

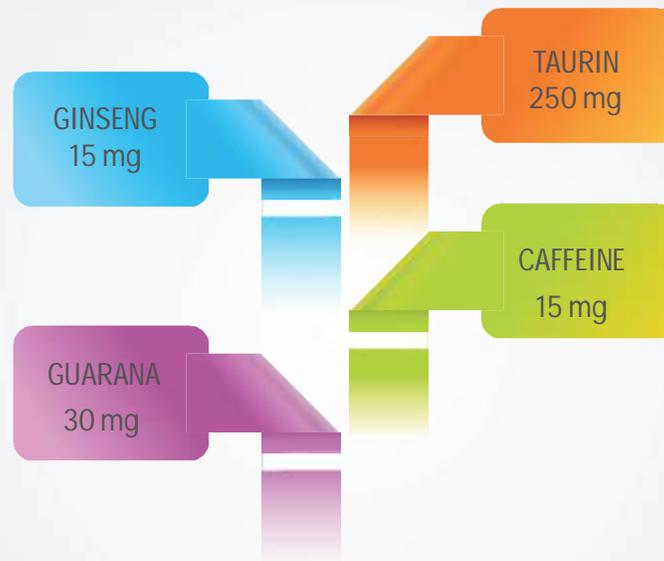


ROIVIT Ginseng Plus

The king of good health, ROIVIT Ginseng PLUS is an excellent food supplement containing four very important ingredients which are GINSENG, TAURIN, GUARANA and CAFFEINE. Roivit Ginseng Plus is specially designed formulation as effervescence tablets which make a highly palatable solution after dissolution and is sugar free hence does not adversely affect the

glycaemic levels. Actually ROIVIT GINSENG PLUS has many good benefits for all the people including those with diabetes. When you take Roivit Ginseng plus regularly, you can be sure that your energy level, vitality & vim will be very high and you can be sure for a better quality of life.

Each ROIVIT GINSENG PLUS effervescence tablet contains:



Followings are the details of each ingredient:

GINSENG:



The word Ginseng comes from the Chinese term "rénshen", which literally translates into "man root". It is thought to have been given this name because the root of the plant looks like the legs of a man. Over five thousand years ago, in the mountains of Manchuria, China, Panax ginseng was commonly used for its rejuvenating powers. The herb was considered to be a symbol of divine harmony and its human shape was highly desirable. The benefits of ginseng were first documented during China's

Liang Dynasty (220 to 589 AD). Chinese legend has it that early emperors used to use it as a remedy for all illnesses and not only consumed it, but also used it in soaps, lotions and creams. In the third century A.C, China's demand for Ginseng sparked huge international trade of the herb from other parts of the world - in exchange for silk etc. They say that in olden times one gram of Ginseng was exchanged for 1 gm. of Gold. Today millions of people in the world uses Ginseng in many forms including tea, capsules, dry powder, candy, syrup, raw pieces of the roots, etc. Regularly for good quality of life.



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Ginseng is slow growing perennial plant with fleshy roots. The herbs consist of a light-colored, forked-shaped root, a relatively long stalk and green leaves with an oval shape. The shape of the root looks like that of a human being. Ginseng is classified even as MALE & FEMALE because the shape of the roots resemble MALE & FEMALE LEGS. There are many varieties of Ginseng and the Panax korean Ginseng & the Chinese Ginseng are considered to be the best. Roivit Ginseng Plus contains Chinese Ginseng.

Ginseng is believed to restore and enhance normal well-being. Ginseng is one of the most popular herbal remedies in the world today. Ginseng is believed by many people to restore and enhance normal well-being and has traditionally been taken to aid a number of medical conditions as listed below. Ginseng is believed to provide an energy boost, lower blood sugar and cholesterol levels, reduce stress, promote relaxation, treat diabetes, and treat sexual dysfunction in men.

Ginseng has many good effects on human body as:

Provides energy and prevents fatigue - Ginseng stimulates physical and mental activity among people who are weak and tired. A Mayo Clinic study revealed that Ginseng showed good results in helping cancer patients with fatigue.

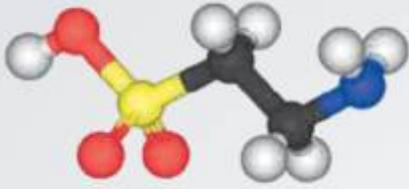
Improves cognitive function - Ginseng may improve thinking ability and cognition. Research published in the 'The Cochrane Library', conducted at the Medical School of Nantong University in China, examined whether this claim holds any truth. One author, JinSong Geng, M.D., said that given the results of the study "Ginseng appears to have some beneficial effects on cognition, behavior and quality of life. "Another study, published in the Journal of Dairy Science, explored whether it would be possible to incorporate American Ginseng into foods. The researchers developed Ginseng fortified milk with sufficient levels of ginseng to improve cognitive function

Anti-Inflammatory effects - Ginseng has seven constituents, ginsenosides, which have immune-suppressive effects, According to results of experiments which were published in the Journal of Translational Medicine. Allan Lau, who led the study, said that "the anti-inflammatory role of Ginseng may be due to the combined effects of these ginsenosides, targeting different levels of immunological activity, and so contributing to the diverse actions of ginseng in humans".

Side effects of Ginseng: Although Ginseng is generally considered to be safe to consume, the following side effects have been reported: Headaches, Elevated heart rate, Nausea, Restlessness and Difficulty in sleeping. Women may also experience swollen breasts and vaginal bleeding.

Complications associated with Ginseng: Doctors do not recommend taking Ginseng along with a class of antidepressants called monoamine oxidase inhibitors (MAOIs), because it can cause manic episodes and tremors. Ginseng can alter the effects of blood pressure and heart medications, including calcium channel blockers such as nifedipine.

TAURINE:



Taurine occurs naturally in food, especially in seafood and meat. A study of mice hereditarily

unable to transport taurine suggests that it is needed for proper maintenance and functioning of skeletal muscles. In addition, it has been shown to be effective in removing fatty liver deposits in rats, preventing liver disease, and reducing cirrhosis in tested animals. There is also evidence that taurine is beneficial for adult human blood pressure and possibly, the alleviation of other cardiovascular ailments (in humans suffering essential hypertension, taurine supplementation resulted in measurable decreases in blood pressure).

Taurine is regularly used as an ingredient in energy drinks, with many containing 1000 mg per serving and some as much as 2000 mg. A 2003 study by the

European Food Safety Authority found, 'No adverse effects for up to 1,000 mg of taurine per kilogram of body weight per day'.

The mean daily intake from omnivore diets was determined to be around 58 mg (range from 9 to 372 mg) and to be low or negligible from a strict vegan diet. In another study, taurine intake was estimated to be generally less than 200 mg/day, even in individuals eating a high-meat diet. According to another study, taurine consumption was estimated to vary between 40 and 400 mg/day.

In 1993, approximately 5,000–6,000 tons of taurine were produced for commercial purposes; 50% for pet food manufacture, 50% in pharmaceutical applications. As of 2010, China alone has more than 40 manufacturers of taurine. Most of these enterprises employ the ethanolamine method to produce a total annual production of about 3,000 tons.

Physiological Functions:

Taurine is essential for cardiovascular function, and development and function of skeletal muscle, the retina and the central nervous system. Taurine is conjugated via its amino terminal group with chenodeoxycholic acid and cholic acid to form the bile salts sodium taurochenodeoxycholate and sodium taurocholate. The low pKa of taurine's sulfonic acid group ensures this moiety is negatively charged in the pH ranges normally found in the intestinal tract and, thus improves the sufficient properties of the cholic acid conjugate. The Japanese have a life expectancy that is among the highest in the world. In fact, Okinawa, Japan's famous "Island of Longevity" likely has the world's highest percentage of people over 100 years old. Undoubtedly, there are many factors that play into the life spans of the longest-living populations, but evidence shows that they all have one thing in common: high dietary intake of an amino acid called taurine. The connection between

taurine and a long life is so strong that researchers have dubbed taurine, "The nutritional factor for the longevity of the Japanese." Taurine promotes cardiovascular health, insulin sensitivity, electrolyte balance, hearing function, and immune modulation. In animal research, taurine protected against heart failure, reducing mortality by nearly 80%. Its benefits are so broad and extensive that scientists have described taurine as "a wonder molecule." Taurine is found abundantly in healthy bodies. However, certain diets, particularly vegetarian or vegan diets, lack adequate amounts of taurine. Disease states—including liver, kidney, or heart failure, diabetes, and cancer—can all cause a deficiency in taurine. And aging bodies often cannot internally produce an optimal amount of taurine, making supplementation vital.

That's why those interested in longevity should consider this vital and super low-cost nutrient. In this article, you'll learn how boosting taurine levels can contribute to better



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cardiovascular, metabolic, and neurologic health. Taurine crosses the blood–brain barrier and has been implicated in a wide array of physiological phenomena including inhibitory neurotransmission, membrane stabilization, feedback inhibition of neutrophil/macrophage respiratory burst, adipose tissue regulation and possible prevention of obesity, calcium homeostasis, recovery from osmotic shock, protection against glutamate excitotoxicity and prevention of epileptic seizures. It also acts as an antioxidant and protects against toxicity of various substances (such as lead and cadmium). Additionally, supplementation with taurine has been shown to prevent oxidative stress induced by exercise. In a 2008 study, taurine has been shown to reduce the secretion of apolipoprotein B100 and lipids in HepG2 cells. High concentrations of serum lipids and apolipoprotein B100 (essential structural component of VLDL and LDL) are major risk factors of atherosclerosis and coronary heart disease. Hence, taurine supplementation is possibly beneficial for the prevention of these diseases. In a 2003 study, Zhang et al. have demonstrated the hypocholesterolemic (blood cholesterol-lowering) effect of dietary taurine in young overweight adults. Furthermore, they reported body weight also decreased significantly in the taurine supplemented group. These findings are consistent with animal studies. Taurine has also been shown to help people with congestive heart failure by increasing the force and effectiveness of heart-muscle contractions.

Taurine levels were found to be significantly lower in vegans than in a control group on a standard American diet. Plasma taurine was 78% of control values, and urinary taurine was 29%. In cells, taurine keeps potassium and magnesium inside the cell, while keeping excessive sodium out. In this sense, it works like a diuretic. Because it aids the movement of potassium, sodium, and calcium in and out of the cell, taurine has been used as a dietary supplement for epileptics, as well as for people who have uncontrollable facial twitches. According to animal studies, taurine produces an anxiolytic effect and may act as a modulator or antianxiety agent in the central nervous system by activating the glycine receptor. Taurine is necessary for

normal skeletal muscle functioning. This was shown by a 2004 study using mice with a genetic taurine deficiency. They had a nearly complete depletion of skeletal and cardiac muscle taurine levels. These mice had a reduction of more than 80% of exercise capacity compared to control mice. The authors expressed themselves as "surprised" their cardiac function showed as largely normal (given various other studies about effects of taurine on the heart).

Studies have shown taurine can influence (and possibly reverse) defects in nerve blood flow, motor nerve conduction velocity, and nerve sensory thresholds in experimental diabetic neuropathic rats.

In another study on diabetic rats, taurine significantly decreased weight and decreased blood sugar in these animal models. Likewise, a 2008 study demonstrated taurine administration to diabetic rabbits resulted in 30% decrease in serum glucose levels. According to the single study on human subjects, daily administration of 1.5g taurine had no significant effect on insulin secretion or insulin sensitivity. There is evidence that taurine may exert a beneficial effect in preventing diabetes-associated microangiopathy and tubulointerstitial injury in diabetic nephropathy. Taurine acts as a glycation inhibitor. Studies have shown taurine-treated diabetic rats had a decrease in the formation of advanced glycation end products (AGEs) and AGEs content. The United States Department of Agriculture has found a link between cataract development and lower levels of vitamin B6, folate, and taurine in the diets of the elderly. Taurine has been investigated in animal studies as an alternative to glucose as osmotic agent for use in peritoneal dialysis solutions. Prematurely born infants are believed to lack the enzymes needed to convert cystathionine to cysteine, and may, therefore, become deficient in taurine. Taurine is present in breast milk, and has been added to many infant formulas, as a measure of prudence, since the early 1980s. However, this practice has never been rigorously studied, and as such it has yet to be proven to be necessary, or even beneficial. Taurine is also used in some contact lens solutions.



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Why We Need Supplemental Taurine?:

In an enthusiasm to investigate new longevity compounds, sometimes the importance of venerable ones that have been around for decades is forgotten. A study released in November 2012 made the bold statement that taurine is one of the most essential substances in the body. The authors wrote: **“Considering its broad distribution, its many cytoprotective attributes, and its functional significance in cell development, nutrition, and survival, taurine is undoubtedly one of the most essential substances in the body.”** Although it's possible for your body to produce taurine on its own, you still need to obtain taurine through diet and supplementation in order to achieve optimal amounts of this essential nutrient. Because of taurine's essential role in the body, supplementing with taurine can provide numerous health benefits, including restoring insulin sensitivity, mitigating diabetic complications, reversing cardiovascular disease factors, preventing and treating fatty liver disease, alleviating seizures, reversing tinnitus, and more. One of the ways taurine can help improve overall health is by fighting obesity. Obesity impacts every area of the body, especially because of the inflammation-generating abdominal fat stores. Human studies show that 3 grams per day of taurine for 7 weeks

reduced body weight significantly in a group of overweight or obese (but not-yet-diabetic) adults. Subjects saw significant declines in their serum triglycerides and “atherogenic index,” a ratio of multiple cholesterol components that predicts atherosclerosis risk. Various animal studies support the anti-obesity and lipid-lowering capabilities of taurine, both alone and combined with other natural products. These studies highlight taurine's ability to improve glucose tolerance in obese animals, an important benefit given how many overweight people go on to develop diabetes. Perhaps most alarming, animal research reveals that obesity itself causes a decline in plasma taurine levels, which, in a vicious cycle, further promotes obesity. The observed decline in taurine levels was seen in mouse models of both genetic obesity and diet-induced obesity. Fortunately, in the same study, taurine supplementation interrupted the cycle, helping to prevent obesity and its consequences.

Taurine Promotes Glucose Control and Treats Diabetes:

It is a known fact that taurine concentrations are lower among diabetics than they are in healthy individuals. Given the above information about low taurine levels promoting obesity, it is clear that the low levels of taurine only serve to promote the interdependence of diabetes and obesity. Fortunately, human studies have shown that supplementing with just 1.5 grams of taurine a day can restore taurine levels to those in healthy control subjects, and additional animal research has shown that taurine supplementation can help prevent the onset of type II diabetes.

Normal taurine concentrations are essential in controlling diabetes and the impact of its consequences. Animal studies have found that having adequate taurine concentrations helps control diabetes by reducing blood glucose and restoring insulin sensitivity. But it doesn't stop there. Taurine helps prevent and even reverse many of the consequences associated with the disease. For example, in adult diabetics, supplementation with 1.5 grams of taurine daily for just 14 days can reverse diabetes-induced abnormalities in arterial stiffness and in the ability of the vasculature to respond to changes in blood flow or pressure. This can be critical to the



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longevity of diabetics, since these types of abnormalities are to blame for diabetics' increased risk of dying from cardiovascular disease. In addition, studies in diabetic rats show that taurine helps protect heart function and helps prevent heart muscle damage, due in part to the ability of taurine to increase glucose transport from blood into energy-hungry heart muscle cells. In the process of increasing glucose transport into energy producing cells, blood glucose levels are lowered. Additional animal and cell culture studies have revealed that taurine

supplementation is effective against diabetic complications as well. Taurine supports nerve fiber integrity, potentially slowing or reversing painful diabetic neuropathy. And in the retina, another target of destructive elevated blood glucose, taurine fights glucose-induced oxidant stress and preserves the health of light-sensing cells in diabetic retinopathy. Kidney damage, another consequence of diabetes, can be minimized with taurine supplementation in diabetic animals.

Taurine Reverses Cardiovascular Disease Factors:

Taurine has powerful effects on the heart and blood vessels. People with higher levels of taurine have significantly lower rates of dying from coronary heart disease. Additionally, they have lower body mass index, lower blood pressure, and lower levels of dangerous lipids. Many different mechanisms account for these powerful effects on the heart and blood vessels. In animal models of hypertension, taurine supplementation lowers blood pressure by reducing the resistance to blood flow in the blood vessel walls and by minimizing nerve impulses in the brain that drive blood pressure up. Oral taurine supplementation has been found to reduce the arterial thickening and stiffness

characteristic of atherosclerosis, to restore arteries, responses to beneficial endothelial nitric oxide, and to reduce inflammation (a direct contributor to cardiovascular disease). A study of patients needing coronary bypass surgery showed that consuming a liquid drink containing 3 grams of taurine, combined with 3 grams carnitine, 150 mg CoQ10, and basic multivitamin nutrients, reduced left-sided ventricular volume during the heart's resting phase (diastole). This is important since an increased left-ventricular diastolic volume is the single greatest predictor of death in patients requiring bypass or stent placements. This makes taurine a vital component of such patient's diets.

Taurine Provides Potent Retina Protection:

Taurine is especially vital when it comes to eye health. Adequate levels can help prevent age-related vision loss; conversely, a deficiency can lead to troubling vision problems. Age-related vision loss has many different causes, but near the top is the impact of oxidative stress on light-sensing cells in the retina. Such damage leads to age-related macular degeneration and other forms of retinal disease. While taurine is found in very high concentrations in the retina, it declines significantly with age. Additionally, the taurine found in the retina fights oxidative stress, especially in diabetes, and helps restore deficient levels of nerve growth factor, required for maintaining retinal health.

When taurine levels are deficient, a variety of vision problems can occur including retinal ganglion cell degeneration, and in children, retinal dysfunction; taurine supplementation has been shown to ameliorate diabetic retinopathy. Evidence is strong that taurine is vital in maintaining optimal retinal function. Certain drugs deplete the body of taurine, which can induce retinal damage. These include frequently used chemotherapy drugs such as cyclophosphamide and busulfan as well as the anti-epileptic drug vigabatrin. Radiation therapy has also been shown to deplete the body of taurine. Fortunately, supplementation can restore taurine levels to normal and protect the retina in such cases.



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Taurine Helps Reverse Tinnitus:

Taurine plays a vital role in hearing. In fact, studies have found that in some cases, taurine can reverse the biochemical processes behind hearing loss. Other studies have demonstrated that taurine can almost completely eliminate the ringing in the ears associated with tinnitus.

Much of the damage to hearing occurs not in the mechanical parts of the ear, but rather in the nerve cells that convert sound waves into the electrical energy that is perceived in our brains. Like other nerve cells, these so-called “hair cells” depend on the flow of calcium ions into and out of the cell. Taurine helps restore and control normal calcium ion flow in auditory cells.

Taurine improves the hearing ability in animals exposed to drugs like the antibiotic gentamicin, which is notoriously toxic to hearing. And in a boon for the 17% of us troubled by chronic tinnitus (ringing in the ears), taurine may be helpful in quieting the noise. Animal studies using human equivalent doses of 700 mg to 3.2 grams per day of taurine over the course of several weeks demonstrate near-complete resolution of tinnitus with taurine supplementation (the animals had been trained in tasks that are sensitive to distraction by tinnitus). And a human pilot study has shown encouraging results, with 12% of people responding to taurine supplementation.

Solution for Seizures:

While there are many types and many causes of epilepsy (seizures), a disruption in the function of excitable brain tissue underlies all of them. One of taurine’s major roles in mammalian biology is the regulation of such excitable tissues, making taurine of natural interest to scientists and clinicians who study epilepsy. Animal studies reveal that taurine depletion makes seizures more likely, while supplementation with taurine is capable of preventing

seizures induced by a number of drugs and chemical toxins. Taurine appears to work by increasing the levels of glutamic acid decarboxylase (GAD), the enzyme responsible for the production of the neurotransmitter GABA, as well as by binding to so-called GABA receptors in brain cells, calming them and reducing their likelihood of participating in the random, uncoordinated electrical firing that produces an epileptic seizure.

Taurine Prevents and Treats Liver Disease:

Increasing evidence suggests that taurine may help treat the most common cause of liver disease in the US, non-alcoholic fatty liver disease (or NAFLD). Non-alcoholic fatty liver disease occurs when too much fat accumulates in the liver, and it can be caused by insulin resistance and metabolic syndrome. Over time, the end result is the loss of liver function, leading to liver cirrhosis.

The human liver is our master detoxifying organ, screening our blood flow many times over each day for substances that can damage our bodies. Taurine is an integral part of the liver’s self-protective mechanisms.

Studies show that taurine defends liver cells against free radicals and toxins, helping to reduce the severity of oxidative stress-induced liver injury. This is vitally important in alcoholic and non-alcoholic fatty liver diseases, both of which can progress to cirrhosis and liver failure. Human studies reveal the impact of taurine on liver disease. When 24 patients with chronic hepatitis took 2 grams of taurine 3 times daily for 3 months, serum markers of liver damage, as well as markers of oxidative stress, decreased significantly, as did their elevated levels of cholesterol and triglycerides.



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Side effects :

Taurine is involved in a number of crucial physiological processes. However, the role of taurine in these processes is not clearly understood and the influence of high taurine doses on these processes is uncertain. A substantial increase in the plasma concentration of growth hormone was reported in some epileptic patients during taurine tolerance testing (oral dose of 50 mg per kg body mass per day), suggesting a potential to

stimulate the hypothalamus and to modify neuroendocrine function. A 1966 study found an indication that taurine (2 g/day) has some function in the maintenance and possibly in the induction of psoriasis. Three later studies failed to support that finding. It may also be necessary to take into consideration that absorption of taurine from beverages may be more rapid than from foods.

GUARANA:



Guarana has Cognitive effects:

As guarana is rich in caffeine, it is of interest for its potential effects on cognition. In rats, guarana increased memory retention and physical endurance when compared with a placebo. A randomized controlled trial has shown that cognition may be improved with guarana. Guarana is used in sweetened or carbonated soft drinks and energy shots, an ingredient of herbal tea or contained in capsules. Generally, South America obtains most of its caffeine from guarana. Brazil, which is the third-largest consumer of soft drinks in the world, produces several soft drink

brands from guarana extract. The Portuguese word guaraná is widely used in Brazil as a reference to soft drinks containing guarana extract. Guarana in energy drinks is known to help athletes recover from strains and aches in legs. Mainly quadriceps and hamstrings. In the United States, guarana has received the designation of "generally recognized as safe" by the American Food and Drug Administration.

Guarana extract reduced aggregation of rabbit platelets by up to 37 percent below control values and decreased platelet thromboxane formation from arachidonic acid by 78 percent below control values. It is not known if such platelet action has any effect on the risk of heart attack or ischemic stroke.

CAFFEINE:



In humans, caffeine acts as a central nervous system stimulant, temporarily warding off drowsiness and restoring alertness. It is the world's most widely consumed psychoactive drug, but unlike many other psychoactive substances, it is legal and unregulated in nearly all parts of the world. Beverages containing caffeine, such as coffee, tea, soft drinks, and energy drinks, enjoy great popularity. In North America, 90% of adults consume caffeine daily.

Part of the reason caffeine is classified by the Food and Drug Administration as generally recognized as safe is that toxic doses (over 1 gram for an average adult) are much higher than typically used doses (less than 500 milligrams). Ordinary consumption has low health risks, even when carried on for years – there may be a modest protective effect against some diseases, including Parkinson's disease, heart disease, and certain types of cancer.



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Precaution:

Some people experience sleep disruption if they consume caffeine, especially during the evening hours, but others show little disturbance and the effect of caffeine on sleep is highly variable.



DOSES & ADMINISTRATION:

1
TABLET DAILY.

Dissolve and drink 1 ROIVIT GINSENG PLUS tablet in a glass of water (apprx. 250 ml)

PACK: Opaque polypropylene tube with tamper evident cap containing a Silica gel. Each tube contains 20 effervescent tablets.

