

Propolis report essay



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This report is written upon the instructions given by supervisor Mr. Tim Burch to select a brand of propolis capsules for special promotion in the winter for the company. The objective of this report is to find out the popularity of propolis on market, analyse the basic functions of propolis and evaluate the defense system and reputation of Comvita Propolis Capsules, the best seller on market. Methodology Two websites about the popularity of propolis were researched. In addition, the diagram attached in the email showing basic functions of propolis and the research results of Comvita Propolis Capsules conducted by Mr. Tim Burch were analysed.

Findings Popularity of propolis as a health supplement product Propolis has been existed for over 45 million years. It had been used by the ancient Greeks, Romans and Egyptians for health purpose and was used to treat wounds and prevent the spread of infection during world wars. Propolis is very popular as it is available in the world markets in different forms as capsules, lozenges, tincture and cream in Europe and America. Basic functions of propolis Propolis is a natural resin that is collected by bees and used to help build their hives Strengthen and accelerate regeneration of cells Propolis had the ability to accelerate the healing of wounds such as cuts, bruises, and canker sores. It is believed by many scientists that propolis can help speed up the process of tissue regeneration. Immune system boosters Propolis is a natural antibiotic. It helps to ward off illnesses that are caused by viruses, bacteria and fungi which typical antibiotics can't affect. Moreover, it can help reduce the inflammation caused by inflammatory diseases. Another function of propolis is to treat allergy such as asthma and nasal allergy.

Evaluation of Comvita Propolis Capsules, the best seller on market Natures powerful defense system According to the research results, Comvita Propolis Capsules is a powerful antioxidant because of its guaranteed flavonoid levels. Antioxidants are required by the body to combat the cell-damaging activities of free radicals, which can trigger cancer and other degenerative diseases like macular degeneration if left unchecked. Additionally, Comvita Propolis Capsules supports immune systems since propolis have the ability to alter and regulate the immune system Reputation

The result of the research shows that there are many good reviews by users of Comvita Propolis Capsules on various local websites. Moreover, it is listed as a finalist for the Womens Weekly Health & Welleing Product of the Year in Australia. However, it is quite expensive for users in Hong Kong. Conclusion To conclude, propolis is very popular on market as a health supplement product. It can not only strengthen and accelerate regeneration of cells, but also act as an immune systems booster. Comvita Propolis Capsules has a powerful defense system to human body and a good reputation so we should select it for our winter promotion.