



Certified Organic Amla Powder (Henna Sooq's Superior Quality)

Comparison study is as below:

Organic Certified Amla Fruits (Dried) (Henna Sooq's Quality)	Normal Amla Fruits (Dried) (Available in the Market)
	
Best & sorted quality of fresh amla from the cultivated, certified organic farms are used for drying	Cheap & poor quality amla fruits used for drying
Organically certified & quality controlled	Without certification & no quality control
Without boiling & controlled dried / dehydrated	Boiled & open dried
It takes 24~48 hrs. to process & pack	It takes 10~15 days to process this quality
Dry Amla is white in color, without seeds	Dry Amla black in color, with few to more seeds
Low risk of any microbial load	Very high microbial load
Vitamin 'C' content is more than 1600 mg./ 100 gms. of fruits (SGS Test Report)	Vitamin 'C' content is around 500 mg./ 100 gms. of fruits (SGS Test Report)
Vacuum packed with proper handling	Uneven & poor handling
Taste is same as natural fresh amla	Differ in taste
100% pure & guaranteed	Purity – no guarantee
No human involvement in the running process; 100% by machine	Each step is done by the workers by hand thus microbial load is too high
Shelf Life: More than 2 years because of processing practices & vacuum packing	Shelf Life – Degrade & oxidized within 3 months
Quality is superior and price is less than freeze dried amla	Poor Quality