

Australian natural-health company Blackmores introduces ultra-refined BlackSeed Oil in India

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Blackmores, Australia's leading natural health company, has launched its first-ever Ultra Refined Black Seed Oil for consumers in India. The brand aims to empower every person in the world with a natural approach to enhance their own health.

Backed by 90+ years of legacy, research, and authentic formulations, Blackmores brings forth to India Blackmores Ultra Refined Black Seed Oil, which is one among the many premium dietary supplement products that the brand has. Blackmores Ultra Black Seed Oil is a nutrient-rich product available in the convenient capsule format that can be consumed orally or applied topically.

A high-potency and quality-sourced product, the Blackmores Ultra Refined Black Seed Oil is extracted from *Nigella sativa* (known as kalonji) through the cold-press extraction process which maximises the levels of its important constituents, including thymoquinone and omega fatty acids. Further, it is protected in a capsule and then transferred to the amber glass bottle, which prevents light and heat from causing any damage to the quality of the oil.

Speaking about this, Puneet Sood, Country Manager, Blackmores, said, "There has been a marked shift in mindsets with more people making a personalized approach to their health a priority including consuming supplements. They need solutions that can enable them to manage their health while also catering to their on-the-go lifestyles. Blackmores aims to do this and more holistically. Post the launch of our Black seed oil, you will witness many new products being introduced into the

Indian market in the times ahead.â?•

Black seed oil has been used traditionally in Yunani medicine to aid digestion and relieve coughs, colds and inflammation as well as skin breakouts. It scavenges and reduces the formation of free radicals which further helps in strengthening the bodyâ??s immune system. This includes supporting macrophage (a type of white blood cell that surrounds and kills microorganisms and stimulates the action of immune system cells) and other activity that aids our immune response to microbes.

As per estimates, the nutraceuticals market in India is projected to grow at a CAGR of 29.5% during 2021-2027. To cater to this growing market, Blackmores was launched in India in 2021 and has since then brought together a portfolio of over 7 products aimed to meet the busy lifestyle needs of the countryâ??s modern women and men, ensuring it boosts their attempt at leading a healthy lifestyle.