



# **Jyoti Ayur Home Wellness Range**

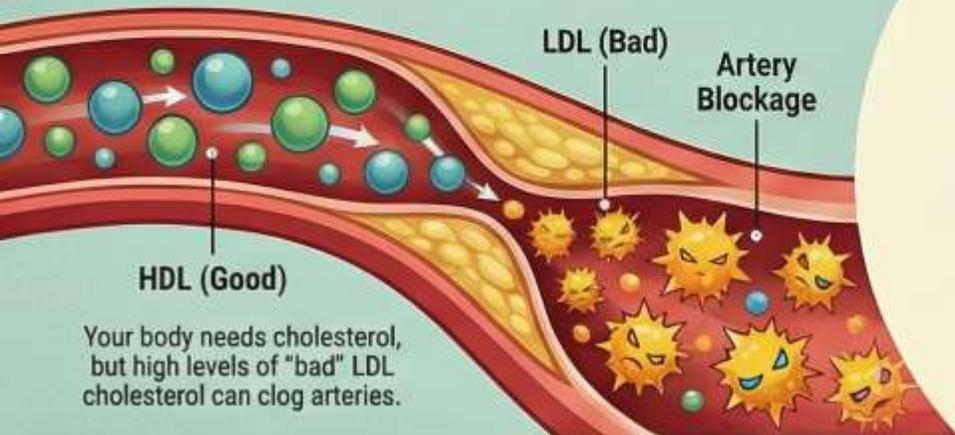
*Featuring Trusted Ayurvedic Formulations  
from Reputed Brands*

CATALOGUE 2025

# Cholerodhi: Your Ayurvedic Partner for Cholesterol Management

## The Problem: Understanding High Cholesterol

### 'Good' vs. 'Bad' Cholesterol



### Are Your Levels Dangerous?



A total cholesterol level of 240 or higher is considered dangerous.

### 3.6 Million Deaths Every Year



High cholesterol is a major global risk factor for heart disease and stroke.

## The Solution: Cholerodhi by Auretics

### A Natural, Plant-Powered Formulation



Vegan



Plant-Derived



GMP Certified



Paraben-Free

### Key Ayurvedic Ingredients



Methi



Arjun



### Important Usage Information

For external use only. To be taken under medical supervision. Shake well before use.



Moringa

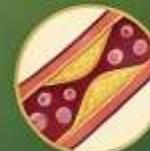


Alsi

### How Cholerodhi Helps



It helps reduce bad cholesterol (LDL)



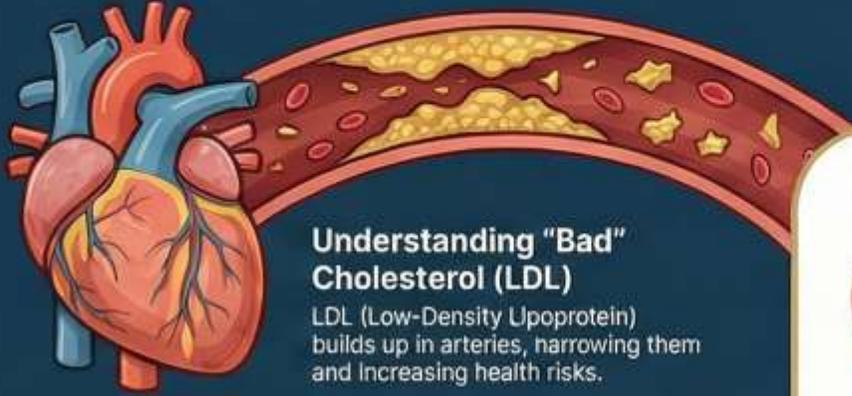
Remove artery blockage



Improve metabolism

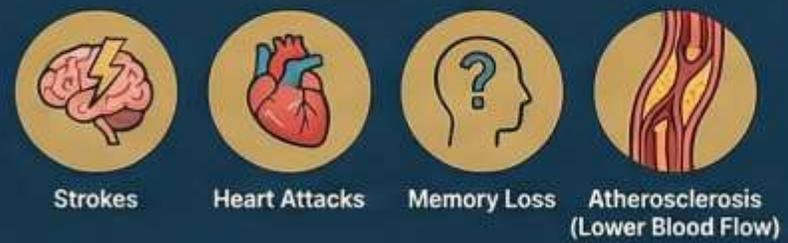
# Cholerodhi: The Ayurvedic Way to Manage Cholesterol

## THE DANGERS OF HIGH CHOLESTEROL



**3.6 MILLION**  
A Global Health Risk  
High cholesterol is a major risk factor for heart disease and causes 3.5 million deaths annually.

### Effects on the Body



### Cholesterol Levels: A Visual Guide to Risk



## CHOLERODHI - YOUR NATURAL DEFENCE



### Key Benefits of Cholerodhi



### Powered by Ayurvedic Herbs



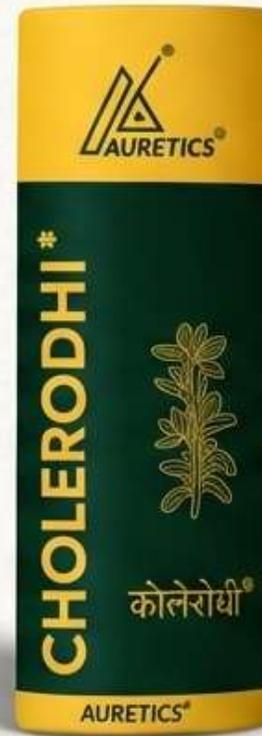
### Simple to Use



### Quality You Can Trust



# CHOLERODHI

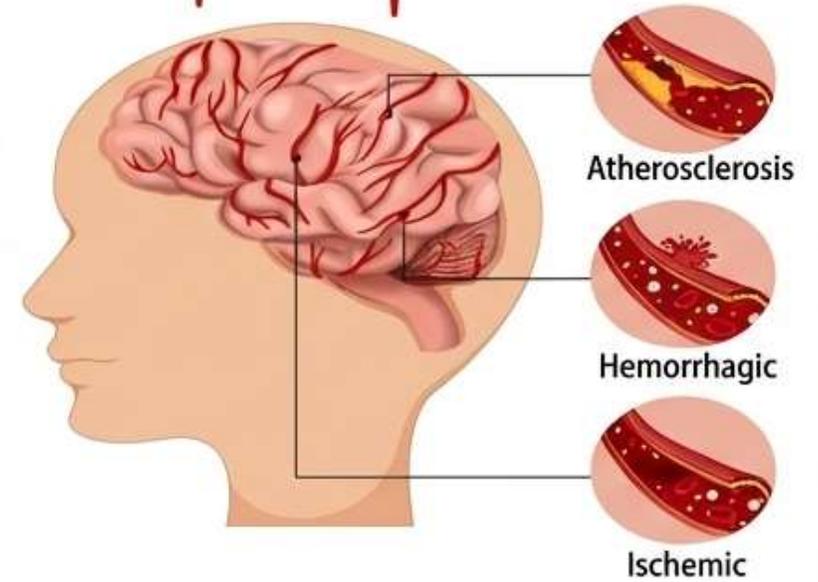
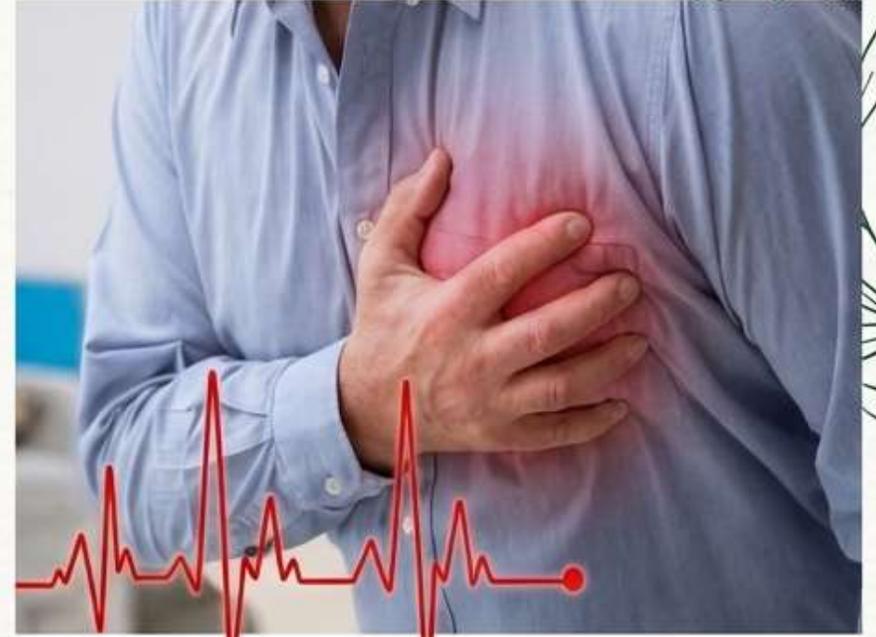


A Natural Approach to Cholesterol Management

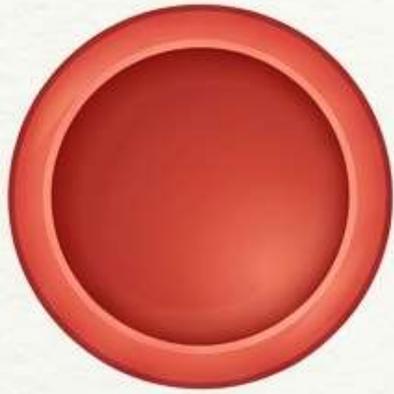
# The Silent Threat: A Global Health Concern

High cholesterol contributes to **3.6 million deaths** every year.

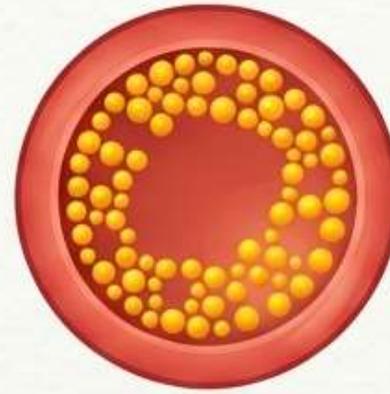
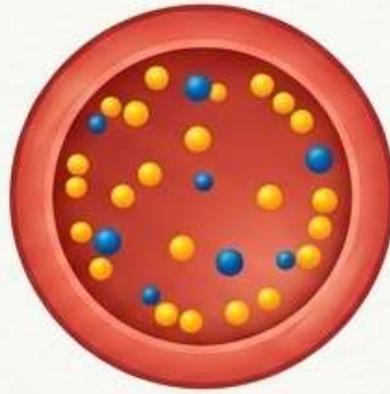
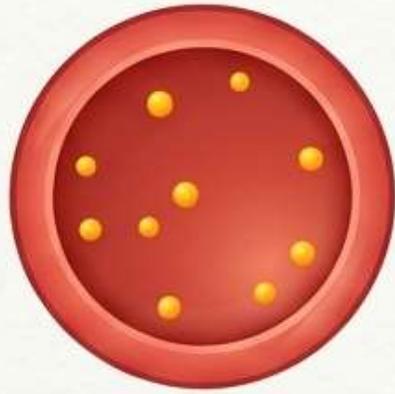
It is a major risk factor for heart disease and stroke, affecting people across both high- and low-income countries.



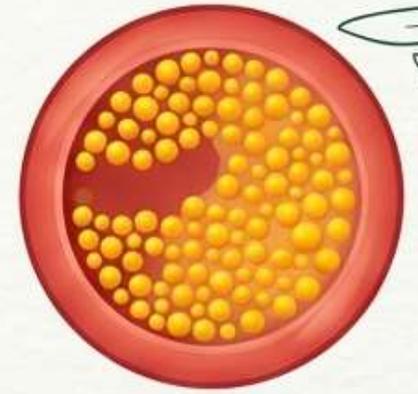
# Understanding Cholesterol: The Body's Essential Building Block



**HEALTHY**



**MODERATE**



**HIGH RISK**

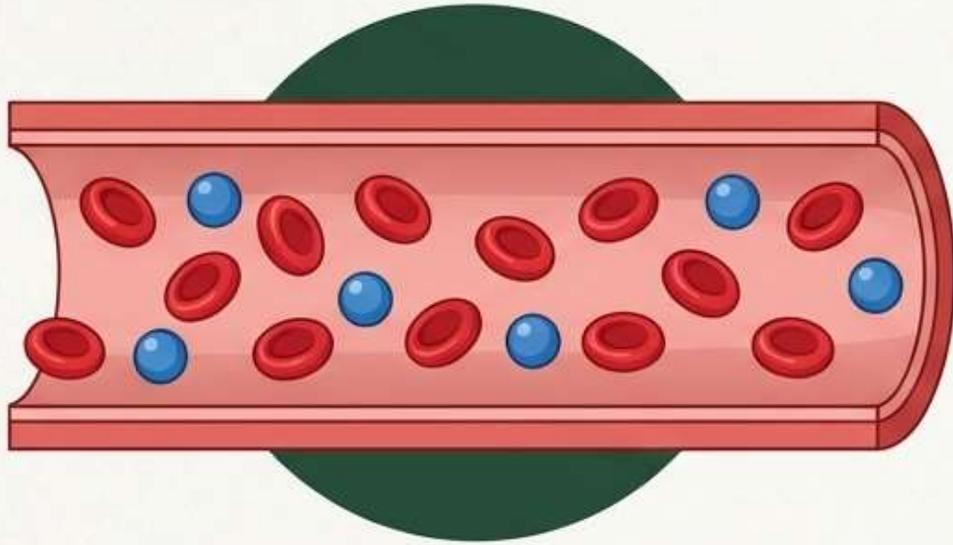
Cholesterol is a waxy, fat-like substance found in the blood and all cells of the body. It is essential for good health and is needed for vital functions, including:

- ✓ Making cell walls and tissues
- ✓ Producing hormones
- ✓ Synthesising vitamin D
- ✓ Creating bile acid for digesting fatty foods

# Not All Cholesterol Is Created Equal

## HDL (High-Density Lipoprotein)

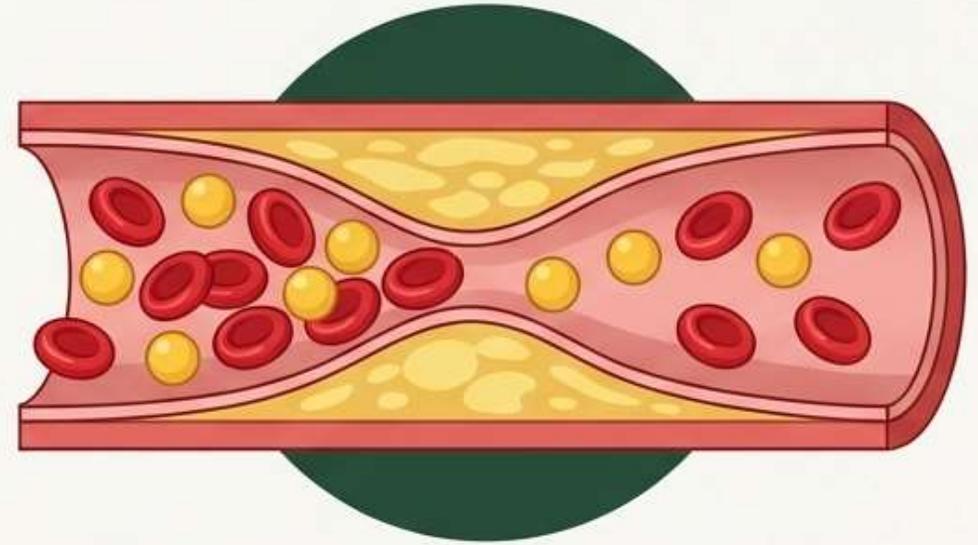
The 'Good' Cholesterol



HDL helps remove excess cholesterol from the body, preventing plaque buildup in the arteries.

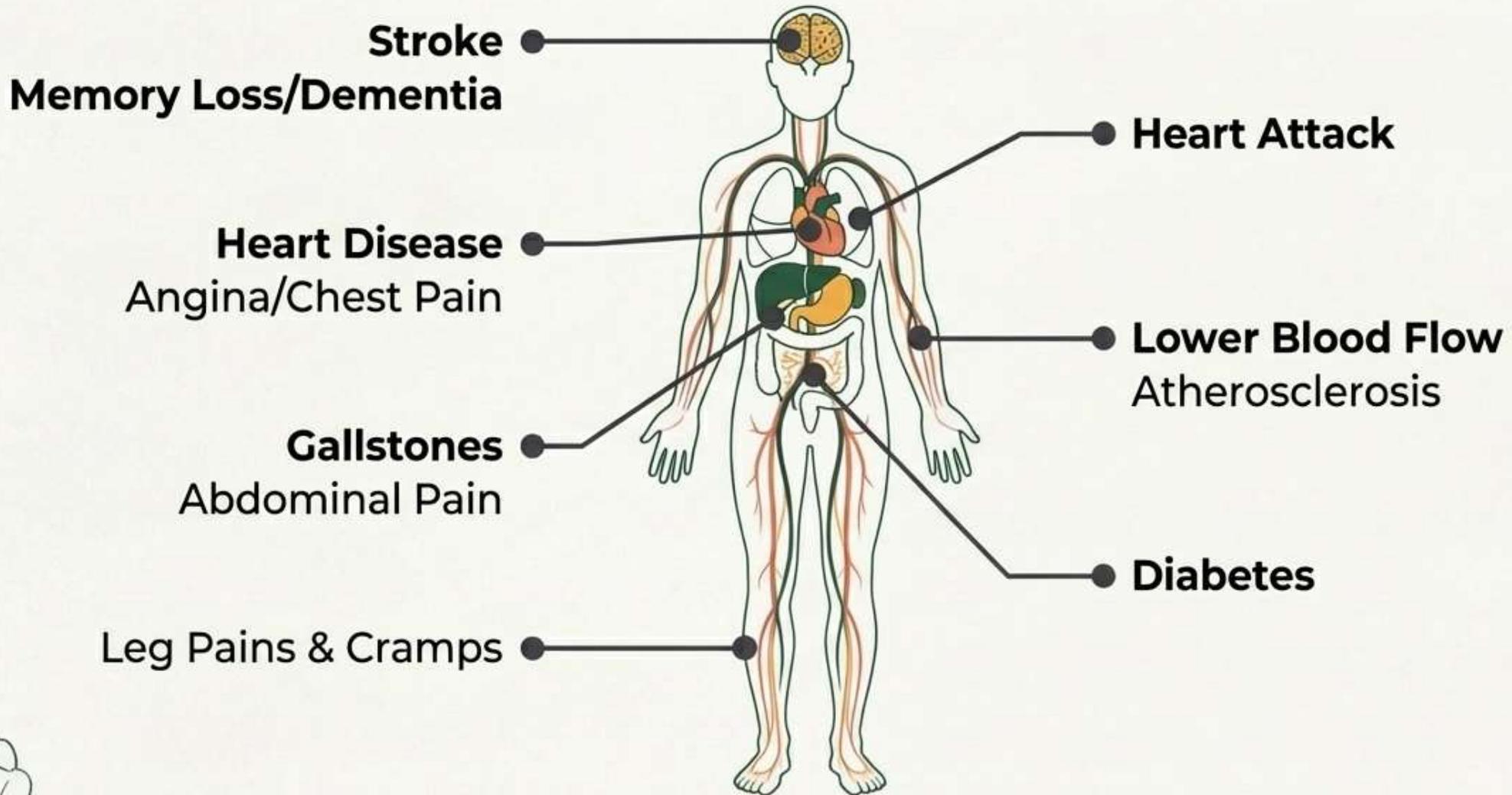
## LDL (Low-Density Lipoprotein)

The 'Bad' Cholesterol



High levels of LDL can lead to the accumulation of plaque, narrowing the arteries and increasing the risk of heart disease.

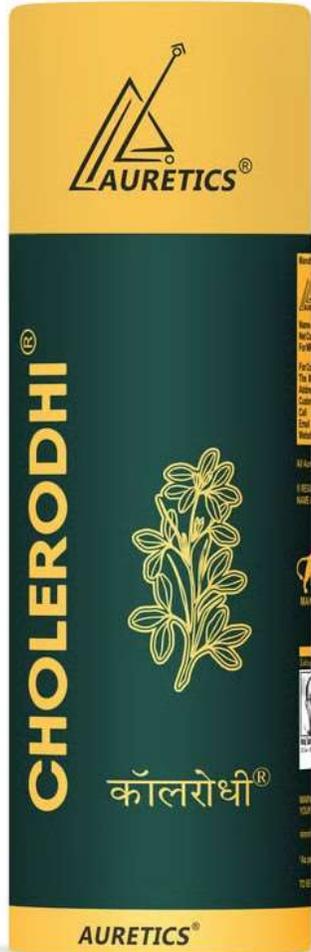
# The Far-Reaching Effects of High Cholesterol



# An Ancient Answer to a Modern Problem

Introducing Cholerothi by Aurefics.  
A wellness solution rooted in the  
wisdom of Ayurveda, designed to  
naturally support your body's fight  
against high cholesterol.





AN AYURVEDIC PROPRIETARY MEDICINE

COMPOSITION

Each 10ml contains aqueous distillate derived from:

INGREDIENTS	LATIN NAME	QUANTITY	PARTS USED
Methi	Trigonella foenum-graecum	150 mg	Seeds, Leaves
Saunth	Zingiber officinale	150 mg	Rhizome
Alsi	Linum usitatissimum	200 mg	Seed
Ashwagandha	Withania somnifera	150 mg	Root
Amli	Emblica officinalis	100 mg	Fruit Pericarp
Haldi	Curcuma longa	50 mg	Rhizome
Isabgol	Plantago ovata	100 mg	Seed
Rosemary	Rosmarinus officinalis	50 mg	Leaf
Arjun	Terminalia arjuna	100 mg	Bark
Moringa	Moringa oleifera	100 mg	Leaves
Saunf	Foeniculum vulgare	100 mg	Seeds
Jeera	Cuminum cyminum	50 mg	Seeds

PRESERVATIVES:

Potassium Sorbate	0.25%	IP
Sodium Benzoate	0.30%	IP

OTHER EXCIPIENTS:

DM Water	Q.S.	
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DIRECTIONS FOR USE: AS DIRECTED BY THE PHYSICIAN.

Shake Well Before Use.

FOR EXTERNAL USE ONLY.

CAUTION: TO BE TAKEN UNDER MEDICAL SUPERVISION.

Store in a cool, dry & dark place, away from direct sunlight.

Do not use information on product to diagnose or treat your problem without consulting your Physician.

Keep the medicine out of reach of children.

Scan for more detail



Vegan



Plant Derived



GMP Certified



NATURAL PRODUCT

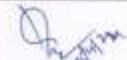


VEGANA FREE

  
**DIRECTORATE OF AYUSH**  
 GOVERNMENT OF N.C.T. OF DELHI  
 A & U, TERIBA COLLEGE CAMPUS, KAROL BAGH, NEW DELHI - 110005

Name of Firm - Auretics Limited  
 Address - Plot No. A-10/15, Jindal Industrial Area, Cyber-110028  
 Shelf Life - 1 year  
 Drug License No. - DL-468 A & I  
 Category - Ark  
 Name of Product - **CHOLERODHI**  
 Product Code - DL468A/P1

Sr. No.	Ingredient	Latin Name	Quantity	Part Used
1.	Methi	Trigonella foenum-graecum	150mg	Seeds, leaves
2.	Saunth	Zingiber officinale	150mg	Rhizome
3.	Alsi	Linum usitatissimum	200mg	Seed
4.	Ashwagandha	Withania somnifera	150mg	Root
5.	Amli	Embolia officinalis	100mg	Fruit Pericarp
6.	Haldi	Curcuma longa	50mg	Rhizome
7.	Isabgol	Plantago ovata	100mg	Seed
8.	Rosemary	Rosmarinus officinalis	50mg	Leaf
9.	Arjun	Terminalia arjuna	100mg	Bark
10.	Moringa	Moringa oleifera	100mg	Leaves
11.	Saunf	Foeniculum vulgare	100mg	Seeds
12.	Jeera	Cuminum cyminum	50mg	Seeds
Preservatives:				
	Potassium Sorbate		0.25%	IP
	Sodium Benzoate		0.30%	IP
Other Excipients:				
	DM Water		Q.S.	

  
 Dr. Vijay Kumar

# The Cholerothi Advantage: A Holistic Path to Heart Health

- Helps improve the health of the circulatory system.
- Helps maintain healthy Cholesterol levels.
- Helps reduce bad cholesterol level (LDL).
- Helps reduce artery blockage.
- Useful for hyperlipidemia (high level of lipid in blood).
- Helps improve body metabolism.



# Wellness, Simplified. A Non-Invasive Daily Ritual.



## How to Apply Cholerothi

1. Take 5-6 drops of the lotion onto your palm.
2. Apply gently for 5 minutes.
3. Repeat twice daily on an empty stomach for best results.

FOR EXTERNAL USE ONLY.  
To be taken under medical supervision.

# The Power of Nature's Finest: Inside Every Drop of Cholerothi

A synergistic blend of 12 potent Ayurvedic herbs, each chosen for its proven ability to support cholesterol management and overall heart wellness.



Methi



Moringa



Alsi



Arjun



Haldi



Saunth



Ashwagandha



Amla



Rosemary



Isabgol



Saunf



Jeera

# The Blockage Removers & Cholesterol Reducers



**ALSI (Flaxseed):** Helps in removing the blockage in the arteries.



**METHI (Fenugreek):** Helps remove bad cholesterol from the body.



**SAUNTH (Dry Ginger):** Known to lower cholesterol levels.



**ISABGOL (Psyllium Husk):** Rich in fibre, it helps to reduce high cholesterol.



**SAUNF (Fennel Seeds):** A storehouse of healthy fibres which help in reducing cholesterol.



# The Heart Guardians & Circulation Boosters



**ARJUN:** A powerful antioxidant and anti-inflammatory, renowned for supporting heart health.



**ASHWAGANDHA:** Promotes heart health and improves blood circulation.



**HALDI (Turmeric):** A potent anti-inflammatory and regenerative herb.



**AMLA (Indian Gooseberry):** Helps normalise cholesterol levels and aids with persistent heartburn.

# The Metabolism & System Supporters



**MORINGA:** Helps in keeping cholesterol levels and blood sugar under control.



**ROSEMARY:** Contains potent antioxidants that help combat oxidative stress and inflammation.



**JEERA (Cumin):** Affects heart efficiency in pumping blood, greatly improving heart health.

# A Transparent Formulation, Rooted in Science

An Ayurvedic Proprietary Medicine

Composition: Each 10ml aqueous distillate derived from:

INGREDIENTS	LATIN NAME	QUANTITY	PARTS USED
Methi	Trigonella foenum-graecum	150 mg	Seeds, Leaves
Saunth	Zingiber officinale	150 mg	Rhizome
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Moringa	Moringa oleifera	100 mg	Leaves
Saunf	Foeniculum vulgare	100 mg	Seeds
Jeera	Cuminum cyminum	50 mg	Seeds
<b>PRESERVATIVES</b>	Potassium Sorbate (0.25% IP), Sodium Benzoate (0.30% IP)		
<b>OTHER EXCIPIENTS</b>	DM Water (Q.S.)		

# Quality and Purity, Officially Certified and Approved



Vegan



Plant Derived



GMP Certified



Paraben-Free



**Approved by the Directorate of AYUSH,  
Govt. of N.C.T. of Delhi**

Cholerodhi is a licensed Ayurvedic product (Drug License No.: DL - 468 A&U), assuring its adherence to the highest standards of safety and formulation.



## **Embrace a Natural Path to Heart Wellness with Cholerothi.**

From the Jyoti Ayur Home Wellness Range, featuring trusted Ayurvedic formulations from Auretics.