



Press release

For immediate release

Ghee: Ayurveda's Nutritious Clarified Butter



Fushi's authentic Organic Ghee is traditionally churned and made with great care at a local farm in the Cotswold Hills of South West of England. It is made with artisan butter and cream produced fresh daily from free range 'grass fed cows' for most of the year.

Ghee is a type of clarified butter that has been recognised and highly valued by Ayurveda, the ancient medical science of India, for thousands of years, and is considered to be an essential part of a balanced diet. According to tradition, it not only benefits the internal health of the body, but hydrates dry skin when applied topically. Another beauty benefit is improved hair growth and thickness when massaged into the scalp.

This is due to its nourishing oil-soluble vitamins A, D, E and K, as well as K2 and its conjugated linoleic acid content. Packed with antioxidants, Ghee is an anti-inflammatory and can even aid in the absorption of vitamins and minerals from other foods. With a high smoke point, Ghee is often used in Indian cooking as the heat does not produce damaging free radicals. This is a healthier alternative to other plant oils that can produce trans fats when heated.





The fatty acids in Ghee are absorbed directly into the liver and burned as energy, which can be beneficial in aiding in weight loss. These fatty acids also promote healthy microbes in the gastrointestinal tract, which in turn promotes effective digestion and elimination. Ghee is known to be incredibly healing for gut health. It also nourishes the nervous system to promote healthy nerves, as well as all the tissues of the body. This promotes calm and clarity of mind to set you up for the day.

Organic certified by the Soil Association and produced only in small batches from quality English butter, our organic Ghee is “cooked” slowly for 6 – 8 hours to rid it of any impurities. This results in a pure ghee butter with a lovely fragrance and colour. There are no added flavourings, preservatives or colourings.

Additional information

- Recommended Retail Price : £8.50 for 230g
- Argan Oil is available from www.fushi.co.uk, Ocado, Naturisimo, Wholefoods, Revital, Planet Organic and other health and beauty retailers

About Fushi Wellbeing

Fushi began with our heritage of Ayurvedic family recipes. Generations of knowledge continues to inspire ethically sourced health and beauty products that we create in our London workshop. We still take inspiration from both the old and new and are honest about the way we do things.

This means supporting Fair Trade, only buying from suppliers that do not exploit indigenous populations. As members of the Ethical Company Organisation and the Good Shopping Guide, we take responsibility for our actions and care about the impact we have on the people and its planet. No short-cuts are taken to compromise this.

Notes to editors:

For further information or images please contact Ariane on +44 203 941 1857 or ariane@fushi.co.uk

