

— R E F I N E D —  
**NATURE**  
—  
S U N F L O W E R O I L



# Brand born in crisis

## PROLOGUE

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February 24, 2022 forever changed the world and the lives of millions of people. Now life is divided into before and after.

Before the world economy had time to recover from the coronavirus, a new “Angel of the Apocalypse” arrived. In addition to the loss of life, suffering and humanitarian crisis caused by Russia's invasion of Ukraine, the global economy will be feeling the effects of slowing growth and accelerating inflation.

In such a difficult time, we all have to live and work. In the first month of the war, we were scared and did not understand what to do. But over time comes awareness and understanding that you need to continue to work even harder and achieve results in the shortest possible time. Only an economically strong country can resist aggression.

Since all the former sales markets were lost with the inability to make shipments by sea due to the blockade of the Odessa port. A new brand was developed targeting the European market. Carefully selected label colors, fonts, ergonomic bottle shapes, and the most important ingredient Quality sunflower oil. Gives a distinct advantage over competitors.

We thank everyone for their support and cooperation.

*Glory to Ukraine !*

# *Perfection is achieved not when there is nothing to add, but when there is nothing to take away.*

## BRAND IDENTITY

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- Made of the highest quality sunflower seeds, with modern cleaner production technologies that retain the benefits of the seeds in the oil.
- Sunflower oil goes through a number of stages of purification - hydration, deodorisation, freezing, bleaching. As a result, the oil is purified from harmful substances, free fatty acids, natural waxes. This oil is ideal for heat treatment.
- Attractive packaging and unique shape designed for good identification, stand out from the competition. Ergonomics is designed to make it comfortable for the end user to use the product.



- Quality is controlled at all stages of production from the reception of sunflower seeds to the exit of finished products from the plant.
- Thanks to modern production technologies, vitamins A, E and D lost during refining and deodorisation of sunflower oil can be restored in their natural volume. Such a product retains all its best qualities: it has no smell, sediment, taste, it is stored for a long time, it does not foam during heat treatment. And most importantly - supplements the diet with a vitamin complex.
- The cost of our products corresponds to its high quality. You get not only a quality product, but also an impeccable service and reliable partners.

# Ascension of Helianthus

## HISTORY INSIGHT

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Sunflower belongs to the Asteraceae family, the scientific name of this plant - helianthus - is translated from Latin as "sunny flower". The "sunny flower" was brought to Europe, like corn, by the sailors of Columbus. The Spaniards, who saw the plant in the steppe regions of Peru, were fascinated by the beauty of the golden inflorescence. However, for a long time, the sunflower that bloomed in Spain, France, England, Germany, Holland did not know any other use than decorative - it was just an exotic flower. Until the spring of 1835, the peasant D.I. Bokarev did not sow almost his entire vegetable garden with sunflowers. In autumn, for the first time, he pressed excellent aromatic sunflower oil from the seeds on a home-made oil churn. At first, no one believed his "discovery", for several years Bokarev arranged, as they would say now, presentations of his butter churn at rural fairs. And by 1860, about 120 such oil-pressing artels were already operating in



*Seeds of the highest quality grown in Ukraine.*

the Voronezh province. The lands of the Volga region, Kuban, Ukraine began to be sown with this oilseed crop.

In the modern world, breeders have bred many sunflower varieties that are distinguished by high yields and oil content.

The chemical composition of sunflower seeds impresses with its diversity and

richness. Sunflower seeds contain a lot of vitamins - A, B, C, D and E. So, in raw seeds of vitamin D, even more than in cod liver. And 50 g of seeds can fill the body's daily need for vitamin E.

# Global change requires new thinking

## INNOVATIONS

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### *Innovations in each drop*

The change in the traditional structure of the nutrition of the population and the deterioration of the environmental situation have led to an increase in human demand for products with a given content of biologically active compounds necessary to ensure normal life.

Vegetable oils, along with other components, form the basis of rational human nutrition. One of the most important sources of fats is sunflower oil. In the total balance of vegetable oils in Ukraine, it is 65%.

The biological value of sunflower oil can be significantly increased by enriching it with natural complexes of plant carotenoids and tocopherols. Enrichment of sunflower oil with fat-soluble vitamins and provitamins makes it possible to use it as a therapeutic and prophylactic product to reduce the risk of cancer, diseases of the organs of vision, and the consequences of radiation damage.

In this regard, the development of sunflower oil fortification technology is a priority.



*Sunflower oil of the highest quality*

One of the greatest achievements of biochemistry in our century was the discovery of vitamins and the subsequent study of their properties. Vitamins are relatively simple chemical compounds that are present in food in such small quantities that they cannot serve as sources of energy, but, nevertheless, are absolutely necessary for life. Different vitamins have completely different chemical structures, but they all have one thing in common, namely that none of them can be synthesized in the human body or are synthesized by the intestinal flora and tissues in quantities insufficient to fully provide it. The main source of most vitamins for humans is food, in which they are contained in various quantities.

Vitamins are divided into two main groups - fat-soluble vitamins, which dissolve in fats or lipid solvents (A, D, E, K) and water-soluble, which dissolve well in water: B vitamins, vitamin PP, vitamin Bg group, vitamin B12, folic acid, pantothenic acid, biotype, vitamin C, vitamin P.

## VITAMIN A

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It is necessary for the formation of the skeletal system and teeth, contributes to the normalisation of metabolism, improves vision, is involved in strengthening the immune system and fights infections. Vitamin A affects fat metabolism and the growth of new cells, slows down the aging process.



## VITAMIN E

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It is also tocopherol, protects the skin from ultraviolet radiation, prevents the development of anemia, improves sugar metabolism (which is important in diabetes), strengthens the immune system, participates in the synthesis of hormones, and this is not a complete list of its advantages. The average daily intake of vitamin E is 15 mg.



## VITAMIN D

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It has a beneficial effect on the functioning of the heart, protects and maintains skin tone, helps fight high blood pressure, participates in the production of insulin secretion, strengthens the immune system, bones, maintains a healthy thyroid gland, stimulates thought processes and improves memory.



Modern technologies and methods for improving the properties of food products make it possible to artificially saturate the usual sunflower oil with additional components - antioxidants. In the conditions of modern life, you can get this substance in the required amount for the body only by adhering to proper nutrition, lifestyle and using supplements containing antioxidants. One of such supplements is our oil.

Protect the body from external and internal toxins. Antioxidants neutralize dangerous or excessive oxidative processes by absorbing them and maintaining cellular balance. The lack of antioxidants leads to the development of diseases, metabolic disorders, and acceleration of the aging process.

# Nutrition Facts:

## PRODUCT DESCRIPTION

Delicate and light, refined, deodorised sunflower oil, carefully prepared from the seeds of highly oleaginous sunflower varieties.

Save all natural nutrients of the product.

Oil has light golden color, without taste and smell.

In the cooking does not burn and does not foam.

Ideal for filling vegetable salads, sauces and all kinds of home cooking.

## Sunflower oil DSTU 4492:2017

<i>Nutrition Facts per 100g:</i>	
Energy	899kcal/3761kj
Protein	0g
Carbohydrates	0g
Fat	99.9g

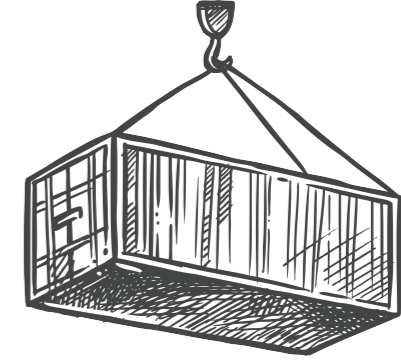
*The runner after quality can catch up with quantity, the runner after quantity will not catch up with quality.*

Criterion	Regulatory document	Standard	Actual
<b>Transparency</b>	ГОСТ (State standart) 5472-50 "Vegetable oils.Definition of colour, odour and transparency"	Transparent without sediment	Transparent without sediment
<b>Taste and odour</b>	ГОСТ (State standart) 5472-50 "Vegetable oils.Definition of colour, odour and transparency"	Taste of deodorized oil, without odour	Taste of deodorized oil, without odour
<b>Colour number, mg J<sub>2</sub>, no more than</b>	DSTU (State Standard of Ukraine) 4568:2006 "Oils.Methods of colour number definition"	10	1,8
<b>Acid number, mg KOH/g, no more than</b>	DSTU 4350:2004 "Oils.Methods of acid number definition"	0,5	0,28
<b>Peroxide number, mM/kg<sup>1/2</sup>O<sub>2</sub>, no more than</b>	DSTU 4570:2006 "Oils. Methods of peroxide number definition"	10	0,4
<b>Nonoleaginous impurities, %</b>	DSTU 5063:2008 "Oils. Methods of nonoleaginous impurities and studge"	None	None
<b>Nonoleaginous impurities, %</b>	DSTU 5063:2008 "Oils. Methods of nonoleaginous impurities and studge"	None	None
<b>Moisture and volatile matter, %, no more than</b>	DSTU 4603:2006 "Oils. Methods of moisture and volatile matter definition"	0,10	0,02
<b>Content of waxes and wax-like substances (cold test)</b>	DSTU 4602:2006 "Oils. Methods of wax-like substances definition"	None	None

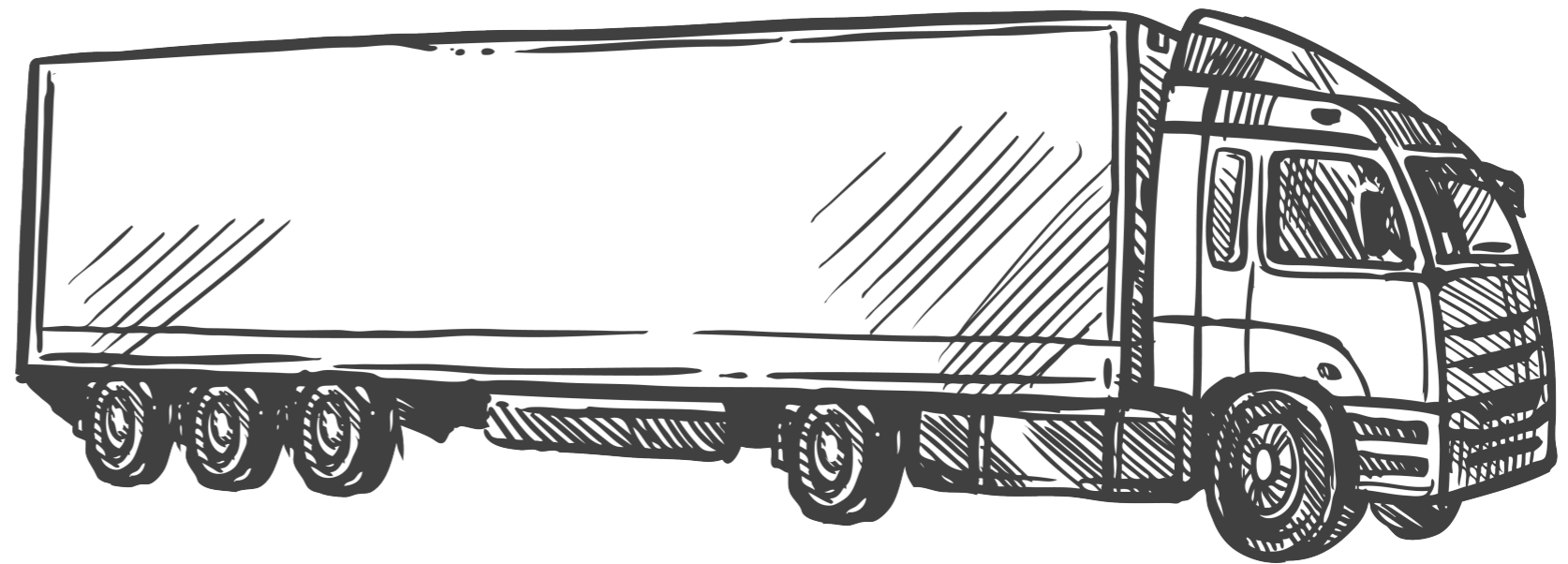
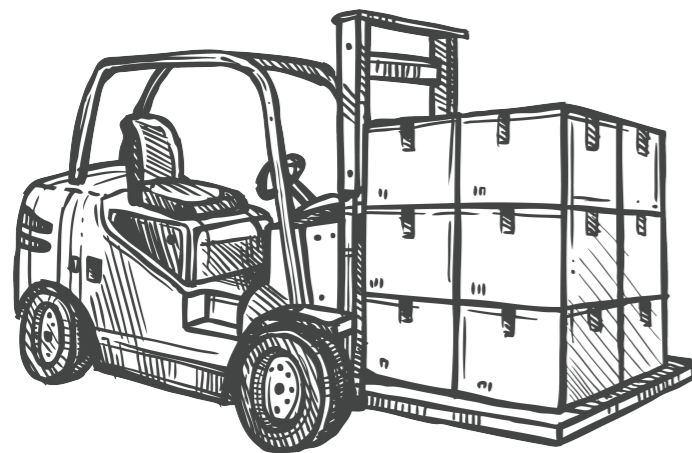


# Loading rates:

## LOGISTIC SPECIFICATION



Volume	Net weight	Bottle in box	Bottle in truck	Bottle in 40' container
1L	920gr	15pcs	21600pcs	24000pcs
3L	2760gr	6pcs	6912pcs	8000pcs
5L	4600gr	3pcs	4224pcs	4800pcs
10L	9200gr	2pcs	2304pcs	2400pcs



# *We will be glad to cooperate:*

## CONTACT US

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High quality is not achieved by accident, it is always the result of meaningful efforts ...  
The bitterness of low quality remains long after the sweetness of low price is forgotten.

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