



VIT*Active*

FOR YOUR HEALTH.



Rice

is considered one of the most common, least expensive and easiest to prepare staple foods in the world. Statistics from the United Nations Food and Agricultural Organisation (FAO) indicate that half the world's population eats rice every day Rice is a major source of daily nutrition for billions of people.

But recent studies have associated the much-loved staple with the rise in chronic and degenerative diseases such as cancer, diabetes, gastrointestinal problems, depression, developmental problems in children, heart disease and nervous system damage.

As per the American Journal of Clinical Nutrition, rice cause blood sugar levels to spike rapidly – prompting the body to pump out the hormone insulin, this helps break down the sugar.

Rice and Diabetes

If you have diabetes, you may think that you need to skip it at dinner; however this isn't always the case. You can still eat rice if you have diabetes, but you should avoid eating it in large portions or too frequently. Many types of rice exist but Vitactive Low Sugar Rice (VTLSR) is healthier than others and can be an ideal choice for healthy eating habit.

WHAT ARE THE MAIN BENEFITS OF VITACTIVE LOW SUGAR RICE?

It reduces low glucose in blood after intake

Healthier for colon as it contains bran of rice

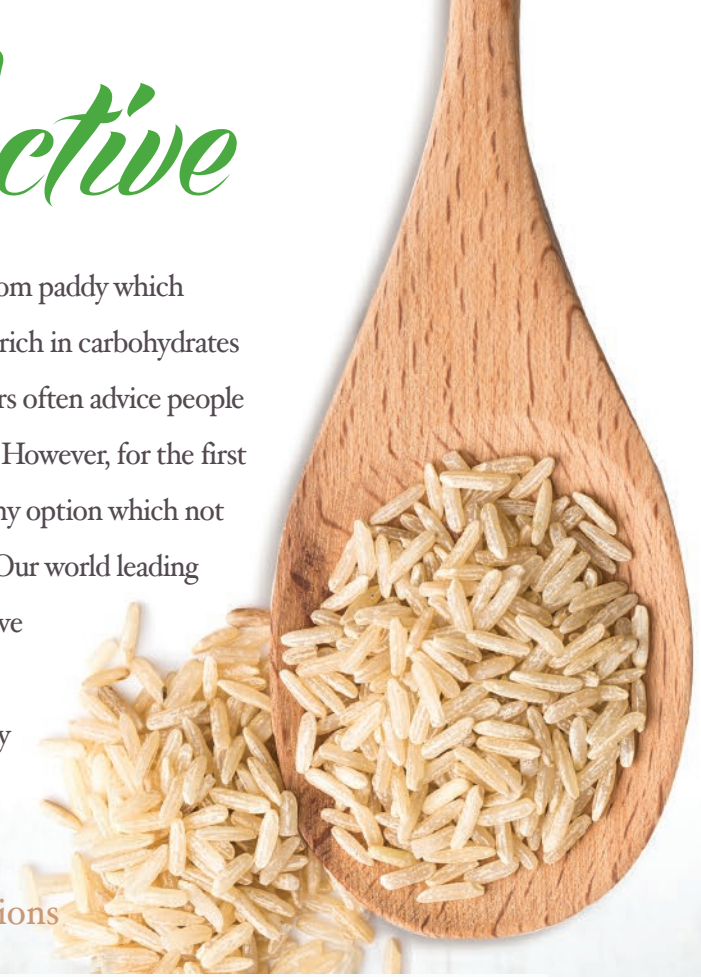
Decrease the weight gain often found in regular rice

INTRODUCING *VITActive*

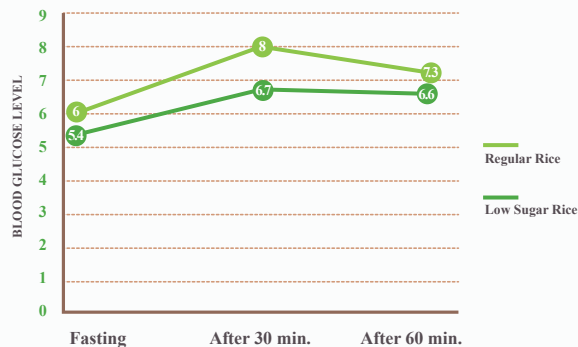
Vitactive Low Sugar Rice (VTLRSR) is the only rice in the world from paddy which contains medicinal properties to control blood sugar level. Rice is rich in carbohydrates and can have a high GI (glycaemic index) score. This is why doctors often advice people with diabetes to avoid eating it in large portions or too frequently. However, for the first time Vitactive Low Sugar Rice (VLSR) is here to offer you a healthy option which not only satisfy your appetite but also control your blood sugar level. Our world leading geneticist modified rice plants to increase micronutrients to achieve maximum health benefits.

It is well known fact that high blood sugar levels can lead to many health issues such as:

Kidney Disease | Cardiovascular Disease | Eye Disease | Nerve Disease | Pregnancy Complications

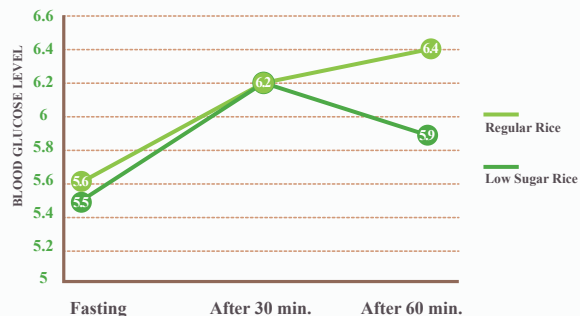


COMPARISON OF GLYCEMIC INDEX IN PERSON 1



FG: COMPARISON OF VLSR RICE AND REGULAR RICE

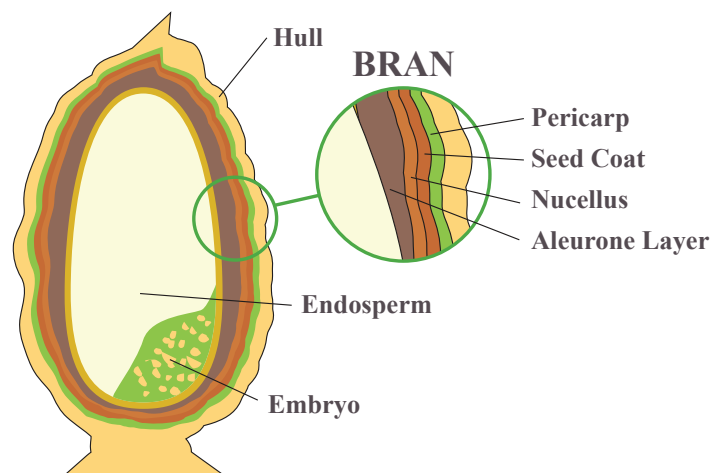
COMPARISON OF GLYCEMIC INDEX IN PERSON 2



FG: COMPARISON OF VLSR RICE AND REGULAR RICE

Institute of Research and Rehabilitation in Diabetes, Endocrine and Metabolic Disorders (BIRDEM) conducted laboratory testing on two different people.

In white rice most of the nutrients such as starch gets lost during the cooking process, which leaves behind a bagasse like grain that can trigger health complications such as obesity, diabetes and heart disease. Vitactive low sugar rice has found a way to make it healthier and better for health.



Market Size

Rice is the staple food of more than half of the world's population – more than 3.5 billion people depend on rice for more than 20% of their daily calories. Rice provided 19% of global human per capita energy and 13% of per capita protein in 2009. It has been estimated that for every one billion people added to the world's population, 100 million more tons of rice (paddy) need to be produced annually.

The population in the UK has a soaring appetite for exotic Rice. As per research conducted in August 2015, the UK population consumed 171.90 Million KG of pouched rice and 99.4 Million Kg of Package rice in a year and growing at a rate of 6.1% annually.



Diabetes Statistics

As per Brandguide Statistics -It is estimated that more than one in 16 people in the UK has diabetes (diagnosed or undiagnosed). There are 4 million people living with diabetes in the UK. By 2025, it is estimated that five million people will have diabetes in the UK. In 2015, the number of people diagnosed with diabetes in the adult population across the UK was as follows:

Country	Number of people
England	2,913,538
Northern Ireland	84,836
Scotland	271,312
Wales	183,348

VITActive

For more information please contact:

Vital Active Foods Limited

Suite 216, Stratford Workshops, Burford Road, London E15 2SP

Tel: 02033719988 / 44 203 719 9054

Email: info@vitactive.co.uk

www.vitactive.co.uk

Meet Our Developer

Vitactive Low Sugar Rice (VLSR) is developed by Dr.A Chaudhary –a well known geneticist and writer. He worked in conjunction with the United States National Institute of Health (NIH), the Massachusetts Institute of Technology (MIT) and the Commonwealth Scientific and Industrial Research Organisation (CSIRO). Over the past 20 years he devoted his profession to rice breeding. Currently he is leading projects in China, Mauritius, Australia and in Bangladesh.

