Camellia Oil

ShanCha Inc.

Camellia Oil Introduction

 Camellia oil, also known as tea oil, is China's most ancient and time-honored ligneous plant-oil. It is obtained from the seeds of the *Camellia oleifela*, the flowering oil-seed camellia tree native to China. (The oil-seed camellia also bears the name of tea oil camellia due to its relation to the *Camellia sinensis* plant, the leaves of which are processed to create all traditional varieties of tea.)

Camellia trees require the unique environmental combination of high altitude, mountainous terrain, and air free from any pollution in order to grow and thrive.

It takes over 15 months for camellia trees to progress from the flower stage to the seed stage. In early autumn, lush flowers bloom from the plant, and mature, in late autumn the following year, into capsules containing tea oil-seeds.

Oil pressed from these tea-oil seeds contains camellia glycosides, tea polyphenols, and flavonoids, all compounds beneficial to healthy cell function. The oil has a bidirectional regulation effect on the body’s blood fat and cholesterol by removing harmful lipids (fatty acids and low-density cholesterol) while retaining beneficial blood lipids (HDL cholesterol). It plays a significant role in maintaining general health by regulating body circulation, and also prevents cardiovascular and cerebrovascular diseases.

Hometown of Camellia

Camellia trees grown and camellia oil produced in Xin County are of excellent quality. Xin has been a long history of cultivation and processing of Camellia oil in the County, which was awarded as the "National Model County” and named as “The Famous Home of Camellia.”

Xin County of Henan Province, China is located in the hinterland Farewell Mountain Area. The weather condition of Xin County makes a great natural distribution area of Camellia. It is the northern-most boundary of the growth of Camellia (Huai River - Qinling Mountains line). There are around 33,000 acres of natural wild camellia resources, with an annual outcome of more than 10 million kilograms of camellia seed. Our Shancha Camellia oil proudly holds the national certification of organic products.

山茶油

山茶公司

山茶油介绍

山茶油又称茶油或茶籽油，是我国最古老的木本食用植物油之一。它是从中国本土生长的山茶科（*Kamellia*拉丁文）油茶（*Kamellia Oleifela Abel拉丁文*）树籽中提炼而出。由于山茶树(*Camellia oleifera)* 与茶树（*Camellia sinensis*）同属茶科，在民间山茶籽被称为油茶籽或茶籽。

山茶树需要独特的生长环境，对海拔、气候、山地地势、以及空气质量都有高而明确的要求。山茶树从开花到结果周期为十五个月。采摘季节为霜降到寒露之间。九月开花后直到次年十月间果实方能成熟，因此，油茶树会有罕见的花果同株现象。果实为蒴果，多为圆形。种子多为黄褐色，有光泽，呈三角状。

自油茶籽中压榨而出的山茶油富含不饱和脂肪酸、油酸、亚油酸及丰富的维生素E，还含有角鲨烯、山茶苷、茶多酚与黄酮类物质；这些成分对人体细胞功能有着极大的好处。山茶油对人体的血脂和胆固醇有双向调节作用：清除有害的血脂（饱和脂肪酸和低密度胆固醇），而保留对人体有益的血脂（高密度胆固醇），这对于保证人体正常新陈代谢和预防心脑血管疾病有重大意义。

山茶油故乡

我们原产于河南新县的油茶树与山茶油品质优异。新县拥有天然野生茶树林，常年培植油茶，加工山茶油历史悠久，曾获封为“全国模范县”，并被誉为“山茶油之乡”

中国河南省新县地处大别山腹地。新县独特的自然气候环境非常适合茶树的生长，是茶树的自然分布区。同时新县也是茶树生长的最北界（淮河-秦岭一带）。这里的茶油资源自然而丰富，拥有天然野生油茶林三万三千英亩，油茶籽年产量超过一千万公斤。我们的野生山茶油具有中国有机认证证书。

Advantages of Camellia Oil

**Nutrition**

|  |  |  |
| --- | --- | --- |
|  | Per 15mL | Percentage |
| Energy | 120 Cal  |  |
| Protein | 0.0 g | 0% |
| Fat | 13 g | 20% |
| Saturated Fat | 1.5 g |  |
| Unsaturated Fat | 11 g |  |
| Cholesterol | 0 g | 0% |
| Carbohydrates | 0 g | 0 % |
| Sodium  | 0 g  | 0% |

**Camellia Oil Beats All - *Five Highs & One Low***

* *The Dietary Alpha-Linolenic Acid to Linoleic Acid Ratio:*

The dietary alpha-linolenic acid to linoleic acid ratio of the camellia seed is 1:4, which is closer to human breast milk than other common edible oil. Linoleic acid is known for its beneficial properties on the skin and body.

* *High Unsaturated Fatty Acids Content:*

The unsaturated fatty acid content, allowed by the long growth period of Camellia oil, is higher than other common edible oil.

* *High Smoke Point:*

The smoke point of Shancha Camellia oil is above 406°F, which is substantially higher than that of olive oil. Usage of camellia oil in ensures freshness and retention of nutritional value.

* *High Temperature Resistance – Thermostablity:*

Usage of common edible oil in high temperature cooking yields peroxide, which is extremely harmful to the human body. Camellia oil contains antioxidants, and can be fried continuously for 20 hours in a high temperature of 406 °F without degradation or production of trans fat. It is the ideal cooking oil.

* *Low Temperature Edible – Direct Use:*

Common edible oil (Vegetable Oil, Canola Oil, etc.) cannot be used directly without heating. Camellia oil, without additional heating, can be directly used on meals. It can be used as salad dressing for a smoother, fresher, non-greasy taste.

山茶油的优势

**营养成分表**

|  |  |  |
| --- | --- | --- |
| 项目 | 每15毫升 | 百分比 |
| 能量 | 120大卡 |  |
| 蛋白 | 0.0 克 | 0% |
| 脂肪: | 13 克 | 20% |
| 饱和脂肪 | 1.5 克 |  |
| 不饱和脂肪 | 11 克 |  |
| 胆固醇 | 0 克 | 0% |
| 碳水化合物 | 0 克 | 0 % |
| 钠  | 0 克  | 0% |

**山茶油的功效 – *五高 & 一低***

* *亚麻酸和亚油酸比例平衡:*

山茶籽的亚麻酸和亚油酸含量比为1：4，比其他可食用油更接近母乳。而亚麻酸对人体及皮肤的好处众所周知。

* *不饱和脂肪酸含量高:*

超长的果实成熟周期使得山茶籽中含有及其丰富的不饱和脂肪酸，此含量同样远超各类食用油。

* *高烟点:*

山茶油的烟点高，在220摄氏度以上，远远超出橄榄油的烟点。超高的烟点充分保证了烹煮后的山茶油的鲜美程度及营养价值。

* *耐高温 – 高热稳定性:*

常见食用油在高温环境下会产生部分过氧化氢，对人体造成极大的伤害。而山茶油含有抗氧化成分，可在220摄氏度的高温下耐得住20小时连续不间断的烹煮而不产生反式脂肪。是食用油的理想选择。

* *低温可食性 – 直接食用:*

常见食用油（包括菜籽油等）不能未经加热而直接食用，而山茶油则不具备此限制。未经加热的山茶油可直接用于沙拉的制作，给你的沙拉带来更鲜美而不油腻的口感。

Our Advantages: Why ShanCha Inc.?

**Nature Growth**

Our camellia trees grow in the camellia forest of Farewell Mountain, China, a hinterland region free of urban pollutants and toxins. Our camellia seeds are cultivated naturally, in a pesticide-free and fertilization-free process, and require a long growth period of fifteen months. ShanCha Camellia oil is high in unsaturated fatty acid content, higher than those of the camellia oil in produced other regions.

**Non-Mechanical Handling**

ShanCha Camellia seeds are hand-collected and naturally dried, retaining camellia oil’s original nutritional value. It is the best of edible oil.

**Physical Extraction**

Every drop of ShanCha Camellia Oil is extracted by physical compression under low temperature, directly from our camellia seeds. This environmental-friendly, low-temperature pressing technique ensures retention of original nutritional value and other natural active ingredients. Additionally, the oil can be preserved for a long time without adding any additives.

**Sterile Bottling**

Our bottling factory is highly air-purified, and the entire bottling process ensures that our product does not contact any outside air, ensuring the highest quality for our customers.

**Testing**

From the collection of raw materials, to the wrapping of our final product, we have strict quality control over the entire process to ensure that every drop of camellia oil is made to maximize our consumers’ health.

我们的优势：为何选择山茶公司的山茶油?

**自然生长**

我们的山茶树生长在中国大别山腹地，天然野生油茶林，远离城市污染。整个生长过程摒除了农药、化肥等辅助手段。15个月的超长生长周期及优越的生长环境造就了我们的山茶籽油脂充分凝聚，含有大量的不饱和脂肪酸，其品质甚至超出了其他地区产出的同种山茶油。

**手工采摘**

山茶公司的油茶籽都是由手工采摘，自然晒干，最大程度的保留了山茶油中的原始营养成份，乃食用油之精品。

**物理压榨**

每一滴来自山茶公司的山茶油都是由物理冷榨中提取而出的。提取方式绿色环保，提炼过程中不加入任何化学处理，完全不破坏油的组织成分，以达到最大限度的保存山茶油中的活性成分和营养价值。

**无菌灌装**

我们的灌装车间具备30万级的净化空气，罐装过程与外界空气零接触，保证超高产品品质。

**成品检测**

从原材料采购，到成品出厂，全程由我司专员进行质量监控，以确保每一滴山茶油质量合格，保证消费者利益与健康。

Some Health Facts

**Alarming Facts**

* Every year, around 610,000 people die of cardiovascular disease in the United States[[1]](#footnote-1), which approximates to one death per fifty-two second.
* Human productive capacity continues to be affected by an increasingly unhealthy urban lifestyle, aggravated by a lack of food safety, dietetic hygiene, and nutrition balance.
* In the US, more than one-third of adult are obese; approximately one-fifth of children (age 2-19 years old) are obese[[2]](#footnote-2).
* For women in pregnancy, the quality and frequency of breastfeeding reduces every year; more and more infants do not have breast milk intake.

**Health Benefits of Camellia Oil**

* Helps prevent atherosclerosis
* Helps prevent cardiovascular disease, obesity and cancer
* Helps prevent body fat accumulation, promoting weight loss
* Helps women in pregnancy to promote milk production, and benefits fetal development
* Helps reduce the consistency of serum cholesterol and plasma protein in the human body
* Improves skin and hair quality, and reduces hair loss
* Helps prevent constipation
* Conducive to the absorption of the nutrients
* Enhances human body immunity

健康小常识

**请注意以下事实**

* 每年，全美国约有61万人死于心血管疾病，平均每52秒就有一个美国人因此丧生。
* 因不科学的作息，不健康或不安全的饮食，以及城市生活节奏所迫，人类的繁衍能力正在逐年下降。
* 在美国，超过三分之一的成人被归类为肥胖患者，而被视为疾病级别的肥胖患者在2到19岁的青少年中的比例为1：5。
* 纯母乳哺乳的比例正在逐年减少，越来越多的婴儿因母亲没有足够的母乳，只能过早的食用婴儿奶粉以替代母乳。

**山茶油为您的健康提供保障**

* 可有效预防动脉粥样硬化
* 对心血管疾病，肥胖病及癌症有明显的预防作用
* 对肥胖症者可防止脂肪积累，达到一定的减肥效果
* 可有效帮助孕妇增强母乳质量，有助于胎儿的成长
* 可降低人体血清中的胆固醇，血浆纤蛋白稠度
* 有明显的美容保健效果，可润肤亮发，减少脱发
* 通便润肠，防止便秘
* 有利于营养吸收、病体康复
* 增强免疫力

Comparison to Other Edible Oil

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Object** | **Saturated Fatty Acids** | **Polyunsaturated Fatty Acids** | **Monounsaturated** **Fatty Acids** | **Characteristics** |
| Camellia Oil | 10.15% | 7.29% | 73.25% | Good stability stands high temperature, cholesterol-free and non-GMO, no chemical fertilizer or pesticide pollution, rich in monounsaturated fatty acids. |
| Olive Oil | 13.88% | 5.87% | 72.14% | Cannot stand high temperature, cholesterol-free, rich in monounsaturated fatty acids. |
| Corn Oil | 14% | 57% | 29% | Good taste, easy to absorb, stands high temperature, imports of raw materials may have genetically modified ingredients (GMO) and may be easily infected by Aflatoxin. Rich in unsaturated fatty acids. |
| Peanut Oil | 21% | 30% | 49% | Comprehensive nutrients, rich in vitamins, peanut tastes greasy, may be easily infected by Aflatoxin. |
| Canola Oil | 6% | 36% | 58% | Contains Erucic acid, poor stability, imports of raw materials may have genetically modified ingredients (GMO). |
| Soya Oil | 15% | 61% | 24% | Rich in lecithin, carotenoids and Vitamin E. Generates smoke while cooking, poor stability upon temperature. May contain genetically modified ingredients (GMO), rich in polyunsaturated fatty acids |
| Coconut Oil | 90% | 2% | 8% | High saturated fatty acid, solid at room temperature, mostly for industrial food. |

与其他食用油对比

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **种类** | **饱和脂肪酸** | **多不饱和脂肪酸** | **单不饱和脂肪酸** | **特点** |
| 山茶油 | 10.15% | 7.29% | 73.25% | 稳定性好，耐高温，不含胆固醇及转基因成分，无化肥、农药污染，富含单不饱和脂肪酸 |
| 橄榄油 | 13.88% | 5.87% | 72.14% | 不耐高温，不含胆固醇，富含单不饱和脂肪酸 |
| 玉米油 | 14% | 57% | 29% | 口感好，易吸收，耐高温，进口原料有可能有转基因原料，易受黄曲霉素感染，富含多不饱和脂肪酸 |
| 花生油 | 21% | 30% | 49% | 营养成分比较全面，维生素丰富，有花生芳香但较为油腻，易受黄曲霉素感染 |
| 菜籽油 | 6% | 36% | 58% | 含芥酸，稳定性差，进口原料有可能有转基因原料 |
| 豆油 | 15% | 61% | 24% | 含丰富卵磷脂、胡萝卜素，VE含量高，油烟大，稳定性差，含转基因原料，富含多不饱和脂肪酸 |
| 椰子油 | 90% | 2% | 8% | 富含饱和脂肪酸，常温下成凝固状，工业食品使用 |

ShanCha Inc: Your Health Companion

**Our Products**

ShanCha Inc. devotes research and lab testing into providing the best edible oil and other camellia seed products. Our current cutting-edge product is camellia oil. Using camellia oil as the basis, we are also developing cosmetic, bathing, cleaning, and health care products.

**Our Commitment**

* The best quality of camellia oil in the market
* The most professional service in the market
* Easy access to our products and services
* Welcome to any suggestions and concerns
* Latest and the most accurate information

**Our Service**

Our membership-based service will equip a personal health companion to each of our member.

Personal health companion will track every shopping and health preference and activities of our member to provide better-customized services. Members will receive:

* Home delivery on everything
* Detailed instructions on all products
* Customization of product baskets
* Customization kitchen utensils with your own design on shape and pattern of oil bottle and your name engravings, including on the daily oil bottle, travel oil bottle, oil drop, spoon, funnel, etc.
* Life time consultant on nutrition
* Free samples of all our new products
* Unlimited access to our website with the newest nutrition and health information

山茶公司：您的健康顾问

**我们的产品**

山茶公司致力于把科学研究融入到最佳的食用油及山茶产品的研发及应用中去。我们现有的旗舰产品为山茶油，在未来，我们也会开发以山茶油为基础的护肤保养、家居洗化以及保健产品。

**我们的承诺**

* 出品最高质量的山茶油
* 提供最专业的管家式服务
* 您可以便利快捷的接触到我们的有关产品
* 欢迎各种建议及意见
* 最新最全最精准的产业信息

**我们的服务**

我们选择以会员制的服务来兑现我们的承诺，对每位会员以家庭为单位配备独立的健康顾问。

您个人的健康顾问将随时跟进您的购物习惯和喜好，更加了解您的健康需求，以帮助我们提供更好更全更个性化的服务。我们的会员将收到以下服务：

* 一切山茶公司产品配送到家
* 各独立产品的详尽使用指南
* 满足您个性需求的产品组合
* 为您提供订制的独具一格的油瓶组合：由您亲自设计大小、形状、材料、并刻字的油瓶；同时配备一套油瓶的相关工具，包括厨房用油瓶、旅行用油瓶、滴管、量勺、以及油嘴等。
* 终身营养顾问服务
* 我们最新产品的免费小样
* 我们网站及相关信息、健康资讯的无限取用

Recipes We Suggest

**Shaved Brussels Sprouts, Camellia Oil, Lemon and Pecorino**

Serves 4-6

Ingredients

|  |
| --- |
| 450g Brussels sprouts |
| 5 tbsp Shancha Camellia Oil |
| ½ tsp Salt |
| 3½ tbsp Fresh lemon juice |
| ½ - 1 tsp Whole black peppercorns, crushed |
| 115g Pecorino cheese, grated or shaved |

Steps

1. Rinse the sprouts, then part dry with kitchen roll.
2. Remove any discoloured outer leaves, then cut the sprouts in half, lengthways.
3. Very thinly slice them the sprouts crossways, transferring to a large, shallow serving bowl as you go.
4. Drizzle the oil over the sprouts, sprinkle with salt and toss well.
5. Add the lemon juice and pepper and toss again.
6. Lay the cheese on the top of the salad and serve immediately

The Perfectly Tossed Salad by Mindy Fox (Kyle Books)

**Patats a lo pobre (Poor Man’s Potatoes)**

This Spanish classic is the perfect accompaniment to any meat or fish dish. Serves 4.

Ingredients

|  |
| --- |
| 1 Large onion |
| 4 Medium potatoes, such as maris piper or red king Edwards |
| 1 Large green pepper |
| 2 tbsp Sherry vinegar |
| 200ml Shancha Camellia oil |
| Salt and Black pepper |

Steps

1. Thinly slice the onion; peel and cut potatoes into 1cm slices; deseed and thinly slice the green pepper.
2. Mix the onion, potatoes and pepper, season with the salt, pepper and vinegar.
3. Heat the camellia oil in a large frying pan over a medium heat and add the vegetable mixture.
4. Cook for about 20 minutes, turning over occasionally. The vegetables should be soft but not too crispy.

Tapas Revolution by Omar Allibhoy (Ebury)

**Italian Biscotti**

Most typical Italian biscotti are made with butter but this recipe uses camellia oil instead, creating a lighter, slightly different flavor.

Ingredients

|  |
| --- |
| 230ml Shancha Camellia oil |
| 170g Caster sugar |
| 130g Demerara sugar |
| 1 Vanilla pod |
| 1 Lemon zest |
| 2 Eggs |
| 1 tbsp Milk |
| 330g Plain flour, sifted |
| 1 tsp Bicarbonate of soda |

Steps

1. Mix together the camellia oil, sugars, vanilla and lemon zest. Add the eggs and milk, mix well
2. Add the sifted flour, salt and bicarbonate of soda, and let the dough rest for 24 hours.
3. Preheat the oven 340ºF （170ºC）
4. Roll the dough into small balls, flatten slightly them bake in the oven for 8-10 minutes, until golden brown

Recipe supplied by Francesco Mazzei, L'Anima restaurant

**Foudjou (Soft cheese in Camellia oil with herbs)**

There is a range of wonderful French cheese spreads, made at home and kept for spreading on croûtes. They are basically "potted" cheeses. This is lovely with a tomato or lentil salad. You need a soft goat's cheese without a rind, and a strong hard goat's cheese.

Ingredients

|  |
| --- |
| Fills 1 x 225g jar |
| 150g Soft goat's cheese |
| 90g Hard goat's cheese |
| 2 tsp Thyme leaves |
| 1 tbsp Brandy or eau de vie |
| 2 tbsp Shancha Camellia oil |

Steps

1. Mash the soft cheese in a bowl.
2. Finely grate the hard cheese and add to the soft with the thyme.
3. Mash with the alcohol and half of oil.
4. Season.
5. Pack into a small sterilized jar
6. Pour the rest of the oil on top and seal.
7. Refrigerate for two weeks before eating, and return to room temperature to serve.

Crazy Water, Pickled Lemons by Diana Henry (Mitchell Beazley; octopusbooks.co.uk)

**Pesto Dipping Oil**

Ingredients

|  |
| --- |
| ½ Cup of the ShanCha Camellia oil  |
| 2 tbsp Prepared pesto |
| Crusty French or Italian bread |

Steps

1. Combined camellia oil with pesto in a jar with a lid.
2. Shake well. And pour into saucers.
3. Use as a dip for crusty bread slices.

**Italian Dipping Oil**

Ingredients

|  |
| --- |
| ½ Cup of Shancha Camellia Oil |
| 1 tsp Freshly ground black pepper |
| 1 tsp Dried Oregano |
| 1 tsp Dried rosemary, crumbled |
| 1 tsp Dried basil |
| 1 tsp Garlic powder |
| 1 tsp Kosher Salt |

Steps

1. Combine camellia oil with remaining ingredients in a jar with a lid.
2. Shake well. And pour into saucers.
3. Use as a dip for crusty bread slices.

**Steamed Yellow Croaker**

Ingredients

|  |
| --- |
| 20 mL ShanCha Camellia oil  |
| One full sized yellow croaker |
| Diced OnionsChopped Pepper20 mL Soy SauceSaltScallionGinger |

Steps

1. Rinse yellow croaker thoroughly in sink.
2. Place croaker, ginger, onion, and chopped pepper on top.
3. Steam over high heat for 10 minutes.
4. In a separate pan, add soy sauce, camellia oil, and heat for 3 minutes.
5. Sprinkle scallion on the steamed fish. Then add the hot oil and soy sauce on top of the cooked fish.
6. Sprinkle salt as desired.

山茶油的食用方法

1. 凉拌：普通的食用油在不加热的情况下，不能直接用于凉拌，而山茶油在不需要加热的情况下，可直接用于凉拌各种荤、素菜，同时还可以调制色拉酱，具有色泽鲜亮，口味嫩滑，清爽，不油腻等特点。
2. 直接饮用：可在早上空腹喝两勺，所需维生素完全保证，长期坚持饮用，可预防、缓解心脑血管疾病，还可解除便秘之苦。
3. 烘烤：在烘烤食物时涂抹一层山茶油，可使食物鲜香酥脆、不易糊焦，还有淡淡的山茶油清香。
4. 热炒：营养专家指出“热锅凉油”的烹调方式是可以保证菜品色，香，味和营养的正确方法。用山茶油热炒食品不发黑，清爽可口，不油腻。
5. 煎炸：煎炸食物时，普通食用油在高温下会产生过氧化物，对人体极为有害。而山茶油含有抗氧化物（维E）可以在208度高温连续油炸20小时不变质，不产生反式脂肪，品质也不会发生改变，是更理想，更健康的煎、炸食用油。
6. 汤菜：在煮汤时或煮汤后加入一匙山茶油，使汤更清鲜味美。
7. 清蒸：在清蒸前或清蒸后加入一匙山茶油，如蒸鱼或蒸蛋更清香鲜亮。

山茶油的食疗方法

1. 糖尿病用法：取适量山茶油炒番石榴嫩叶，每天早上食用一次。
2. 高血压及降低胆固醇用法：取两汤匙山茶油拌米饭早上食用。
3. 脚抽筋用法：取适量山茶油炒猪肉加生姜一片，炒熟之后，倒适量开水加青菜。
4. 孕妇产后用法：用山茶油炒菜，可清肝解毒及消除怀孕期间小腹脂肪，恢复身材；用山茶油煨鲫鱼汤可增加母乳。
5. 心脏病、水肿用法：取适量山茶油煎含羞草拌青壳鸭蛋。

How to Tell If Your Edible Oil HAS GONE Bad?

Before consuming your edible oil, you would want to know if it is low-quality product or if is still good to go even before it hits its expiration date.

**How to judge quality of oil:**

* Packing: for new oil, check if information is complete, if packing has well and tight seal.
* Color: normally, high-quality Shancha Camellia oil is golden yellow color; check if color is abnormal from common seen color.
* Liquid: observe oil through nature light or sun, and carefully judge if oil is opaque or transparent.
* Sediment: there should be very little suspended particles in quality edible oil. (Camellia oil may show appearance of floccules when room temperature is below 57°F; this is due to the additive-free nature of our product and does not affect the quality or taste.)

Referred Readings

For more information on camellia oil, the following are some articles, websites, and journals for your reference.

* Tea Oil Camellia: a New Edible Oil Crop for the United States (Journal) by John M. Ruter.
* Nursery Production of Tea Oil Camellia under Different Light Levels (Journal) by John M. Ruter.
* Development of a Rapid and Simple Non-Derivatization Method to Determine Constituents and Antioxidative Capacity of Camellia Oils by HPTLC (Journal) by Guang-Ping Lv, Meijun Aoli, Bin Zhou, Jing Zhao
* Tea Seed Oil – Extraction, Composition, Applications, Functional and Antioxidant Properties (Journal) by Mohammad Ali Sahari and Mojtaba Amooi
* Beneficial effects of Camellia Oil (Camellia oleifera Abel.) on ketoprofen-induced gastrointestinal mucosal damage through upregulation of HO-1 and VEGF (Journal) by Cheng YT, Wu SL, Ho CY, Huang SM, Cheng CL, Yen GC
* Oil Health Benefit: <http://oilhealthbenefits.com/camellia-oil-tea-seed-oil/>

如何辨别食用油的品质?

在食用您的食用油之前，您需要知道，虽然在赏味期限内，您的食用油是否仍保持它的高品质。

**如何辨别食用油的质量:**

* 包装：检查新油的包装，查看有效信息是否完备，包装是否密封完好
* 颜色：高品质的山茶油通常都呈现色泽金黄，油体平滑，您在食用前查看颜色是否正常是很必要的。
* 液体状：在自然光下观察油体，仔细辨别液体是否透明或液体中是否含有不透明固体。
* 沉淀物：物理冷榨的食用油中应有少量的天然沉淀物

（山茶油在低温环境下会出现少量絮状沉淀物，对此您不必忧心，我们的油纯天然不含任何添加剂，絮状沉淀物将不影响油的品质和您的食用口感）

建议阅读

如您想了解更多更专业的关于山茶油的来历和功效等，可以参阅以下文章，网站，学术期刊。以下内容仅供参考。

* Tea Oil Camellia: a New Edible Oil Crop for the United States (Journal) by John M. Ruter.
* Nursery Production of Tea Oil Camellia under Different Light Levels (Journal) by John M. Ruter.
* Development of a Rapid and Simple Non-Derivatization Method to Determine Constituents and Antioxidative Capacity of Camellia Oils by HPTLC (Journal) by Guang-Ping Lv, Meijun Aoli, Bin Zhou, Jing Zhao
* Tea Seed Oil – Extraction, Composition, Applications, Functional and Antioxidant Properties (Journal) by Mohammad Ali Sahari and Mojtaba Amooi
* Beneficial effects of Camellia Oil (Camellia oleifera Abel.) on ketoprofen-induced gastrointestinal mucosal damage through upregulation of HO-1 and VEGF (Journal) by Cheng YT, Wu SL, Ho CY, Huang SM, Cheng CL, Yen GC
* Oil Health Benefit: <http://oilhealthbenefits.com/camellia-oil-tea-seed-oil/>

**Customer Feedback**

Thank you for choosing or being interested in our product. We appreciate your business. We value your opinion, and devote ourselves into providing better products and shopping experience.  Please take a few minutes to fill out the following surveys.

Please check the boxes you think that most accurately describe your opinions in following tables.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Which product(s) do you receive?   | Camellia Oil  | Healthcare Product Line  | Cosmetic Product Line  | Cleaning Product Line  |
|   |   |   |   |   |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Our Product**  | **Very Good**  | **Good**  | **Fair**  | **Poor**  | **Very Poor**  |
| How do you like the product overall?  |   |   |   |   |   |
| How would you rate the quality of our product itself?  |   |   |   |   |   |
| How do you like our packing design (including boxes, bottles, etc.)?  |   |   |   |   |   |
| How would you rate our price(s)?  |   |   |   |   |   |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Our Service**  | **Very Satisfied**  | **Satisfied**  | **Neutral**  | **Unsatisfied**  | **Very Unsatisfied**  |
| How do you feel about our service(s) overall?  |   |   |   |   |   |
| How do you like our website?   |   |   |   |   |   |
| How would you rate your experience with our customer service?  |   |   |   |   |   |
| How do you like your personal health companion?  |   |   |   |   |   |
| How do you like our subscriber service?  |   |   |   |   |   |
| How would you like to be contact with?  | **Mail**  | **E-mail**  | **Phone Calls**  | **Online Chatting**  | **In Person**  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Overall Experience**  | **Very Satisfied**  | **Satisfied**  | **Neutral**  | **Unsatisfied**  | **Very Unsatisfied**  |
| How would you rate your overall experience with us?  |   |   |   |   |   |
| How satisfied are your with our online shopping experience？ |   |   |   |   |   |
| Would you recommend our product(s) to other people?  | **Definitely**  | **Probably**  | **Not Sure**  | **Probably Not**  | **Definitely Not**  |

**客服反馈**

感谢您支持或选择我们的产品。我们对您的热情深表感激。您的意见对我们尤为重要，我们希望提供更贴近您需求的产品，更开心的购物体验，以及更全面的服务。因此，我们需要您的帮助。请花几分钟时间填写下表，帮助我们尽善尽美。

请在以下表格中勾选或圈出最符合您意见的选项。

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 山茶油 | 保健产品 | 护肤产品 | 洗化产品 |
|  您购买了哪一项产品 ？ |   |   |   |   |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **我们的产品** | **非常好** | **很好** | **适中** | **不太好** | **非常不好** |
| 总体来说，您觉得我们的产品 |   |   |   |   |   |
| 您觉得我们的产品质量 |   |   |   |   |   |
| 您觉得我们的产品包装 |   |   |   |   |   |
| 您觉得我们的价格 |   |   |   |   |   |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **我们的服务** | **非常满意** | **满意** | **适中** | **不满意** | **非常不满意** |
| 总体来说，您觉得我们的服务 |  |  |  |  |  |
| 您对我们的网站的评价 |  |  |  |  |  |
| 您觉得我们的售后客服 |  |  |  |  |  |
| 您觉得您的健康顾问  |  |  |  |  |  |
| 您觉得我们的订购服务  |  |  |  |  |  |
| 您希望我们通过以下哪种方式联系您 | **邮件** | **电子邮件** | **电话** | **在线沟通** | **当面** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **总体验**  | **非常满意** | **满意** | **适中** | **不满意** | **非常不满意** |
| 您对我们公司总体印象 |   |   |   |   |   |
| 您对我们提供的网购体验 |   |   |   |   |   |
| 您会对亲朋好友推荐我们的产品或服务吗 | **一定会**  | **也许会**  | **不确定** | **也许不会** | **一定不会** |

**Lifestyle Survey**

Please circle your choose for following questions. You may choose more than one answers for some of following questions, if you are not sure about answers or would like to choose other than options, please leave that question blank:

What is the must-have element for you to have a high quality life?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Social Status  | Fortune  | Materials  (Villa, Jets, Yacht, etc.)  | Knowledge  | Health  | Family  |

How do you prefer to spend most of your fortune on?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Investments  | Arts  | Charity  | Real Estate  | Cars & Jets etc.  | Fashion Goods  | Sports Materials  | Health Products  |

Which type of consulting service do you prefer to pay the most?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Financial Consultant  | Doctor  | Nutritionist  | Personal Trainer  | Image Consultant  |

Where do you absorb health information the most?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Websites & Blogs  | Newspapers  | TV Shows  | Advertisement  | Family & Friends  | Health Consultant  |

What is your preferred method to keep your health?

|  |  |  |  |
| --- | --- | --- | --- |
| Regular Exercise  | Healthy Eating Habit  | Health Care Product  | No Preferred Methods: I can always see a doctor when I am sick |

How would you like to achieve your health lifestyle?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Keep My Biological Clock On Time  | Do NOT Drink or Smoke  | Eat Healthy  | Mind the Food Safety  | Exercise Daily  |

Which category you value the most in a meal?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Meat  | Egg  | Dairy  | Vegetable  | Fruit  | Cereal  | Beans  | Condiment（Salt, Dressing, etc.）  | Oil  |

What’s your favorite cooking method?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Steam  | Boil  | Fry  | Deep-Frying  | Bake  | Roast  | Grill  | Stew  | Raw |

What exercise do you most prefer?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Walking or Running  | Biking  | Ball Games  | Swimming  | Yoga  | Camping  | Gym Work Out  |

**生活品质调查**

请在下列选项中圈出您的意见或建议，每项问题您可以有多个选择。若您不确定您的答案，或不愿回答此问题，您可以跳过。

您认为以下哪些选项是高品质的生活的象征？

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 社会地位 | 财富 | 奢侈品 | 知识 | 健康 | 家庭 |

您平时是如何支配闲置资金的？

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 投资 | 收藏 | 慈善 | 地产 | 车 | 旅游 | 时尚 | 运动 | 健康产品 |

您更愿意支付以下那种咨询？

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 金融 | 医疗保健 | 营养 | 个人训练师 | 形象顾问 |

您如何接受健康知识：

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 网站 | 报刊 | 电视节目 | 广告 | 亲友 | 健康咨询师 |

您更愿意通过那种方式保持身体健康？

|  |  |  |  |
| --- | --- | --- | --- |
| 日常健身 | 健康饮食 | 保健品 | 没有偏好：仅在有病时就医 |

您希望如何达成您的健康生活目标？

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 保持我的生物钟及作息 | 不抽烟不酗酒 | 健康饮食 | 注意食品安全 | 保持健身习惯 |

在您的饮食结构中，您更看重？

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 肉类 | 鸡蛋 | 奶制品 | 蔬菜 | 水果 | 谷物 | 豆类 | 调味品 | 油 |

您最喜爱以下哪种烹调方式？

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 蒸 | 煮 | 煎 | 炸 | 烘培 | 炒 | 涮 | 炖 | 生食 |

您最爱以下哪种运动？

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 快走或慢跑 | 骑车 | 球类游戏 | 游泳 | 瑜伽 | 野营 | 健身房锻炼 |

1. 1. CDC, NCHS. Underlying Cause of Death 1999-2013 on [CDC WONDER Online Database](http://wonder.cdc.gov/ucd-icd10.html), released 2015. Data are from the Multiple Cause of Death Files, 1999-2013, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed Feb. 3, 2015. [↑](#footnote-ref-1)
2. September 9, 2014. Adult Obesity Facts. And Sepemter 3, 2014. Childhood Obesity Facts. http://www.cdc.gov/obesity/data [↑](#footnote-ref-2)