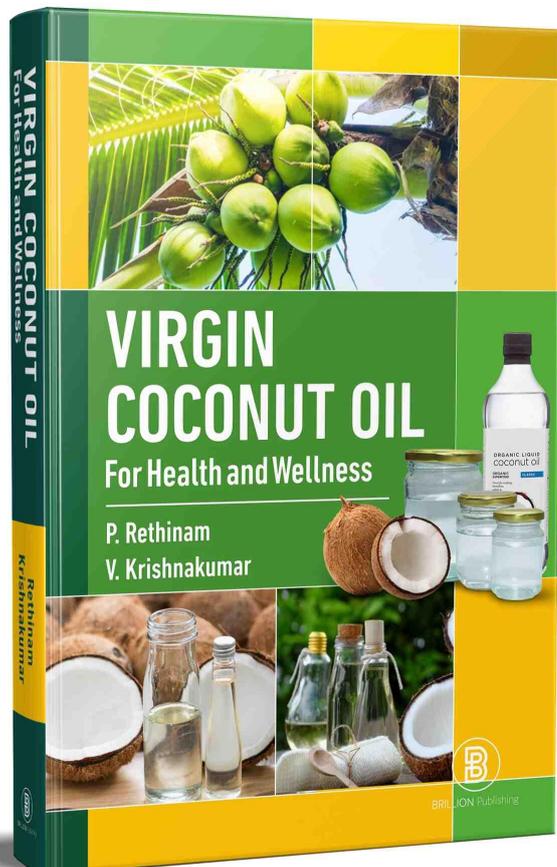




VIRGIN COCONUT OIL

For Health and Wellness



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Virgin Coconut Oil (VCO) is a miracle oil obtained from matured coconut kernel. Apart from its beneficial role in the nutrition, health, and beauty, VCO provides abundant utility in functional foods, infant foods, nutraceutical, pharmaceutical and cosmeceutical products. VCO is a niche colourless and tasteless product with high content of vitamin E. It differs in its nutritional benefits from the traditional coconut oil (CNO), which has to undergo chemical refining, bleaching and deodorisation (RBD) process. VCO, well known for its Medium Chain Triglycerides (MCT) as well as high content of LA (> 48 %), exhibits anti-viral, anti-fungal, anti-bacterial and anti-protozoal properties. Other than VCO, high concentration of MCFAs is naturally found only in mothers' milk (colostrum), an essential nutrition that provides newly born babies the immunity to infections.

Health-conscious people all over the world are now using VCO as nature cure. Practically any one, at all ages and sexes right from infant to elderly people, irrespective female or male, can consume this oil. One serving of VCO as a dietary supplement (e.g., 1 tablespoon, 15 ml or 14.5 g) can provide saturated fatty acids amounting to 67% of the recommendation of the World Health Organization of <20 g/ day (WHO, 2003). A daily intake of 15 ml-20 ml of VCO is the recommended dosage for adults including pregnant and nursing mothers. Two ml twice a day added in the milk is recommended for infants.

Features:

- Efforts have been made to describe Virgin Coconut Oil in a systematic and comprehensive manner. The subject matter is very well illustrated with figures and tables, wherever, felt necessary.
- Starting with an introduction, the book on "Virgin Coconut Oil for Health and Wellness" elaborates on the quality and properties (including adulteration and its detection); various methods of production and their comparison; types of VCO; International Standards being adopted in the producing countries; innumerable health benefits; use in aroma therapy; application of VCO in edible (including functional foods) and non-edible food sector; packaging; prices; global markets and its growth; growth drivers and challenges; glossary containing related terms etc. in a lucid and easily understandable manner.
- Results of scientific research conducted on the various aspects mentioned above are collected and the book has been written keeping in view of the requirements of the wellness seeking millions of people around the world. This comprehensive book covering information generated on VCO during the last two decades will be of much help to young entrepreneurs and others who plan to take up processing and marketing; as well as graduate, post graduate students, teachers and research scientists who are interested to take up research studies. Lot of references quoted will help to plan future research for students and researches. This is a book which everybody should have in their house.

P. Rethinam • V. Krishnakumar

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info@brillionpublishing.com

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