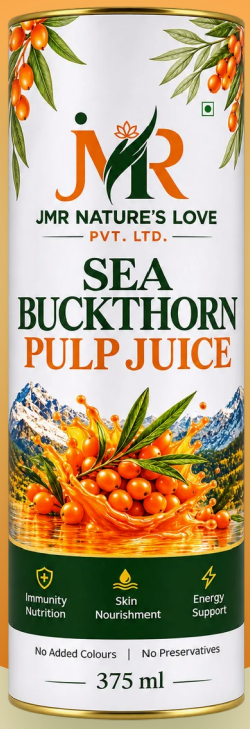
JMR NATURE'S LOVE
PVT. LTD.

QUESTIONS & ANSWERS

Everything about *sea buckthorn*

History, India's story, how to use it, storage and orders — answered in detail.



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This guide is for information. It is not medical advice. Sea buckthorn pulp juice is a food, not a medicine.

01 The berry

Q1. What is sea buckthorn?

Sea buckthorn (botanical name Hippophae rhamnoides) is a thorny shrub that grows in cold, dry and high places across Europe and Asia. It carries clusters of small, bright orange berries packed tightly along its branches.

In India it grows mainly in the Himalayan cold deserts — Ladakh (Leh, Kargil and the Nubra valley) and Lahaul–Spiti in Himachal Pradesh, with smaller pockets in Uttarakhand, Sikkim and Arunachal Pradesh. According to the Ladakh administration, Ladakh alone has about 64% of the country's sea buckthorn growing area. Locally it is also called Leh berry, chharma or dhurchuk.

Q2. Where does the name come from?

"Sea" because in Europe it grows wild along sandy sea coasts and dunes, and "buckthorn" because of its sharp thorns.

Its scientific name, Hippophae, is usually traced to two Greek words — hippos (horse) and phaos (shining). The popular story is that in ancient Greece horses were fed its leaves and their coats became shiny. Botanists do not fully agree on this explanation, and some books give a different meaning, but "shining horse" is the story most people know.

Q3. Why does it grow in such harsh places?

Sea buckthorn is one of the toughest fruit plants known. It grows at altitudes of roughly 2,500–4,500 metres, in thin air, strong sun and stony soil, and survives winters that fall to around minus 40°C.

Its roots work with soil bacteria to fix nitrogen, so it can grow where the soil is poor, and its dense root system holds loose slopes together. That is why it is also planted to stop soil erosion. Everything the plant needs to survive those conditions goes into its small berries.

Q4. Why is sea buckthorn rare and costly?

Three reasons. First, it grows only in a few remote, high places. Second, picking is slow and painful — the berries sit tightly packed between sharp thorns and are so soft that they burst if squeezed, so almost all of it is still picked by hand. Third, the season is short, from late summer into autumn.

Official figures cited in news reports put Ladakh's annual harvest at about 600 tonnes. In 2026 the Ladakh administration doubled the price it pays farmers for the berries, from ₹150 to ₹300 per kg, to encourage more collection.

02 History & India's story

Q5. How old is the use of sea buckthorn?

Very old. The plant is mentioned by the ancient Greek writers Theophrastus and Dioscorides. In the Himalayas and Central Asia it has been part of traditional knowledge for many centuries — it appears in old Tibetan medical texts, and the 8th-century Tibetan physician Yuthog Yonten Gonpo is often credited with using it.

Mongolian and Chinese folk traditions also used the berries. In Ladakh and Lahaul, families have long collected the wild berries for drinks and preserves.

This is history, not a health claim. Modern reviews note that there is still not enough high-quality clinical evidence on its health effects.

Q6. How did the modern world discover it?

Serious scientific work began in the former Soviet Union in the mid-20th century. Russian researchers studied the berry and its oil, and it is widely reported that sea buckthorn products went along on Soviet space missions as a source of vitamins.

China later planted it on a very large scale, partly to stop soil erosion. A Canadian government review from the 1990s noted that China already had around 150 sea buckthorn processing factories making more than 200 products. Today China is the world's largest producer, and the berry is also grown and sold in Russia, Mongolia, Germany, Finland and Canada.

Q7. How did sea buckthorn juice start in India?

India's story starts in Leh. In the early 1990s, local farmers approached DIHAR (the Defence Institute of High Altitude Research), a DRDO laboratory in Leh, about the wild berry. DIHAR began studying it, and according to DRDO the berry had no commercial value until about 2001.

The institute developed a method to turn the highly sour fruit into a drinkable beverage and passed the technology on to local entrepreneurs, NGOs and companies. In the early 2000s DRDO worked with Ladakh Foods to launch "Leh Berry", one of the first sea buckthorn juices sold in India. Since then the technology has been licensed to several Indian companies, and the berry has become one of Ladakh's best-known products.

Q8. What has Prime Minister Narendra Modi said about sea buckthorn?

Prime Minister Narendra Modi has spoken about sea buckthorn on his monthly radio programme, Mann Ki Baat, and has called it a "Sanjeevani". He has praised how the plant survives Ladakh's extreme climate, and Ladakh's Lieutenant Governor has described it as a plant the Prime Minister sees as a symbol of Ladakh's ecological strength.

Ladakh's officials have said that these repeated mentions encouraged a more scientific, organised push for the crop. Many people also link sea buckthorn with the "Sanjeevani booti" of the Ramayana — that is a popular belief, not an established fact.

Q9. How is the government promoting sea buckthorn today?

Quite a lot has happened in the last few years:

- 2021 — Sea buckthorn was chosen as the "One District One Product" for Leh under the PMFME scheme.
- November 2023 — "Ladakh Seabuckthorn" received a Geographical Indication (GI) tag, Ladakh's fourth after Pashmina, Raktsey Karpo apricot and wood carving.
- December 2025 — A Centre of Excellence for Sea Buckthorn opened at Nimoo near Leh, sanctioned at ₹7.89 crore, for research and farmer training.
- 2026 — The procurement price for farmers was doubled to ₹300 per kg, and Leh hosted the first International Sea Buckthorn Conclave in September.

03 Our juice

Q10. What is JMR Nature's Love Sea Buckthorn Pulp Juice?

It is the pulp of Himalayan sea buckthorn berries, grown above 3,000 metres and pressed whole. The ingredients are sea buckthorn pulp and water — nothing else. No added sugar, no added colours and no preservatives.

Each pack holds 375 ml in a glass bottle, protected inside a canister. It is made by JMR Nature's Love Pvt. Ltd., Indore.

Q11. What is the difference between pulp juice and normal juice?

Most juices on a shelf are pressed and then filtered until they are clear, and many are reduced to a concentrate for shipping and rebuilt with water later.

Ours is pulp juice: the soft flesh of the berry stays in the bottle. That is why it is thick and cloudy, why it tastes stronger, and why a small serving goes a long way.

Q12. Why does the juice separate in the bottle?

Because it is real pulp with nothing added to hold it together. With no thickeners or stabilisers, the pulp slowly settles and a layer can form on top. This is normal and a sign that nothing has been added. Just shake the bottle well before every use.

Q13. What does it taste like?

Sharply tart and tangy — closer to a sour citrus than a sweet fruit, with a fruity, slightly tropical note. That is why we always recommend mixing it with water. If you find it too sour at first, add a spoon of honey.

Q14. What does the pack say about nutrition?

Sea buckthorn berries are naturally rich in vitamin C. The only nutrition statements we make are the ones printed on our pack:

- Vitamin C supports normal immune function.
- Vitamin C contributes to normal collagen formation.
- Helps reduce tiredness and fatigue.

The full nutrition table is printed on the pack. Please read it there rather than relying on numbers you find online.

Q15. Is it a medicine?

No. It is a food — a fruit pulp drink. It is not intended to diagnose, treat, cure or prevent any disease, and it is not a replacement for any medicine your doctor has prescribed.

04 How to use

Q16. How much should I take, and when?

Choose either one of these routines:

- Twice a day — 15 ml in the morning on an empty stomach, and 15 ml in the evening, each mixed in 1 glass of water.
- Once a day — 25 ml mixed in 1 glass of water.

Please do not combine both routines on the same day.

Q17. How do I prepare it?

1. Shake the bottle well — the pulp settles.
2. Measure 15 ml (or 25 ml for the once-a-day routine).
3. Pour it into 1 glass of water — normal or chilled, whichever you prefer.
4. Stir and drink it straight away.

You can also stir it into a glass of lemonade or a smoothie instead of plain water.

Q18. Can I drink it without water?

We do not recommend it. The pulp is very sour and thick on its own, and it is meant to be diluted. Mixing it with a glass of water is both easier to drink and the way the serving above is meant to be taken.

Q19. Can children, older people or pregnant women have it?

It is a fruit pulp drink, not a medicine. For children, dilute it well and give a smaller amount. If you are pregnant or breastfeeding, take regular medication, have a medical condition, are planning surgery, or are allergic to any fruit, please ask your doctor before adding it to your routine.

Q20. How long does one pack last?

One pack has 375 ml. On the twice-a-day routine (30 ml a day) it lasts about 12 days. On the once-a-day routine (25 ml a day) it lasts about 15 days.

05 Storage & quality

Q21. How should I store it?

Before opening, keep it in a cool, dry place away from direct sunlight. Once opened, close the cap tightly, keep it in the fridge and finish it within a few days. Because there are no preservatives, it should not be left out at room temperature after opening.

Q22. What is the shelf life, and where is the FSSAI number?

The best-before date, batch number, FSSAI licence number and full nutrition details are printed on every pack. Please check them on your pack — they are the official details for that batch.

Q23. Is it vegetarian? Does it contain sugar?

Yes, it is vegetarian. There is no added sugar — the only ingredients are sea buckthorn pulp and water. The berries have their own natural sugars, which you can see in the nutrition table on the pack.

Q24. Why glass, and why the canister?

Glass does not take on any flavour and needs no plastic lining, so the juice tastes only of the berry. The canister around the bottle protects the glass in transit and keeps out light.

06 Orders & delivery

Q25. What does it cost?

One 375 ml pack is ₹1,299, inclusive of all taxes. Delivery charges, if any, are shown at checkout before you pay.

Q26. Where do you deliver, how long does it take, and is delivery free?

We deliver across India. We pack and hand over every order within 1–2 working days. After that it usually takes 2–3 days within Madhya Pradesh and 4–7 days for the rest of India.

Delivery is free in Madhya Pradesh on orders above ₹999, and in the rest of India on orders above ₹1,499. Below that, the charge for your PIN code is shown at checkout.

Q27. How can I pay? Is cash on delivery available?

Yes, cash on delivery is available, with a small handling charge of ₹30. Any other payment options that are open at the time are shown at checkout.

Q28. How do I track my order or see it in my account?

Go to "Track your order" on our website and enter your order number and the mobile number you gave at checkout.

When you place your first order, your account is created automatically and you are signed in on that device — set a password on the thank-you page to sign in from any phone. If you ordered before and never set a password, choose "Open with your order number" on the sign-in page.

Q29. What if my bottle arrives broken or damaged?

Glass can break in transit. Send us a photo within 48 hours of delivery on WhatsApp or by email, and we will replace it or refund you. You do not need to send the broken bottle back.

Q30. Can I cancel or return my order?

You can cancel an order yourself from "Your orders" before it is shipped. Because this is a food product, returns after delivery depend on the condition of the pack — the full rules are on our Cancellation & Refund page.

Q31. How do I contact you?

Call or WhatsApp us on +91 96179 36955 (calls Monday to Saturday, 10 am – 6 pm), or email jmrnatureslove@gmail.com. JMR Nature's Love Pvt. Ltd., Indore, Madhya Pradesh.

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