

Roselle and its Benefits

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Roselle (*Hibiscus sabdariffa*) is a new commercial crop of Malaysia. It is mostly grown in the east coasts of the peninsular. The crop now receives a lot of attention because of its potential health benefits, which are not known to many.

The research revealed that besides other components, Roselle contains high phenolic components namely anthocyanins. It also contains higher amount of ascorbic acid and vitamin A compared to the imported fruits like strawberry, raspberry and blueberry. The anthocyanins in Roselle contribute to the fresh natural colour. Thus currently there is a demand for Roselle to be used as a colouring agent in various products. Roselle anthocyanin has also been shown to act as antioxidant. The antioxidative activity is higher compared to BHA and α -tocopherol. Roselle also has been shown to be able to control cholesterol level and reduce gain in weight.



Roselle (*Hibiscus sabdariffa*)

Reader Enquiry

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