



CeyLa Vie - natural
NATURALLY. THE BEST OF CEYLON

FAQs
&
FACT SHEETS



CeyLa Vie - Group



FAQs

Why Ceylon Cinnamon is called True Cinnamon ?

Ceylon (Sri Lanka) Cinnamon is called as "True Cinnamon" because that is exactly what it is, it is the true cinnamon. However, what most of you know as cinnamon is really the bark of a cassia tree, which is a substitute for true cinnamon. Due to Cassia's wide availability and cheapness in price, it has caught on in many geographies and being lead to understand it as true cinnamon.

Is Ceylon Cinnamon good for daily use ?

Ceylon Cinnamon has ultra low Coumarin levels of 0.004% compared to approximately 1% for Cassia type Cinnamon. Even at levels of 1% Coumarin is considered dangerous to your liver. Ceylon Cinnamon however can be consumed on a daily basis (within the recommended dosage of without undue concerns).

Why is Ceylon Cinnamon Expensive than Cassia ?

Straightforward answer is because its the 'True Cinnamon'. It has ultra low curcumin, full of vitamins, minerals and other beneficial compounds. Ceylon Cinnamon production requires hours of delicate work. Even the most skilled workers can make only a few pounds of quills a day and a limited supply.

Can I buy Ceylon Cinnamon from other countries ?

Recently Ceylon Cinnamon was granted Protected Geographical Indication (PGI) status, which makes it illegal for any other country to claim it grows Ceylon Cinnamon other than in Sri Lanka. Further, Sri Lanka prohibits in importing Cassia or any other cinnamon substitute in order to protect Ceylon Cinnamon. However, there is no such guarantee that you are buying pure Ceylon Cinnamon when you buy from countries other than Sri Lanka (Ceylon).

What are the health benefits of Ceylon Cinnamon ?

More than 80 chemical components can be found in Ceylon Cinnamon including Cinnamaldehyde, Cinnamic acid, and cinnamate. In addition to being a good source of flavour, Ceylon Cinnamon also offers numerous health benefits as it helps in avoiding the risks of getting diseases, disorders, and even cancer. *

* Rao, Pasupuleti Visweswara, and Siew Hua Gan. "Cinnamon: A Multifaceted Medicinal Plant." PubMed Central (PMC), 10 Apr. 2014, www.ncbi.nlm.nih.gov/pmc/articles/PMC4003790.







	Ceylon Cinnamon	Cassia Cinnamon
Other Names	True Cinnamon	Chinese Cinnamon
Scientific Name	Cinnamomum Zeylanicum	Cinnamomum Cassia
Physical Appearance	Soft texture. Fold well like a cigar. Light Brown	Hard texture. Doesn't fold well. Reddish Brown
Flavour & Aroma	Subtle taste with hints of sweetness. Soft aroma	Pungent & zesty flavor. Strong aroma
Availability	Indigenous to Sri Lanka (Ceylon), GI Protected	China, Vietnam, Indonesia
Coumarin *	0.004% (non bioavailable)	1% or higher. May causes liver damage by prolong use
Usage	Safe for prolonged and daily use	Not recommended for prolong or daily use
Health Benefits	Antioxidant, Anti-Diabetic Anti-Inflammatory qualities	Antioxidant, Anti-Diabetic Anti-Inflammatory qualities


* Coumarin is a substance that can cause liver damage. Ceylon Cinnamon's negligible amounts of coumarin is well known through studies that are published in journals such as ACS' Journal of Agricultural and Food Chemistry and Institutes such as Germany's Bundesinstitut für Risikobewertung, or Federal Institute for Risk Assessment., etc.



Types of Cinnamon according to diameter

Cinnamon Grades	Diameter	Apearance
Alba	6-7 mm	
Continental Special (C Sp.)	7-9 mm	
C 5	10-12 mm	
C 4	13-15 mm	
Mexican Variants	16-19 mm	
Hamburg Variants	23-32 mm	

Types of Cinnamon according form

Quills - Bails Height 42/21 Inches	Quills - Cut Height Customised	Quillings Large to Small	Powder Different Mesh sizes
			



Ceylon Cinnamon oil is extracted from cinnamon leaf as well as cinnamon bark of *Cinnamomum zeylanicum* variety indigenous to Sri Lanka. The variety which has the lowest levels of coumarin (non bio available). Cinnamon leaf oil is phenol rich and contains a significant amount of eugenol and a smaller amount of the aldehyde cinnamaldehyde. On the other hand, Cinnamon bark oil contains more cinnamaldehyde than Cinnamon Leaf, giving it a stronger, more intense Cinnamon aroma. However both are proven to have its medicinal benefits and wide usage including areas such as aroma therapy, perfuming making, cosmetics, toiletries, etc.

Leaf Oil

Colour: Pale to dark yellow or light to dark amber

Odour: Spicy, warm, woody, clove - like smell

Extraction: Steam Distillation



Bark Oil

Colour: Pale to dark yellow or light to dark amber

Odour: Sweet, spicy warm, woody and aromatic

Extraction: Mainly Steam Distillation & some CO2 extraction



In Ayurvedic medicine, cinnamon bark is used as an antiemetic, antidiarrheal, anti-flatulence, and a general stimulant. It also claims to lower cholesterol, kill bacteria, heal wounds, control blood sugar levels and relieve stomach flu caused by harmful bacteria like Salmonella.



History of Ceylon Cinnamon

Ceylon Cinnamon's recorded history dates as far back as 2800 BC in Egypt. The writings suggest that Cinnamon was at that time used for consumption, medicine, offering to gods and in the mummification process by Egyptians. It was highly priced and only used by pharaohs and aristocrats. Around 600BC it also reached the Israelites and subsequently to the Greeks and Medieval Europeans. However the **source of this magical spice remained unknown** to most of these cultures even by this point.

As a result, fantastical tails spread about its **origins about Ceylon Cinnamon which was also recorded by popular authors like Aristotle**. One such story says of getting cinnamon from a nest of a mystical giant birds known as the *Cinnamologus* that lived in high tree tops. The whole point was to zealously guard the valuable monopoly by the Arabian traders.

It was the Portuguese sailor who **finally discovered the secret source of cinnamon in the world when they landed in Sri Lanka**, also known as Ceylon, in year 1518. Ceylon Cinnamon also was called "True Cinnamon" for the reason that there was a cinnamon substitute from east Asia known as Cassia.

Later the Portuguese monopoly was broken by the Dutch after they captured the coastal belt of Sri Lanka to chase the Portuguese and create their own monopoly. Again, the domination of the Dutch ended after they lost wars against the British who then colonised Ceylon and made the best out of it with cashing on crops such as tea, coffee and other valuable spices.

After the independence from the British, the **cinnamon trade finally went back to the natives of Sri Lanka, rightful owners of the crop**.

Sri Lanka (Ceylon)



Turmeric (*Curcuma longa*) is a flavorful spice that has a long history of use in spice used in Asian cuisine, traditional medicine, beauty enhancements and an effective sanitizing agent. Due to the recent findings of its amazing benefits, other geographies have increased its usage. Turmeric gets its colour from polyphenolic compounds (or pigments) known as curcuminoids. Curcumin is the main curcuminoid in turmeric.

What is special in Ceylon Turmeric?

Unlike any other turmeric, Ceylon Turmeric is orangish in colour. This is due to high levels of curcumin content which gives the colour.

While the curcumin content averages around 3% by weight, pure Ceylon Turmeric could average as high as 5-6%



Widely known benefits of curcumin and turmeric in general*

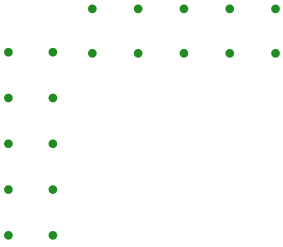


- ✓ Known to neutralize free radicals and effective in preventing many types of diseases including certain types of cancer.
- ✓ Fight inflammation and keep blood sugar levels steady.
- ✓ Anti-bacterial properties fights germs and heals wounds.
- ✓ Lowers cholesterol, prevents variety of cancer types and boosts immunity.

Species: *Curcuma longa*

Origin: Sri Lanka

*Turmeric+benefits - search results - pubmed (no date) National Center for Biotechnology Information. U.S. National Library of Medicine. Available at: <https://pubmed.ncbi.nlm.nih.gov/?term=turmeric%2Bbenefits> (Accessed: February 27, 2023).



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