

Let Food be the medicine!
Medicine be the food !!

“EAT HEALTHY
STAY HEALTHY”



EMPOWER YOURSELF

Quality Macro &
Micro Nutrients Aid in Recovery



KARR'O'VITA
Onco + Care

Good Nutrition is the Foundation of Good Health



WHY KARROVITA

"HELPS TO FIGHT THE EARLY STAGE CHALLENGES"

Normal cells grow and divide for a period of time and then stop growing and dividing, thereafter they reproduce only when required to replace/repair defective or dying cells. Cancer occurs, when cellular reproduction process goes out of control and results in undesirable tumors and lumps in the body.

KARROVITA contains Sprouted Horse gram and Green gram with millets like Barnyard millet, Foxtail millet, Little millet & Kodo millet which not only provide good quantities of macro-nutrients but also provide minerals like calcium, magnesium, potassium, selenium and zinc and also vitamins like Vitamins A, C, riboflavin and niacin which provide anti-oxidative effects as well as serotonin which provide anti-oxidative as well as calming effect on your mood.

Sprouted Green gram and Soya, provide good quality protein to aid in malnourished states. Soya isoflavones may reduce the risk of endometrial cancer by 19% by providing the anti-oxidative effect. It may improve the Haemoglobin status of the individual, due to its rich ferrous content in it. Horse gram has high protein & fibre which helps reduce cancer progression especially in colorectal and stomach cancers by keeping food moving properly through your digestive system.



PARAMETERS	UNIT	RESULT
ENERGY	Kcal	82.97
PROTEIN	g/20 g	3.14
CARBOHYDRATE	g/20 g	13.52
DIETARY FIBRE	g/20 g	4.87
FAT	g/20 g	1.81
SODIUM	mg/20 g	19.15
MAGNESIUM	mg/20 g	29.48
PHOSPHOROUS	mg/20 g	0.04
IRON	mg/20 g	6.03
CALCIUM	mg/20 g	54.17
POTASSIUM	mg/20 g	57.75
ZINC	mg/20 g	0.80
CHROMIUM	mg/20 g	0.08
COPPER	mg/20 g	0.15
VITAMIN E	IU/20 g	0.14
VITAMIN C	mg/20 g	64.00

Karrovita with its composition of millets, grains, lentils provide good quality and quantity of protein & fibre for 1 meal (the quantity), helps them to feel energized helps in body repair, healing as well as provides good digestion & helps smooth passage of food in the digestive tract will help in preventing diarrhea as well as constipation.

The variety of minerals viz. calcium, magnesium potassium along with the vitamins A, B & C helps in improving the immunity of the individual. The botanicals help to reduce oxidative stress and some may provide relief from symptoms of nausea or vomiting and some others may provide relief from muscle pains.



FUNCTIONAL FOOD SUPPLEMENTS

Botanicals like *Ocimum tenuiflorum* is a natural immunity booster, decreases pain and stress. *Ocimum tenuiflorum* and *Tinospora cordifolia* contain anti-oxidants which curtails the proliferation of neoplasm cells. *Commiphora Wightii*, has anti-tumor and properties and helps to reduce tumours. Anti-cancer components procyanidini and cinnamaldehydes (*Cinnamomum zeylanicum*), gingerol and shagoals (*Zingiber officinale* Roscoe), organo sulphur compounds (*Allium sativum*) diterpenoid (*Tinospora cordifolia*), curcumin (*Curcuma longa*), plumbagin (*Plumbago zeylanica*), withaferins (*Withania somnifera*) kaempferol, gallic acid guggulip alkaloids (*Commiphora Wightii*), catechins (*Annona Squamosa*), are proved effective in vitro and in vivo study.

KARROVITA TARGET USERS

Persons who are malnourished, especially cancer patients who are malnourished or suffering from digestive issues during treatment of cancer benefit by consuming Karrovita.

RECOMMENDED DOSAGE

20gm preferably twice a day with 200 ml water, buttermilk or milk. Avoid full fat milk

SPECIAL PRECAUTIONS

Pregnant and lactating women and children below 12 yrs should avoid consumption

FOOD SUPPLEMENT

SIDE EFFECTS

No known side effects

NOT FOR MEDICINAL USE

This product is not intended to diagnose, treat, cure or prevent any diseases.

REFERENCE

1. Metab Disord Control. 2018;5 (4):119-125. DOI: 10.15406/jdmdc.2018.05.00149
2. M. Moncada, M.F. Mesquita, in Functional Foods and Nutraceuticals in Metabolic and Non-Communicable Diseases, 2022
3. [https://www.femina.in/life/food/miracle-spice-7-health-benefits-of-dry-ginger%E2%80%947958.html](https://www.femina.in/life/food/miracle-spice-7-health-benefits-of-dry-ginger%E2%80%947health-benefits-of-dry-ginger%E2%80%947958.html)
4. <https://www.webmd.com/vitamins/ai/ingredientmono-300/garlic>
5. <https://www.sciencedirect.com/science/article/pii/S0032579119491712>
6. <https://health.clevelandclinic.org/turmeric-health-benefits/>
7. <https://www.healthline.com/health/osteoarthritis/turmeric-and-anti-inflammatory-herbs#ginger>
8. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7941752/pdf/fphar-11-582506.pdf>
9. https://nethikanaturals.com/blogs/news/ashwagandha-benefits?gid=EAlaIQobChMI8eCowc7u9wIVU0FgCh3p-AznEAMYAiAAEgKFOvD_BwE
10. Prakash E, Gupta DK. In vitro study of extracts of *Ricinus communis* Linn on human cancer cell lines. J Med Sci Pub Health 2014; 2(1): 15-20 .
11. <https://www.webmd.com/vitamins/ai/ingredientmono-591/guggul>



KARROVITA IS FOUND EFFECTIVE IN CONTROLLING CANCER CELLS DURING IN-VITRO TESTING



I TEST REQUIREMENT :

- In vitro Screening of anti-cancer adjuvant activity of Dietary Supplement
- The samples to be tested as follows:

S.No.	Customer Name	Compound Name	Cell Line
1	HOLIN AWARD NUTRACEUTICALS LLP CHENNAI	KARROVITA (ONCO)	MCF 7

RESULT:

Test compound treated with MCF 7 cells showing the IC_{50} values are as follow in the table provided and karrovita combination with standard drug cisplatin shows the decreased IC_{50} value compared with cisplatin alone.

S.NO.	SAMPLE NAME	IC_{50} (μ g)
1	Cisplatin	4.96 ± 0.141
2	KARROVITA	96.25 ± 2.37
3	Cisplatin + KARROVITA	2.48 ± 0.073

KARROVITA is found effective in controlling Cancer cells in vitro experiment



• FIGHT THE EARLY STAGE •

Strength, Courage, and Hope In Every Shade of Pink

AWARD NUTRACEUTICALS LLP



Plot No.23A & 24, Krish Complex, 1st Floor,
Senthil Industrial Estate, Dhiraviyam Nagar,
Porur, Chennai - 600 116



+044 24761035, +91 98412 96013
+91 9619487376, +91 97666 33375



+91 94440 87312



care@holinovita.in



www.holinovita.in

PLANTS IN ANTICANCER DRUG DISCOVERY: From Molecular Mechanism To Chemoprevention



Curcumin,
demethoxycurcumin,
bisdemethoxycurcumin,
germacrone,
furanodienone, zederone,
and ar-turmerone

Anticancer,
antiangiogenic,
antioxidant, anti-
inflammatory, anti-HIV,
antibacterial, and
immunomodulatory

Colon, cervical, lung,
thymic, brain,
pancreatic, breast, bone
cancers, and liver cancer



Phenolic and terpene

Anticancer, anti-
inflammatory,
antioxidant,
immunomodulatory,
antiangiogenic, and
antibacterial

Colon cancer, ovarian
cancer, and breast cancer

ROLE OF MILLETS IN DISEASES PREVENTION AND HEALTH PROMOTION

There is a growing trend for preventing diet-related diseases by consuming functional foods. The concentrated bioactive compounds extracted from foods known as nutraceuticals have also been used for the treatment of some diseases. In this era functional foods, millets have been emerged as super foods. Millets are naturally rich in health- promoting nutrients and nonnutritive phytochemicals. The stable cereals, A high Dietary fiber content decreases the glycemic index of the food. Dietary fiber also acts as prebiotics and helps in the growth of health gut microbiota. The millet proteins contain all the essential amino acids and are free from gluten. The millet fats are rich in unsaturated fatty acids. They are also a good source of essential minerals, such as calcium, iron, zinc, and B-complex vitamins. Their phytochemical contents, that is, phenolic acids, flavonoids, and tannins, are several times higher than those of the staple cereals. These nonnutritive components have been reported to possess antioxidant, antidiabetic, anticancer, antiscavascular, antimicrobial, antiinflammatory, antitumor, and wound-healing properties.

KARROVITA is prepared using ingredients which are grown using principles of organic farming (Pesticides and insecticides are not used).

