

Argan Gold – Product Overview – Life in Balance

“Argan Gold – Healthy and Hearty”

Argan Oil, also referred to as “liquid gold”, is the precious oil harvested from the Argan trees found only in Southwestern Morocco. The fruits are similar in appearance to that of olives, the difference lies in the fact they are larger and rounder. What makes this oil so invaluable is the fact that it takes 100kg of fruit to produce a mere 2kg of oil, this means that it takes the harvesting of nearly seventeen trees to produce a liter of oil.

Argan Oil is used by many acclaimed chefs throughout the world for its superb culinary uses. Due to its intoxicatingly nutty flavor, Argan Oil is a wonderful addition to chickens, soups, vegetables and cous-cous to name a few. This oil cannot, however, be cooked as this destroys its nutritional properties so it needs to be added on just before the dish is to be served.

Argan Oil also has many health benefits, which add to its long list of qualities. It is extremely high in tocopherols (Vitamin E) which assist in immune function and fight antioxidants and essential fatty acids which your body does not create on its own, therefore these need to be ingested. Essential fatty acids reduce inflammation and may also help lower your risk of heart disease, cancer and arthritis. Argan Oil has also shown to lower cholesterol levels and increases circulation in the body.

Master Health Products has now introduced this delectable product into the South African market under the label “Argan Gold”.

For more information, please go to: www.argangold.co.za