

## Information and FAQ over **Cistus Incanus**

### Information on **Cistus Incanus**

#### The history of the **Cistus Incanus**

The use of the **Cistus Incanus** can be traced back to the 4th century BC. In the form of laboriously gained resin – so called ladanum, the plant was brought to Egypt and Sudan. There it developed quickly into a popular cure against bacteria and fungi.

The recorded history of the use of this flowering shrub goes right back to biblical times with a reference in Genesis (Gen 37:25) believed to refer to the resin from the **Pink Rockrose** as myrrh. Before 400BC **Pink Rockrose** was recorded as a major export item from Southern Europe including the Middle East where it grows on rocky mountain sides. It's benefits were reported to include supporting the body's immune system and treatment and prevention of common colds and influenzas.

During the Middle Ages, the use of this nutritional plant declined into obscurity until quite recently when it leaped into fame. In 1999, it was named the EUROPEAN PLANT OF THE YEAR and has become very widely reported in the media for its nutritional properties and wellness benefits.

### The uniqueness of this plant

The most unique feature of this plant is its richness of polyphenols whose extraordinary abundance in the **Pink Rockrose** has popularized it as a valuable food supplement used in teas, taken alone and even incorporate in boutique health foods where its age old reputation of supporting the immune system and therefore assisting naturally with resistance to and recovery from common colds and flu. **Pink Rockrose** polyphenols contain large proportions of the now famous 'Proanthoenols'. This unique product is enriched with Vitamin E to provide maximum benefits.

### What are Polyphenols?

Certain plant compounds containing groups of 'phenols' and which also contain certain antioxidant characteristics. They are very powerful antioxidants, present in several different botanicals. Polyphenols are now known to be the called the 'Vitamins of the 21st Century'. Some of them are referred to 'OPC's', 'Proanthoenols', Proanthocyanidins'. Super-antioxidants, also known as proanthocyanidins, pycnogenols, or OPCs, fit into this category. Research indicates that a class of polyphenols has antioxidant characteristics with potential health benefits. Like vitamins, they play a central part in our health

### Where else do you find Polyphenols?

Polyphenols can be found in fruit, vegetables, red wine, green tea but the highest concentration of Polyphenols is only found in the **CISTUS INCANUS**.

### What are antioxidants?

Antioxidants is a word frequently used in the media but does anyone really know what it is? Here is a simple, illustrated definition that while based on science is not in the usual scientific terminology that few of us understand.

Antioxidants are a classification of several organic substances, period. Antioxidants are substances that protect cells from being damaged by oxidation which is a chemical reaction. Antioxidants can help the body protect itself against free radicals.

### Benefits of **Cistus Incanus** / Polyphenols

The **Cistus Incanus** has the age old reputation for supporting the immune system. Giving our immune system an enourmous boost as a food supplement. They support the body-own defense and immune system.

**Source : LR Health & Beauty Systems**