

# Why Choose Coconut Oil?

Coconut oil has earned the reputation as one of the most loved oils, thanks to its amazing benefits for our whole body, including our skin, weight maintenance, as well as brain, heart and immune function. The key to coconut oil's profound health and anti-ageing benefits is the medium-chain triglycerides (MCT) that it contains. While most plant-based oils contain long-chain triglycerides (LCT), coconut oil is predominantly made up of MCT.

## Heart Benefits

Research shows that overconsumption of LCT leads to increased risk of cardiac disease, stroke, diabetes and obesity while MCT, on the other hand, reverse and prevent these disorders by not only increasing the healthy cholesterol (known as HDL) in your body, but help to convert the LDL (known as bad cholesterol) into good cholesterol. Increasing the HDL in the body helps promote heart health, and lower the risk of heart disease.

## Brain Benefits

When MCT are digested by the liver, ketones are created. Ketones supply energy to the brain without the need of insulin to process glucose into energy. As the brain of an Alzheimer's patient has lost its ability to create insulin, ketones from coconut oil are an efficient source of energy for the brain cells. In a 2004 study published in the journal of Neurobiology of Aging, it was discovered that coconut's MCT improved the memory of their older subjects.

## Skin Benefits

Coconut oil works wonders as a skin moisturiser. It softens the skin effectively and is great for dry skin, chapped lips, coarse hands, cracked heels, etc., helping you to regain soft and smooth skin in just a few times of application. Besides, it can also treat many skin disorders such as acne, psoriasis and eczema, as its fatty

acids (caprylic and lauric) reduce inflammation, promote healing, and are anti-fungal, anti-bacterial and anti-viral.

## Instant Energy Source

Smaller in size, the molecules of coconut's MCT allow easier cell permeability for instant yet longer sustained energy. MCT are also processed by the liver, which means that they are immediately converted to energy instead of being stored as fat. Many athletes use it as their source of fuel for training and long distance events. To make your instant energy booster, simply mix 1 tbsp of coconut oil with 1 tbsp of honey and chia seed, and consume prior to exercise.

## Weight Loss Benefits

Unlike other dietary fats which can be easily stored in the body, coconut oil's MCT are more easily broken down and thus, making you less likely to become fat. Studies also show that eating or cooking with coconut oil help you lose fat, especially the "dangerous" fat in the abdominal cavity because MCT boost metabolism and energy expenditure. One study shows that by consuming 15-30mg MCT per day, your energy expenditure will increase by 5% (about 120 calories per day)\*.

Besides all these amazing benefits, coconut oil is also flavourful, fragrant and versatile, making it ideal for daily cooking in stir-fry, stews and curries, as well as baking of cakes and cookies. Country Farm Organics Virgin Coconut Oil is a pure oil cold-pressed from fresh, organic coconut meat, thereby retaining the vital nutrients and the best flavour and quality. Take it regularly and enjoy its great taste and health benefits.

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References  
\*Dallou AGI, Fathi M, Mensi N, Girardier L. Twenty-four-hour energy expenditure and urinary catecholamines of humans consuming low-to-moderate amounts of medium-chain triglycerides: a dose-response study in a human respiratory chamber. Eur J Clin Nutr. 1996 Mar;50(3):152-8.