



Press Release

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ISHANYA, IN ASSOCIATION WITH CALIFORNIA PRUNE BOARD ORGANIZES A TALK ON NUTRITIONAL IMMUNOLOGY AND MAGIC OF DRIED PRUNES

Pune, July 23, 2008: Ishanya, India's largest Design Centre and Specialty Mall for Interiors and Exteriors, along with the California Prune Board, hosted an afternoon of effervescence today to discuss the importance of healthy living, increasing role of natural sugars and sensible eating.

Naini Setalvad, renowned nutritionist explained how & why there is a need in mind shift towards cultivating healthy eating habits. She shared her views on the importance of healthy eating, natural foods that offers more nutrition per gram and also spoke about prunes as an ideal snack idea. The talk was all about food improving performances, preventing mood swings and achieving optimum levels of physical, mental and spiritual growth. Attended by scores of lovely ladies, this event was followed by a healthy snack.

Speaking on this occasion Naini Setalvad said "Nutritional immunology is a subject that I feel very strongly about. The objectives of health have changed from cure to prevention. We are what we eat. My research on this aspect of nutrition led me to prunes. These are nothing but plums, which are dried. All prunes are plums but not all plums are prunes. The highest quality plums from certain select varieties are sun ripened, harvested, dried and marketed as prunes. This miracle dry fruit has not only helped me, but also my numerous clients, in getting rid of constipation, menopausal symptoms, lowering blood pressure, cholesterol and helping in weight management! Californian prunes can, to a large extent, satisfy and reduce the desire for irrational sweet cravings."

Commenting on the talk by Naini Setalvad, Mrs. Parul Mehta, Director, Ishanya said "Ishanya is not just India's largest Design Centre and Specialty Mall. It is a destination representing the best of creativity, design, entertainment and food. With changing lifestyles and increasing work pressures, we are also committed to promote healthy eating habits amongst people. We are what we eat! And what we eat decides our future and our destination in life can be changed by the food we eat. The response we have received for the special talk by Naini has been indeed very encouraging! We would love to hosts such interactive and informative discussions at Ishanya in the near future".

India's Largest Design Centre and Specialty Mall for Interiors and Exteriors

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About Ishanya:

Ishanya is a single sourcing point for 52 categories of products and services, materials and knowledge, drawn from across the best in India and across the globe. Its range offers very wide choices right from the truly price competitive to the ultra-designer league. By night Ishanya will convert into the cultural hub of Pune and form the backdrop for performing arts, music and multi-media shows or even a venue for corporate events. Ishanya is truly unique as it offers art galleries, specialized centers for design, training and research, seminars and exhibitions, features that will truly make it a design destination like never before. Moreover, it is the only Design Centre endorsed by the Indian Institute of Interior Designers (IIID) and Confederation of Construction Products and Services (CCPS).

About Naini

Naini Setalvad, renowned nutritionist, obesity health and food consultant also writes articles for various papers and magazines viz Times of India group, Femina, Savvy to mention a few and also lectures in prominent schools, colleges and clubs. Her clients include people from all walks of life.

About Prunes:

Prunes are basically a variety of dried plums with moisture content of around 20 per cent. Roughly 70 per cent of the world's prunes and 99 per cent of that of US are grown in around 80,000 acres of California, mainly concentrated in the Sacramento, Santa Clara, Sonoma Napa and San Joaquin Valleys. Prunes are an offshoot of La Petite D'Agen, a prune plum native of Southwest France that was grafted into the rootstock of the Californian wild varieties.

The fruit is a natural product free from chemicals, fat, sodium and cholesterol, and full with variety of nutrients like Vitamin A, potassium, iron, magnesium and copper. Prunes are considered good for health, especially for women and the aged as it is a good source of dietary fibre and anti-oxidants.

Eating just four California Prunes a day equates to two fruit and vegetable servings, so not only will they make a tasty and fat free snack, but could also be responsible for reducing the risk of cancer, heart disease and senility.

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