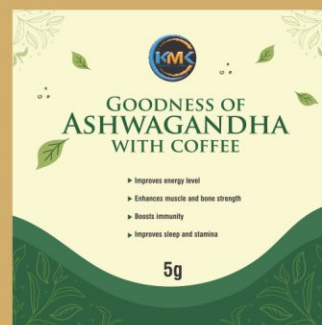



Benefits;

- Improves energy level
- Enhance Muscle and bone strength
- Boosts immunity
- Improves sleep and stamina

Scientific Facts - studies shows that Sitoindosides and acylsterylglucosides in Ashwagandha are anti-stress agents. **Withaferin -A** stimulate neurotransmitter pathway in the brain that improves memory, sleep, immunity and possess many more benefits.

In traditional Ayurvedic practice Ashwagandha is considered as potential agent for promoting male reproductive health.



KMK- Drink- Goodness of Shatawari

WITH COFFEE

Improves quotient of your health with the goodness Shatawari. It calms down your mind and relieves fatigue. It's an adaptogenic herb that helps your body to cope with physical and emotional stress. Also provides many nutritional benefits of Shatawari for overall health. Shatawari is considered to be strong female vitalizer.




Benefits;

- Promotes calmness and supports good mood
- Soothes the digestive tract
- Soothes and supports the respiratory tract
- Promotes healthy energy levels.
- Supports the immune system

Scientific background - The major bioactive constituents of Asparagus racemosus are a group of steroidal saponins. Also contains vitamins A, B1, B2, C, E, also Mg, P, Ca, Fe, and folic acid due to this profile Shatawari possess these amazing benefits.

How to make it KMK - Drink:

Take out the mix with scoop approx 5 grams add it to hot water or milk and stir well and enjoy its amazing taste. It has added sugar or you can add as per your taste.

In traditional Ayurvedic practice Shatawari is considered as potential agent for promoting female reproductive health.



With the most potent herbs from Himalaya like Ashwagandha, Safed Musli, Gokhru and Kaunchbeej, this drink provides amazing health benefits. Enjoy the health with vital energy and strength. This herbal combination provides you instant energy and long term benefits like building strength, stamina and performance in natural ways.

How to make it KMK - Drink:

Take out the mix with scoop approx 5 grams add it to hot water or milk and stir well and enjoy its amazing taste. It has added sugar or you can add as per your taste.





Benefits;

- Improves physical performance.
- Provides strength and stamina.
- Supports good energy level.



Scientific facts - Studies shows that all these herbs Ashwagandha, Safed musli, Kaunch beej and Gokhru, possess energising and revitalising properties.

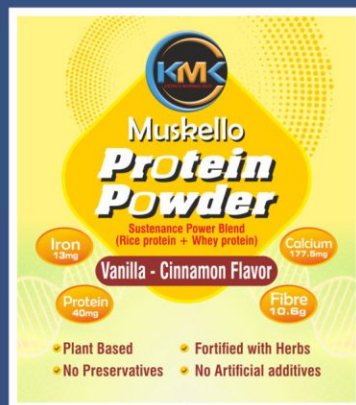
"KMK MUSKELLO" RANGE OF PROTEIN POWDER

- Added nature identical vanilla extract
- No added white sugar
- Free from artificial colors and preservatives

PHYSIOLOGICAL BENEFITS

- * Clinically proven balanced formula
- * Promotes protein recovery in protein deficient individuals
- * Improves haemoglobin levels in anemic individuals
- * Promotes weight gain
- * Immunity boosting herbs

MUSKELLO SUSTENANCE POWER BLEND



(Protein Powder)

(Rice Protein + Whey Protein)
VANILLA - CINNAMON FLAVOR

INGREDIENTS:

Sustenance protein blend - [Rice protein concentrate, Whey protein concentrate], Multigrain blend [Finger millet, Sprouted green gram, Wheat, Parboiled rice, Sorghum (Jowar), Pearl millet (Bajra), Bengal gram, Skimmed milk powder, Whole soybean flour, Corn, Almonds, Jaggery], Vanilla extract, Fructo-oligosaccharides, Dehydrated dates, Apple fibre, Cinnamon powder,



Nature identical vanilla extract, Digestive enzymes (Papain, Protease, Alpha amylase, Bromelain and Lipase), Ashwagandha extract, Punarnava extract, Vitamin C as L-Ascorbic acid, Iron as Ferrous EDTA, Zinc as Zinc Sulphate, Vitamin A as Retinyl acetate, Folic acid, Vitamin B12 as Methyl cobalamin

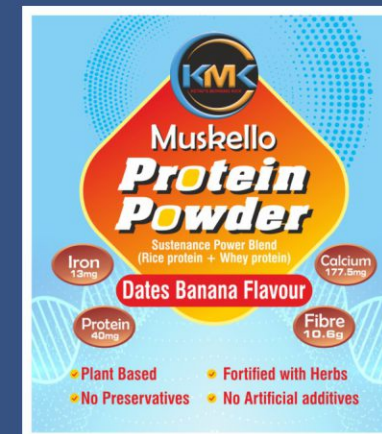
MUSKELLO SUSTENANCE POWER BLEND

(Protein Powder)

(RICE PROTEIN + WHEY PROTEIN)
DATES - BANANA FLAVOUR

INGREDIENTS:

Sustenance protein blend [Rice protein concentrate, Whey protein concentrate], Multigrain blend [Finger millet, Sprouted green gram, Wheat, Parboiled rice, Sorghum (Jowar), Pearl millet (Bajra), Bengal gram, Skimmed milk powder, Whole soybean flour, Corn, Almonds, Jaggery], Fructo-oligosaccharides, Dehydrated dates, Dehydrated Banana, Apple fibre, Digestive enzymes (Papain, Protease, Alpha amylase, Bromelain and Lipase), Ashwagandha extract, Punarnava extract, Vitamin C as L-Ascorbic acid, Iron as Ferrous EDTA, Zinc as Zinc Sulphate, Vitamin A as Retinyl acetate, Folic acid, Vitamin Methyl cobalamin



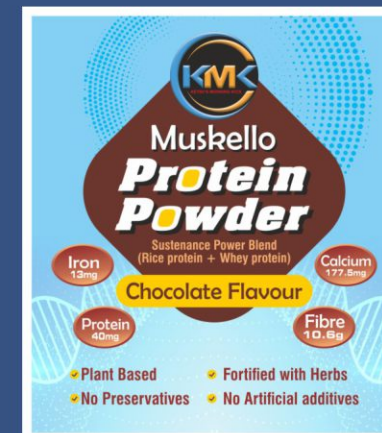
MUSKELLO SUSTENANCE POWER BLEND

(Protein Powder)

(RICE PROTEIN + WHEY PROTEIN)
CHOCOLATE FLAVOR

INGREDIENTS:


Sustenance protein blend [Rice protein concentrate, Whey protein concentrate], Multigrain blend [Finger millet, Sprouted green gram, Wheat, Parboiled rice, Sorghum (Jowar), Pearl millet (Bajra), Bengal gram, Skimmed milk powder, Whole soybean flour, Corn, Almonds, Jaggery], Alkalized cocoa powder, Fructo-oligosaccharides, Dehydrated dates, Apple fibre, Nature identical Vanilla extract, Digestive enzymes (Papain, Protease, Alpha amylase, Bromelain and Lipase), Ashwagandha extract, Punarnava extract, Vitamin C as L-Ascorbic acid, Iron as Ferrous EDTA, Zinc as Zinc Sulphate, Vitamin A as Retinyl acetate, Folic acid, Vitamin B12 as Methyl cobalamin





RANGE OF ENERGY BARS

- **Added Natural Flavors**
- **No added white sugar**
- **Free from artificial colors and preservatives**



PHYSIOLOGICAL BENEFITS

- * Rich in millets
- * Source of protein
- * Source of prebiotic fiber
- * Memory enhancing
- * Source of nutraceuticals

MEMORY ENHANCING BARS

CHOCOLATE ORANGE FLAVOUR

INGREDIENTS:

Whole grains - Jowar crisps, Rolled Oat flakes, Oats flour, Soy Crispies, Honey, Dark chocolate (Cocoa solids, Cocoa powder, Vegetable fat, Brown sugar, Natural identical vanilla flavour), Fructo-oligosaccharides, Whey protein concentrate, Skimmed milk powder, Almonds, Sunflower seeds, Raisins, Cranberry, Peanut powder, Dates paste, Brahmi Extract, Aloevera powder, Shankpushpi extract, Zinc sulphate, Natural orange flavor, Natural Rosemary extract, Natural tocopherols



WOMEN HEALTH BARS

BLUEBERRY FLAVOR

INGREDIENTS:

Whole grains - Brown rice Flakes, Jowar crisps, Oats flour, Rolled Oat flakes, Honey, Fructo-oligosaccharides syrup, Soy crispies, Whey protein concentrate, Sunflower seeds, Almond butter, Raisins, Almond bits, Cranberry (4%), Peanut powder, Dates paste, Soy isoflavones extract, Ashwagandha extract, Natural blue berry flavour, Vitamin C (L-Ascorbic acid), Folic acid, Zinc sulphate, Natural tocopherols, Natural Rosemary extract, Vitamin B12



MEN'S HEALTH BARS

CHOCOLATE COFFEE FLAVOUR

INGREDIENTS:

Whole grains - Jowar crisps, Bajra crisps, Rolled Oat flakes, Oats flour, Soy Crispies, Honey, Dark chocolate (Cocoa solids, Cocoa powder, Vegetable fat, Brown sugar, Natural identical vanilla flavour), FOS syrup, Whey protein concentrate, Skimmed milk powder, Almonds, Sunflower seeds, Raisins, Peanut powder, Dates paste, Coffee powder, Coffee extract, Ashwagandha extract, Kaunch beej extract Shilajit extract, Zinc sulphate, Natural tocopherols, Natural Rosemary extract, Selenium (as sodium selenite)



VITAMIN D AND CALCIUM

PEANUT CHOCOLATE FLAVOUR

INGREDIENTS:

Whole grains – [Oats, Quinoa, Jowar, Brown rice], Honey, Peanuts, Pre-biotic fibre (Fructo-oligosachharides) Dark chocolate [Cocoa solids, Cocoa butter, Sugar, Vegetable fat, Soy lecithin, Nature identical vanilla flavour], Seeds [Pumpkin, Sunflower], Soy protein crisps , Whey protein concentrate, Cocoa powder, Black raisins, Calcium as Tri-calcium Phosphate, Vitamin D₃, Vitamin E tocopherols, Rosemary extract.



MULTIGRAIN MANGO FRUIT BAR

KIDS BAR

INGREDIENTS:

Whole grains [Oats, Quinoa, Jowar, Brown rice], Pre-biotic fibre (Fructo-oligosachharides), Honey, Almonds, Seeds [Pumpkin, Sunflower], Soy protein crisps, Dehydrated fruits [Papaya, Apple, Pineapple, Mango], Dates paste, Whey protein concentrate, Cranberry, Natural mango flavour, Vitamin E tocopherols, Rosemary extract.

