

SHANCHAINC.COM



ShanCha

Extra Virgin
CAMELLIA OIL

First Cold-Pressed



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WHAT IS CAMELLIA OIL

Camellia oil, also known as tea seed oil, is China's most ancient and time-honored ligneous plant-oil. It is obtained from the seeds of the *Camellia oleifera*, 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 13 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.

ORIGIN OF SHANCHA® CAMELLIA OIL

Camellia trees grown and camellia oil produced in Xin County are of excellent quality. Xin has 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 in China's Henan Province is located hinterland Dabie Mountain Area. The weather condition of Xin County makes it 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. The camellia seeds harvested each year exceeds 10,000 tons. Our ShanCha® wild camellia oil proudly holds the organic certifications in China and from USDA.

ADVANTAGES OF CAMELLIA OIL

Nutrition

	Per 15ml	% Daily Values
Calories	120	
Protein	0 g	0%
Total fat	13 g	20%
Saturated Fat	1.5 g	7%
Unsaturated Fat	11 g	
Cholesterol	0 g	0%
Total Carbohydrate	0 g	0%
Sodium	0 g	0%

Camellia Oil Beats All - Four 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 ensures freshness and retention of nutritional value.

High Temperature Resistance – Thermostability:

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 under 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 oils such as 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 CHOOSE SHANCHA® CAMELLIA OIL

Natural Growth

Our camellia trees grow in the camellia forest of Dabie 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 13 months. ShanCha® camellia oil is high in unsaturated fatty acid content, higher than that of camellia oil produced in 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, guaranteeing 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 States¹, which approximates to one death per fifty-two second.

Human reproductive 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 adults are obese; approximately one-fifth of children (age 2-19 years old) are obese².

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

1. CDC, NCHS. Underlying Cause of Death 1999-2013 on CDC WONDER Online Database, 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.

2. September 9, 2014. Adult Obesity Facts. And September 3, 2014. Childhood Obesity Facts. <http://www.cdc.gov/obesity/data>

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.

ORIGIN

X I N C O U N T Y

H E N A N

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 and social networks with the newest nutrition and health information

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.

- » **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/>.

CUSTOMER CARE

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