

# # Organowild Natural Iron Mango Slice [OWNIMS]: A Comprehensive Overview

## ## Introduction

OWNIMS is a product of rigorous research and development conducted by the CSIR IHBT, a Government of India R&D lab. The technology transfer has been aggregated by Mosachi, and the scale-up manufacturing has been accomplished by Deccan Health Care Ltd.

## ## Product Details

Each serving of the OWNIMS, which is 20 gm, provides 9mg of non-heme natural iron, derived from plant leaves and seeds. It does not contain any chemical iron salt. Each serving is equivalent to 70 Kcal of energy. The iron absorption is facilitated by Vitamin C and beta carotene present in the bar. It is a natural source of Antioxidants and prebiotics. Each serving provides 30% Recommended Daily Allowance for girls and women and 50% RDA for boys and men.

## ## Regulatory Compliance

OWNIMS is regulated by FSSAI and meets all quality and definitive compliance standards of FSSAI. It is fit for human consumption.

## ## A food not a medicine

The food format of the OWNIMS is the age-old, popular, fruit bar consumed by choice by all age groups. This format enables the intake of iron to be convenient and acceptable. The bar can be administered in multiple servings to increase iron intake. It has a shelf life of 12 months.

## **## Natural Food Ingredients**

OWNIMS contains 70% of the original mango fruit. It is dehydrated at low temperatures by a special closed-tray Solar Drying process to retain the natural nutrients. The contents of the bar are Natural Mango Ripe Fruit Concentrate, Sugar, Iron Poshan Proprietary Blend\*, and FSSR Approved Permitted Food Additives for 2.3.19 Category food.

\*Iron Poshan Proprietary Blend of OWNIMS contains Green Cauliflower Leaves, Spinach Leaves, Ground Niger Seed, Moringa leaves, Ground Basil Seeds, Colocasia leaves, Tamarind, Curry Leaves, Ground Cress Seeds, Carrot root, Beet Root, Sesame Seeds, Thyme, & Pipli.

## **## Safety and Precautions**

The risk of Side effects with recommended intake of OWNIMS is negligible. The risk of an overdose of iron due to multiple servings taken at a time or in a day is expected to be low. The overdose adverse effects are expected to be like those for any iron supplement or medicine. Iron Toxicity is rare because the body regulates iron absorption and will absorb less if iron stores are adequate. Administer with caution to consumers with known Allergy to ingredients.

## **## Packaging**

OWNIMS each serving is packed with care in double-layer protection to retain nutritional potency and food freshness.

15 Servings in a convenient carry pack [Zip pouch] of 300gm each serving appx 20gm.

## **## Consumption and Benefits**

OWNIMS is to be used every day to increase dietary iron intake and meet the required daily amount of iron as per NIN -ICMR 2020. An increase in Dietary iron intake improves Haemoglobin levels and increases iron stores. An increase in Dietary iron helps reduce the incidence of anaemia. Increase in Dietary iron helps relieve symptoms associated with iron deficiency.

For Prophylaxis and Prevention of anemia OWNIMS 1-2 Servings per day are recommended. Indian Diet generally provides 40% to 60% Required Daily Amount of iron. 1-2 servings every day will enable meet the 100% RDA of Iron. The duration of intake would be every day the daily meals start providing 100% Required daily amount of iron.

For Cure of Mild to Moderate anemia with Haemoglobin levels above 8 mg/dl but below normal it is conclusive that daily diet is highly deficit of iron and body is not getting the required amount of iron every day. In such cases OWNIMS 2 to 4 serving per day are recommended for 84 days (12 weeks). The extension of this intake would depend upon the haemoglobin levels after regular intake for 84 days. Once the Haemoglobin are normal or close to normal then 1-2 servings per day for prophylaxis and prevention of recurrence is recommended.

## **## Conclusion**

OWNIMS has distinct advantages and positives in increasing dietary iron intake and ultimately reducing the incidence of anaemia.

## **## Purpose and Usage**

OWNIMS is intended to be used for **\*\*increasing dietary iron intake daily\*\*** to meet the required daily amount of iron as per NIN -ICMR 2020.

## **## Benefits Strong Body & Sharp Mind**

An increase in dietary iron intake from the consumption of OWNIMS **\*\*improves Haemoglobin levels\*\*** and **\*\*increases iron stores\*\***.

Regular consumption of OWNIMS helps **\*\*reduce the incidence of anaemia\*\***.

It makes intake of iron to meet body's requirement convenient, easy and hassle-free.

It is it a tasty tangy solution to increase everyday iron intake. Unlike medicine and supplement pills which have limitations especially in prophylaxis and prevention when intake is required for a longer period.

## ## Relief from Iron Deficiency Symptoms

An increase in dietary iron intake from OWNIMS helps relieve symptoms associated with iron deficiency, such as:

- i. **Fatigue**
- ii. **Weakness**
- iii. **Light-headedness**
- iv. **Confusion, loss of concentration**
- v. **Sensitivity to cold**
- vi. **Shortness of breath**
- vii. **Rapid heartbeat**
- viii. **Pale skin**
- ix. **Hair loss**
- x. **Brittle nails**
- xi. **Pica**: cravings for dirt, clay, ice, or other non-food items.

India has been facing the challenge of high prevalence of anemia, OWNIMS is an additional tool to fight the battle of anemia and more importantly to prevent anemia for recurrence. Behaviour changes and inculcating change in dietary practice towards iron dense diets, ensuring regular intake of iron supplements or medicines are full of challenges and not easy. OWNIMS fills the existing gap and provides the consumer with a tasty tangy, natural iron, dietary alternative to increase intake of iron every day to meet the 100% requirement of iron of the body and have a strong body and sharp mind.

**OWNIMS – Effective, Tasty & Convenient for STRONG BODY & SHARP MIND**

**OWNIMS hardin Khaao & Khilaooo for STRONG BODY & SHARP MIND**