



Introducing the latest scientific breakthrough in 100% organic Thai rice bran germ four blended superfoods



Siam Natural organic *Performance Protein* rice bran germ superfood blend contains;

Riceberry Bran Germ black/purple 25%

Sang Yod Bran Germ red 25%

Jasmine-Basmati Bran Germ brown 30%

GABA Bran Germ brown 20%

The Riceberry species of *Oryza sativa* is a registered rice variety from Thailand, a cross-breed of Jao Hom Nin (JHN), a local non-glutinous purple rice and Khoa Dawk Mali 105 (hom Mali rice). The variety was created by the Rice Science Center, Kasetsart University, Thailand after four years of research for nutritional properties, anthocyanin stability, and

physical and cooking properties. The outcome is a deep purple whole grain rice with softness and a palatable aftertaste. Riceberry has been a popular brown rice substitute due to its health promoting properties. Inducing people to consume more whole grain rice varieties could help ameliorate food-related chronic diseases like diabetes, heart disease, high blood cholesterol, obesity, and cancers.[1] Riceberry is grown primarily in north and northeastern Thailand. The wet season months of August through December are suitable for Riceberry planting.[1] Riceberry is not the same as traditional black rice.

Whole Grain Riceberry

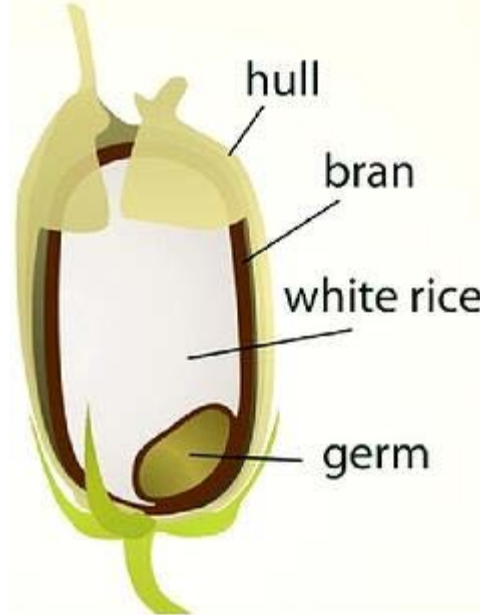
Nutritional value per 100 g (3.5 oz)	
<u>Energy</u>	1,631.76 kJ (390.00 kcal)
<u>Carbohydrates</u>	80 g
<u>Sugars</u>	0 g
<u>Dietary fibre</u>	4 g
<u>Fat</u>	4 g
<u>Saturated</u>	0 g
<u>Protein</u>	8 g
<u>Vitamins</u>	Quantity%DV†
<u>Vitamin A equiv. beta-Carotene</u>	1% 63 µg
<u>Folate (B9)</u>	12% 48 µg
<u>Vitamin E</u>	5% 0.68 mg
<u>Minerals</u>	Quantity%DV†
<u>Iron</u>	14% 1.8 mg
<u>Sodium</u>	3% 50 mg
<u>Zinc</u>	34% 3.2 mg
<ul style="list-style-type: none"> • Units • µg = micrograms • mg = milligrams 	

- IU = [International units](#)

†Percentages are roughly approximated using [US recommendations](#) for adults.

Jasmine (Basmati), is a variety of long-grain rice with fragrant aromas that's available in

both brown and white versions.



Overall benefits of Thai riceberry black/purple rice bran germ, Jasmine brown rice bran germ, Sang Yod red rice bran germ, and Gaba brown rice bran germ include ;

Boosts the immune system to help prevent diseases such as cancer from spreading further in our body and also speeds up the recovery process after the treatment.

Nourishes the body & revitalizes fatigue (vitamin B2)

Promotes improved physical performance & muscle growth

Maintains and repairs muscle (protein)

Contains antioxidants that slow aging process (gaba rice)

Nourishes skin (vitamin B3) contributes to brighter glowing skin (vitamin E) & improves complexion, softens, moisturizes, tightens and increases firmness & flexibility of skin.

Reduces wrinkles and dark spots on face & improves health from skin diseases and inflammations

Strengthens nervous system (brown rice)

Strengthens bones and teeth (phosphorus)

Maintains & improves eyesight & can help to prevent cataracts (lutein, beta carotene)

Helps prevent anemia (iron, copper)

Reduces the risk of thrombosis, heart disease and vascular disease (beta carotene, vitamin E)

Helps to create new red blood cells and send oxygen into the blood to organs throughout a body (iron)

Pure fiber in brown Jasmine rice can absorb wastes and toxins from a body (brown jasmine rice)

Lowers blood sugar levels (black jasmine rice)

Prevent goiter ***abnormal enlargement of thyroid gland*** (iodine)

Relieves indigestion

Reduces the risk of dementia or alzheimer's disease

Relieve anorexia (vitamin B2)

Improves memory & the brain's nerve conductivity to help patients regain from stroke paralysis much faster than anticipated to normal functionality.

Speeds up the production process of damaged brain cells and neurons

Helps to prevent or recover from Parkinson's Disease

Treats depression and migraine problems

Conserves the loss of calcium from body to maintain bone strength thus preventing osteoporosis. Improves flexibility of joints by reducing inflammations and lubricating the joints to function without any pain.

Cardiovascular System and Blood Circulation - contains natural antioxidants that help to prevent various degenerative diseases such as diabetes, high blood pressure, heart diseases and cancers. Effectively reduces the levels of cholesterol and LDL (Low-density lipoprotein) & improves overall blood circulation in the body, flexibility of blood vessels and arteries which result in reduced high blood pressure. Consuming rice bran on regular basis reduces the risk of heart and cardiovascular diseases.

Promotes natural HGH human growth hormones. Growth hormones are essential for the body to repair itself and to help in speedy recover from various mild diseases by enhancing our immune system.

Improves the quality of sleep which enables our body to get complete rest and so our body is able to secrete growth hormones properly.

Helps reduce variation in menopausal disorders symptoms in elderly women. Helps to reduce and almost eliminates menstrual abdominal pains.

Black rice (Forbidden), Purple, or Red Sang Yod: These types of short or medium-grain colorful rice contain a natural plant phytochemical called anthocyanins, a flavonoid with antioxidant properties that is also found in blueberries and blackberries. Their nutritious bran and germ layers are intact similar to brown rice.

Glutinous Rice is named for its glue-like consistency (not for gluten, which it does not contain), this short-grain rice is especially sticky when cooked.

This is because it contains primarily one component of starch, called ***amylopectin***, while other types of rice contain both amylopectin and amylose.

Glutinous rice is particularly popular throughout Asia, and is available in a range of colors including white, brown, and black/purple.

Mali Nin Surin rice (Black Jasmine) is high in phenolic and anthocyanin which are anti-oxidants with anti-aging benefit and help slow down the growth of cancer cell. These anti-oxidants also help expand blood vessels, lower the risk of heart attack as well as the risk of stroke.

Source of Carbs

Riceberry is a super healthy source of carbohydrates. Compared to white rice and brown rice, black/purple rice offers better micronutrient content. It does not contain cholesterol, or saturated fats.

Rich in Antioxidants

Black rice is a superb source of antioxidants. After comparing with twelve different rice varieties, studies show black/purple rice to have six times higher antioxidant content than white rice or brown rice.

Fights Inflammation

Inflammation is a bodily response against foreign bacteria and viruses. It's healthy, but sometimes it gets out of control and that's not a good thing. Eating black rice can counter this kind of inflammation.

Helps Manage Weight

Another excellent benefit of riceberry is helping you reach or manage your weight, ensuring you are in the healthy scale. Studies show people eating black rice enjoy greater reduction in weight. Riceberry has been the most popular brown rice known for health promoting properties. Attracting people to consume more brown rice is the most significant steps in solving food-related chronic diseases like diabetes, heart disease, high blood cholesterol, obesity and cancers.

GABA: *Gamma-aminobutyric acid* (Gaba) is a non-protein amino acid that is widely distributed in nature. Especially, Gaba is present in high concentrations in different brain regions [1]. Besides, it was also found in various foods such as green tea, soybean, germinated brown rice, kimchi, cabbage pickles, yogurt, etc.

Generally, Gaba was produced by l-glutamic acid under the catalyzation of glutamic acid decarboxylase [2]. In the nervous system, newly synthesized Gaba is packaged into synaptic vesicles and then released into the synaptic cleft to diffuse to the target receptors on the postsynaptic surface [3]. Numerous studies have identified two distinct classes of Gaba receptor including Gaba A and Gaba B [4].

These receptors are different due to their pharmacological, electrophysiological, and biochemical properties. GabaA receptor is Gaba-gated chloride channels located on the postsynaptic membrane, while GabaB receptor is G protein-coupled receptors located both pre- and postsynaptic. Gaba is well known as the major inhibitory neurotransmitter in the

mammalian central nervous system. It was reported to play vital roles in modulating synaptic transmission, promoting neuronal development and relaxation, and preventing sleeplessness and depression [5–9]. Notably, various biological activities of Gaba were documented due to anti-hypertension, anti-diabetes, anti-cancer, antioxidant, anti-inflammation, anti-microbial, and anti-allergy.

Moreover, Gaba was also reported as a protective agent of liver, kidney, and intestine against toxin-induced damages [10]. In this contribution, the pharmaceutical properties of Gaba on non-neuronal peripheral tissues and organs were mainly focused to emphasize its beneficial role in prevention and treatment of various diseases.

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Black Glutinous

Rice has a wonderful aroma and delicious taste. This type of rice has super antioxidant power and helps to generally reduce risk of cancer rate;

contains

Gamma Oryzanol that help reduce cholesterol, triglycerides, and erectile dysfunction symptom;

833.77 mg of Ascorbic Acid per 100 g.

508.09 mg of Gamma Oryzanol per 1 kg.

It has Fatty Acid i.e., Omega-3 which help enrichment on the brain, enhancing memory function, and preventing dementia;

33.94 mg of Omega-3 per 100 g.

It has Omega-6 which help those who are deficient in Estrogen during their menopause symptom. It also makes skin healthy, firm & smooth;

1,160.08 mg of Omega-6 per 100 g.

It has Omega-9 which help reducing Cholesterol in blood vessel, preventing vascular obstruction, heart disease, and Parkinson. It also helps in diet;

1,146.41 mg of Omega-9 per 100 kg.

Apart from the above, **Siam Natural organic superfood rice bran germ blend contains**

46.56 mg of Anthocyanin per 100 g,

10.63% of protein

84.18 mg of iron per kg.

169.75, 23.60 and 35.38 mg of calcium, zinc and manganese per kg respectively.

Sang Yod Red rice bran germ has got more vitamin E than others. Vitamin E is well known to reduce aging. Moreover, Sang Yod rice bran germ has more protein, iron, phosphorus than others, which can make people who usually have its benefit on the blood circulation, & the body of keeping fit , helping to protect against dementia memory loss via anti-oxidants as well as oryzanol and gamma aminobutyric acid. People who regularly use Sang Yod rice bran germ have less chance of developing cysts, tumors & cancer related diseases.

Jasmine (Basmati), Sang Yod (RED), Black/Purple (Forbidden) rice, GABA BROWN rice bran germ benefits include

anti-hypertension,

anti-diabetes,

anti-cancer,

antioxidant,

anti-inflammation,

anti-microbial, and

anti-allergy

Siam Natural organic four blend *Performance Protein* rice bran germ offers multiple health benefits:



pictured above: 120 each 500 mg capsules

(pictured below left): 1 month pouch contains 30 ea. 6,000 mg sachets (below center) (image right) single (1) one ounce pack



~~MSRP \$59.99~~ - 120 each 500 mg capsules blended organic rice bran germ

Now \$39.95 includes shipping S-N-Riceberry-bran-germ-IV 120 ea 500 mg capsules

~~MSRP \$59.99~~ - Organic **Performance Protein** Rice Bran Germ superfood (1) one ounce pouch

blended Riceberry-Jasmine-Sang Yod-Gaba rice bran germ;

Riceberry Bran Germ black/purple 25%

Sang Yod Bran Germ red 25%

Jasmine-Basmati Bran Germ brown 30%

GABA Bran Germ brown 20%

Now \$34.95 includes shipping S-N-PP-RBG-1oz

~~MSRP \$59.99~~ - Organic **Performance Protein** Rice Bran Germ superfood per one ounce pouch

Now (3) three ounces \$79.99 includes shipping

S-N-PP-RBG-3oz

~~MSRP \$119.99~~ - Organic **Performance Protein** Rice Bran Germ superfood - 30 ea. 6,000 mg smoothie sachets (six oz net) - lrg pouch one month supply

Now \$99.95 includes shipping

S-N-PP-RBG-30 sachets

Distributor enquiries 1 866-343-3968

Rice is consumed by over half the world's population, the majority of which is in Asia.

Although white rice is more common, there are many special rice cultivars that contain pigments, such as black, purple, and red, in their bran, pelea, and lemma, and other inside parts, such as pericarp tegment and the aleurone layer.

The bran part of these pigmented rice cultivars contains acetylated procyanidin [1], anthocyanins, and other phenolics that have significant free radical scavenging activity [2,3] apart from natural antioxidants, such as tocopherols, tocotrienols [4], oryzanols [5], phytosterols [6], and phenolic compounds [7]. It is believed that consumption of pigmented rice improves human health because of the rice's antiallergic, antimutagenic, and anticarcinogenic effects [8,9]. Therefore, pigmented rice is becoming a valuable source for food supplements and nutraceuticals.

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**Anti-Tumor & Immune Enhancing
Activities of Rice Bran Gramisterol on
Acute Myelogenous**

Leukemia. [https://journals.plos.org/plosone/article?
id=10.1371/journal.pone.0146869](https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0146869)

Structures of Phytosterols and Triterpenoids with Potential Anti-Cancer Activity in Bran of Black Non-Glutinous Rice by Panawan Suttiarporn 1, Watcharapong Chumpolsri 1, Sugunya Mahatheeranont 1,* , Suwaporn Luangkamin 2, Somsuda Teepsawang 3 and Vijiitra Leardkamolkarn 3 1 Center of Excellence for Innovation in Chemistry and Department of Chemistry, Faculty of Science, Chiang Mai University, Chiang Mai 50200, Thailand 2 Department of Basic Science and Physical Education, Faculty of Science at Si Racha, Kasetsart University, Si Racha Campus, Chonburi 20230, Thailand 3 Department of Anatomy, Faculty of Science, Mahidol University, Bangkok 10400, Thailand * Author to whom correspondence should be addressed. *Nutrients* 2015, 7(3), 1672-1687; <https://doi.org/10.3390/nu7031672>