

[A5 leaflet advertising Rio Trading Company (Health) Ltd.'s Rio Amazon Guarana tablets].

Publication/Creation

[1994]

Persistent URL

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RIO AMAZON GUARANA

RIO AMAZON GUARANA is the dynamic pure plant food from the Amazon jungle. It grows on the vine *Paullinia Cupana* and it is the seed contained in the bright red fruit that is taken. This is first air-dried, and then can be used either in this natural form or stoneground in our laboratory and prepared as capsules, tablets or the traditional Guarana sticks.

Guarana is rich in Guaranine – a natural and potent nutrient that is assimilated in small amounts over many hours. It is refreshing and revitalising for mind and body, and it is ideal for those with a demanding day ahead. It supplements our natural resources and so greatly enhances our enjoyment of life.

Guarana is the legendary sacred fruit of the Amazon Indians, and has been revered by men and women of all ages for thousands of years. Especially by their hunters – who always needed to be in tune with their deadly surroundings, sometimes over long periods.

USES

RIO AMAZON GUARANA is recognised by the Brazilian Health Authority as one of its most valuable natural herbs. Its use is recommended:

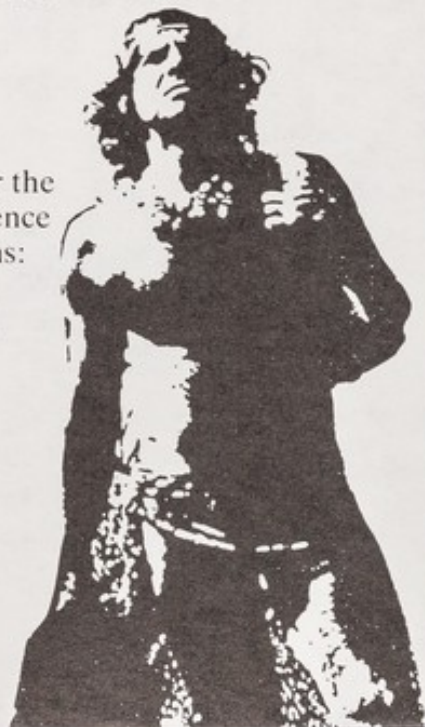
- during periods of hard work, both physical and mental
- when recovering from illness
- when facing a testing time, such as examinations or a personal challenge
- when at a low point in the monthly cycle
- when driving long distances, both at the wheel and as a passenger
- when advancing years slow our performance
- when travelling in hot climates and when heat and jet-lag impair the ability to concentrate
- when the body resists a change of diet
- when the training for, and practising sport

Most people feel the effects of taking RIO AMAZON GUARANA after only a few hours, or days. But for others a course of about two weeks is recommended. There are no known side-effects with prolonged use.

RIO AMAZON GUARANA is prepared in Brazil from pure Guarana seed, organically grown in a plantation licenced and supervised by the Brazilian Government. Manufacture is under the technical supervision of Dr Jose Maria Lopes de Almeida (Licence No: CRF 7 No. 2 555). It is available here in the following forms:

- Capsules, each 500mg, packed in 20's, 10 days' supply
- Capsules, each 500mg, packed in 60's, 1 month's supply
- Tablets, each 350mg, packed in 100's, 1 month's supply
- Seeds, in bags of 50grams, 1 month's supply
- Sticks, each 100grams, 3 months' supply

RIO TRADING COMPANY (HEALTH) LTD
2 Eaton Place, Brighton, BN2 1EH. Tel: 0273 570987



RIO AMAZON GUARANA

BACKGROUND

Paullinia Cupana – the Guarana vine – is a native of the Amazon region of Brazil. It is a climbing plant that supports itself on the huge trees of the equatorial rain-forest, and it bears bright red fruit twice a year. Within the fruit are two or three seeds, shaped like small chestnuts. As these emerge from the husks, the white shape with its dark centre has an uncanny resemblance to the human eye, peering down in its hundreds in the steamy green twilight.

Paullinia Cupana is a member of the family Sapindaceae – it is a soapwood. In all parts of the plant, but particularly in the seed, there are natural oils in abundance. It is these natural oils which combine with the Guaranine and slow its assimilation by the body. Its benefits are felt over a number of hours, thanks to this natural “time-release” mechanism.

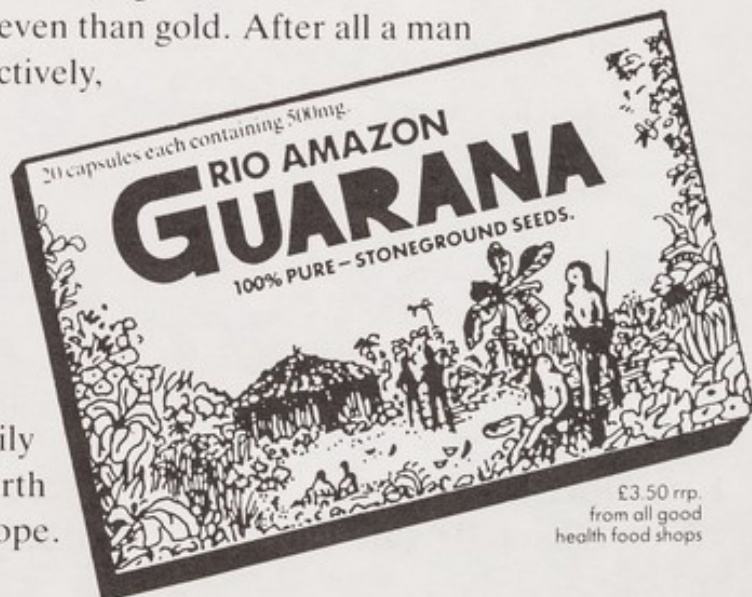
HISTORY

The history of Guarana is as old as Man’s understanding of plants. The Maues-Sateres Indians gathered it originally in the wild, but some centuries ago they began to cultivate it in clearings in the rain-forest. The bright red fruits were air-dried and the seeds extracted. After being ground to a powder, Guarana was mixed with a little water and this paste then formed into sticks. These were dried rock-hard, thus preserving the natural goodness – even in the fierce climate of the Equator.

These sticks of “Guarana Bread” were carried everywhere by hunters and workers who grated them into hot water with the palate-bone of the *piracuru*, a large river fish. Sometimes the paste was formed into little figurines, animals and representations of daily life.

The drink made from the grated Guarana sticks became known and respected far and wide, and numerous medical uses and general benefits were ascribed to it. The sticks were highly prized – more even than gold. After all a man could also live for days and work effectively, sustained only by the Guarana he carried with him. Over hundreds of years the sticks came to be used as a trading currency across the whole Amazon basin, from the headwaters to the sea.

Now the legend has come out of the jungle, and Guarana is used daily by millions of people in Brazil, in North America and Japan, and now in Europe.



£3.50 rrp.
from all good
health food shops