

CELEBRATION™

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Centuries ago, yak herders in the Himalayas watched as their animals, grazing on tender spring grasses at high altitudes, became frisky and energetic; and they asked, "Why?." They found a capless mushroom that appeared to be growing out of a worm. They named it "dong chong xia cao," which means "winter worm, summer grass."

This prized mushroom has been used in Traditional Chinese Medicine ever since for a wide variety of problems, including kidney, lung, and heart concerns, male and female sexual dysfunction, fatigue, and the relief of pain. It was also believed to restore general health and appetite, and promote longevity.

Recognized as a wonder of the natural world for over 2,000 years in Asia, Westerners first encountered the mushroom in 1726, when a Jesuit priest, who had spend time at the Chinese Emperor's court, brought the first specimens to a scientific meeting in Paris. Due to its rarity, however, few people in the West ever heard of this powerful food. But, in 1993 in Stuttgart, Germany, two female Chinese athletes beat world records for running the 1,500, 3,000 and 10,000 meters. They had eaten this mushroom, bringing it into the world's view. Recent clinical trials prove scientifically what TCM practitioners have recognized for centuries—the legendary efficacy of the "winter worm, summer grass."

Cordyceps sinensis, which is its scientific name, is a precious Chinese traditional mushroom that can only be found at 9,186 to 17,717 feet (2,800 to 5,400 meters) above sea level. It is a mycelium that lives parasitically on caterpillars. The caterpillar spends up to five years living underground before becoming a moth. As it feeds on plant roots, it may also ingest spores of the mycelium, which grow inside the caterpillar, eventually killing it. Once the mycelium completely engorges the caterpillar, it sprouts a fruiting body (mushroom), which emerges from the ground in spring or early summer where eager Tibetans search diligently for it.

In **Celebration™**, E. Excel International proudly makes this incredibly rare and precious mushroom available to you every day!

Strength • Endurance • Longevity • Vitality



▶ Cordyceps Sinensis



▶ Ginseng



▶ Cactus

E. EXCEL INTERNATIONAL CELEBRATION™

幾個世紀之前，游牧於喜馬拉雅山區放牧牦牛的牧民注意到，他們放養的那些牲畜，在啃食了高原地區春季新發出的嫩草之後，變得異常活躍與興奮，這一現象讓他們不禁產生了疑問。他們終於發現，毛牛是吃了一種從蟲體之上生長出來的無冠蘑菇，他們於是將這種蘑菇命名為“冬蟲夏草”，意為“冬天之蟲，夏天之草”。

這一珍貴的蘑菇通常用於治理多種多樣的健康問題，比如腎臟、肺臟和心臟方面的問題，男女性功能障礙問題，可消除疲勞，還有止痛等，所以它在傳統中醫中一直被普遍採用。人們還認為冬蟲夏草可以恢復健康，刺激食慾，延年益壽。

作為大自然的奇跡，早在2000多年前冬蟲夏草就被亞洲人所認知。而西方人首次認識這種特殊的蘑菇卻是在1726年，那是一位曾進住過中國皇宮的基督教徒，將第一例冬蟲夏草的樣品帶到了於巴黎舉辦的一個科學會議上。由於冬蟲夏草十分稀有，所以西方人中聽說過冬蟲夏草這種強效食品的人士少之又少。直到1993年，兩名中國女運動員在德國的斯圖加特打破了1,500米、3,000米和10,000米的中長跑世界紀錄，而據稱她們曾食用冬蟲夏草，至此，冬蟲夏草才被展現在世人的眼前。最近的臨床試驗，從科學的角度證實了早被傳統中醫認識了幾個世紀的“冬天之蟲，夏天之草”的傳奇功效。

冬蟲夏草是這種神奇蘑菇的學名，它是一種珍貴的中國傳統蘑菇，只生長在海拔9,186到17,717英尺(2,800米到5,400米)的高原地帶。它是一種寄生在蛾幼體之上的菌絲，這種幼蟲在孵化成蛾之前，可在地下蟄伏長達五年。以這些幼蟲養育植物的根莖，它也可以吸收菌絲的孢子，在幼蟲的體內開始滋長，最終殺死幼蟲。那些菌絲一旦徹底填滿了幼蟲體，就會長出果實(蘑菇)，於春季或者早夏時節破土而出，然後被那些苦苦尋找、熱切等待的藏族人所尋獲。

丞燕國際榮幸地將這種無比珍貴的蘑菇融入到「歡慶」之中，讓您每日都可以享用！

增強體力 • 提高耐力 • 激發活力 • 延年益壽



Royal Jelly ◀



Honey ◀





▶ Cordyceps Sinensis

Cordyceps sinensis, also known as *dong cong xia cao* (winter worm, summer grass), contains many active ingredients. These include Cordycepin, cordycepic acids, polysaccharides, adenosine, amino acids and ergosterol. The synergistic effects of these components make *Cordyceps sinensis* a potent mushroom.

Cordyceps has positive effects on the heart, lungs and kidneys. It also greatly increases the amount of powerful antioxidant enzymes in the body. In addition it can significantly elevate the function of immunocytes (cells contributing to immune system functions), protecting the body.

冬蟲夏草，意為冬天之蟲，夏天之草，它含有多種活性成份。其中包括蟲草素、蟲草酸、多醣體、腺苷、氨基酸和麥角甾醇等。這些複合物協調運作所產生的作用使冬蟲夏草成為一種效益強大的蘑菇。

冬蟲夏草對人體的心臟、肺臟和腎臟都有著補益的作用；它還可以大幅提昇人體內的強效抗氧化酵素的含量；此外，它還可以使免疫細胞（帶動免疫系統運作的細胞）的功能得到明顯的提高，從而保護人體的健康。



▶ Cactus

Cactus contains thousands of phytochemicals that perform many functions in the body. Besides regulating the immune system, they help wound healing. Studies show that phytochemicals in cactus accelerated tissue regeneration by inhibiting inflammation, stimulating fibroblasts and speeding up collagen formation and growth of new blood vessels.

Cactus contributes fiber (pectin) and strengthens antioxidant activity (beta-carotene). It also contains eight essential amino acids.

仙人掌，含有幾千種植物性營養素，可在人體中發揮多種多樣的作用。除調解免疫系統之外，它還可幫助傷口癒合。研究顯示，仙人掌中的植物性營養素可通過抑制炎症、刺激纖維組織母細胞、加速膠原的形成和新血管的生長，而加速組織的更新換代。

仙人掌中含有纖維（膠），可加強抗氧化劑的活力（β-胡蘿蔔素）。它還含有八種必要氨基酸。



▶ Ginseng

Ginseng, revered as the “king of herbs” throughout the world, helps alleviate stress and fatigue.

Rare phytochemicals called ginsenosides add to the therapeutic effects of ginseng. Levels of ginsenosides are highest in the root. American ginseng has more Rb₁ than Asian ginseng. An antioxidant, Rb₁ helps the body cope with stress, increases the rate of learning, and has shown nerve regeneration inducing activity.

Research suggests that American ginseng root (*Panacis quinquefolii radix*) stimulates the immune system, helps overcome infections and benefits the circulatory system.

人參，以“百草之王”的美名享譽世界，可幫助人體減輕壓力，消除疲勞。

人參中蘊含著稀有的人參皂甙，使人參具有滋補的效益。人參根莖中的人參皂甙含量最高。西洋參中Rb₁的含量高於亞洲人參。Rb₁是一種抗氧化劑，有助於人體對抗壓力，提高學習效率，並具有誘發神經更新的活力。

研究認為，西洋參(*Panacis quinquefolii radix*)能夠刺激免疫系統，可抗感染，並滋養循環系統。



▶ Royal Jelly

Worker bees produce **Royal jelly** and feed it to queen bees and larva that will develop into queens. Queen bees live up to eight years—50 times longer than worker bees. A rich source of complete protein, royal jelly contains all essential amino acids, natural sugars, unsaturated fats, minerals and B-vitamins.

Studies indicate that royal jelly may prolong life and slow aging. Athletes report increased stamina and well-being after adding royal jelly to their diets. Royal jelly shows anti-inflammatory and anti-bacterial properties.

蜂王漿，是由工蜂分泌出來的喂養蜂王和未來蜂王之幼蟲的食物。蜂王可存活高達八年，比普通工蜂生存時間長50倍。蜂王漿是完整蛋白的豐富資源，它含有全部的必要氨基酸、天然糖份、不飽和脂肪、礦物質和B族維生素。

研究指出，蜂王漿有助於延年益壽、推遲衰老。報告顯示，在運動員的飲食中加入蜂王漿，使運動員的耐力和整個體質都得到了提高。蜂王漿還具有抗炎症和抗病菌的特性。

▶ Honey

Honey contains vitamins, minerals, amino acids and several antioxidants, including one—pinocembrin—found exclusively in honey. It also shows anti-microbial and antiseptic properties that can be used externally for burns and surgical wound infections, as well as internally.

The World Health Organization has cited honey as a treatment for cough and cold symptoms in children, and it is already used for symptomatic relief for these illnesses by cultures all over the world.

蜂蜜，含有維生素、礦物質、氨基酸、和幾種抗氧化劑，其中的松屬素這種抗氧化劑僅存於蜂蜜中。蜂蜜也具有抗細菌和防腐的特性，所以既可以內服，也可以外敷，敷於燒傷和手術刀口的患處，可控制傷口的感染。

世界健康組織曾舉證蜂蜜可用來為兒童治療咳嗽和感冒這些症狀，而事實上，在全球各個不同文化的地區，已經在用蜂蜜治療這些疾病，以緩解這些病症。

