PRIMITIVA

CULTURE OF ORIGINS

BADAN POM SNI 6729:2016 ICERT-1196/LSO-089-IDN/7/22 HALAL P-IBT SEDUHAN HERBAL MADE in LOMBOK

MORINGA LEAF ORGANIC

Moringa Oleifera

Moringa, often called «The Miracle Tree,» is renowned for its exceptional nutritional profile. Its leaves are packed with over 90 essential nutrients, including a wide array of vitamins (A, B1 to B9, C, D, E, K), minerals, and proteins, containing all eight essential amino acids. This superfood is rich in glucosinolates and antioxidants like flavonoids, phenolic acids, and beta-sitosterol, which help protect cells, boost the immune system, and regulate cholesterol, blood pressure, and blood sugar levels. Its high fibre content also supports digestive health.

Traditionally used in phytomedicine and Ayurvedic practices for thousands of years, moringa leaves contribute significantly to overall health. Incorporating the moringa leaf into your diet can be a powerful way to enhance your physical well-being.

Health Booster

Super nutritional food

The Moringa leaf is indeed one of the richest nutrient plants, often hailed as a superfood for its incredible health benefits.

Balances hormonal system

Moringa has also been linked to improved thyroid health, which regulates hormones involved in energy, sleep, and digestion.

Helps regulate emotional well-being

Moringa leaves help in the treatment of depression, anxiety, and fatigue.

Anti-Aging

Moringa is particularly rich in antioxidants, including vitamins A, C, E, and various polyphenols. These compounds help protect the body against cellular aging and chronic conditions.

Improves breast milk quality

Moringa increases oestrogen production, which stimulates the growth of mammary gland ducts and enhances milk production.

Cardiovascular system protection

Moringa helps control blood lipid levels and combats plaque formation in the arteries.

Blood sugar control

Moringa is effective in reducing lipid and glucose levels, as well as regulating oxidative stress in individuals with diabetes.

Natural aphrodisiac

The Moringa leaf is often recognized for its potential aphrodisiac properties and has been used traditionally to address various sexual health issues.

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MORINGA ROOT
ORGANIC YOUNG ROOT

Moringa Oleifera

Moringa, often called «The Miracle Tree,» is renowned for its exceptional nutritional profile. Young Moringa roots are rich in a variety of compounds, including alkaloids, glycosides, saponins, flavonoids, tannins, phenolic acids, proteins, amino acids, and vitamins (A, C), as well as minerals like calcium and iron. Some of its key health benefits include anti-inflammatory properties, antioxidant activity, digestive support, blood sugar regulation, antimicrobial and antifungal effects, pain relief, and benefits for liver and skin health.

Moringa root should be used in small quantities, as prescribed, and avoided during pregnancy due to its potential uterine-stimulating effects, which could increase the risk of miscarriage.

Anti-inflammatory

Reduces rheumatism and articular pains
Studies have provided strong evidence that traditional uses of Moringa are particularly effective in treating arthritic pain and inflammation.

Internal and external anti-inflammatory
Moringa root contains anti-inflammatory compounds that are useful in treating acute inflammatory conditions.

Reduces urinary system disorders
Moringa root contains high levels of antioxidants that may help reduce toxicity in the kidneys.

Natural contraceptive
It is used by women in rural areas of India as a method of permanent contraception.

Nervous system balancing
Moringa root has traditionally been used to treat epilepsy and other neurological conditions.

Cardiovascular system protection
Moringa root helps prevent cardiac damage and has also been shown to support heart health.

Asthma attacks
Moringa root helps reduce the severity of asthma attacks and protect against bronchial constriction.

Reduces acne and eczema
Moringa root helps reduce acne and eczema by fighting skin infections with its antiseptic and anti-inflammatory properties, while also repairing damaged skin cells with Vitamin C.

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AMLA FRUIT ORGANIC

Phyllanthus Emblica

The Amla fruit, also known as Indian gooseberry, is a highly nutritious fruit that has been used in traditional medicine for centuries. Its name is derived from the Sanskrit word Amlaki, which means Nectar of Life. Amla is renowned for its rich content of essential vitamins, minerals, and bioactive compounds, including Vitamin C (which is eight times more than that of oranges), antioxidants (such as flavonoids, phenolic compounds, and tannins), fibre, calcium, iron, phosphorus, magnesium, potassium, complex carbohydrates, lipids, phytochemicals, and amino acids.

Common health benefits of Amla include supporting hormonal balance, boosting the immune system, aiding digestion and liver detox, and promoting heart health, skin, and hair health. In ayurvedic Hindu tradition, Amla is regarded as a symbol of purity, holiness, and divine blessing. It is believed to have cleansing properties not only for the body but also for the mind and soul.

Hormonal Strength

Boosts immune system
Amla helps boost immunity, enhance metabolism, and prevent viral and bacterial infections, including common ailments like colds and coughs.

Prevents cardiovascular disease
Regular consumption of Amla can help reduce the risk of heart attack and lower blood pressure.

Balances cholesterol levels
The fibre in Amla is essential for controlling high cholesterol in the body.

Maintains a healthy liver
Amla helps the liver perform its normal functions by clearing blockages and fighting infections.

Balances blood sugar
Regular consumption of Amla offers excellent benefits for managing diabetes and improving liver function.

Emotions rebalancing
In Ayurveda, Amla is considered to have sattvic (pure and balanced) qualities that help calm the mind, reduce stress, and promote emotional stability.

Burns fat
Amla can produce significant results in weight reduction.

Skin, hair and eyes health
Amla helps promote healthy, glowing skin, acts as a proven hair tonic that aids in treating dandruff, and offers several benefits for eye health.

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NEEM LEAF
ORGANIC +20% AMLA

Azadirachta indica

Neem leaves have been highly regarded in traditional medicine for thousands of years, particularly in Ayurveda, due to their wide-ranging health benefits. They contain over 130 biologically active compounds, some of the most significant being nimbin, azadirachtin, nimbidin, quercetin, beta-sitosterol, triterpenoids, salannin, and caryophyllene. These compounds contribute to neem's antibacterial, antiviral, antifungal, anti-inflammatory, antioxidant, immunomodulatory, and detoxifying properties, making it highly effective in treating a variety of health conditions, including skin infections, digestive issues, fever, inflammation, dandruff, and diabetes.

Other common health benefits of neem leaves include boosting immunity, promoting skin health (treating conditions like acne, eczema, and psoriasis), supporting digestive health, aiding liver, kidney and blood detoxification, by expelling toxins from the body. Neem also helps with diabetes management through blood sugar regulation, promotes oral health, and exhibits anticancer properties.

Powerful Disinfectant

Anti-bacterial, anti-viral, antifungal & anti-worm
These antiparasitic properties are primarily attributed to the bioactive compounds in neem, such as azadirachtin, nimbin, and nimbidin, as well as its high antioxidant content.

Blood and cells cleansing
In Ayurveda, neem leaves are widely regarded as a powerful blood and cell purifier, thanks to their potent detoxifying and cleansing properties.

Digestive system detox
Neem leaves are a powerful natural remedy for detoxifying the digestive system. Through their antibacterial, antifungal, and anti-inflammatory properties, neem helps cleanse the intestines, support liver function, and improve gut health.

Skin disinfectant dan soothing
Neem leaves are highly effective in reducing acne, relieving skin dryness, itchiness, and redness. They also help prevent pimples and blemishes, promoting clearer, healthier skin. Applying a neem leaf paste externally can help reduce dark circles and treat other skin irritations, leaving your skin with a brighter complexion and a healthy, glowing appearance.

Health of the respiratory system
Neem leaves are beneficial for the respiratory system, as they help prevent coughs and other breathing problems.

Anticancer properties
Some of its compounds exhibit a range of biological activities, including antitumor effects, which enhance neem's potential as a supportive adjunct in cancer prevention and treatment.

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ROSELLA FLOWER
ORGANIC +20% AMLA

Hibiscus Sabdariffa

The rosella flower has been widely celebrated for centuries, both for its vibrant colour and its numerous health benefits. Some of its key components include: bioactive compounds (anthocyanins, flavonoids, phenolic acids, and proanthocyanins), vitamin C, amino acids (glutamine, asparagine, leucine, and valine), minerals (calcium, magnesium, and potassium), as well as some lipids and tannins.

These compounds contribute to the rosella flower's antioxidant properties, blood pressure reduction, cholesterol regulation, relief from arthritis inflammation, immune system support, and benefits for digestion, liver, and skin health. Working synergistically, these compounds give the rosella flower its impressive health-promoting effects, making it a valuable addition to both diets and traditional medicine.

Heart Care

Hypertension and cholesterol control
Studies have shown that the rosella flower reduces both systolic and diastolic blood pressure in individuals with mild hypertension, lowers LDL cholesterol, and increases HDL cholesterol levels.

Improves blood circulation
The rosella flower promotes the dilation of blood vessels, improving blood flow and reducing resistance in the circulatory system.

Immunity system support
Thanks to its high vitamin C content, anti-inflammatory properties, antibacterial and antiviral effects, and support for gut health, the rosella flower helps boost immune function.

Powerful antioxydant
The rosella flower is widely known for its potent antioxidant properties. The primary antioxidants in rosella include anthocyanins, flavonoids, and polyphenols, all of which play key roles in protecting cells from oxidative damage caused by free radicals.

Other health benefits
The rosella flower has soothing and stress-reducing effects and is effective in relieving coughs and colds. It also aids in burning fat, supporting weight loss. Additionally, rosella may indirectly support bone health and help prevent bone loss, making it beneficial for osteoporosis prevention and treatment.

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BUTTERFLY PEA ORGANIC FLOWER

Clitoria Ternatea

The butterfly pea flower is a vibrant blue bloom that has been used for centuries in traditional cooking and medicine, particularly in Southeast Asia. Recently, it has gained global popularity, backed by modern scientific research, for its numerous health benefits. Also known as the blue pea flower, it contains a variety of beneficial compounds, including anthocyanins, flavonoids, tannins, alkaloids, vitamins, and minerals. These compounds are credited with a range of health benefits, such as powerful antioxidant properties, anti-inflammatory effects, enhanced cognitive function, relief from oxidative stress and anxiety, antimicrobial and antiviral activity, as well as support for skin, hair, and eye health. Additionally, the butterfly pea flower may aid in weight management and help regulate blood sugar levels.

The butterfly pea flower is widely recognized for promoting vitality and healthy aging, and it may also play a significant role in supporting lymphatic system detoxification.

Cognitive Health

Antioxidant - Anti-aging

Thanks to its abundance of antioxidants and bioactive compounds, the blue pea flower is often regarded for its anti-aging properties.

Enhance cognitive function

Research suggests that the blue pea flower may positively influence brain health and cognitive performance, thanks to its anti-inflammatory, neuroprotective, and neurogenesis properties.

Anti-inflammatory & Analgesic properties

By reducing prostaglandin synthesis, blue pea may help alleviate pain, particularly pain caused by inflammation.

Relief from oxidative stress and anxiety

These benefits are primarily attributed to its rich antioxidant content and its calming, mood-stabilizing properties. As a result, it may also have antidepressant-like effects.

Anti-microbial and antifungal properties

The blue pea flower offers promising antimicrobial and antifungal properties, thanks to its rich profile of bioactive compounds, including flavonoids, anthocyanins, and alkaloids.

Skin, hair and eyes health

The blue pea flower is a powerful, natural ingredient that supports skin, hair, and eyes health, thanks to its rich array of antioxidants, anti-inflammatory compounds, and vitamins. Whether you're aiming to protect your skin from aging, strengthen your hair, or support your eyes health, blue pea offers a versatile and holistic solution.

Blood sugar regulation

The blue pea flower may aid in blood sugar regulation by improving insulin sensitivity, reducing oxidative stress, and potentially lowering blood glucose levels.

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SIAM WEED ORGANIC LEAF

Chromolaena Odorata

The leaves of Siam weed have been used for centuries in traditional medicinal systems due to their curative properties. Recent studies have confirmed a range of medicinal benefits, including anti-inflammatory, antioxidant, antipyretic, analgesic, antimicrobial, and cytotoxic effects, among others. In addition, Siam weed leaves are rich in essential nutrients such as carbohydrates, proteins, lipids, fibre, calcium, magnesium, and iron. They also contain bioactive compounds like flavonoids, alkaloids, triterpenoids, tannins, saponins, and more.

In addition, Siam weed leaves aid in both internal and external wound healing, help treat ulcers, provide pain relief, support blood sugar regulation, lower cholesterol levels, and promote cyst healing. As a result, Siam weed leaves are an excellent option for supporting heart and vascular health.

Heart and Blood Care

Anti-inflammatory

As documented in various scientific studies, these anti-inflammatory effects are attributed to the bioactive compounds in Siam weed, which help reduce inflammation both locally (in tissues) and systemically (throughout the body).

Antioxidant

These antioxidants help combat oxidative stress in the body, which is a key factor in the development of many chronic diseases, including cancer, cardiovascular disease, diabetes, and neurodegenerative disorders.

Antimicrobial

Studies have shown that Siam weed leaves exhibit significant activity against a broad spectrum of microbial pathogens, including bacteria, fungi, and viruses. This makes Siam weed a valuable candidate for natural medicine, especially in the treatment of infections.

Wound and cyst healing

Siam weed has a long history of promoting wound healing, both internally and externally. Its antimicrobial, anti-inflammatory, antioxidant, and hemostatic (clotting) properties make it particularly effective in supporting tissue repair, preventing infection, reducing inflammation, and treating ulcers.

Blood sugar & cholesterol regulation

Siam weed shows significant potential in regulating blood sugar and managing cholesterol, making it a promising herb for metabolic health. Its antidiabetic effects—such as improved insulin sensitivity and reduced blood glucose levels - along with its ability to lower LDL cholesterol, increase HDL cholesterol, and reduce triglycerides, suggest it could be a valuable natural remedy for managing diabetes and cardiovascular disease risk factors.

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TURMERIC

ORGANIC MOTHER ROOT +10% BLACK PEPPER

Curcuma Longa

Turmeric is the spice that gives curry its distinctive yellow-orange colour. It has been used in India for thousands of years, both as a culinary ingredient and as a medicinal herb. Research has shown that the turmeric root contains bioactive compounds known as curcuminoids, which offer various health benefits. The most significant of these is curcumin, the primary active ingredient in turmeric. When consumed with black pepper, which contains piperine, the absorption of curcumin is enhanced by up to 2,000%. Other important compounds found in turmeric include essential oils such as turmerone, atlantone, and zingiberene, as well as polysaccharides (complex carbohydrates). Turmeric is also rich in vitamins and minerals, including vitamin C, E, several B-vitamins, iron, manganese, and potassium.

The main health benefits of mother root turmeric include its anti-inflammatory and antioxidant properties, its ability to boost brain-derived neurotrophic factor (BDNF), and its potential to protect the heart and digestive system. Turmeric may also have therapeutic effects in treating conditions like Alzheimer's disease. Additionally, it helps delay aging and combat age-related chronic diseases.

Anti Aging

Anti-inflammatory

Curcumin blocks certain molecules that play a key role in the inflammatory process. For example, it inhibits the activity of NF-kB (nuclear factor kappa B), a protein complex that regulates the immune response and promotes inflammation. Curcumin has also been shown to reduce the activity of enzymes like COX-2 (cyclooxygenase-2) and LOX (lipoxygenase), which are involved in the production of pro-inflammatory compounds such as prostaglandins and leukotrienes.

Antioxidant

Turmeric's antioxidant properties are another key aspect of its health benefits, primarily attributed to its active compound, curcumin, as well as other bioactive components like turmerone. Antioxidants play a crucial role in neutralizing free radicals, which are unstable molecules that can damage cells, proteins, and DNA, leading to oxidative stress.

Improves brain fonction

Turmeric's ability to boost BDNF offers a promising natural approach to improving brain health and potentially combating neurodegenerative diseases like Alzheimer's disease.

Digestive system support

Turmeric offers a wide range of benefits for the digestive system. It can help alleviate symptoms of stomach discomfort, improve gut motility and balance the microbiome.

Anti-aging properties

Turmeric and its active compounds offer a wide array of potential anti-aging benefits. Curcumin helps protect cells and tissues from the damage caused by oxidative stress and chronic inflammation, both of which contribute to aging and age-related diseases. Its protective effects on the skin, brain, heart, and metabolism make turmeric a valuable natural ally for promoting healthy aging and maintaining youthful vitality.

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GINGER ORGANIC ROOT

Zingiber Officinale

Ginger comes from a flowering plant native to Southeast Asia. It adds flavour to both sweet and savoury dishes and offers a wide range of health benefits. Ginger belongs to the Zingiberaceae family, making it closely related to turmeric, cardamom, and galangal. The rhizome - the underground stem - is the part most commonly used as a spice. This part is often referred to as ginger root or simply ginger.

Ginger root contains a variety of bioactive compounds that contribute to its health-promoting properties. Key components include gingerol, shogaol, zingiberene, phenolic compounds, and essential vitamins and minerals such as vitamin C, B vitamins (especially B6), potassium, magnesium, manganese, and dietary fibre. The main health benefits of ginger root include improved digestive health (relieving nausea, vomiting, gas, and bloating), anti-inflammatory and antioxidant properties, support for cardiovascular health, immune system boosting, blood sugar regulation, and enhanced cognitive function.

Antioxidant & anti-inflammatory

Digestive health

Ginger is a highly effective natural remedy for improving digestive health. It helps relieve nausea, support proper digestion, reduce bloating and gas, and soothe indigestion, making it an invaluable aid for maintaining a healthy digestive system.

Anti-Inflammatory & antioxidant properties

Ginger's antioxidant and anti-inflammatory properties make it a powerful ally for overall health. By reducing oxidative stress and inflammation, it helps protect against chronic diseases, supports joint health, improves cardiovascular function, and promotes brain health.

Cardiovascular health

Ginger is a powerful natural herb that supports cardiovascular health. Its blood pressure-lowering, cholesterol-regulating, anti-inflammatory, blood-thinning, and muscle-relaxing properties make it a valuable tool for preventing and managing heart disease as well as menstrual pain.

Immune system boosting

Ginger is a powerful natural remedy for boosting the immune system. Its anti-inflammatory, antioxidant, antimicrobial, and immunomodulatory properties help support immune health by reducing inflammation, fighting infections, and enhancing the activity of key immune cells.

Blood sugar regulation

Ginger is a promising natural remedy for blood sugar regulation. It can improve insulin sensitivity, lower blood sugar levels, reduce HbA1c, and protect against beta-cell dysfunction—key factors in managing and preventing type 2 diabetes and metabolic syndrome.

Cognitive health

Ginger shows significant promise in supporting cognitive health through its anti-inflammatory, antioxidant, neuroprotective, and mood-enhancing properties.

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TRADITIONAL MIX (JAMU RAJA)

Curcuma Xanthorrhiza, Curcuma Longa, Zingiber Officinale, Cinnamomum Verum, Elettaria Cardamomum, Citrus Aurantiifolia, Kaempferia Galanga, Cymbopogon Citratus

Jamu is a traditional Indonesian herbal medicine made from a variety of plants, roots, and spices. It is commonly used to promote wellness, aid in healing, and prevent illness. The term Jamu refers to the entire category of herbal remedies and has been an integral part of Indonesian culture for centuries.

When referring to Jamu Raja or Traditional Mix, the term denotes a specific type of Jamu considered particularly potent or prestigious. The word Raja, meaning «king» or «royal» in Indonesian, signifies that Jamu Raja is a premium, powerful, and specialized herbal concoction, offering exceptionally strong health benefits.

Below are the 8 ingredients of our Indonesian Royal Traditional Mix, based on an authentic local Javanese recipe:

• *Curcuma Xanthorrhiza* / Javanese turmeric or Temulawak
In addition to curcumin, Temulawak contains other compounds, such as xanthorrhizol, which contribute to its enhanced therapeutic properties.

• *Curcuma Longa* / Common turmeric
Please refer to the Turmeric Mother Root health benefits slide for more information.

• *Zingiber Officinale* / Ginger
Please refer to the Ginger Root health benefits slide for more information.

• *Cinnamomum Verum* / Ceylon or "true" cinnamon
Like many other spices, it is rich in antioxidants and anti-inflammatory compounds. It also supports blood sugar control, heart health, digestion, brain function, immunity, and weight loss.

• *Elettaria Cardamomum* / Green cardamom
Another spice with antioxidant, anti-inflammatory, and antimicrobial properties, it also supports digestive, respiratory, and mental health. It is used in Ayurveda to detoxify the liver and kidneys.

• *Citrus Aurantiifolia* / Key or Mexican lime
Key limes are smaller and more aromatic than regular limes. In addition to being rich in vitamin C and antioxidants, they support digestive health, detoxification, immune function, and skin health.

• *Kaempferia Galanga* / Greater galangal, sand ginger or Thai ginger
In addition to the properties common to most spices, greater galangal has antimicrobial, antifungal, analgesic, and anti-cancer properties. It also supports respiratory health, improves blood circulation, and enhances sexual vitality.

• *Cymbopogon Citratus* / Lemon grass
The well-known lemongrass offers additional benefits such as cholesterol reduction, stress relief, and detoxification through sweating and urination.

We like to refer to this Jamu Raja as a global natural remedy for health care. Enjoy!