



INGREDIENT ALERT What's Hot Now?

- The Ingredient:** Pomegranate Seed Oil.
- The Scoop:** *This ancient remedy is now a modern wonder.*
Pomegranate, a phytoestrogen, powerful anti-oxidant Omega-5 conjugated fatty acid and rare plant based source of CLA, has recently been rediscovered as a broad-spectrum medicinal plant that supports and maintains breast, uterine, prostate and heart health as well as the health and appearance of the skin. This natural ingredient provides powerful antioxidant benefits in therapeutic skincare and nutritional supplements, fighting free radicals that damage cells.
- It's History:** One of the oldest known fruits, the pomegranate has long been revered in mythological and spiritual writings as a symbol of health, fertility and eternal life. A rounded shrub or small deciduous tree native to regions spanning from Israel to northern India has been cultivated in the Mediterranean for thousands of years.

In Greek mythology, Persephone ate the pomegranate and was reborn every spring. Guests at Chinese weddings were served pomegranates to celebrate a fruitful union. The pomegranate has also been valued as a medicinal plant. In ancient Persia it was used to treat internal disorders such as diabetes and hypertension, infertility and skin diseases. In ancient Greece, Hippocrates prescribed six pomegranate seeds a day to maintain optimal health.
- Why It's Special:** Pomegranate seed oil contains punicic acid, an Omega-5 fatty acid and rare plant based source of CLA, which is one of the most powerful immune-support compounds ever discovered in nature. It is also the ideal ingredient for personal care products because of its extremely gentle antioxidant properties.
- Current Uses:** Pomegranate seed oil is quickly becoming a "wonder" ingredient in the medical and wellness arenas. Recent clinical studies are showing the importance of pomegranate seed oil in supporting a wide range of functions including potential use as a treatment for cancer, eczema, hormonal balancing and cardiovascular disease. Studies have also shown it to stimulate keratinocyte proliferation, which promotes regeneration of the epidermis.
- Where To Find It:** Pomega5™ offers the first line of therapeutic skin care and nutritional supplements made with 100% pure, organic, cold-pressed pomegranate seed oil. **And it's a great choice for eco-friendly brands because it is organically harvested in Israel.** Products include *Pure Organic Pomegranate Seed Oil Capsules, Organic Pomegranate Seed Oil Complex, Pomega5 Healing Cream, Pomega5 Cleansing Bar* and *Pomega5 Pure Organic Pomegranate Seed Oil.*
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