

## Zrii: The Original Amalaki – The Science

### In Brief: *Ayurveda* - “The Science of Life”

Ayurveda, which translates from Sanskrit as the “Science of Life”, is a 5000 year old medical system from India which aims to create dynamic balance in all areas of health. As humankind’s most ancient system of healthy living, Ayurveda is commonly referred to as the “mother of all healing systems.”

The ancient texts of Ayurveda focus on three primary areas: healing illnesses, preventing diseases, and promoting rejuvenation and longevity. Central to all of these areas is one simple tenet: align yourself with the wisdom of nature, and you will experience vibrant, glowing health.

Over the past two decades, Ayurveda has gained increasing popularity, through proponents such as Deepak Chopra. Similar to its sister-science of Yoga, millions of people across the globe are currently embracing this science of self-healing. At its core, Ayurveda aims to empower every individual by placing the ability to heal back into their own hands. Through the use of botanical medicines, healthy dietary practices, and daily and seasonal lifestyle routines, Ayurveda embodies an unparalleled, “whole-health” approach to life and healing.

### Amalaki – The Great Rejuvenator!

Central to this vast science is one unsuspecting, little green fruit-- no bigger than a golf ball but containing a nutritional profile that places it in a class of its own. Amalaki (*emblica officinalis*) grows at the base of the pristine Himalayan mountain range in northern India. In its pantheon of thousands of fruits and herbs, Ayurveda describes amalaki as the single most important botanical for promoting cellular rejuvenation, immune function, and increased vitality.

Simply stated, amalaki has one of the richest and most documented legacies of any fruit known today. In fact, amalaki has been revered as the “Nurse”, the “Great Rejuvenator”, and the “Fruit of Immortality” for centuries, due to its numerous healing properties and its ability to nourish the body on all levels. This little fruit even has its own holiday in which families share a meal under the tree, while giving thanks for the strength and luster promoted by the fruit.

The science of “rejuvenation” refers to the ability of a fruit or herb to restore ones overall health, vitality, and radiance at a core level. As modern science begins to validate what ancients have known for centuries, amalaki has emerged as the world’s most rejuvenating superfoods.

### Ancient Wisdom Meets Modern Science

In addition to being heralded for its youth-promoting and rejuvenative qualities, Ayurveda describes amalaki as a potent anti-inflammatory, digestive aid, elixir for the skin and hair, and metabolic enhancer. This has been extensively validated by peer-reviewed research in the modern scientific community. Over the past 50 years, amalaki has been the subject of hundreds of scientific studies, ranging from its role in fighting cancer to its ability to increase healthy cholesterol (HDL), reduce wrinkles, and improve eyesight.

These results have posed a logical question for modern science: how could one fruit be so singularly beneficial for promoting health? In peering deep into the amalaki fruit to answer this question, modern nutritional technology has come away with some remarkable discoveries.

### **So What's in This Fruit, Anyway?**

Unlike many superfoods being introduced today, the chemical profile of amalaki cannot be limited to one star ingredient or beneficial compound. Instead, research has discovered an unparalleled spectrum of powerful anti-oxidants, polyphenols, tannins, and bioflavonoids. Amalaki also contains a high concentration of amino acids, trace minerals and other beneficial phytonutrients.

Amalaki contains the potent phenolic combination of ellagic acid, gallic acid, and emblicanin A+B. Together, these polyphenols are important for reducing cellular and oxidative stress, destroying immune-damaging free-radicals, and supporting the overall detoxification of the body. The bioflavonoids rutin, quercetin and powerful enzyme superoxide dismutase also contribute to the overall anti-oxidant, anti-inflammatory, and youth-promoting qualities of this remarkable fruit.

In addition to these anti-oxidants, amalaki is widely thought to contain the most concentrated natural source of Vitamin C in nature. The fruit is also host to rare 'mighty- molecules' known as *ascorbagins*. Part of the tannin family, ascorbagins create a protective bond around the Vitamin C molecules, making amalaki's source of Vitamin C more bio-available and bio-stable than synthetic varieties.

### **Zrii- A Formulation Like No Other**

The ancient texts of Ayurveda constitute some of the oldest and lengthiest medical texts in the world. Within this great collection of texts, exist hundreds of finely tailored herbal mixtures, each designed to unlock the full potency of a given fruit or herb. Simply put, the beneficial qualities of one plant are used to 'potentize' the qualities of another plant-- and it is through this synergistic activity, that the most complete and potent healing effects are derived.

Based on its remarkable nutritional profile, amalaki stands on its own as a superfood like no other. In designing Zrii, the fruit could have been easily combined with only fruit juices to create a leading liquid nutritional drink.

In learning about the ancient texts and formulations, however, the Zrii team raised this question: why not combine ancient wisdom with modern nutritional science to create a synergistic blend like no other product on the market? In combining amalaki with select herbs and fruits, the potency of amalaki could be effectively 'unlocked' in ways that fruit juices could not achieve alone.

Bill and his management team quickly discovered that raising this question was far easier than the process of actually designing this intricate formulation.

In addition to the challenge of creating a potent synergistic blend, no other company had successfully utilized amalaki in a juice-based liquid delivery system. In order to accomplish this task, Zrii assembled a

truly world-class formulation team. The team includes award-winning Western medical doctors, world-renown Ayurvedic physicians and scholars, and PhDs in chemistry and modern nutrition.

After months of working on the formulation, the team emerged with a formulation that features amalaki and 6 supporting 'actives.' Inspired by a classical Ayurvedic formulation featuring the revered botanical triad of amalaki, turmeric, and tulsi, the formulation also aimed to strike a broader, global chord. In addition to these powerful ingredients, the team drew upon the wisdom of Traditional Chinese Medicine, due to the highly complementary and adoptogenic properties that the fruits schizandra and jujube share with amalaki. Lastly, the famed Ayurvedic fruit haritaki was added to the blend for its mild detoxifying properties, and ginger was included for its assistance in helping to digest and assimilate all of the ingredients more effectively.

In addition to helping 'potentize' the amalaki, each of the 6 supporting actives also holds widely recognized healing properties of their own:

**Turmeric (root)- improves circulation, digestion, and reduces inflammation**

**Tulsi (leaf)- improves digestion and intestinal health**

**Schizandra (fruit)- enhances mental function and memory; excellent 'brain tonic'**

**Jujube (fruit)- calms the nerves and serves as a mild rejuvenative**

**Haritaki (fruit)- serves as a mild-detoxifying agent, nourishes the tissues**

**Ginger (root)- improves digestion, absorption, and assimilation**

**Wildcrafted in the "Lap of Himalayas"**

There's an old saying in Ayurveda: "Use the whole fruit to treat the whole person." Zrii honors this adage by using the purest, whole-food source of amalaki found anywhere in the world. Harvested in the nutrient-dense soil at the foot of the Himalayas, amalaki grows in some of the cleanest air and water on the planet. The fruit is wildcrafted, a harvesting technique where the amalaki fruits are taken from trees as they are naturally found in nature-- as opposed to harvesting from large fields that are planted only with amalaki trees (called 'mono-cropping'). The latter varieties are considered to be nutritionally less potent or inferior to wildcrafted varieties. The wildcrafted varieties are also grown in completely organic conditions, without the use of chemical fertilizers, pesticides, or herbicides of any kind.

The amalaki in Zrii is hand-picked according to ancient techniques, and processed by a cold-pressed method which utilizes the whole plant. Upon extracting the amalaki from 100% juice, the extract is then vacuum dried using a proprietary method to retain its nutritional potency.

**Zrii- To Enliven the Tongue**

In tasting Zrii, the purity of the amalaki, and 6 supporting active ingredients comes through in the vibrancy of the taste. The ability for a food or drink to “enliven the tongue” is a hallmark of Ayurveda’s use of food for healing. When you drink Zrii for the first time, you will feel this potency and aliveness. In combining the amalaki with anti-oxidant-rich juices such as pomegranate, grape, cranberry, and raspberry juice, the resulting blend is delicious, with a nutritional complexity that offers a wholly unique and exciting flavor.

We think you’ll agree that a nutritional drink this powerful-- and this tasty—could only be backed by quality. And this quality is exemplified by Zrii’s rich legacy of ingredients, impeccable harvesting techniques, world class formulation team, and unparalleled nutritional profile.

We invite you to enliven your tongue!

If you have any product feedback or testimonials, please email [feedback@zrii.com](mailto:feedback@zrii.com).