



Success Principles by Modicare



***Food & Beverages
Training***

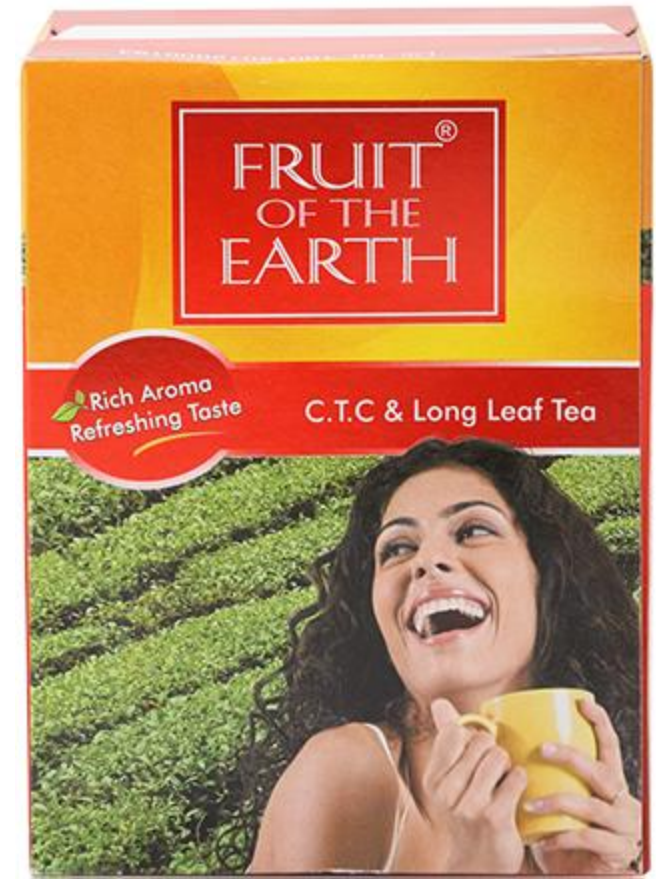
Fruit of the Earth & Active Life

Fruit of the Earth – CTC & Long leaf Tea

A harmonious mix of large grain C.T.C. and long leaf Assam orthodox tea which offers you the togetherness of a stimulating experience with its full-bodied flavor.



Carefully selected buds from the finest tea gardens of Assam and the perfect blend prepared by experts.



CODE:FP0003

Features & Benefits

1. A balanced blend of taste, flavour and strength
2. Made from large grain C.T.C. and long leaf Assam orthodox tea
3. Offers rich, full-bodied, bright tea liquor
4. Provides lingering aroma and the irresistible refreshing taste
5. Rich in anti-oxidants and nutrients



Suggested Usage

Ingredients (2 cups)

Fruit of the Earth Tea – 1 1/2 teaspoons

Milk – 150 ml

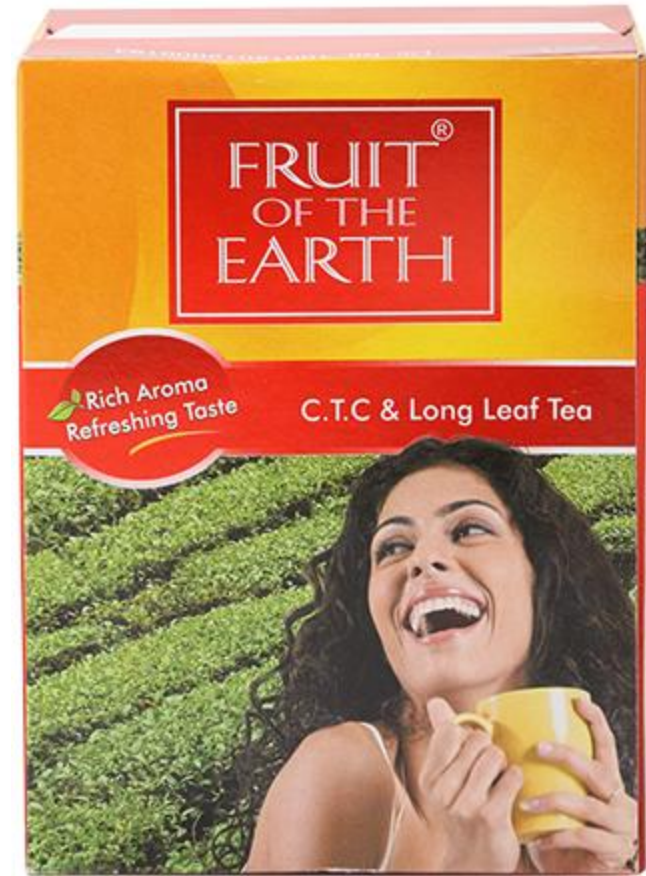
Water – 150 ml

Clove, cardamom – 2-3 pcs each

Cinnamon – 1/2 a stick

Ginger – 1/2 teaspoon

Sugar – to taste



A lush green tea plantation on a hillside, with rows of tea bushes curving across the slope. The background shows more hills and trees under a clear sky.

FRUIT[®]
OF THE
EARTH



**POWER
GREEN TEA**



Fruit of the Earth – Power Green Tea



Success Principles by Modicare

*Forget the normal tea and coffee having sugar & milk.
Go back to nature ... Go natural...*



Fruit of the Earth – Power Green Tea

Green tea is claimed to be highly beneficial for health and is advised for daily consumption to lead a healthy lifestyle. It has high contents of naturally occurring antioxidants.

Health In Every Sip



CODE:FP0002

Features & Benefits

1. Green tea is naturally rich in powerful antioxidants
2. Flavonoids that provide antioxidant activity
3. L-theanine, an amino acid for calming effects on the nervous system
4. Help protect the body from free radicals
5. Reduces increased risk of diseases and health problems
6. Consuming green tea may cut down the risk of cancer
7. Soothes the skin and helps reduce weight

Suggested Usage

How to get a perfect cup of Green Tea?

Step 1: Place tea bag in a cup and add boiling hot water.

Step 2: Brew for 2-3 minutes or as per the required taste.

Step 3: Best served as a light brew without milk or sugar.



Same tea bag can be used for making another 2-3 cups by simply adding hot water while drinking the tea.

Fruit of the Earth – Coconut Oil



Success Principles by Modicare

100% Pure. 100% Natural. Premium quality coconut oil processed from the finest of coconuts from the Malabar Coast of Kerala, the world-renowned Malabar copra. It is hygienically packed and retains aroma and freshness for a longer period



CODE: FP0001

Features & Benefits

1. Superior Quality
2. Processed from the finest of coconuts from the Malabar Coast of Kerala.
3. Malabar copra is world famous for its sweet aroma & quality.
4. Hygienically packed- Retains aroma and freshness for a longer period.
5. Edible grade - Multipurpose use. For body, hair and even for cooking.



Suggested Usage

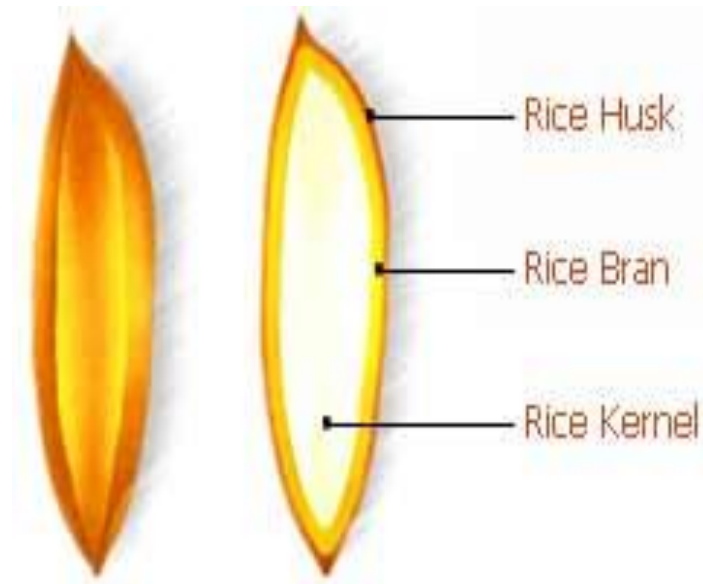
Fruit Of The Earth – 100% Natural Coconut Oil is of edible grade. You can use this for cooking, for hair or for body massage.



"Nothing is more important than your health" | Modicare | Well | 2016-17

What is Rice Bran Oil

1. Rice bran oil is extracted from the oily layer of brown rice, which is separated as Rice Bran while producing white rice.
2. Rice bran oil is one of the most nutritious and healthful edible oils with a balanced fatty acid composition and high smoke point making it ideal for cooking and frying applications.



Presenting Rice Bran Oil

Active Life Rice Bran Oil is good in taste and aroma with a balanced fatty acid composition and high smoke point making it ideal for cooking and frying applications



CODE: FP0004

Characteristics of Rice Bran Oil

Physical Characteristics

1. Golden yellow colour
2. Odourless
3. Maintains natural taste & aroma of food
4. Uptake is less by 15 %
5. Less Greasy



Health benefits of Rice Bran Oil



Heart Healthy Oryzanol
For lowering bad Cholesterol



Disease Protection
With natural anti-oxidant



Naturally Superior



Rejuvenates Health



Low absorption of Oil



Anti-cancer Properties



High on Vitamin E



Gives you Crisp & Delicious food



Natural Anti-Ageing
Improves skin tone & delays wrinkle formation



Contains Vitamin A & D2

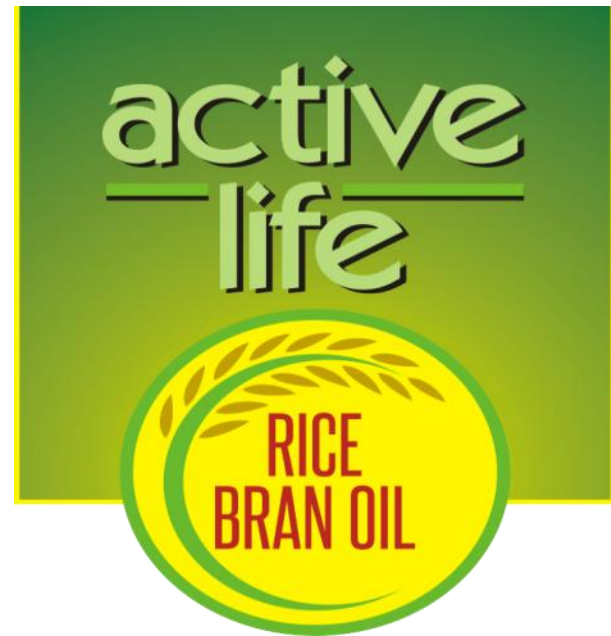
Features & Benefits

- 1. Active Life has total natural antioxidants 12500 PPM or mg/L**
2. Its natural powerful nutrients works as powerful antioxidants.
3. Oryzanol - which is not found in other edible oils
4. Tocotrienols - which is not found in most edible oils like sunflower, mustard, soyabean, groundnut, rapeseed, etc
5. Active Life contains zero trans-fat
6. Food cooked with Rice Bran Oil absorbs up to 15% less oil which makes it more economical
- 7. Produced in an ISO 9001: 2008 and HACCP Certified company.**

Suggested Usage

Active Life delivers 300mg Oryzanol in just 2 table spoons approx. (25 g), which is the recommended daily oil intake for adults and people with sedentary lifestyle.**

Shelf Life – 9 months





The Story

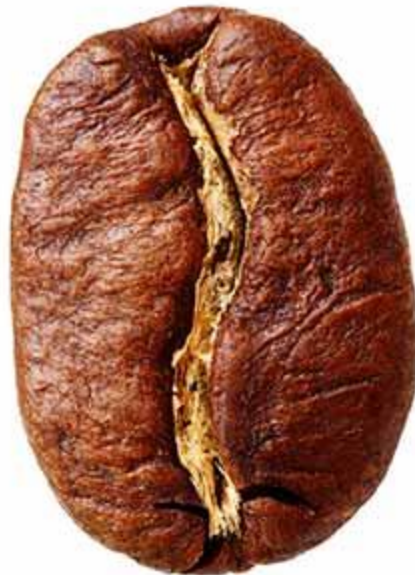
Coffee started with an Indian muslim saint , Baba Budan in 1670.He smuggled 7 coffee beans from Yemen to Mysore and planted them on the Chandragiri Hills in Karnataka. Gradually it spread to other areas of Mynad in Kerala, Shevaroy's and Nilgiris in Tamil Nadu. Later in 1942,Indian government decided to regulate the export of coffee under the Coffee Board of India. India is the 6th largest producer of the coffee in the world .Indian coffee has created a niche for itself in the international market. Arabica coffee from India is also well received product.States like Karnataka ; Kerala and Tamil Nadu contribute about 99% of total coffee production in India.

Coffee Varieties

There are basically **two types of coffee** consumed most commonly worldwide - **Arabica** and **Robusta**

Although there are numerous varieties of coffee plants, **Arabica and Robusta are the most important from a commercial standpoint.**

Arabica



Robusta



The Difference :

☕ **Arabica coffees** (or Arabicas) have a delicate flavour and balanced aroma coupled with a sharp and sweet taste.

☕ They have about half the amount of caffeine compared to Robustas.

☕ Arabicas are harvested between November to January, and are typically grown on higher altitudes ranging from 600 to 2000 metres in cool, moisture-rich and subtropical weather conditions.

☕ They require nutrient-rich soil to be able to conform to the highest international coffee standards

☕ **Robusta coffees** (or Robustas) have twice the level of caffeine compared to Arabicas. Robusta coffees have a very strong taste.

☕ It is possible to grow this variety at lower heights.

☕ Robusta coffee plants are harvested from December to February, and can better withstand the onslaught of unfriendly weather and plant pests.

☕ Robustas have a better yield and take less time to bear fruit than Arabicas.

Health Benefits

Coffee can be consumed as part of a healthy diet, and current scientific research suggests

- Helps to improve alertness and attention (concentration).
- Helps in decreasing lethargy/fatigue and increased vigor.
- Drinking Coffee may increase the life span.
- Coffee consumption may help in reducing the risk of developing Parkinsons.
- It has beneficial effects on mental health including behavior, mood, depression and cognition.
- Moderate consumption of coffee a day can reduce the risk of some common health conditions, including type 2 diabetes, cardiovascular disease and a reduced risk of age-related cognitive decline.
- Helps Lose Weight, Coffee works wonders as an appetite suppressant. Drinking a cup of coffee helps cut the craving for a snack or a sweet treat.
- Drinking 2-4 cups of coffee on a daily basis may help reduce the risk of liver ailments.
- Coffee is highly beneficial for the heart. A daily intake of four cups of coffee may help reduce the risk of cardiovascular diseases.
- Drinking a minimum of 3-4 cups of coffee every day may help lower the risk of Alzheimer's.

Fruit of the Earth

100% Pure Instant Coffee



Product Code : FP 3008

Instant Blended Coffee



Product Code : FP 3009



100% pure instant coffee processed from carefully selected Arabica and Robusta beans blended to perfection for complete satisfaction.

Blended Coffee is made from the carefully chosen beans blended with roasted chicory to provide a strong cup of rich tasting coffee.

Advantage Of Fruit Of The Earth Coffee

- ☪ The Fruit Of earth coffee is made from green coffee beans grown in the best areas of the country having ideal soil and environmental conditions.
- ☪ The beans are hand picked and sun-dried over a long period, triggering out the ripened flavors.
- ☪ The roasting process is through most expensive and sophisticated commercial rosters that allow great control over roasting profile.
- ☪ The roasting process is slow and careful so that sugars and oils are not burnt & carbonized . This way the coffee stays naturally sweet.
- ☪ “Fruit of the earth coffee” is unique with its exceptional characteristics such as mesmerizing aroma, good acidity and strong body that is obtained through a sophisticated extraction and agglomeration process, so that once it comes into contact with hot water , coffee releases all its aromatic components and maintains the same quality as a freshly brewed coffee.

Live Happy
😊

Happy Selling



Well
Good Health in your hands.



Caution

Modicare Well products are not intended to diagnose, treat, cure or prevent any disease.

The information is intended for educational purpose only.

It is not designed in whole or in part, as medical advise for self treatment.

Consumers with specific medical conditions, should consult their physician.