Camellia Oil

ShanCha Inc.

Camellia Oil Introduction

Camellia oil, also known as tea oil, is China's most ancient and time-honored ligneous plant-oil. It is obtained from the seeds of the *Camellia oleifela*, the flowering oil-seed camellia tree native to China. (The oil-seed camellia also bears the name of tea oil camellia due to its relation to the *Camellia sinensis* plant, the leaves of which are processed to create all traditional varieties of tea.)

Camellia trees require the unique environmental combination of high altitude, mountainous terrain, and air free from any pollution in order to grow and thrive.

It takes over 15 months for camellia trees to progress from the flower stage to the seed stage. In early autumn, lush flowers bloom from the plant, and mature, in late autumn the following year, into capsules containing tea oil-seeds.

Oil pressed from these tea-oil seeds contains camellia glycosides, tea polyphenols, and flavonoids, all compounds beneficial to healthy cell function. The oil has a bidirectional regulation effect on the body’s blood fat and cholesterol by removing harmful lipids (fatty acids and low-density cholesterol) while retaining beneficial blood lipids (HDL cholesterol). It plays a significant role in maintaining general health by regulating body circulation, and also prevents cardiovascular and cerebrovascular diseases.

Hometown of Camellia

Camellia trees grown and camellia oil produced in Xin County are of excellent quality. Xin has been a long history of cultivation and processing of Camellia oil in the County, which was awarded as the "National Model County” and named as “The Famous Home of Camellia.”

Xin County of Henan Province, China is located in the hinterland Farewell Mountain Area. The weather condition of Xin County makes a great natural distribution area of Camellia. It is the northern-most boundary of the growth of Camellia (Huai River - Qinling Mountains line). There are around 33,000 acres of natural wild camellia resources, with an annual outcome of more than 10 million kilograms of camellia seed. Our Shancha Camellia oil proudly holds the national certification of organic products.

Advantages of Camellia Oil

**Nutrition**

|  |  |  |
| --- | --- | --- |
|  | Per 15mL | Percentage |
| Energy | 120 Cal |  |
| Protein | 0.0 g | 0% |
| Fat | 13 g | 20% |
| Saturated Fat | 1.5 g |  |
| Unsaturated Fat | 11 g |  |
| Cholesterol | 0 g | 0% |
| Carbohydrates | 0 g | 0 % |
| Sodium | 0 g | 0% |

**Camellia Oil Beats All - *Five Highs & One Low***

* *The Dietary Alpha-Linolenic Acid to Linoleic Acid Ratio:*

The dietary alpha-linolenic acid to linoleic acid ratio of the camellia seed is 1:4, which is closer to human breast milk than other common edible oil. Linoleic acid is known for its beneficial properties on the skin and body.

* *High Unsaturated Fatty Acids Content:*

The unsaturated fatty acid content, allowed by the long growth period of Camellia oil, is higher than other common edible oil.

* *High Smoke Point:*

The smoke point of Shancha Camellia oil is above 406°F, which is substantially higher than that of olive oil. Usage of camellia oil in ensures freshness and retention of nutritional value.

* *High Temperature Resistance – Thermostablity:*

Usage of common edible oil in high temperature cooking yields peroxide, which is extremely harmful to the human body. Camellia oil contains antioxidants, and can be fried continuously for 20 hours in a high temperature of 406 °F without degradation or production of trans fat. It is the ideal cooking oil.

* *Low Temperature Edible – Direct Use:*

Common edible oil (Vegetable Oil, Canola Oil, etc.) cannot be used directly without heating. Camellia oil, without additional heating, can be directly used on meals. It can be used as salad dressing for a smoother, fresher, non-greasy taste.

Our Advantages: Why ShanCha Inc.?

**Nature Growth**

Our camellia trees grow in the camellia forest of Farewell Mountain, China, a hinterland region free of urban pollutants and toxins. Our camellia seeds are cultivated naturally, in a pesticide-free and fertilization-free process, and require a long growth period of fifteen months. ShanCha Camellia oil is high in unsaturated fatty acid content, higher than those of the camellia oil in produced other regions.

**Non-Mechanical Handling**

ShanCha Camellia seeds are hand-collected and naturally dried, retaining camellia oil’s original nutritional value. It is the best of edible oil.

**Physical Extraction**

Every drop of ShanCha Camellia Oil is extracted by physical compression under low temperature, directly from our camellia seeds. This environmental-friendly, low-temperature pressing technique ensures retention of original nutritional value and other natural active ingredients. Additionally, the oil can be preserved for a long time without adding any additives.

**Sterile Bottling**

Our bottling factory is highly air-purified, and the entire bottling process ensures that our product does not contact any outside air, ensuring the highest quality for our customers.

**Testing**

From the collection of raw materials, to the wrapping of our final product, we have strict quality control over the entire process to ensure that every drop of camellia oil is made to maximize our consumers’ health.

Some Health Facts

**Alarming Facts**

* Every year, around 610,000 people die of cardiovascular disease in the United States[[1]](#footnote-1), which approximates to one death per fifty-two second.
* Human productive capacity continues to be affected by an increasingly unhealthy urban lifestyle, aggravated by a lack of food safety, dietetic hygiene, and nutrition balance.
* In the US, more than one-third of adult are obese; approximately one-fifth of children (age 2-19 years old) are obese[[2]](#footnote-2).
* For women in pregnancy, the quality and frequency of breastfeeding reduces every year; more and more infants do not have breast milk intake.

**Health Benefits of Camellia Oil**

* Helps prevent atherosclerosis
* Helps prevent cardiovascular disease, obesity and cancer
* Helps prevent body fat accumulation, promoting weight loss
* Helps women in pregnancy to promote milk production, and benefits fetal development
* Helps reduce the consistency of serum cholesterol and plasma protein in the human body
* Improves skin and hair quality, and reduces hair loss
* Helps prevent constipation
* Conducive to the absorption of the nutrients
* Enhances human body immunity

Comparison to Other Edible Oil

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Object** | **Saturated Fatty Acids** | **Polyunsaturated Fatty Acids** | **Monounsaturated**  **Fatty Acids** | **Characteristics** |
| Camellia Oil | 10.15% | 7.29% | 73.25% | Good stability stands high temperature, cholesterol-free and non-GMO, no chemical fertilizer or pesticide pollution, rich in monounsaturated fatty acids. |
| Olive Oil | 13.88% | 5.87% | 72.14% | Cannot stand high temperature, cholesterol-free, rich in monounsaturated fatty acids. |
| Corn Oil | 14% | 57% | 29% | Good taste, easy to absorb, stands high temperature, imports of raw materials may have genetically modified ingredients (GMO) and may be easily infected by Aflatoxin. Rich in unsaturated fatty acids. |
| Peanut Oil | 21% | 30% | 49% | Comprehensive nutrients, rich in vitamins, peanut tastes greasy, may be easily infected by Aflatoxin. |
| Canola Oil | 6% | 36% | 58% | Contains Erucic acid, poor stability, imports of raw materials may have genetically modified ingredients (GMO). |
| Soya Oil | 15% | 61% | 24% | Rich in lecithin, carotenoids and Vitamin E. Generates smoke while cooking, poor stability upon temperature. May contain genetically modified ingredients (GMO), rich in polyunsaturated fatty acids |
| Coconut Oil | 90% | 2% | 8% | High saturated fatty acid, solid at room temperature, mostly for industrial food. |

ShanCha Inc: Your Health Companion

**Our Products**

ShanCha Inc. devotes research and lab testing into providing the best edible oil and other camellia seed products. Our current cutting-edge product is camellia oil. Using camellia oil as the basis, we are also developing cosmetic, bathing, cleaning, and health care products.

**Our Commitment**

* The best quality of camellia oil in the market
* The most professional service in the market
* Easy access to our products and services
* Welcome to any suggestions and concerns
* Latest and the most accurate information

**Our Service**

Our membership-based service will equip a personal health companion to each of our member.

Personal health companion will track every shopping and health preference and activities of our member to provide better-customized services. Members will receive:

* Home delivery on everything
* Detailed instructions on all products
* Customization of product baskets
* Customization kitchen utensils with your own design on shape and pattern of oil bottle and your name engravings, including on the daily oil bottle, travel oil bottle, oil drop, spoon, funnel, etc.
* Life time consultant on nutrition
* Free samples of all our new products
* Unlimited access to our website with the newest nutrition and health information

Recipes We Suggest

**Shaved Brussels Sprouts, Camellia Oil, Lemon and Pecorino**

Serves 4-6

Ingredients

|  |
| --- |
| 450g Brussels sprouts |
| 5 tbsp Shancha Camellia Oil |
| ½ tsp Salt |
| 3½ tbsp Fresh lemon juice |
| ½ - 1 tsp Whole black peppercorns, crushed |
| 115g Pecorino cheese, grated or shaved |

Steps

1. Rinse the sprouts, then part dry with kitchen roll.
2. Remove any discoloured outer leaves, then cut the sprouts in half, lengthways.
3. Very thinly slice them the sprouts crossways, transferring to a large, shallow serving bowl as you go.
4. Drizzle the oil over the sprouts, sprinkle with salt and toss well.
5. Add the lemon juice and pepper and toss again.
6. Lay the cheese on the top of the salad and serve immediately

The Perfectly Tossed Salad by Mindy Fox (Kyle Books)

**Patats a lo pobre (Poor Man’s Potatoes)**

This Spanish classic is the perfect accompaniment to any meat or fish dish. Serves 4.

Ingredients

|  |
| --- |
| 1 Large onion |
| 4 Medium potatoes, such as maris piper or red king Edwards |
| 1 Large green pepper |
| 2 tbsp Sherry vinegar |
| 200ml Shancha Camellia oil |
| Salt and Black pepper |

Steps

1. Thinly slice the onion; peel and cut potatoes into 1cm slices; deseed and thinly slice the green pepper.
2. Mix the onion, potatoes and pepper, season with the salt, pepper and vinegar.
3. Heat the camellia oil in a large frying pan over a medium heat and add the vegetable mixture.
4. Cook for about 20 minutes, turning over occasionally. The vegetables should be soft but not too crispy.

Tapas Revolution by Omar Allibhoy (Ebury)

**Italian Biscotti**

Most typical Italian biscotti are made with butter but this recipe uses camellia oil instead, creating a lighter, slightly different flavor.  
  
Ingredients

|  |
| --- |
| 230ml Shancha Camellia oil |
| 170g Caster sugar |
| 130g Demerara sugar |
| 1 Vanilla pod |
| 1 Lemon zest |
| 2 Eggs |
| 1 tbsp Milk |
| 330g Plain flour, sifted |
| 1 tsp Bicarbonate of soda |

Steps

1. Mix together the camellia oil, sugars, vanilla and lemon zest. Add the eggs and milk, mix well
2. Add the sifted flour, salt and bicarbonate of soda, and let the dough rest for 24 hours.
3. Preheat the oven 340ºF （170ºC）
4. Roll the dough into small balls, flatten slightly them bake in the oven for 8-10 minutes, until golden brown

Recipe supplied by Francesco Mazzei, L'Anima restaurant

**Foudjou (Soft cheese in Camellia oil with herbs)**

There is a range of wonderful French cheese spreads, made at home and kept for spreading on croûtes. They are basically "potted" cheeses. This is lovely with a tomato or lentil salad. You need a soft goat's cheese without a rind, and a strong hard goat's cheese.

Ingredients

|  |
| --- |
| Fills 1 x 225g jar |
| 150g Soft goat's cheese |
| 90g Hard goat's cheese |
| 2 tsp Thyme leaves |
| 1 tbsp Brandy or eau de vie |
| 2 tbsp Shancha Camellia oil |

Steps

1. Mash the soft cheese in a bowl.
2. Finely grate the hard cheese and add to the soft with the thyme.
3. Mash with the alcohol and half of oil.
4. Season.
5. Pack into a small sterilized jar
6. Pour the rest of the oil on top and seal.
7. Refrigerate for two weeks before eating, and return to room temperature to serve.

Crazy Water, Pickled Lemons by Diana Henry (Mitchell Beazley; octopusbooks.co.uk)

**Pesto Dipping Oil**

Ingredients

|  |
| --- |
| ½ Cup of the ShanCha Camellia oil |
| 2 tbsp Prepared pesto |
| Crusty French or Italian bread |

Steps

1. Combined camellia oil with pesto in a jar with a lid.
2. Shake well. And pour into saucers.
3. Use as a dip for crusty bread slices.

**Italian Dipping Oil**

Ingredients

|  |
| --- |
| ½ Cup of Shancha Camellia Oil |
| 1 tsp Freshly ground black pepper |
| 1 tsp Dried Oregano |
| 1 tsp Dried rosemary, crumbled |
| 1 tsp Dried basil |
| 1 tsp Garlic powder |
| 1 tsp Kosher Salt |

Steps

1. Combine camellia oil with remaining ingredients in a jar with a lid.
2. Shake well. And pour into saucers.
3. Use as a dip for crusty bread slices.

**Steamed Yellow Croaker**

Ingredients

|  |
| --- |
| 20 mL ShanCha Camellia oil |
| One full sized yellow croaker |
| Diced Onions  Chopped Pepper  20 mL Soy Sauce  Salt  Scallion  Ginger |

Steps

1. Rinse yellow croaker thoroughly in sink.
2. Place croaker, ginger, onion, and chopped pepper on top.
3. Steam over high heat for 10 minutes.
4. In a separate pan, add soy sauce, camellia oil, and heat for 3 minutes.
5. Sprinkle scallion on the steamed fish. Then add the hot oil and soy sauce on top of the cooked fish.
6. Sprinkle salt as desired.

How to Tell If Your Edible Oil HAS GONE Bad?

Before consuming your edible oil, you would want to know if it is low-quality product or if is still good to go even before it hits its expiration date.

**How to judge quality of oil:**

* Packing: for new oil, check if information is complete, if packing has well and tight seal.
* Color: normally, high-quality Shancha Camellia oil is golden yellow color; check if color is abnormal from common seen color.
* Liquid: observe oil through nature light or sun, and carefully judge if oil is opaque or transparent.
* Sediment: there should be very little suspended particles in quality edible oil. (Camellia oil may show appearance of floccules when room temperature is below 57°F; this is due to the additive-free nature of our product and does not affect the quality or taste.)

Referred Readings

For more information on camellia oil, the following are some articles, websites, and journals for your reference.

* Tea Oil Camellia: a New Edible Oil Crop for the United States (Journal) by John M. Ruter.
* Nursery Production of Tea Oil Camellia under Different Light Levels (Journal) by John M. Ruter.
* Development of a Rapid and Simple Non-Derivatization Method to Determine Constituents and Antioxidative Capacity of Camellia Oils by HPTLC (Journal) by Guang-Ping Lv, Meijun Aoli, Bin Zhou, Jing Zhao
* Tea Seed Oil – Extraction, Composition, Applications, Functional and Antioxidant Properties (Journal) by Mohammad Ali Sahari and Mojtaba Amooi
* Beneficial effects of Camellia Oil (Camellia oleifera Abel.) on ketoprofen-induced gastrointestinal mucosal damage through upregulation of HO-1 and VEGF (Journal) by Cheng YT, Wu SL, Ho CY, Huang SM, Cheng CL, Yen GC
* Oil Health Benefit: <http://oilhealthbenefits.com/camellia-oil-tea-seed-oil/>
* Tea Oil Camellia: a New Edible Oil Crop for the United States (Journal) by John M. Ruter.
* Nursery Production of Tea Oil Camellia under Different Light Levels (Journal) by John M. Ruter.
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* Oil Health Benefit: <http://oilhealthbenefits.com/camellia-oil-tea-seed-oil/>

**Customer Feedback**

Thank you for choosing or being interested in our product. We appreciate your business. We value your opinion, and devote ourselves into providing better products and shopping experience.  Please take a few minutes to fill out the following surveys.

Please check the boxes you think that most accurately describe your opinions in following tables.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Which product(s) do you receive? | Camellia Oil | Healthcare Product Line | Cosmetic Product Line | Cleaning Product Line |
|  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Our Product** | **Very Good** | **Good** | **Fair** | **Poor** | **Very Poor** |
| How do you like the product overall? |  |  |  |  |  |
| How would you rate the quality of our product itself? |  |  |  |  |  |
| How do you like our packing design (including boxes, bottles, etc.)? |  |  |  |  |  |
| How would you rate our price(s)? |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Our Service** | **Very Satisfied** | **Satisfied** | **Neutral** | **Unsatisfied** | **Very Unsatisfied** |
| How do you feel about our service(s) overall? |  |  |  |  |  |
| How do you like our website? |  |  |  |  |  |
| How would you rate your experience with our customer service? |  |  |  |  |  |
| How do you like your personal health companion? |  |  |  |  |  |
| How do you like our subscriber service? |  |  |  |  |  |
| How would you like to be contact with? | **Mail** | **E-mail** | **Phone Calls** | **Online Chatting** | **In Person** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Overall Experience** | **Very Satisfied** | **Satisfied** | **Neutral** | **Unsatisfied** | **Very Unsatisfied** |
| How would you rate your overall experience with us? |  |  |  |  |  |
| How satisfied are your with our online shopping experience？ |  |  |  |  |  |
| Would you recommend our product(s) to other people? | **Definitely** | **Probably** | **Not Sure** | **Probably Not** | **Definitely Not** |

**Lifestyle Survey**

Please circle your choose for following questions. You may choose more than one answers for some of following questions, if you are not sure about answers or would like to choose other than options, please leave that question blank:

What is the must-have element for you to have a high quality life?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Social Status | Fortune | Materials  (Villa, Jets, Yacht, etc.) | Knowledge | Health | Family |

How do you prefer to spend most of your fortune on?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Investments | Arts | Charity | Real Estate | Cars & Jets etc. | Fashion Goods | Sports Materials | Health Products |

Which type of consulting service do you prefer to pay the most?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Financial Consultant | Doctor | Nutritionist | Personal Trainer | Image Consultant |

Where do you absorb health information the most?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Websites & Blogs | Newspapers | TV Shows | Advertisement | Family & Friends | Health Consultant |

What is your preferred method to keep your health?

|  |  |  |  |
| --- | --- | --- | --- |
| Regular Exercise | Healthy Eating Habit | Health Care Product | No Preferred Methods: I can always see a doctor when I am sick |

How would you like to achieve your health lifestyle?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Keep My Biological Clock On Time | Do NOT Drink or Smoke | Eat Healthy | Mind the Food Safety | Exercise Daily |

Which category you value the most in a meal?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Meat | Egg | Dairy | Vegetable | Fruit | Cereal | Beans | Condiment（Salt, Dressing, etc.） | Oil |

What’s your favorite cooking method?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Steam | Boil | Fry | Deep-Frying | Bake | Roast | Grill | Stew | Raw |

What exercise do you most prefer?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Walking or Running | Biking | Ball Games | Swimming | Yoga | Camping | Gym Work Out |

1. 1. CDC, NCHS. Underlying Cause of Death 1999-2013 on [CDC WONDER Online Database](http://wonder.cdc.gov/ucd-icd10.html), released 2015. Data are from the Multiple Cause of Death Files, 1999-2013, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed Feb. 3, 2015.

   [↑](#footnote-ref-1)
2. September 9, 2014. Adult Obesity Facts. And Sepemter 3, 2014. Childhood Obesity Facts. http://www.cdc.gov/obesity/data [↑](#footnote-ref-2)