Amla Green

Indian Gooseberry Tea Powder

What is Amla?

- **Amla is a name given to Indian gooseberries, an ancient superfood used for thousands of years in Ayurvedic medicine to address a wide variety of health needs, including** *(clinical references on slide 8)*
    - **Blood glucose**
    - **Cholesterol**
    - **Gut health**
    - **Irritated skin**
    - **Hair breakage**
    - **Joint health**
- **In the United States, Amla is gaining in popularity amongst many health professionals**
- **Amla is one of the fastest trending supplement categories on Amazon** (*source: Jungle Scout*)

The Most Powerful Whole-Food Antioxidant

Amla is the world's most powerful whole-food antioxidant ever discovered (ORAC value = 261,500)

Amla is the most widely prescribed food in all of Ayurvedic medicine

Scientific studies show that amla is one of the most powerful cholesterol-reducing foods ever studied

Scientific studies show that amla reduces triglycerides

Scientific studies show that amla reduces blood glucose better than oral diabetes medication

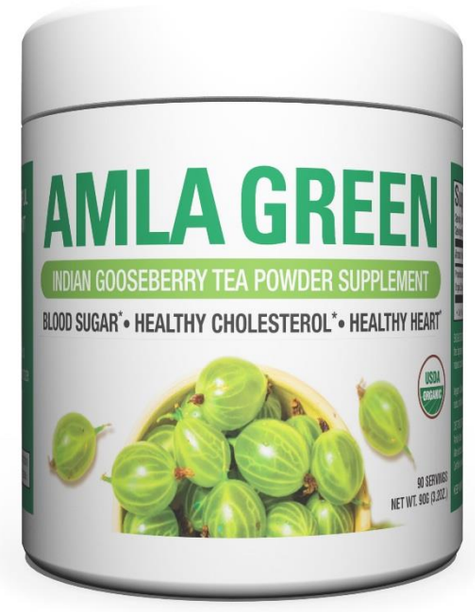
Despite these powerful metabolic effects, amla has an incredibly sour taste, and is extremely challenging to incorporate into a healthy diet

Clinical references: Slide 8

The Amla Green Difference

- Amla Green was founded in 2017 to create a simple and delicious way to ingest Indian gooseberries – the world's most powerful whole-food antioxidant – on a daily basis
- Best tasting Amla product on the market
- Thoughtfully formulated using high quality ingredients with very high antioxidant content
- All products contain 100% organic Indian gooseberries and non-GMO dark oolong green tea
- All products are free of gluten, grains, soy, dairy products, and peanuts
- Non-GMO Project verified, Certified Gluten Free, Certified Paleo, Kosher certified
- Made with real, clean ingredients (no additives, fillers, gums, stabilizers, sugar alcohols)

1 oz Bottle
30 Servings



3.2 oz Bottle
90 Servings

Select Scientific References

Evidence-Based Research

Gopa B, Bhatt J, Hemavathi KG.

A comparative clinical study of hypolipidemic efficacy of Amla (Emblica officinalis) with 3-hydroxy-3-methylglutaryl-coenzyme-A reductase inhibitor simvastatin.

Indian J Pharmacol. 2012 Mar;44(2):238–42.

Akhtar MS, Ramzan A, Ali A, Ahmad M.

Effect of Amla fruit (Emblica officinalis Gaertn.) on blood glucose and lipid profile of normal subjects and type 2 diabetic patients.

Int J Food Sci Nutr. 2011 Sep;62(6):609–16.

Results and Interpretation

0.5 grams of daily Amla was directly compared against 20 mg of Simvistatin, resulting in:

- Significantly reduced total cholesterol
- Significantly reduced LDL cholesterol
- Significantly reduced Triglycerides
- Significantly reduced Blood Pressure
- Significantly raised HDL cholesterol

Amla provides significant protection against atherosclerosis and coronary artery disease without the adverse side effects of statin medication.

Treatment of normal and type 2 diabetic patients with 2 or 3 grams of Amla powder per day for 21 days resulted in:

- Significantly reduced total cholesterol
- Significantly reduced LDL cholesterol
- Significantly reduced triglycerides
- Significantly increased HDL cholesterol

Select Scientific References

Evidence-Based Research

Usharani P, Fatima N, Muralidhar N.

Effects of Phyllanthus emblica extract on endothelial dysfunction and biomarkers of oxidative stress in patients with type 2 diabetes mellitus: a randomized, double-blind, controlled study.

Diabetes Metab Syndr Obes. 2013 Jul 26;6:275–84.

Results and Interpretation

Patients with type 2 diabetes were treated with 500mg of a standardized Amla extract twice daily for 12 weeks, resulting in:

- 48% increased nitric oxide production
- 63% reduced high sensitivity C-reactive protein (inflammation biomarker)
- 16% reduction in total cholesterol
- 25% reduction in LDL cholesterol
- 13% increase in HDL cholesterol
- 25% reduction in triglycerides

Variya BC, Bakrania AK, Patel SS.

Emblica officinalis (Amla): A review for its phytochemistry, ethnomedicinal uses and medicinal potentials with respect to molecular mechanisms.

Pharmacol Res. 2016 Jun 15;111:180–200.

This scientific review discusses the effects of Amla extract against chronic and infectious conditions including inflammation, cancer, osteoporosis, neurological disorders, hypertension, diabetes, and parasitic infections.

Select Scientific References

1. Gopa B, Bhatt J, Hemavathi KG. **A comparative clinical study of hypolipidemic efficacy of Amla** (Emblica officinalis) with 3-hydroxy-3-methylglutaryl-coenzyme-A reductase inhibitor simvastatin. Indian J Pharmacol. 2012 Mar;44(2):238–42.
2. Carlsen MH, Halvorsen BL, Holte K, Bøhn SK, Dragland S, Sampson L, et al. **The total antioxidant content of more than 3100 foods, beverages, spices, herbs and supplements used worldwide**. Nutrition Journal. 2010 Jan 22;9:3.
3. Bhandari PR, Kamdod MA. Emblica officinalis (Amla): **A review of potential therapeutic applications. International Journal of Green Pharmacy (IJGP)** [Internet]. 2012 [cited 2017 Aug 21];6(4).
4. A pharmacological appraisal of medicinal plants with antidiabetic potential. - PubMed - NCBI [Internet]. [cited 2017 Aug 21].
5. Akhtar MS, Ramzan A, Ali A, Ahmad M. **Effect of Amla fruit (Emblica officinalis Gaertn.) on blood glucose and lipid profile of normal subjects and type 2 diabetic patients**. Int J Food Sci Nutr. 2011 Sep;62(6):609–16.
6. Kim HJ, Yokozawa T, Kim HY, Tohda C, Rao TP, Juneja LR. **Influence of amla (Emblica officinalis Gaertn.) on hypercholesterolemia and lipid peroxidation in cholesterol-fed rats.** J Nutr Sci Vitaminol. 2005 Dec;51(6):413–8.
7. Mathur R, Sharma A, Dixit VP, Varma M. **Hypolipidaemic effect of fruit juice of Emblica officinalis in cholesterol-fed rabbits. J Ethnopharmacol.** 1996 Feb;50(2):61–8.
8. Bhatt J, Hemavathi K, Gopa B. **A comparative clinical study of hypolipidemic efficacy of Amla (Emblica officinalis) with 3-hydroxy-3-methylglutaryl-coenzyme-A reductase inhibitor simvastatin.** Indian Journal of Pharmacology. 2012;44(2):238.
9. Jacob A, Pandey M, Kapoor S, Saroja R. **Effect of the Indian gooseberry (amla) on serum cholesterol levels in men aged 35-55 years.** Eur J Clin Nutr. 1988 Nov;42(11):939–44.
10. Variya BC, Bakrania AK, Patel SS. Emblica officinalis (Amla): **A review for its phytochemistry, ethnomedicinal uses and medicinal potentials with respect to molecular mechanisms.** Pharmacol Res. 2016 Jun 15;111:180–200.
11. Koshy SM, Bobby Z, Jacob SE, Ananthanarayanan PH, Sridhar MG, Paulose DT. **Amla prevents fructose-induced hepatic steatosis in ovariectomized rats: role of liver FXR and LXRα.** Climacteric. 2015 Mar 4;18(2):299–310.