

# EMU Farming in INDIA

## The Info Booklet

*For more information contact us at 8898214184/85 and 9920947333 and 9769650147 Mr Nilesh and Lalit Mhatre. [www.skemupl.com](http://www.skemupl.com)*

## **\* EMU Farming in India \* Benefits \* Backward & Forward Linkages \* Finances \* EMU Facts**

In India, chicken is the most popular of the poultry species Followed by ducks & quails. Of late, with some popularization through Newspaper write ups, television coverage & Exhibitions, **about 250-300 Progressive farmers of Maharashtra state have started Emu farming with 25 to 200 pairs in Pune, Thane, Nasik, Akola, Ahmed Nagar, Beed, Kolhapur districts** and many more are coming up for guidance and Inquiring about the availability of bank loan for establishment of A new farm or expansion of existing farms. At present more than 10,000 pairs of Emu reared by the farmers in the state. For large scale production of meat oil And skin there is a long term potential for breeding and rearing of more than 75000 Emus. To promote such innovative project activity in the state this can accelerate capital Formation in the rural area. **NABARD, MRO, Pune** has taken a decision to formulate a Model project for rearing of Emu as there is a increasing demand for such unit in coming Years.

### **Diversification is the key to success in any enterprisE**

We need to Diversify to other species of poultry in order to reap more profits. Considering this let us Discuss about Emu,

breed of bird which attains upto 65 Kg.wt. & 5.6 ft. hight on Maturity.Emu belong to Ratite family of birds & is the third biggest bird species after Ostrich & Cassowary. The birds have small wings & are in capable of Flying. Australia is the place of Origin for the birds.



Emu is a social bird with dark whitish complexion. The birds live in groups & Can thrive under varying climatic conditions ranging 0 degree C. to 52 degree C. These Birds are Omnivorous and eat leaves, vegetables, fruits, insects, worms. They can be feed Modified poultry feed.

It is clarified by the Chief Conservator of forest, GOM, Pune that Emu is an exotic bird and it has not been included in any of the schedules of wildlife (protection) Act, 1972. The provisions of Wild Life Protection Act, 1972 and rules made there under are not applicable for these birds. As such no permission from forest Department is necessary For rearing, farming and selling of these birds.

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## Present Status

Recognizing the economic importance. Australian Government in 1975 Started domesticating these birds living in Jungles by establishing big farms. This Activity spread to America. France and other European countries in the early eighties. It is reported that there are about 90,000 Emu farms in America and an Emu Association Was established in 1993. The activity has also spread to China, Japan, Malaysia and Korea.

One Emu farm by name Vijaya Ratite Farm (Pvt.) Ltd. Was established by Shri P. Satyanarayana IN Andhra Pradesh in 1996 on small scale. Similarly in Maharastra state Shri.Ganesh Kale& Group introduced 20 pairs of Emu during 2001 &in Baramati Shri. Sandip Taware has established first Emu Farm with 10 pairs in April 2002. He has also established Emu hatchery.

At present There are Four Emu Association in India. One is at Hydra Bad name of INDIAN EMU ASSOCIATION” Mumbai “**NATIONAL EMU ASSOCIATION**” headed by **Shri. Sami Tambatkar**. This two association working all India level. And in Maharastra level at Baramati in the name of “Maha Emu Association” headed by Shri. Sandip Taware and another at Pune in the name “Emu Farmer Association”. Headed by Mrs. Chitralkha Mehta. The experience of the farmer has been encouraging.

## TECHNICAL PARAMETERS of EMU Bird

The birds reach their full size by the end of 1st year. They grow up to 5.5 to 6 feet With a weight of 40to 70 kgs. Laying period in India starts after 18 to 24 months and Eggs are laid during September to February. Eggs are dark bluish green in colour with a weight of 450 to 700 gms . A bird can lay 20-60 eggs in a season. Incubation period is 50- 52 days and newly hatched bird will be of 6-7”in height. The lift span of the bird is 30-35 years. The productive economic life of the bird is 20.25 years.



## ECONOMIC IMPORTANCE (SCOPE)

It is reported that the price of Rs.15, 000/- a pair of 3 months old Birds and the price of Rs.33, 000/- a pair of 21 months old Birds having live body weight each 40 to 50 kg. and the birds are used for table purpose.

### MEAT:

Meat of Emu bird is reddish in colour, soft and with less of cholesterol **98% fat free**. Emu meat is lower in fat than Chicken. Turkey, Pork & Beef It is the “Super Food of the New Millennium”. The price commands higher price than that of meat from Other birds/animal and is reported at Rs. 300-450 per Kg. The American Heart Association has included Emu meat in its listing of heart healthy meats.

### EMU MEAT: 98% FAT FREE - 100% NATURAL

#### THE HEALTHY RED MEAT

EMU IS A VERY LEAN (98% FAT FREE) RED MEAT **SIMILAR TO BEEF** IN BOTH TASTE AND APPEARANCE. EMU ARE **HIGHER IN PROTEIN, VITAMIN C AND IRON COMPARED TO BEEF; LOWER IN CHOLESTEROL COMPARED TO CHICKEN. EMU GIVES RED MEAT LOVERS WHAT THEY WANT AND HEALTH CONSCIOUS CONSUMERS WHAT THEY NEED.** IN FACT, THE AMERICAN HEART ASSOCIATION RECOGNIZES EMU MEAT AS A HEALTHY ALTERNATIVE TO BEEF.

	Emu	Chicken	Lean Pork	Lamb
<i>Fats (g)</i>	2.4	3.5	25.0	23.4gr
<i>Protein (%)</i>	20.9	20.1	20.2	16.6
<i>Energy (ki)</i>	446.5	125.0	147.0	-----
<i>Calories</i>	106.2	125.0	147	282.0
<i>Iron(mg)</i>	3.0	1.0	1.0	1.55
<i>Cholesterol (mg)</i>	51.7	80.0	65.0	73

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	EMU	CATFISH	CHICKEN	BEEF
<i>PROTEIN</i>	23.3G	18.2G	23.1G	19.9G
<i>CALORIES</i>	109	113	110	225
<i>CHOLESTROL</i>	57.5MG	58MG	64MG	65MG
<i>FAT</i>	1.7G	4.3G	1.2G	15.8G
<i>SATURATED FAT</i>	0.06G	1.0G	0.3G	6.5G
<i>MONO-UNSATURATED FAT</i>	0.7G	1.6G	0.3G	7.2G
<i>PLOY-UNSATURATED FAT</i>	0.4G	1.0G	0.3G	0.6G

### FEATHERS :

Feathers are soft non allergic / anti static, beautiful double quilled and are used In hats, dresses, computer and car cleaning brushes and household decorative items. About **400 to 600 Gms** of feathers would be available from a bird and each bird would Fetch about **Rs. 200/-** at present.



### SKIN :

The skin is very thin, soft and strong. Price of good quality skin is reported Rs.700/- to Rs.1000/- per Sq ft. and 8-12 sq.ft of skin is available from a well matured bird. The skin is used in the preparations of shoes, bags, belts, purses, jerkens and seat covers for expensive cars. At present raw skin of a matured bird would fetch about Rs. 1000 1200/-.

### EGG SHELLS AND NAILS :

The egg shell are used for painting and as decorative items due to deep Blue Colour. Nails are strong and decor able used in artificial ornaments and craft goods.

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## OIL :

About 4-6 a litter of oil is available from a bird which is devoid of any colour taste and odor. At present market prices, the price of one litter refined Emu oil is Rs. 3000/- to Rs. 4000/- The oil is penetrating and is having moisturizing. Analgesic, ant allergic and antiseptic properties. The oil is used in analgesic ointments, beauty creams and lotions, soaps, hair oils, shampoos, perfumes and massage oils. The raw fat/crude oil of Emu fetches Rs.1000 per Kg.

A number of studies have been conducted and are currently being conducted throughout the world on facts of the Emu oil, including its composition, benefits, applications in different industries and the resulting properties of compounds formulated with the oil.

**Traditionally Emu oil has been used for treatment of muscle and joint pains.**

Clinical experience with Emu oil has shown that it's two major benefits are its anti- inflammatory properties and its ability to penetrate the skin. It also appears to provide some solar protection. The penetrating effect appears to be related to its non-phosphorous composition. "Our skin is phospho - lipid deficient. In other words, there is no phosphorous in our skin. If you put anything on your skin that has phosphorous in it, your skin is 'programmed' to keep it from penetrating. Anytime you put anything on your skin that is phospholipid deficient, or has no phosphorous, it penetrates right through ". Researchers who have analyzed the oil found that there is a compound in oil that they believe is the key to its effectiveness. This compound molecule is believed to be collagen. Collagen is

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found in chickens and turkeys in a very diluted form. However, the test result on the Emu show this molecule to be present in an extremely concentrated form.

Research and development of Emu oil using in cosmetics and pharmaceuticals is rapidly expanding. Emu oil has been documented to exhibit the following properties and/or has been used for the following purposes.

- Anti - Inflammatory Activity
- Moisturising
- Cholesterol Reducer
- Bacteriostatic
- Penetration Enhancer
- Significant epidermal proliferative activity
- Non – Comedogenic
- Significant wound healing agent
- Significantly reduces recent keloid scarring
- Appears to promote faster healing of burns with less pain and scarring
- Anti - Arthritic Activity
- Excellent Emulsifier

#### EYES :

The bird is able to see up to a distance of 10 meters and its eyes are being used To Replace damages corneas in human beings.

#### UTILITY :

15 months old Emu broiler weighing 40 Kg. slaughtered for oil, meat and skin etc. The utility is as under:-

Utility	Present market price of produce per unit
43% boneless meat	Rs. 300/- to Rs. 450/ Kg.
14% bone meat	Rs. 200/ Kg.
5% feather & skin	Rs. 200 + Rs. 1000
22% fat	Rs. 1000 / Kg (raw oil)
3% leg skin	Rs. 500/-
4% neck	usable but not saleable at present.
3% blood	usable but not saleable at present.
4% waste	usable but not saleable at present.

## **OUR OBJECTIVES TO HELP ESTABLISH EMU FARMING IN INDIA**

- 2 To provide financial assistance for establishing of Emu breeding farms.
- 3 To provide part time employment or to utilize family labour to earn some livelihood.
- 4 To provide employment to educated un employed youths of rural area.
- 5 To produce more Emus for meat,oil & skin production in future and alternately to export the produce.

### **FINANCIAL ASSISTANCE :**

Loan from banks with refinance facility from NABARD is available for establishing Emu farm. For obtaining bank loan, the farmer should apply to the nearest branch of a Commercial or Co- operative or Regional Rural Banks in their area in the prescribed forms which is available in the branches of financing banks. The project report should be attached/ enclosed with loan form. For Emu farming schemes with very large outlays, detailed reports will have to be prepared. The technical officers attached to or the Branch Manager of the bank can help / give guidance to the farmers in preparing the project report to obtain bank loan. A scheme can also be prepared by the beneficiary after consulting local technical

experts or private commercial Emu hatcheries. Consultancy Services of NABARD would also be available for large commercial projects.

### **BENEFICIARY :**

A good practical training for a week and experience on a Emu farm will be highly desirable before starting a farm. If possible, they should visit the progressive Emu farms/ Hatcheries in the area and discuss the technical ability and profitability of farming.

## **BACKWARD LINKAGES**

### **CLIMATE :**

Emu is a social bird and can thrive under varying climatic conditions ranging 0° F. to 100° F. The climate suitable for poultry farms is also suitable for Emu farming.

### **AVAILABILITY OF EMU. PAIRS :**



In Maharashtra there are private Emu hatcheries supplying the Emu pairs of different age groups i.e. 3 months, 6 months, 12 months and 15 months old. The detail addresses of hatcheries are as below:-

#### **AVAILABILITY OF FEED :**

Poultry feed (layer) can also be fed to Emu. In addition to poultry feed mineral mixture and shell/ stone grit can be given. Sprouted desi Chana and Methi can also be fed during layer season. During summer season chopped vegetables like cabbage, carrot, beetroot, etc. can also be fed.

#### **AVAILABILITY OF VETERINARY AID :**

Like poultry chlorinated water should be given to Emu birds like Poultry. Deforming should be done twice in a year at an interval 6 months.

#### **TRAINING & EXPERIENCE :**

Training on Emu farming is given on above farms for 3-5 days. During training these farms supply all technical information in the form of books/CDs/booklet/palplet etc.

#### **AVAILABILITY OF SHED, BREEDING PENS AND RUN-OFF AREA :**

The detail specification along with cost proposed is given EMU FARM PROJECT broacher Low cost shed and building material locally available can also be used to lower the cost of housing.

#### **AVAILABILITY OF EQUIPMENT :**

Water, feeders & egg trays are required. Low cost equipment locally available can also be used.

### **FORWARD LINKAGE:**

#### **SALE OF EGGS :**

At present both the hatcheries mentioned above are purchasing eggs @ Rs.1000/-to 1200/- each or on the basis of chick borne @ Rs.1200/- per chick.

#### **SALE OF MANURE AND EMPTY FEED BAGS :**

Manure can be applied on own farm or can be locally sold to other farms. Like poultry manure, Emu manure is also good for fruits and vegetable gardens. Empty feed bags are sold in local market @ Rs. 4-5/- each.

## **LENDING TERMS – GENERAL :**

### **PROJECT COST :**

One model of 50 pairs Emu have been formulated. The total project cost including fixed cost and recurring cost up to the income generating stage (21 months) has been worked out to Rs. 24.78 lakh.

### **MARGIN MONEY AND BANK LOAN :**

Minimum 15 % of down payment has been considered to be collected from the beneficiaries and maximum 85 % of total financial outlay is considered as bank loan.

**TFO : Rs. 24.78 lakh.**

**Margin Money : 15 %**

**Bank Loan : 85 %**

### **WORKING CAPITAL :**

If required by the farmer, financing bank may assess the same and sanction accordingly. It may require for commercial ventures only. Here in this case we have already capitalized 21 months recurring expenses and so there may not be a need for further W.C.

### **INTEREST RATE :**

The rate of interest shall be decided / fixed by the concerned financing bank to the ultimate beneficiary. In this case for calculation of cash flow and repayment we have assumed an interest rate @ 12% per annum.

### **SECURITY :**

- a) Will be as per RBI guidelines issued from time to time.
- b) Insurance: Bank may ensure that the borrower takes insurance of assets created out of  
  
a bank loan including insurance of Emu birds.

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### **REPAYMENT OF LOAN :**

The repayment period depend upon the gross surplus generated in the project. The loan will be repaid within 7 years including first year as grace / moratorium/gestation period in suitable monthly installments (6/year) during October to march only.

### **CONCLUSION :**

Emu farming offers great scope & potential because of its supplementary income additional employment & simplicity in operation .Efficient emu development can be Achieved by promotion of small units in villages through a gamut of functions like Dissemination of information & technology, making various inputs & organizing training Sessions for farmers on this subject.

After going through the forgoing paragraphs and from subsequent annexure it is Concluded that the captioned proposal is found to be technically feasible and financially Viable.

Biosecurity measures to be taken in Emu Farming / breeding as suggested by

**Commissioner of Animal Husbandry, Maharashtra State**

- a) The farm should be ideally placed and away from the population and is blosecured
- b) The housing should be proper will adequate brooding facilities.
- c) There should be a separate workers team, who should not be allowed to get mixed with other workers.
- d) There should be separate dress code for the workers.
- e) Proper dis-infection procedures / foot dips etc., should be maintained.
- f) The quarantine sheds should be separate and away from other sheds.
- g) The other birds (parent, commercial or pure line etc.) and pets should not be reared/allowed to enter the same farm.
- h) The brooding space should be optimum.
- i) There should be provision of showers, change over and dips.
- j) Proper records should maintained.

**k) There should be scientific facility for disposing off / destroying the bedding / dead Birds etc.**

**l) The equipment are proper, properly disinfected and separate**

**m) The farm should have a water sanitation system.**

**n) Water source should be tested for mineral , bacterial , chemical , contamination and pathogen load.**

**o) Proper storage of feed to prevent contamination should be made. The water quality should be checked periodically and if contamination is seen it should be treated with any sanitizer.**

**p) Routine disease monitoring procedures like postmortem examination of dead birds and periodic sera antibody assay is recommended.**

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### **Few Facts about our Favorite EMU**

<b>Height at birth</b>	<b>8 - 10 inches</b>
<b>Adult Height</b>	<b>5 - 6 feet tall</b>
<b>Adult weight</b>	<b>100 - 140 pounds</b>
<b>Colour</b>	<b>Black and Brown</b>
<b>Health</b>	<b>Generally Robust, Hardy</b>
<b>Temperament</b>	<b>Friendly, Docile</b>
<b>Lifespan</b>	<b>35 to 40 years (approx)</b>
<b>Productive years</b>	<b>Up to 25 years</b>
<b>Eggs per year</b>	<b>Average egg laying 10 to 15 eggs in the first breeding season, gradually increases up to 20-30</b>

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	<b>eggs in subsequent breeding seasons</b>
<b>Age at slaughter</b>	<b>16 – 18 months</b>
<b>Incubation Period</b>	<b>48 - 52 days</b>
<b>Percentage of eggs hatched</b>	<b>Approximately 70 percent</b>
<b>Space per Adult bird</b>	<b>600 sq.ft. red and hardy soil</b>

## COMPARISON OF NUTRITIONAL INFORMATION

### NUTRITIONAL COMPOSITION OF GROUND MEATS

Serving size: Per 100 Grams (3.5 oz.) of cooked product

	<b>RDI<sup>5</sup></b>	<b>Venison<sup>1</sup></b>	<b>Ostrich<sup>1</sup></b>	<b>Emu<sup>1</sup></b>	<b>Bison<sup>1</sup></b>	<b>Beef<sup>2</sup></b>	<b>Turkey<sup>2</sup></b>	<b>Elk<sup>1</sup></b>
Protein gm	50	26.5	26.2	<b>28.4</b>	24.2	25.0	27.4	26.6
Fat gm	<65 <sup>4</sup>	8.2	7.1	<b>4.7</b>	14.8	16.4	13.2	8.4
% Saturated Fat <sup>3</sup>	—	52	30	<b>25</b>	44	39	26	48
Cholesterol mg	<300	98	83	87	85	81	102	<b>78</b>
Calories kcal	—	189	175	<b>164</b>	237	255	235	190
Iron mg	18	3.4	3.4	<b>5.0</b>	3.1	2.4	1.9	3.3

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Copper mg	2	.13	.14	<b>.24</b>	.21	.09	.09	.14
Sodium mg	<2400	78	80	<b>65</b>	67	70	107	85
Magnesium mg	420	23.9	22.6	<b>28.7</b>	19.8	21	24	23.7
Manganese mg	—	.013	.017	<b>.030</b>	.010	.016	.020	.011
Phosphorus mg	1000	228	224	<b>269</b>	184	160	196	221
Potassium mg	—	364	323	<b>375</b>	306	312	270	354
Selenium mcg	—	10	34	<b>44</b>	35	19	37	17
Zinc mg	15	5.2	4.3	4.6	4.3	5.4	2.9	<b>6.6</b>
Folic Acid mcg	420	8.2	14	9	<b>15.1</b>	9	7	7.7
Vitamin B <sub>12</sub> mcg	6	2.3	5.7	<b>8.5</b>	2.3	2.0	.33	2.6
Vitamin B <sub>6</sub> mg	2	.47	.50	<b>.83</b>	.37	.27	.39	.42
Thiamin mg	1.2	<b>.50</b>	.21	.32	.12	.06	.05	.13
Niacin mg	16	<b>9.3</b>	6.6	8.9	4.9	4.7	4.8	5.3
Riboflavin mg	1.3	.33	.27	<b>.55</b>	.26	.26	.17	.32

**Red and enlarged** areas indicate most desired in that classification

(gm=grams, mg=milligrams, mcg=micrograms, Kcal=kilocalories)

<sup>1</sup> = Source; University of Wisconsin-Madison, June 2000, Alternative Meat Study funded by USDA

<sup>2</sup> = **Source: United States Department of Agriculture Nutrient Database for Standard Reference**

<sup>3</sup> = **percent of fat composed of saturated fatty acids**

<sup>4</sup> = **Based upon 2000 calorie diet**

<sup>5</sup> = **Reference Daily Intake (National Academy of Sciences)**

**The taste and texture of Emu meat is comparative to grass fed beef. Emu meat is very lean and care must be taken not to overcook it.**

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**Emu is best served slightly rare. Emu meat possesses a wonderful flavor and healthy nutritional value; a combination you will enjoy.**

### Nutritional Value of Meat

	RDI <sup>5</sup>	Venison <sub>1</sub>	Ostrich <sub>1</sub>	Emu <sub>1</sub>	Bison <sub>1</sub>	Beef <sub>2</sub>	Turkey <sub>2</sub>	Elk <sub>1</sub>
<b>Protein (gm)</b>	50	26.5	26.2	<b>28.4</b>	24.2	25.0	27.4	26.6
<b>Fat (gm)</b>	<65 <sup>4</sup>	8.2	7.1	<b>4.7</b>	14.8	16.4	13.2	8.4
<b>% Saturated fat <sup>3</sup></b>	--	52	30	<b>25</b>	44	39	26	48
<b>Cholesterol (mg)</b>	<300	98	83	87	85	81	102	<b>78</b>
<b>Iron (mg)</b>	18	3.4	3.4	<b>5.0</b>	3.1	2.4	1.9	3.3
<b>Calories (kcal)</b>	--	189	175	<b>164</b>	237	255	235	190
<b>Copper (mg)</b>	2	.13	.14	<b>.24</b>	.21	.09	.09	.14
<b>Sodium (mg)</b>	<2400	78	80	<b>65</b>	67	70	107	85
<b>Magnesium (mg)</b>	420	23.9	22.6	<b>28.7</b>	19.8	21	24	23.7
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<b>Vitamin B<sub>6</sub> (mg)</b>	2	.47	.50	<b>.83</b>	.37	.27	.39	.42

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<b>Thiamin (mg)</b>	1.2	.50	.21	.32	.12	.06	.05	.13
<b>Niacin (mg)</b>	16	9.3	6.6	8.9	4.9	4.7	4.8	5.3
<b>Riboflavin (mg)</b>	1.3	.33	.27	.55	.26	.26	.17	.32

Shaded areas indicate most desired in that classification  
(gm=grams, mg=milligrams, mcg=micrograms, Kcal =kilocalories)

<sup>1</sup> = Source: University of Wisconsin-Madison, June, 2000 Alternative Meat Study funded by USDA

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<sup>5</sup> = Reference Daily Intake (National Academy of Sciences)

*This information made available by the [American Emu Association](#)*

## **Emu Meat Facts**

Today's health conscious consumers are discovering emu meat. The red meat is an excellent alternative for health-conscious consumers who love the taste of traditional red meat, but desire lower cholesterol, fat, and calories.

Here are some other emu meat facts:

- Emu meat is a tasty, pleasing red meat, and packed with protein.
- Emu meat is 97% fat free (See Nutritional Comparison Table [below](#)).
- Emu meat is high in iron and vitamin B12 and low in calories and cholesterol.
- Wilderness Emu Ranch emus are raised without the use of antibiotics or growth hormones.
- The American Heart Association recently included emu meat in its listing of heart-healthy meats.
- The tenderness and texture of emu meat enable it to be prepared in a variety of ways. It is best prepared lightly grilled, pan fried, or sauted.

## **Nutritional Comparison of Meats**

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	RDI <sup>5</sup>	Venison 1	Ostrich 1	Emu 1	Bison 1	Beef 2	Turkey 2	Elk 1
<b>Protein (gm)</b>	50	26.5	26.2	28.4	24.2	25.0	27.4	26.6
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<b>Iron (mg)</b>	18	3.4	3.4	5.0	3.1	2.4	1.9	3.3
<b>Calories (kcal)</b>	--	189	175	164	237	255	235	190
<b>Copper (mg)</b>	2	.13	.14	.24	.21	.09	.09	.14
<b>Sodium (mg)</b>	<2400	78	80	65	67	70	107	85
<b>Magnesium (mg)</b>	420	23.9	22.6	28.7	19.8	21	24	23.7
<b>Manganese (mg)</b>	--	.013	.017	.030	.010	.016	.020	.011
<b>Phosphorus (mg)</b>	1000	228	224	269	184	160	196	221
<b>Potassium (mg)</b>	--	364	323	375	306	312	270	354
<b>Selenium (mcg)</b>	--	10	34	44	35	19	37	17
<b>Zinc (mg)</b>	15	5.2	4.3	4.6	4.3	5.4	2.9	6.6
<b>Folic Acid (mcg)</b>	420	8.2	14	9	15.1	9	7	7.7
<b>Vitamin B<sub>12</sub> (mcg)</b>	6	2.3	5.7	8.5	2.3	2.0	.33	2.6
<b>Vitamin B<sub>6</sub> (mg)</b>	2	.47	.50	.83	.37	.27	.39	.42
<b>Thiamin (mg)</b>	1.2	.50	.21	.32	.12	.06	.05	.13

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<b>Niacin (mg)</b>	16	9.3	6.6	8.9	4.9	4.7	4.8	5.3
<b>Riboflavin (mg)</b>	1.3	.33	.27	.55	.26	.26	.17	.32

Shaded areas indicate most desired in that classification.  
(gm=grams, mg=milligrams, mcg=micrograms, Kcal=kilocalories)

**1** = Source: University of Wisconsin-Madison, June, 2000 Alternative Meat Study funded by USDA

**2** = Source: United States Department of Agriculture Nutrient Database for Standard Reference

**3** = percent of fat composed of saturated fatty acids

**4** = Based upon 2000 calorie diet

**5** = Reference Daily Intake (National Academy of Sciences)

For health conscious individuals who want THE Natural Alternative, EMU meat provides better nutrition while being easy and fast to prepare. It offers taste appeal with appetite satisfaction and is recognized as a healthier red meat by the American Heart Association.

Unlike other choices, American EMU meat:

Provides better health benefits than traditional meat proteins even chicken or turkey.

Offers superior nutrition best in 15 of 20 essentials according to USDA Absorbs seasonings better than most meats Is raised free-range with no hormones, steroids or antibiotics

Our Emu Meat is shipped to you by Overnight Shipping to ensure freshness.

We do have a 5 lb. minimum, however you may combine different types of meat to reach the minimum.

Great Lakes Emu Products L.L.C. has been selling emu oil products online for over 7 years and has been in business even longer. We're constantly striving to offer the best product while keeping the prices low. All of our Emu Oil is American and has been lab tested and certified to meet and/or exceed the guidelines set forth by the American Emu Association. We are a member of the American Emu Association and Harvey Rudell (owner of Great Lakes Emu

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Products) is also President of the Michigan Emu Growers Association. This helps us to be active participants in the growth of the emu industry as well as allowing us to keep up with all the advancements and improvements they're making along the way.

**American emus are raised without the use of antibiotics or growth hormones.**

Today's health conscious consumers are discovering emu meat. The red meat is an excellent alternative for health-conscious consumers who love the taste of traditional red meat, but desire lower cholesterol, fat, and calories.

**WISCONSIN STUDY SAYS EMU MEAT IS LOWER IN FAT, BUT HIGHER IN PROTEIN AND OTHER NUTRITIONAL NEEDS -- Two Year Study Completed.**

Some say emu meat is a nutritional goldmine. Others call it the super food of the New Millennium. Recent results from a study of alternative red meats by The University of Wisconsin-Madison confirm early reports, finding emu lower in fat and higher in protein and other nutrients -- when compared with bison, venison, elk and ostrich.

Additional comparisons found emu meat lower in fat than chicken, turkey, pork and beef. Neil Williams, president of the American Emu Association, said the project's results went beyond all expectations of the American emu farming community.

Begun in 1998, the two-year research project was funded by the United States Dept. of Agriculture's state marketing improvement program and the Wisconsin Dept. of Agriculture, Trade and Consumer Protection. Along with other research goals accomplished, the study also provided important data to the USDA's respected Nutrient Database for Standard References the primary database used by dietitians, the medical community, food professionals and consumers to understand the composition of various foods.

The American Heart Association has included emu meat in its listing of heart-healthy meats, said Williams, and Barry Sears, internationally-known author of *The Zone* recently included emu meat in his diet recommendations. So, we were hopeful that emu would be a positive in this study. What we didn't anticipate was emu meat's nutritional values when compared to other meats.

The tenderness and texture of emu meat enable it to be prepared in a variety of ways. It is best prepared lightly grilled, pan fried, or sautéed.

### **The Healthy Red Meat**

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Emu is a very lean (97% fat free) red meat similar to beef in both taste and appearance. Emu are higher in protein, vitamin C and iron compared to beef; lower in cholesterol compared to chicken. Emu gives red meat lovers what they want and health conscious consumers what they need. In fact, the American Heart Association recognizes emu meat as a healthy alternative to beef.

	<b>Emu</b>	<b>Catfish</b>	<b>Chicken</b>	<b>Beef</b>
<b>Protein</b>	23.3g	18.2g	23.1g	19.9g
<b>Calories</b>	109	113	110	225
<b>Cholesterol</b>	57.5mg	58mg	64mg	65mg
<b>Fat</b>	1.7g	4.3g	1.2g	15.6g
<b>Saturated Fat</b>	.06g	1.0g	.3g	6.5g
<b>Mono-unsaturated Fat</b>	.7g	1.6g	.3g	7.2g
<b>Poly-unsaturated Fat</b>	.4g	1.0g	.3g	.6g

### **All Natural Emu Oil Compared To "Over the Counter" Medications**

**Pure emu oil is no different. Generally, it works so well on so many different ailments it is the preferred treatment and is considered by users to be a Godsend. Since it has no harmful side effects and is all natural, it makes sense to try emu oil first.**

### ***Death as A "Side Effect"?***

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The fact is that we accept it when prescription drugs don't deliver and we move on to another drug. We accept all the negative side effects and somehow we hope we aren't affected by them. *Listen closely to the "side effects" quoted during drug advertisements.* The actors regularly include death as a "side effect", and somehow we continue to use the drugs! More and more people are stopping the use of prescription drugs and finding a better alternative in all natural emu oil.

## **Emu Oil Works Wonders For All Natural Pain Relief**

### **How To Use Emu Oil**

All natural emu oil has no negative side effects so you can use it freely anywhere on your body that you wish. And use it for anything you wish. It has positive benefits for everyone from infants to the elderly. As you can see on our page of fifty benefits, there are many uses. *Your Skin Absorbs Much More Than You May Know*

During an average shower, your skin absorbs as much as the equivalent of five glasses of water. Considering that, look at the ingredients in sun-block, after shave, cologne, etc. You absorb those chemicals through your skin. These harmful chemical seem to have an immediate positive effect, but in the long run, they do more harm than good. *Using all natural emu oil on your skin will insure you do not absorb harmful chemicals AND you get positive results.*

Generally it means putting a few drops (or as much as you prefer), into your hand and rubbing the emu oil into the affected area. *The difference is that emu oil penetrates so well that actually "rubbing it in" isn't necessary.* Just allow it to penetrate naturally. You will see results much faster than you would expect and it is absorbed quickly.

### **How To Use Emu Oil For Dry Skin**

Put about a teaspoon of oil into the palm of your hand and apply liberally to the dry area. Allow the oil to naturally penetrate (3 to 5 minutes). Repeat as needed. Depending on the severity of the dry area, you will see positive results in as little as 3 to 5 days (or applications). Emu Oil For Burns

Inflammation is the normal response to healing of a burn wound. This inflammation also causes scar tissue to form. Approximately 2.5 million people seek medical attention of burn injuries each year. Virtually all require

**some type of lubricant application during their recovery and all natural emu oil delivers. Pain Relief**

**Many All Natural Emu Oil Compared To "Over The Counter" Medications Pure emu oil is no different. Generally, it works so well on so many different ailments it is the preferred treatment and is considered by users to be a Godsend. *Since it has no harmful side effects and is all natural, it makes sense to try emu oil first.***

### **About The Certification Of Emu Oil**

**The certification of emu oil is misunderstood by most people. It sounds like a good thing but there are inherent problems with the procedure. Here's how it works:**

**A sample from each "batch" of emu oil that is refined must be submitted to the American Emu Association for lab testing. Some batches are as much as 150 gallons while others can be as small as ten gallons. If the submitted emu oil sample meets the AEA standards in the lab, certification is approved and the emu oil from that batch can be sold as "certified."**

**The problem is that in truth, most companies don't continue to submit samples from each and every batch of oil they have refined.**

**We have published the actual standards here and we save the test results from each batch of refined emu oil that we have refined. This way, if you prefer, you can simply phone and we can verify the test results for you. You can be confident the oil you'll receive meets and far exceeds the standards set by the American Emu Association.**

**Death Is Considered A "Side Effects"?**

**The fact is that we accept it when prescription drugs don't deliver and we move on to another drug. We accept all the negative side effects and somehow we hope we aren't affected by them. *Listen closely to the "side effects" quoted during drug advertisements. Death***

### **How Emu Oil Works**

**Emu Oil Has Two Primary Characteristics That Make It So Effective**

**1). Emu Oil is a naturally powerful "transdermal carrier" which means that it penetrates the skin with great efficiency.**

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2). Secondly, it has natural anti-inflammatory, anti-bacterial, anti-fungal, healing, moisturizing and non-comedogenic (will not clog pores) properties.

### **Is Emu Oil Safe? Are There Side Effects?**

The incredible healing properties possessed by emu oil and its unsurpassed ability to penetrate the skin seem almost too good to be true. The natural question arises, “Is Emu Oil safe?” The answer is **“YES, emu oil is safe”**. Further scientific inquiry has shown that properly refined emu oil, so closely resembling the oil in human skin, is absolutely hypoallergenic. It has “the allergic potential to water.”

### **Emu Oil Is Also Effective For**

- 1). Reduces bruising
- 2). *Takes the burn out of sunburn*
- 3). *Helps prevent peeling after sunburn*
- 4). Helps prevent blistering
- 5). Soothes inflammation
- 6). Relieves the sting of insects
- 7). Softens your hands and cuticles
- 8). Revives your tired muscles
- 9). Helps heal insect bites
- 10). Reduces swelling
- 11). Prevents soreness after exercising
- 12). Increases your mobility
- 13). Relieves and reduces pain from tendonitis
- 14). Helps relieve growing pains
- 15). Helps prevent razor burn

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- 16). Softens your dry skin**
- 17). Helps pain of carpal-tunnel syndrome**
- 18). Relieves itchy skin**
- 19). Helps prevent scarring**
- 20). Helps control acne inflammation**
- 21). Reduces swelling of sprains**
- 22). Strengthens weak nails**
- 23). Conditions hair**
- 24). Relief of muscle cramps**
- 25). Great for massages, used by many salons.**
- 26). Softens calluses**
- 27). Reduces itching and flaking of psoriasis**
- 28). Aid for relieving and prevention of bed sores**
- 29). Revive tired eyes and puffiness**
- 30). Protects skin from chlorine irritation**
- 31). Diminishes wrinkles**
- 32). Calms flare up from rosacea**
- 33). Reduces the appearance of age spots**
- 34). Relieve eczema**
- 35). Great for after bath, after sauna, or after spa**
- 36). Soothes skin after waxing**
- 37). Aids healing of cold sores**
- 38). Helps alleviate headaches**

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**39). Promotes healthy skin and nails**

**40). Speeds the healing process**

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### **Here's What The Doctors And Experts Are Saying**

Dr. Margaret C. Craig-Schmidt, Associate Professor in the Dept. of Nutrition and Food Science at Auburn University notes that the properties of this oil make it quite suitable to be used by the cosmetic industry.

Kristi Tomlin, registered pharmacist in Blackwell Oklahoma, acknowledges that the main problem with anti-inflammatories currently on the market is their side effects. The majority of anti-inflammatories on the market today produce side effects that are often so severe, the consumer must weigh their benefits against their side effects.

However, in the case of EMU oil, laboratory irritation tests conducted by E.R.I. revealed that even at full strength, EMU oil generates irritation levels so low that the results are comparable to that of water!

Dr. Howard Hagglund stays fit by jogging and working with a trainer. Dr. Hagglund relates that his trainer who has bad arthritis in his elbows from an accidental kick, really likes the oil, and since he's started using it, "everybody in the gym is wanting it!"

Dr. Patty Headly, Chiropractor in Tonkawa, Oklahoma says, "When I use the this oil in conjunction with the chiropractic, the relief is quicker and the muscles stay relaxed longer, and therefore the treatment lasts longer."

#### **Your Skin Is Thirsty For Emu Oil!**

Dr. Alexander Zemtsov of Texas Tech University has conducted a study on the moisturizing and cosmetic properties of the oil and it's potential use in the cosmetic and pharmaceutical industries.

Dr. Zemtsov says, "the proof is in the results! It has been proven and documented that the claims about the oils penetrating, emulsifying, non-irritating, non-comedogenic (non pore-clogging), and highly moisturizing effects are true."

#### **Here's What Pure Emu Oil Contains**

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**Emu Oil contains Essential Fatty Acids which are important for healthy functions of the body.**

Fatty Acid Analysis of Emu Oil. (AEA funded study, 1994) By: Dr. Paul Smith, Dr. Margaret Craig-Schmidt, Amanda Brown at Auburn University. (Reprinted from AEA News, September 1994 Issue).

SUMMARY: Analysis of fatty acids in emu oil reveals that it contains approximately 70% unsaturated fatty acids. The major fatty acid found in emu oil is oleic acid, which is mono-unsaturated and which comprises over 40% of the total fatty acid content. Emu oil also contains both of the two essential fatty acids (EFA's) which are important to human health: 20% linoleic, and 1 - 2% alpha-linolenic acid.

### **Emu Oil For Natural Nutrition And More**

**Emu oil is recommended as a natural nutrition and as an anti-inflammatory to reduce pain from arthritis, muscle and joint aches, swelling, hemorrhoids, bed sores and burns. This excellent emollient is also reported to soothe the discomfort of skin irritations such as insect bites, poison ivy, psoriasis, razor burns, dry skin, cold sores and it may aid in reducing skin cancers. It is useful for any skin, muscle or joint discomfort and is an excellent moisturizer.**

**Pure Emu Oil is natural & non-toxic, non-comedogenic (does not clog pores), hypo-allergenic (non-irritating) and gentle for all skin types.**

**This natural emu oil is an important source of EFA's (essential fatty acids) provide the body with what it needs to manufacture cell membranes. An inadequacy of fatty acids is one of the most widespread nutritional deficiency among modern humans. This represents a serious potential health risk for children in particular since fatty acids are so crucial for proper growth and development.**

### **Emu Oil for Sunburn & More**

**Emu oil is recommended for sunburn care and also as an anti-inflammatory to reduce pain from arthritis, muscle and joint aches, swelling, hemorrhoids, bed sores and burns. This excellent emollient is also reported to soothe the discomfort of skin irritations such as insect bites, poison ivy, psoriasis, razor burns, dry skin, cold sores and it may aid in reducing skin cancers. It is useful for any skin, muscle or joint discomfort and is an excellent moisturizer.**

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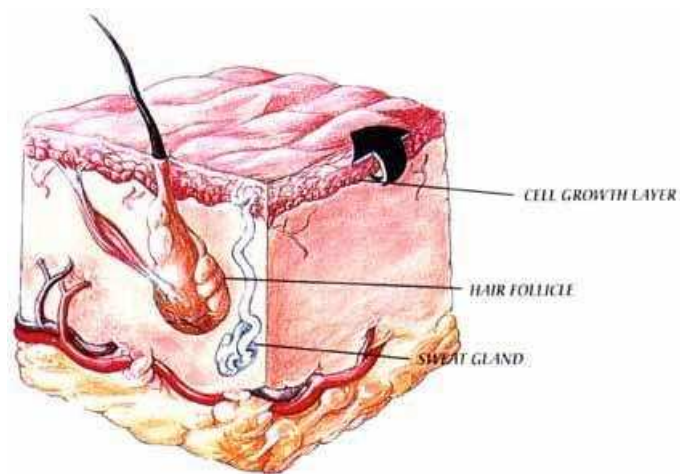
**Pure Emu Oil is natural & non-toxic, non-comedogenic (does not clog pores), hypo-allergenic (non-irritating) and gentle for all skin types.**

**This natural emu oil is an important source of EFA's (essential fatty acids) provide the body with what it needs to manufacture cell membranes. An inadequacy of fatty acids is one of the most widespread nutritional deficiency among modern humans. This represents a serious potential health risk for children in particular since fatty acids are so crucial for proper growth and development.**

**Emu Oil Is A Great (non-comedogenic), it is non-irritating (hypo-allergenic), and gentle for all skin types.**

*First, the fatty acid properties of Emu Oil is very similar to that of humans. Several factors allow Emu Oil to penetrate the skin so effectively. Emu Oil is a rich source of essential fatty acids, omega-3, 6, and 9. In addition, the monounsaturated fatty acid, oleic acid is the major fatty acid found in Emu Oil. Clinical research has shown that properly refined Emu Oil penetrates the skin even more effectively than oleic acid by itself.*

#### Normal Skin



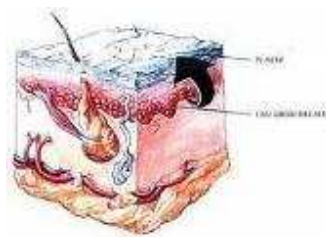
**In a normal growth pattern, skin cells are created in the basal cell layer, and then move up through the epidermis to the stratum corneum, the outermost layer of the skin. Dead cells are shed from the skin at about the same rate that new cells are produced and this is the natural function. This natural, or normal process takes about 28 days from cell birth to cell death.**

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**When we have a skin wound, the natural course of healing begins and this is called "regenerative maturation." This is when cells are born much faster in order to heal the wound. An increase in blood supplied to the area also takes place.**

**Psoriatic skin (psoriasis) is a lot like healing skin in that it reacts the same as it would if it were injured. Skin cells react as if an injury has taken place even though it hasn't. In other words, skin cells change from a normal growth pattern to regenerative maturation (healing).**

Psoriasis Skin



**Cells are pushed to the skin surface at the accelerated rate of 2 to 4 days and the skin becomes abnormal because of the build up of dead cells coming to the surface. The white scale is dead cells and the redness is because of an increase in blood supplied to the area.**

**Temporary relief is available and somewhat successful but it is expensive and time consuming. Often these treatments are unsightly and cause other problems. Psoriasis is different for everyone.**

### **Treat Psoriasis With Emu Oil:**

**Many psoriasis sufferers have reported relief of psoriasis with emu oil. Some have found great relief and others have reported none. Everyone is different. Quite often, prescription drugs do not perform well, but we understand that we simply need to try something else. Prescription drugs work on some people and not others.**

**The benefit of emu oil is that it is all natural. It replenishes the skin and has a soothing healing effect.**

### **Emu Oil Is A Great All Natural Treatment For Rosacea And Guaranteed To Your Satisfaction!**

**Pure Emu Oil is all natural & non-toxic, it does not clog pores hypo-allergenic), and gentle for all skin types.**

**Natural emu oil is an important source of EFA's (essential fatty acids) which provide the body with what it needs to manufacture cell membranes.**

**An inadequacy of fatty acids is one of the most widespread nutritional deficiency among modern humans. This represents a serious potential health risk for children in particular since fatty acids are so crucial for proper growth and development.**

## **Replace**

*First, the fatty acid properties of Emu Oil is very similar to that of humans.* Several factors allow Emu Oil to penetrate the skin so effectively. Emu Oil is a rich source of essential fatty acids, omega-3, 6, and 9. In addition, the monounsaturated fatty acid, oleic acid is the major fatty acid found in Emu Oil. Clinical research has shown that properly refined Emu Oil penetrates the skin even more effectively than oleic acid by itself.

## **Here's What A Doctor Says About Emu Oil**

**Dr. Alexander Zemtsov of Texas Tech University has conducted a study on the moisturizing and cosmetic properties of the oil and it's potential use in the cosmetic and pharmaceutical industries.**

**Dr. Zemtsov says, "the proof is in the results! *It has been proven and documented that the claims about the oils penetrating, emulsifying, non-irritating, non-comedogenic (non pore-clogging), and highly moisturizing effects are true.*"**

## **Your Skin Is Thirsty For Emu Oil!**

### **About Rosacea**

### ***How Can You Recognize Rosacea?***

### **Emu Oil Is A Great**

**Emu oil is recommended for eczema relief and used widely with great success.**

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**Natural emu oil is an important source of EFA's (essential fatty acids) which provide the body with what it needs to manufacture cell membranes.**

**An inadequacy of fatty acids is one of the most widespread nutritional deficiency among modern humans. This represents a serious potential health risk for children in particular since fatty acids are so crucial for proper growth and development.**

#### **Replace About Diagnosing Eczema**

**A Personal or family history of asthma, hay fever, or eczema.**

**Very dry skin**

**Very sensitive skin**

**A skin rash that tends to flare up, then go away, then comes back again**

**A skin rash that first appeared before you were five years old**

**A skin rash that appears on different parts of your body, depending on your age (for example, a skin rash on the face, elbows, or knees in babies)**

**A skin rash that is patchy, bumpy, or scaly**

**A skin rash that itches**

**Your healthcare provider may want to see you and examine your skin rash more than once because these symptoms can vary from person to person and may change over time.**

#### **Your physician also needs to know:**

- **How long you have had the skin rash**
- **Medicines that have been used in the past to treat your skin and skin rashes**
- **Medicines that have been used to treat your allergies or asthma, if you have them**

#### **Where does eczema appear?**

**In older children and adults, eczema appears on the hands, neck, inner elbow, back of the knees and ankles. It seldom appears on the face.**

**In younger children eczema is more common on the face elbows and knees. It is possible on other areas, but not common.**

**Treating Eczema With Deep Penetrating All Natural Emu Oil:**

**You need to hydrate your skin. It is not dry because it lacks grease or oil, but because it isn't retaining water. To correct dryness, water is added to the skin, followed by a grease or oil substance to hold the water in.**

**Do this by soaking the affected area in a basin of water, in the bath or in the shower for 20 minutes using warm water. Pat the skin with a soft towel to remove excess water, and immediately apply Emu oil.**

**You should bathe and lubricate at least once a day or more for optimum hydration. Many people find 2 or 3 applications a day of emu oil will hydrate the skin to a greater degree and help keep their skin moist.**

**Although eczema is a problem to live with, these suggestions will help alleviate some of the discomfort. No two cases are exactly the same and each person may have different needs.**

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**Eczema**



- 1. An elderly woman with severe eczema on her face. Note: She had been treated for approximately eight weeks by a physician with conventional type therapy (cortisone, antibiotics, IV, oral). All prior medications were discontinued.**



**2. Eczema lesion after one week of pure emu oil application.**

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**3. Eczema lesion after three weeks of therapy using just pure emu oil.**

#### **Get How Emu Oil Works**

**The benefits of the fatty acids found in Emu Oil are not limited to their deep penetrating ability. Oleic acid is also known to serve as a local anti-inflammatory. Additionally, linolenic acid, the second most abundant fatty acid in Emu Oil, has been shown to ease muscle and joint discomfort.**

**So, since oleic acid is a great natural anti-inflammatory and emu oil penetrates the skin so well, the main active ingredients that makes emu oil so effective is oleic acid and linolenic acid.**

**There are over a hundred different disorders that can affect the joint. The two most common are deteriorating joint disease, aka osteoarthritis, and inflamed joint disease, a-k-a rheumatoid arthritis.**

**Osteoarthritis is a condition wherein the cartilage lining a joint begins to deteriorate, allowing the bones to rub together. Movement becomes painful and restricted, which in turn can result in the gradual wasting away of unused muscles. Osteoarthritis usually affects the larger, weight-bearing joints such as the hips, knees and spine, but can occur in other joints as well.**

**Is there a way to break out of this circle? Maybe.**

**A growing number of North Americans, including professional sports teams, chiropractors and massage therapists, report excellent results from emu oil and emu oil based sports/arthritis rubs in the treatment of rheumatoid arthritis.**

**While emu oil is currently being sold on anecdotal properties, there is clinical evidence that it contains a high level of linolenic acid, a substance known to temporarily ease the discomfort of muscle and joint pain. In 1995, Dr. Thom Leahey of the *Arthritis Clinic* in Ardmore, Oklahoma, did a 2 week study on hands afflicted with arthritis. The results indicated that emu oil may substantially reduce the pain caused by arthritis. Dr. Leahey theorizes that the oil may be more beneficial to those suffering from the early stages of the disease, before the cartilage is destroyed completely.**

### **Emu Oil Is A Very Fast Acting, Effective Burn Care Treatment**

A severely burned her hand



**32 days later**

on a HOT stovepipe and here are the results.

#### **Emu Oil For Burn Care And More**

**This natural emu oil is an important source of EFA's (essential fatty acids) provide the body with what it needs to manufacture cell membranes. An inadequacy of fatty acids is one of the most widespread nutritional deficiency among modern humans. This represents a serious potential health risk for children in particular since fatty acids are so crucial for proper growth and development. Remember that the very best burn care is emu oil.**

***First, the fatty acid properties of Emu Oil is very similar to that of humans. Several factors allow Emu Oil to penetrate the skin so effectively. Emu Oil is a rich source of essential fatty acids, omega-3, 6, and 9. In addition, the monounsaturated fatty acid, oleic acid is the major fatty acid found in Emu***

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**Oil. Clinical research has shown that properly refined Emu Oil penetrates the skin even more effectively than oleic acid by itself.**

**The benefits of the fatty acids found in Emu Oil are not limited to their deep penetrating ability. Oleic acid is also known to serve as a local anti-inflammatory. Additionally, linolenic acid, the second most abundant fatty acid in Emu Oil, has also been shown to ease muscle and joint discomfort. So, since oleic acid is a great natural anti-inflammatory and emu oil penetrates the skin so well, the main active ingredients that makes emu oil so effective is oleic acid and linolenic acid**

#### What A Doctor Says About Emu Oil For Burns

**Over a decade ago, the American Emu Association began working with Dr. John Griswold, Director of Timothy J. Harnar Burn Center (affiliated with Texas Tech University Medical Center in Lubbock), during the first quarter of 1995. We agreed to a four to six month study to analyze the potentially effective involvement of emu oil in the healing process of burn wounds.**

**Healing burn wounds are painful and pose many difficulties for the recovery of a burned patient. Inflammation, lack of moisture, and wound sensitivity are often cited as impediments to daily activities and therapy. Current emollients vary in their ability to penetrate skin and decrease sensitivity and associated pain. Adequate lubrication aids the healing process by providing moisture in areas where sebaceous glands are depleted or currently dysfunctional. Inflammation is the normal response to healing of a burn wound. This inflammation also causes scar tissue to form. Approximately 2.5 million people seek medical attention of burn injuries each year. Virtually all require some type of lubricant application during their recovery. This provides a large segment of the population with potential need for an emu oil product. In a letter received from Dr. Griswold by the American Emu Association in January, 1997, he said,**

#### Dr. Griswold: Burn Data Evaluation

**"We now have 10 patients with appropriate wounds who have completed at least initial evaluation of approximately nine months that could be compared in a treatment/control fashion in the same patient. This required wounds that were completely separate in opposite sides of the body, yet in areas that would heal similarly in order to appropriately compare the emu oil versus a placebo. Two important results from evaluation of this data are:**

***1. Comments from patients almost unanimously favored emu oil as an end result and during application.***

**2. There was a unanimous difference noted in photographs taken of the wounds as far as reduction in scarring and inflammation done by three blinded observers as to which was emu, and which was a control wound area. This difference was statistically significant.**

**We are in the process of providing you more in-depth details as to the complete study, patient demographics and results."**

**During the American Burn Association meeting, March 18-21, 1998, a poster presentation was made on the completed study. The presentation was entitled: *Evaluation of Emu Oil in Lubrication and Treatment of Healed Burn Wounds*. Accredited authors were M. Pentur, PhD., RD; S. O'Banion, RPh; and J. Griswold, MD.**

The full and complete abstract presented to the American Burn Association reads:

**"Emu Oil has been reported to have significant anti-inflammatory effects, and has been used both in cosmetics and therapeutic vehicles. This experiment was conducted to evaluate emu oil as a lubricant and an aid in reducing scar formation in healed burned wounds.**

**Ten patients were evaluated in a randomized double blind study for a minimum of 6 months. Patients served as their own control by utilizing bilateral wound areas for application of emu oil. (New Discoveries, Inc., Florence, MS), and the placebo lubricant on independent sites respectively. Patients were instructed to apply both lotions daily on an as-needed basis.**

**During scheduled out-patient clinic visits, patients' wounds were evaluated by the Vancouver Scar Assessment Scale. Photos were taken on each clinic visit. Treatment ranged from 195 to 385 days before discontinuation. All of the patients were men, ranging in age from 24 - 62 years. Per scar assessment, significant differences were noted in pigmentation and pliability ( $p<0.02$ ).**

**There were not differences noted in vascularity and height of the healed wound, ( $p=0.08$ ). Pictures were scored by a four person blinded panel on pigmentation, scar maturation and general health of the skin. Emu treated areas healed significantly better ( $p<0.02$ ) than control in photo analysis.**

**Statistics were calculated by analysis of variance, means were separated with the F-protected predicted difference test. The results of this pilot study are promising, however additional research is needed to further elucidate the therapeutic qualities of this oil."**



**Now that the study has been presented in a peer- reviewed context, the abstract can be cited in research studies. Proper citation is: "Evaluation of Emu Oil in Lubrication and Treatment of Healed Burn Wounds," S. O'Banion, J. Griswold, Texas Tech University Health Sciences Center, Lubbock, Texas. American Burn Association, March 18, 1998, Chicago, Illinois.**

**In closing, because the study was thought to be ground breaking at the time, our expectations were high. This study now pales in comparison to current experiences of the benefits of emu oil in wound healing.**

**The information provided above is strictly for educational purposes and not intended as medical advice. For diagnosis and treatment, consult your physician.**

**Emu Oil For Deep Penetrating Adult Skin Care!**

**How Does Emu Oil Work?**

**First, the fatty acid properties of Emu Oil are very similar to that of humans. Emu Oil Has Two Primary Characteristics That Make It Super Effective For Skin Care....**

- 1). Emu Oil is a naturally powerful "transdermal carrier" which means that it penetrates the skin with great efficiency.**
- 2). Secondly, it has natural anti-inflammatory, anti-bacterial, anti-fungal, healing, moisturizing and non-comedogenic (will not clog pores) properties.**

**Several factors allow Emu Oil to effectively penetrate the skin. Emu Oil is a rich source of essential fatty acids, Omega-3, 6, and 9. First, the fatty acid properties of Emu Oil are very similar to that of humans. In addition, the monounsaturated fatty acid, oleic acid is the major fatty acid found in Emu Oil. Clinical research has shown that properly rendered Emu Oil penetrates the skin even more effectively than oleic acid by itself.**

**The benefits of the fatty acids found in Emu Oil are not limited to their deep penetrating ability. Oleic acid is also known to serve as a local anti-inflammatory. Additionally, linolenic acid, the second most abundant fatty acid in Emu Oil, has been shown to ease muscle and joint discomfort.**

### **Is Emu Oil Safe?**

**The incredible healing properties possessed by emu oil and its unsurpassed ability to penetrate the skin seem almost too good to be true. The natural**



question arises, "Is Emu Oil safe?" The answer is **"YES"**. Further scientific inquiry has shown that properly rendered emu oil, so closely resembling the oil in human skin, is absolutely hypoallergenic. It has "the allergic potential to water."

#### Deep Penetrating Emu Oil For An Effective Anti-Aging Program

Emu oil duplicates the composition of the lipid profile of human skin, so you won't find a better skin treatment. And of course, emu oil contains anti-inflammatory properties.

#### *Emu Oil For Celebrities!*

Internet research will prove that Emu oil has been used by Demi Moore, Cindy Crawford, Goldie Hawn, Melanie Griffith, Angela Basset and Catherine Zeta-Jones as well as many more of the most glamorous actors, celebrities, and super models in the world.

#### Here's What The Doctors And Experts Are Saying

**Dr. Margaret C. Craig-Schmidt, Associate Professor in the Dept. of Nutrition and Food Science at Auburn University** notes that the properties of this oil make it quite suitable to even be used by the cosmetic industry.

**Kristi Tomlin, registered pharmacist in Blackwell Oklahoma, acknowledges** that the main problem with anti-inflammatories currently on the market is their side effects. The majority of anti-inflammatories on the market today produce side effects that are often so severe, the consumer must weigh their benefits against their side effects.

However, in the case of EMU oil, laboratory irritation tests conducted by E.R.I. revealed that even at full strength, *EMU oil generates irritation levels so low that the results are comparable to that of water!*

**Dr. Howard Hagglund** stays fit by jogging and working with a trainer. Dr. Hagglund relates that his trainer who has bad arthritis in his elbows from an accidental kick, really likes the oil, and since he's started using it, "everybody in the gym is wanting it!"

**Dr. Patty Headly, Chiropractor in Tonkawa, Oklahoma** says, "When I use the this oil in conjunction with the chiropractic, the relief is quicker and the muscles stay relaxed longer, and therefore the treatment lasts longer."

#### Your Skin Is Thirsty For Emu Oil!

*For more information contact us at 8898214184/85 and 9920947333 and 9769650147 Mr Nilesh and Lalit Mhatre. [www.skemupl.com](http://www.skemupl.com)*

**Dr. Alexander Zemtsov of Texas Tech University has conducted a study on the moisturizing and cosmetic properties of the oil and it's potential use in the cosmetic and pharmaceutical industries.**

**Dr. Zemtsov says, "the proof is in the results! It has been proven and documented that the claims about the oils penetrating, emulsifying, non-irritating, non-comedogenic (non pore-clogging), and highly moisturizing effects are true."**

### **Fifty Of The Many Benefits Of Emu Oil**

- 1). Soothes the pain of arthritis**
- 2). Reduces bruising**
- 3). *Takes the burn out of sunburn***
- 4). *Helps prevent peeling after sunburn***
- 5). Helps prevent blistering**
- 6). Soothes inflammation**
- 7). Relieves the sting of insects**
- 8). Softens your hands and cuticles**
- 9). *Moisturizes your skin***
- 10). Revives your tired muscles**
- 11). Soothes your chapped skin**
- 12). Helps heal insect bites**
- 13). Reduces swelling**
- 14). Relieves diaper rash (baby care info)**

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- 15). Prevents soreness after exercising**
- 16). Increases your mobility**
- 17). Relieves and reduces pain from tendonitis**
- 18). *Reduces pain in post radiation burns***
- 19). Helps relieve growing pains**
- 20). Helps prevent razor burn**
- 21). Softens your dry skin**
- 22). Helps pain of carpal-tunnel syndrome**
- 23). Relieves itchy skin**
- 24). For the elderly, thickens skin/reduces fine lines**
- 25). Helps prevent scarring**
- 26). Reduces stretch marks**
- 27). Helps control acne inflammation**
- 28). Reduces swelling of sprains**
- 29). Strengthens weak nails**
- 30). Conditions hair**
- 31). Helps chapped lips**
- 32). Relief of muscle cramps**
- 33). Great for massages, used by many salons.**
- 34). Softens calluses**
- 35). Reduces itching and flaking of psoriasis**
- 36). Aid for relieving and prevention of bed sores**
- 37). Revive tired eyes and puffiness**

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- 38). Protects skin from chlorine irritation**
- 39). Diminishes wrinkles**
- 40). Calms flare up from rosacea**
- 41). Reduces the appearance of age spots**
- 42). Relieve eczema**
- 43). Great for after bath, after sauna, or after spa**
- 44). Soothes skin after waxing**
- 45). Aids healing of cold sores**
- 46). All applications here are also for pets! Plus.**
- 47). Helps alleviate headaches**
- 48). Gives your skin a youthful appearance**
- 49). Promotes healthy skin and nails**
- 50). Speeds the healing process**