

Nutritionist Leema Mahajan Clears Myths on Palm Oil and Misleading Labels with Science-Backed Facts

Category: Business

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Amid rising consumer confusion around edible oils and growing online misinformation, the Malaysian Palm Oil Council (MPOC) has launched a new six-part podcast series, aimed at helping Indian households make informed, science-backed choices. The series builds on MPOC's earlier digital initiatives that reached millions of Indian consumers by simplifying the nutrition, science and sustainability behind Malaysian palm oil.



Nutritionist Leema Mahajan Clears Myths on Palm Oil and Misleading Labels with Science-Backed Facts

The first two podcast episodes in the series feature nutrition expert and creator Leema Mahajan as the guest. The podcast blends relatable kitchen conversations with evidence-based insights on health, dietary fats, sustainability, and misleading marketing labels. Each episode breaks down widely circulated myths and offers listeners clear, practical takeaways for everyday cooking.

Episode Highlights

In the first Episode, Leema simplifies the big question, which oil is truly healthy? by stressing balance, and smart cooking

habits over eliminating any single oil. She briefly touches on palm oil's science-backed benefits and the importance of rotating oils at home. In the next Episode, she breaks down the rising “**No Palm Oil**” labels, explaining why they're often fear-driven and misleading. She urges viewers to look beyond front packet claims and understand what truly makes a product healthy.

What Science Says About Palm Oil

The series integrates current research showing that palm oil is rich in tocotrienols and carotenoids (in red palm oil), compounds recognised for their antioxidant and potential cardiometabolic benefits. Palm oil is naturally cholesterol-free, as cholesterol is found only in animal-based fats. When consumed as part of a balanced diet, palm oil has a neutral impact on blood cholesterol levels.

Aligned With ICMR Dietary Guidelines

The podcast reiterates the ICMR–NIN Dietary Guidelines (2024), which recommend limiting visible fats to 25–30 g per person per day and rotating multiple plant-based oils to maintain a balanced fatty acid profile. In this context, palm oil is positioned as one of several healthy options suitable for Indian cooking patterns.

Supporting India's Edible Oil Goals: NMEO–OP

The series also contextualises palm oil within India's broader edible oil landscape. Under the Government of India's National Mission on Edible Oils – Oil Palm (NMEO–OP), states across the country are expanding oil palm cultivation to strengthen domestic availability and reduce reliance on imports. Malaysian expertise continues to support this growth across multiple regions.

Addressing Misleading ‘No Palm Oil’ Labels

Responding to growing market confusion, the podcast reinforces recent statements by industry bodies such as IFBA and OTAI, which have labelled “No Palm Oil” tags as misleading marketing tactics rather than evidence-based health claims. The series urges consumers to prioritise overall nutrition, moderation and credible science over fear-based messaging.

Through scientific facts MPOC aims to bring clarity, context and accuracy to empower consumers to make informed and balanced choices.

Link to episode one : www.instagram.com/p/DQMimjLD3Uq/

Link to episode two :
www.instagram.com/reel/DRCrejij7Hi/?igsh=dHNSYXlmemx5bjcx

About the Series

This is a six-episode podcast series by the Malaysian Palm Oil Council (MPOC) designed to address misinformation and share scientific facts about palm oil in a simple, relatable way.

Each episode brings expert voices and everyday perspectives to topics like nutrition, health, and sustainability helping listeners replace myths with understanding. With these conversations, MPOC hopes to encourage balanced, fact-based discussions and highlight palm oil’s rightful place as a versatile, nutritious, and sustainably produced edible oil.

