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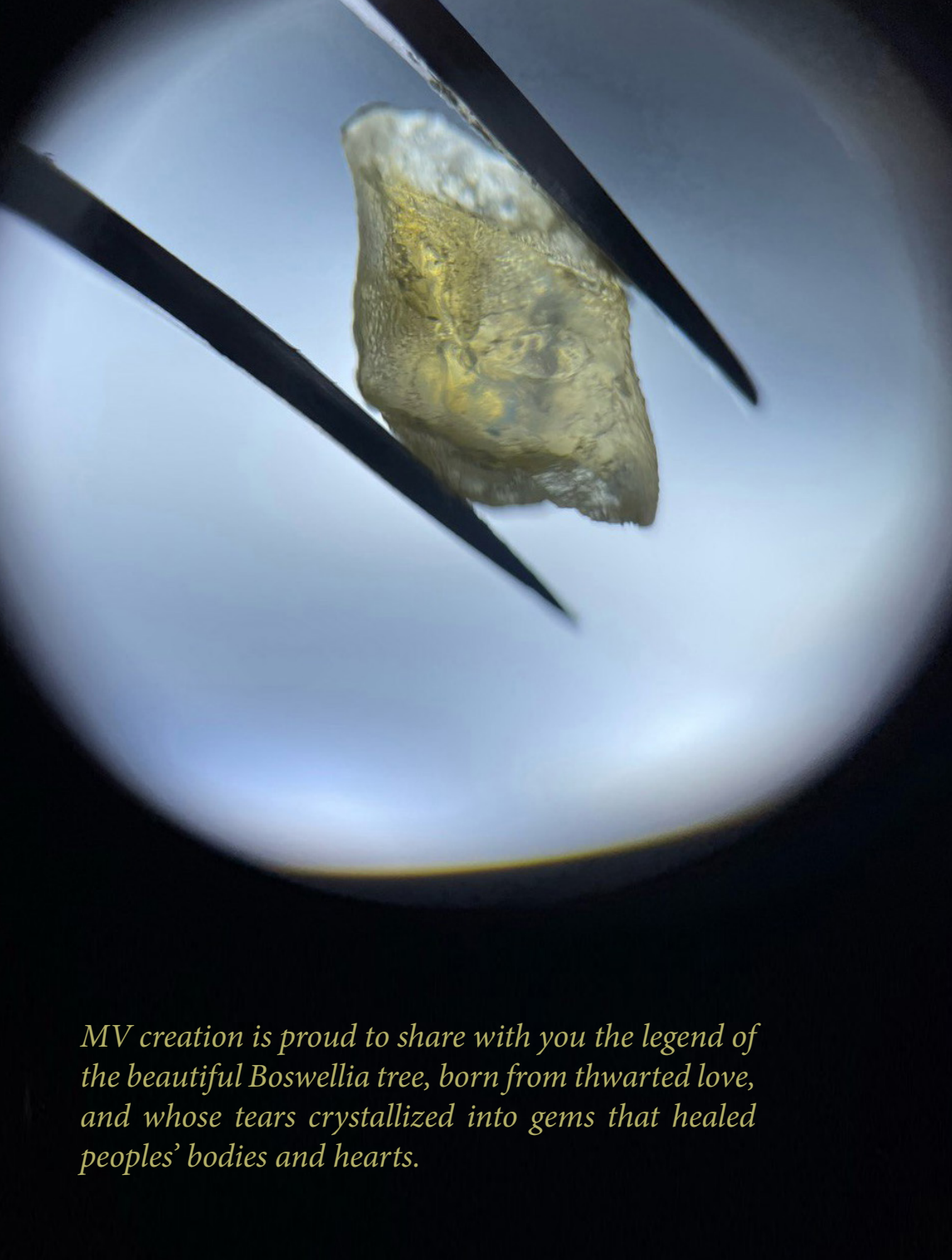


“From my branches, flows the fluid to  
which millions of hearts beat on hearing  
its name!”

OMANI PROVERB







## *Óld Legend of Boswellia Sacra*

A legend has it that a girl from jinn fell in love with a human boy.

Since this love was a violation of the jinn rules, they decided to punish her and transform her into something else. She cried for a long time and after they insisted that she must be punished, she chose to become a tree.

Thousands of years passed by and this silent and hurt tree that's called frankincense continued to shed tears in the form of resin that solidified into white particles which smell of musk. It is therefore a girl in the shape of a tree weeping over her beloved.

Crystal tears that taste of grief flowed out of the trunk and which people scattered on burning coal to incense their homes and places of prayer with a scent that heals the sick and ease the suffering of those with broken hearts.

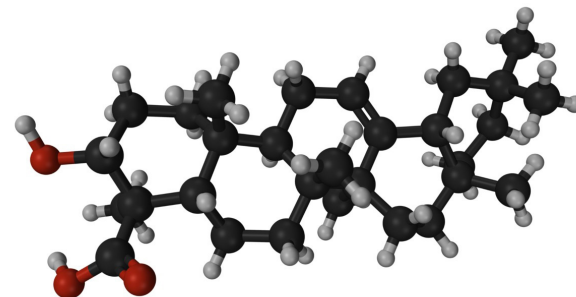
*MV creation is proud to share with you the legend of the beautiful Boswellia tree, born from thwarted love, and whose tears crystallized into gems that healed peoples' bodies and hearts.*

## Benefits

Boswellic acids have anti-inflammatory and antiarthritic effects. Frankincense has been used in traditional and modern natural medicine for the treatment of variety of illnesses with very minimal side effects.

The anti-inflammatory, anti-arthritic, anti-proliferative, anti-microbial and analgesic effect of this gum resin can reduce the inflammation and pain in the body and relieve the related symptoms of many diseases.

The effect of frankincense is remarkable in increasing the number of dendritic segments and branching in the neuron cells of hippocampus, causing more synaptic connections in that area and therefore improvement of learning and memory.



Boswellic acids with the molecular formulas of C<sub>32</sub>H<sub>52</sub>O<sub>4</sub> are the main active component of frankincense.

The four major boswellic acids (pentacyclic triterpene acids) found in frankincense are:

$\beta$ -boswellic acid (BA), acetyl- $\beta$ -boswellic acid (ABA), 11-keto- $\beta$ -boswellic (KBA) acid and 3-O-acetyl-11-keto- $\beta$ - boswellic acid (AKBA) which they have shown to be responsible for the inhibition of Pro-inflammatory enzymes. Among these four boswellic acids, acetyl-11-keto- $\beta$  boswellic acid (AKBA) is the most important inhibitor of an enzyme called 5-lipoxygenase which is responsible for inflammation. AKBA has shown to be effective against a large number of inflammatory diseases such as arthritis, bronchial asthma, chronic colitis, ulcerative colitis, Crohn's disease and cancer.

The mechanism of the action is due to the binding of AKBA to 5-lipoxygenase in a calcium dependent and reversible and act as a non-redox type, none competitive inhibitor.


(Hamidpour R, Hamidpour S, Hamidpour M et al. Frankincense (*Boswellia* Species): The Novel Phytotherapy for Drug Targeting in Cancer. Arch Cancer Res. 2016, 4:1.)





MV Gin is a whole new luxurious and distinctive gin. Like a magic potion, MV Gin was tastefully blended in small batches at one of the oldest distilleries in Luxembourg, La Distillerie Adam. Using the traditional distillation method guarantees the integrity of the fragrance of one of the finest and most elegant ingredients: Frankincense.

Frankincense was one of the most prized and costly substances in the ancient world,



Passed through traders and travelers, royals  
and rulers, this precious commodity made its  
way from place to place by sea and caravan.

Frankincense fragrance will have you swept  
away to serenity in no time



# MY | GIN

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