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Passionate to serve you



Roses have been immortalized in human history as symbols of eternal romance and passion. The rose is renowned for its aesthetic beauty. However, it also has medicinal value, since roses and rose byproducts can be used in many ways to improve individuals' health.



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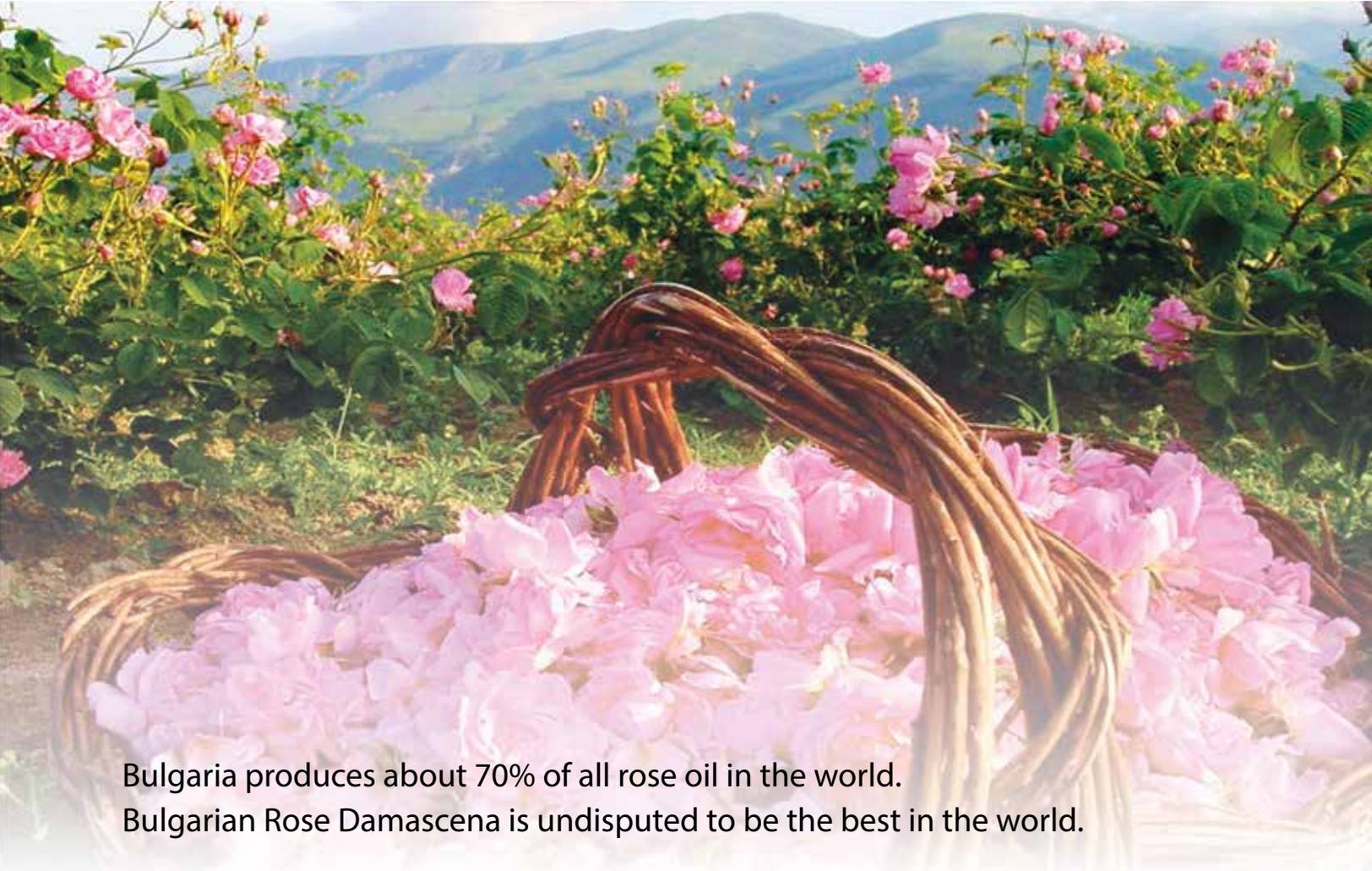
History

The rose belongs to the rosaceae family. Many rose varieties are known, which are probably hybrids of *Rosa damascena* with the central European wild species.

Rosa damascena, the damask rose, which is widely grown in Syria, Bulgaria, Turkey, Russia, Pakistan, India, Uzbekistan, Iran and China.

The most common chemical compounds present in rose oil are: citronellol, geraniol, nerol, linalool, phenyl ethyl alcohol, farnesol, stearoptene, α -pinene, β -pinene, α -terpinene, limonene, p-cymene, camphene, β -caryophyllene, neral, citronellyl acetate, geranyl acetate, neryl acetate, eugenol, methyl eugenol, rose oxide, α -damascenone, β -damascenone, benzaldehyde, benzyl alcohol, rhodinyl acetate and phenyl ethyl formate.





Bulgaria produces about 70% of all rose oil in the world.
Bulgarian Rose Damascena is undisputed to be the best in the world.

The roses grown around Kazanlak has high percentage of oil, which contains less stearoptene (the paraffin or waxy substance, which solidifies when the oil is left in cooler temperature) than the oil from the other regions and is therefore of superior quality.

Bulgarian rose oil contains more than 240 compounds, compared to the second and the third best in the world.

The climate and the specific contents of the soil in the Bulgarian Rose valley are the reasons that the Bulgarian grown rose produces the world's best rose oil.



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Traditional uses

The most therapeutic effects of *Rosa damascena* in ancient medicine are including treatment of abdominal and chest pain, strengthening the heart, treatment of menstrual bleeding and digestive problems, and reduction of inflammation, especially of the neck. North American Indian tribes used a decoction of the root of *Rosa damascena* plant as a cough remedy to ease children's cough. This plant is also used as a gentle laxative. Rose oil heals depression, grief, nervous stress and tension. It helps in the reduction of thirst, healing old cough, special complaints of women, wound healing, and skin health. Vapor therapy of rose oil is helpful for some allergies, headaches, and migraine.





Our exclusive health products

Delight - The traditional Bulgarian delight comes to you in a new, unique combination of Bulgarian rose oil. The combination produces a true pageant of taste sensations and your senses to superb flavor. In this delight invested true petals of roses - a natural source of vitamin C, and in its present composition and natural rose water, leaving an indelible mark on human history through the ages. It improves circulation, has anti-allergic and anti-inflammatory effect, a favorable effect on the digestive and nervous systems and is a natural aphrodisiac.



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Aroma candy - The innovative technology behind perfume candy is based on the research conducted by Japanese scientists. Their data showed that after consumption of essential rose oils their aromatic compounds, such as Geraniol – one of their main ingredients, evaporate through the skin pores. The Geraniol released through the skin, neutralizes the body odors of intense activity, replacing it with a fresh scent of flowers.

The duration of the effect depends on the metabolism and body weight of the consumer. If for example a person weighs 65kg, the effect of Geraniol will last for approximately up to 6 hours after consumption.



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Jam - Jam of roses is a proven tool for a flawlessly beautiful skin. Thanks to laxative, antispasmodic, anti-inflammatory and anti-microbial action to sweets temptation is a real balm for the human body.

Sweet of rose - Today's research proves, ingredients of the Rose supports the healing of skin irritations. Ever since the Thracians on our land, people have used rose for food and drink - pink syrup.

Sweet Rose is a real balm for all internal organs. The aroma of this extract is incredible, and the medical effects on lung and liver, surpass all expectations. Sweet of rose act as a healing and promotes fertility in women. It helps the urinary system, has a mild laxative action, free of worms and ringworm. The aroma is amazing curative effects on lung and liver surpasses all expectations.



Syrup - The syrup of roses is extremely useful for the urinary system. Helps cleanse from worms and tapeworms. In certain doses acts as a laxative and is a valuable remedy in case of constipation. The syrup of roses purifies the whole organism. Rose syrup has a laxative, antispasmodic, anti-inflammatory, choleric and anti-microbial action.

Chocolate - The natural chocolate with rose oil boosts the self-esteem, confidence, and mental strength while efficiently fighting depression.



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Pharmacological effects of Rosa Damascena

Neuro-pharmacological effects

Several Pharmacological studies have been performed on Rosa damascena to evaluate their effects on the central nervous system (CNS). The effects of this plant on the CNS are extensive.

Ethanol extract of the flowering tops of Rosa damascena has been shown to possess a potent depressant activity on CNS. Some of these effects that evaluated are hypnotic, anticonvulsant, anti-depressant, anti-anxiety, analgesic effects, and nerve growth.





Effect on cardiovascular

Recently, a new compound named cyanidin-3-O- β -glucoside was isolated from the buds of *Rosa damascena*. This compound significantly suppressed angiotensin I-converting enzyme (ACE) activity. Since ACE is a key enzyme in production of angiotensin II, *Rosa damascena* may be effective to improve the cardiovascular function.



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Antimicrobial effects

It has been shown that *Rosa damascena* has wide spectrum antimicrobial activities. Essential oil, absolute and hydrosol are important products that showed these effects.

One essential part of Rose oil, the Rose Absolute Oil (RAO) have strong antibacterial activity against *Escherichia coli*, *Pseudomonas aeruginosa*, *B. subtilis*, *Staph. Aureus*, *Chromobacterium violaceum* and *Erwinia carotovora* strains. The *C. violaceum* was the most sensitive microorganism against the essential rose oil (RAO). *E. coli* was also sensitive against rose essentials. However, hydrosol had no antimicrobial activity against any of the microorganisms. The "RAO" also showed antibacterial activity against both gram-negative and gram-positive bacteria.



A photograph of laboratory glassware containing a pinkish liquid, with a plate of pink roses in the background, suggesting a natural product or botanical study.

Antioxidant effects

The *Rosa damascena* similar to many aromatic and medicinal plants exhibits antioxidant properties. Sources of natural antioxidant are primarily phenolic compound that are found in all parts of plants such as the fruits, vegetables, seeds, leaves, roots and barks. The presence of phenolic compound in ethanolic extracts of *Rosa damascena* has been shown by Kumar et al (2009). They determined antioxidant activity of this extract compare to standard antioxidant L-ascorbic acid by 1, 1-diphenyl-2-picryl hydrazyl (DPPH) free-radical method. This study showed that *Rosa damascena* has high antioxidant activities. The antioxidant effect of *Rosa damascena* and its inhibitory effect on lipid oxidation were evaluated in an in vivo study. The results showed a potent antioxidant and lipid peroxidation inhibitory effects comparable to -tocopherol and suggest that the plant can be considered as a medical source for the treatment and prevention of many free radical diseases.



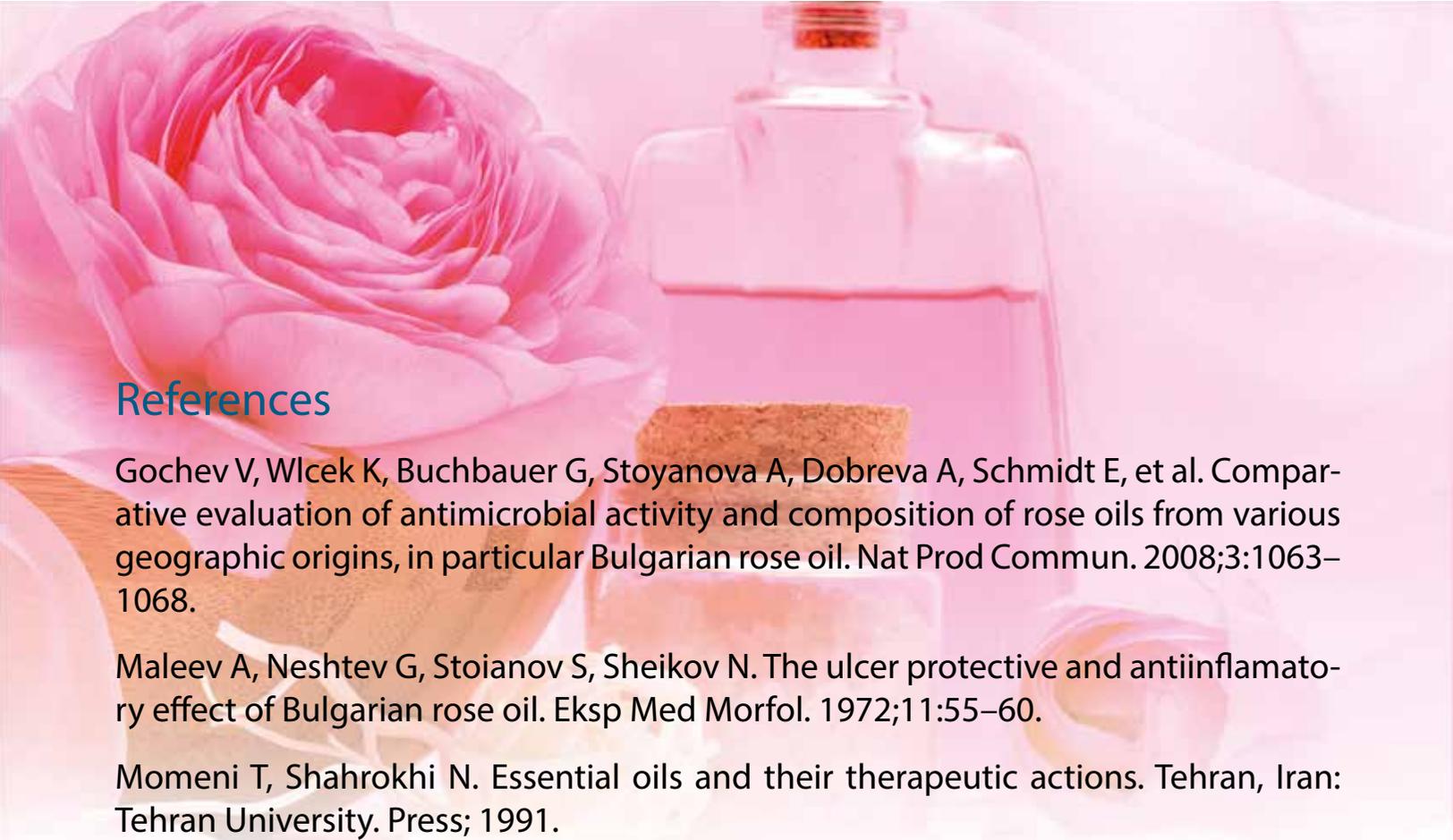


Conclusion

The *Rosa damascena* is one of the most important species of Rosaceae family mainly known for its perfuming. Its major products are rose water and essential oil.

This plant contains several components such as terpenes, glycosides, flavonoids, and anthocyanins that have beneficial effects on human health. The pharmacological effects of *Rosa damascena* are widespread. Most of the CNS effects are hypnotic, analgesic, and anticonvulsant effects. The respiratory, cardiovascular, laxative, antidiabetic, antimicrobial, anti-inflammatory, and antioxidant are other effects of this plant. It is suggested that lipid soluble (non-polar) constituents of this plant are mainly responsible for most of the above-mentioned effects.





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