

OLIVENOL[®] plus

With **HIDROX[®]**

a Proprietary formula from the juice of **Organic Olives**
containing High Concentration of **Hydroxytyrosol**



Promotes Heart Health

For Protection from Oxidative Stress

Promotes Joint Health & Mobility

Regulates Immune Health



A product by



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From Organic Olive Juice to *OLIVENOL[®] plus!*



OLIVENOL[®] plus⁺



Buy with confidence! Laboratories around the world have conducted multiple clinical trials and confirmed the safety and efficacy of OLIVENOL[®] plus⁺

Dr. Roberto Crea is considered a pioneer in the field of biotechnology. In 1978, Dr. Crea was one of the four original Scientific Directors for Genentech, Inc. His scientific contribution was instrumental in the development of human insulin (Humulin). Dr. Crea is a recipient of the Rumbaugh Award for Scientific Contribution given by the Juvenile Diabetes Foundation of America.



What is OLIVENOL[®] plus ?

OLIVENOL[®] plus is a unique, natural health care supplement which contains very high concentration of Hydroxytyrosol (a polyphenol derived from the juice of organic olives under the proprietary formula called HIDROX[®]) developed by CreAgri, Inc. in USA under Dr. Roberto Crea (www.creagri.com). HIDROX[®] has expanding benefits including inflammation reducing and immune balancing activities.

Olivenol[®] Plus Products

Extracted from Organic Olive Juices

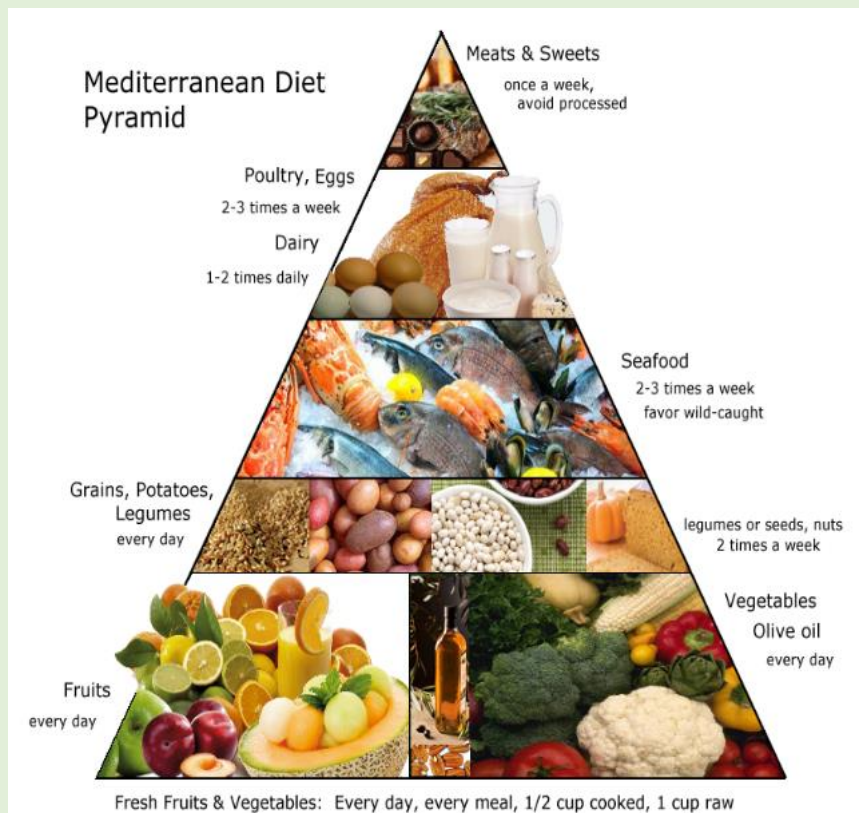
bring you ALL the Benefits of Olive Oil

in the Mediterranean Diet but less its Calories & Fats

HIDROX[®]



Mediterranean Diet and Health Benefits



Health Benefits

Research has scientifically proven the many health benefits of the Mediterranean Diet.

It has been proven that the Mediterranean Diet helps reduce the risk of:

- Metabolic Syndrome
- Coronary heart disease: decreases LDL and increases HDL
- Hypertension
- Cancers
- Stroke
- Diabetes
- Alzheimer's disease

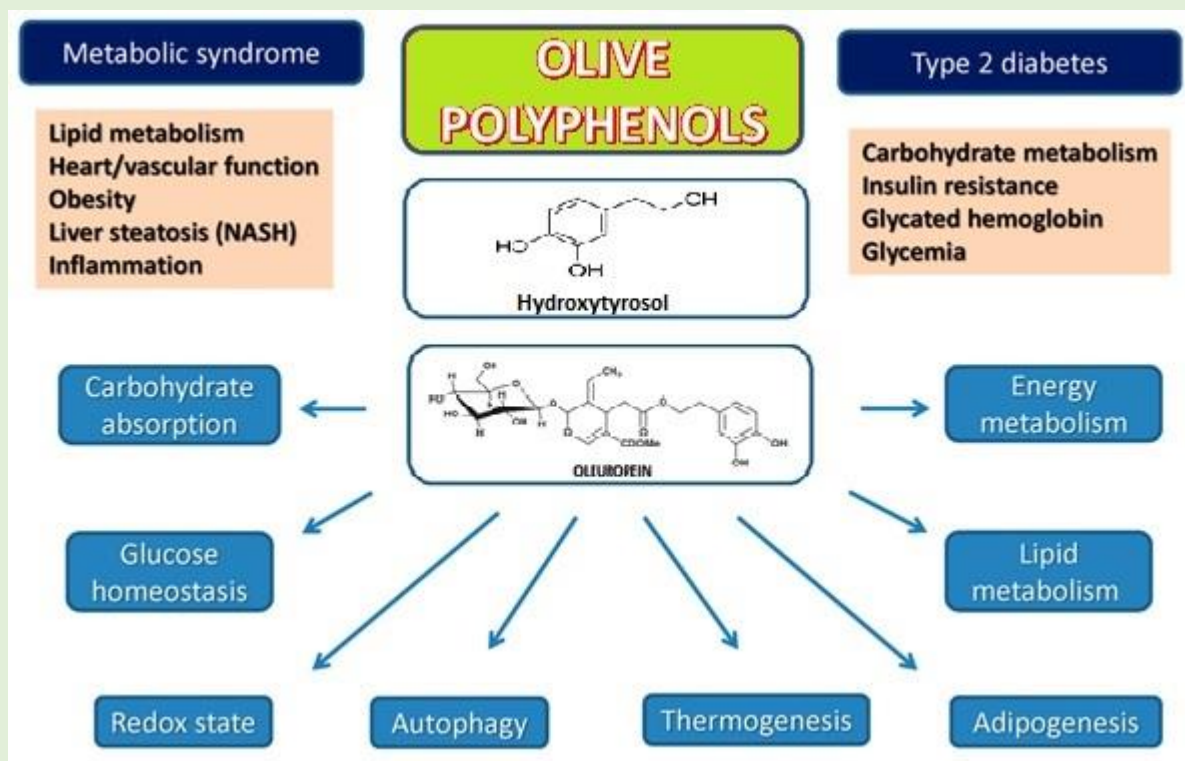
Unlock the secrets of Olives !

For centuries, Olives have been highly regarded for their extraordinary healing powers. Scientific studies have since identified a family of powerful antioxidant compounds called polyphenols or biophenols.

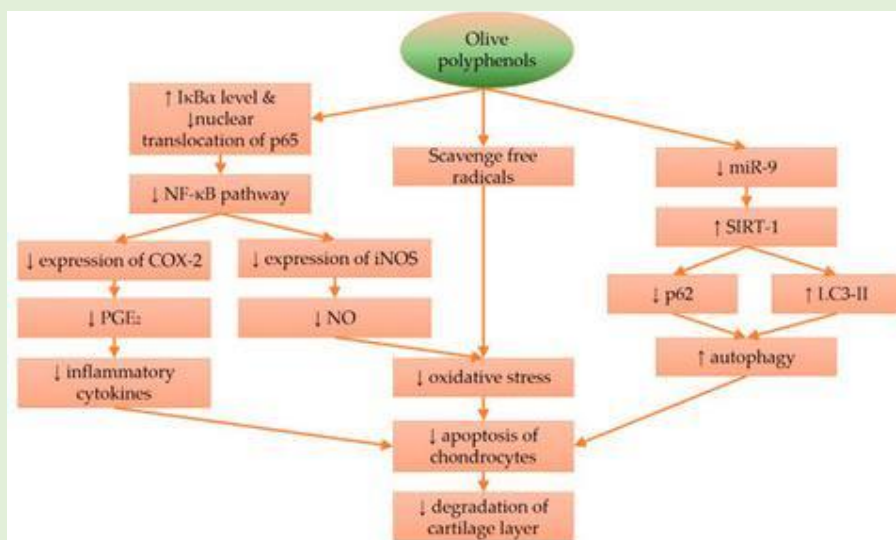
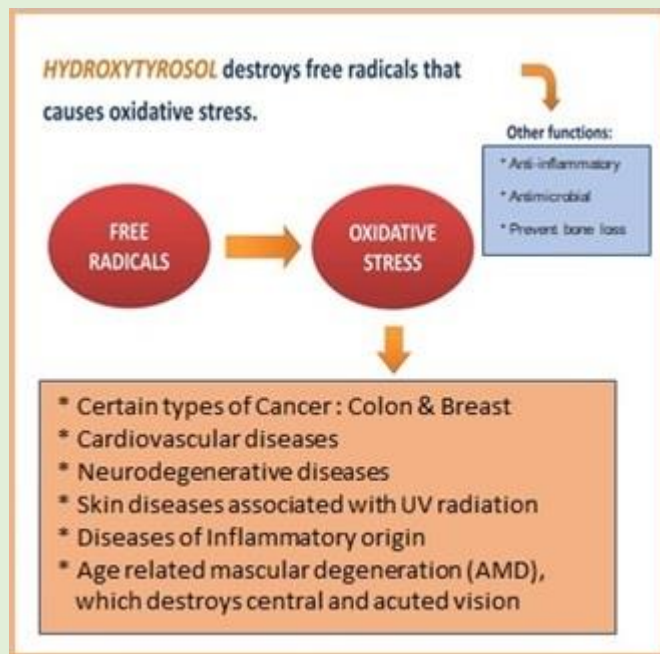
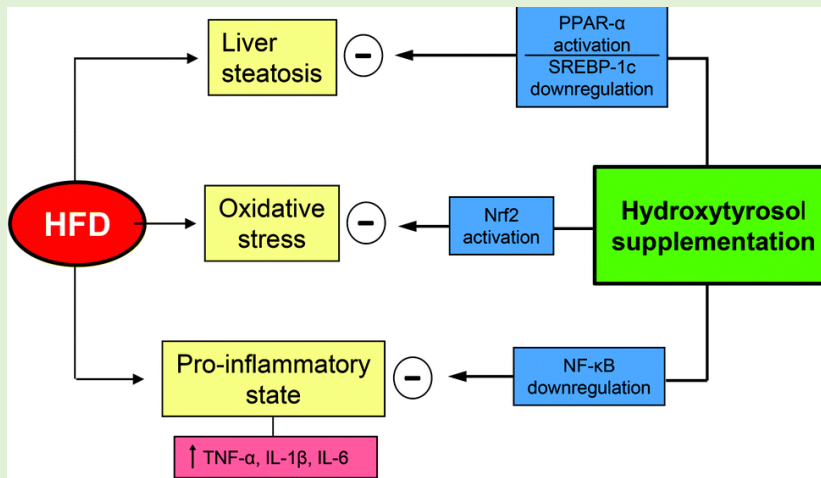
Beneficial Compounds in Olives - Protective effects of Polyphenols

| BENEFICIAL COMPOUNDS IN OLIVES | |
|---|--|
| Polyphenols (Oleuropein, Hydroxytyrosol) | <p>PROTECTIVE EFFECT OF POLYPHENOLS OF OLIVE OIL AGAINST FREE RADICALS</p> <p>■ Free radicals ■ OLIVE Polyphenols</p> <p>Olives contain oleic acid that are high in polyphenols</p> <ul style="list-style-type: none"> - Hydroxytyrosol (羟基酪醇) - Tyrosol (酪醇) - Oleuropein (橄榄苦苷) <p>which are super anti-oxidants</p> |
| Triterpenoids (Oleanolic Acid, Maslinic Acid) | |
| Vitamin E (Tocopherol) | |
| Omega-9 Fatty Acid (Oleic Acid) | |
| Phytosterol (Beta-Sitosterol) | |

Olive polyphenols promotes cardiovascular wellness and skin health, maintain healthy joint functions and balance the immune system.



Hydroxytyrosol supplementation helps to reduce Liver Steatosis, Oxidative Stress and lower Inflammation



What is HIDROX[®] ?

HIDROX[®] contains very high concentration of **hydroxytyrosol**, a natural olive polyphenol, with highest level of free radical scavenging activities ever reported for any natural antioxidant compound (i.e. capturing free radicals and removing them from doing damage to cellular membranes proteins and DNA).

Hydroxytyrosol is a small molecule found in Olives. It is easily absorbed into the gastrointestinal system and blood stream, and is able to penetrate body tissues. HIDROX is the only formulation which retains many natural olive polyphenols present in the natural environment of olive juice.

Extensive clinical studies by renowned laboratories and research institutions worldwide have found Hydroxytyrosol to be effective in helping to :

- Minimize the damaging effects of free radicals
- Lower LDL (bad) Cholesterol and increase HDL (good) Cholesterol
- Strengthen and balance the immune system
- Increase total glutathione concentration in the body and protect brain cells against cell damage.

Benefits of Hidrox[®]

Anti-inflammatory

- Reduces skin inflammation
- Assists in reducing joint pain and to improve joint mobility around the knees, elbows and pelvic area
- Helps to manage skin disorders like psoriasis, dermatitis, eczema and skin rashes

Antioxidant

- Supports balancing of immune system
- Minimizes risk of cancer and neuro-degenerative diseases
- Assists in improving memory, increasing alertness and reducing sluggishness
- Promotes better energy production - reducing fatigue

Anti-ageing

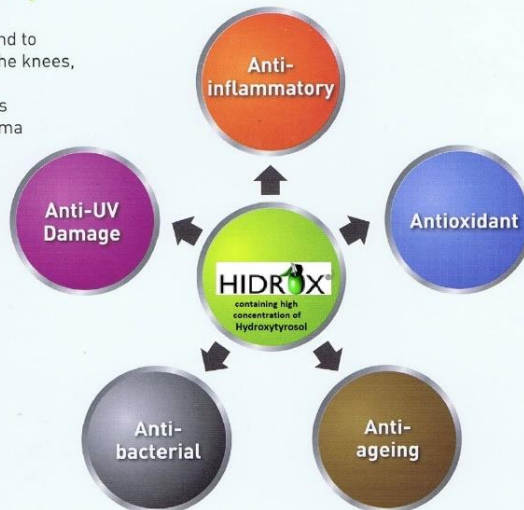
- Promotes cell longevity
- Promotes healthy skin: reduces wrinkles, acne and pimples
- Reduces large pores, rehydrates and rejuvenates skin
- Promotes strong nails and strengthens hair follicles

Anti-bacterial

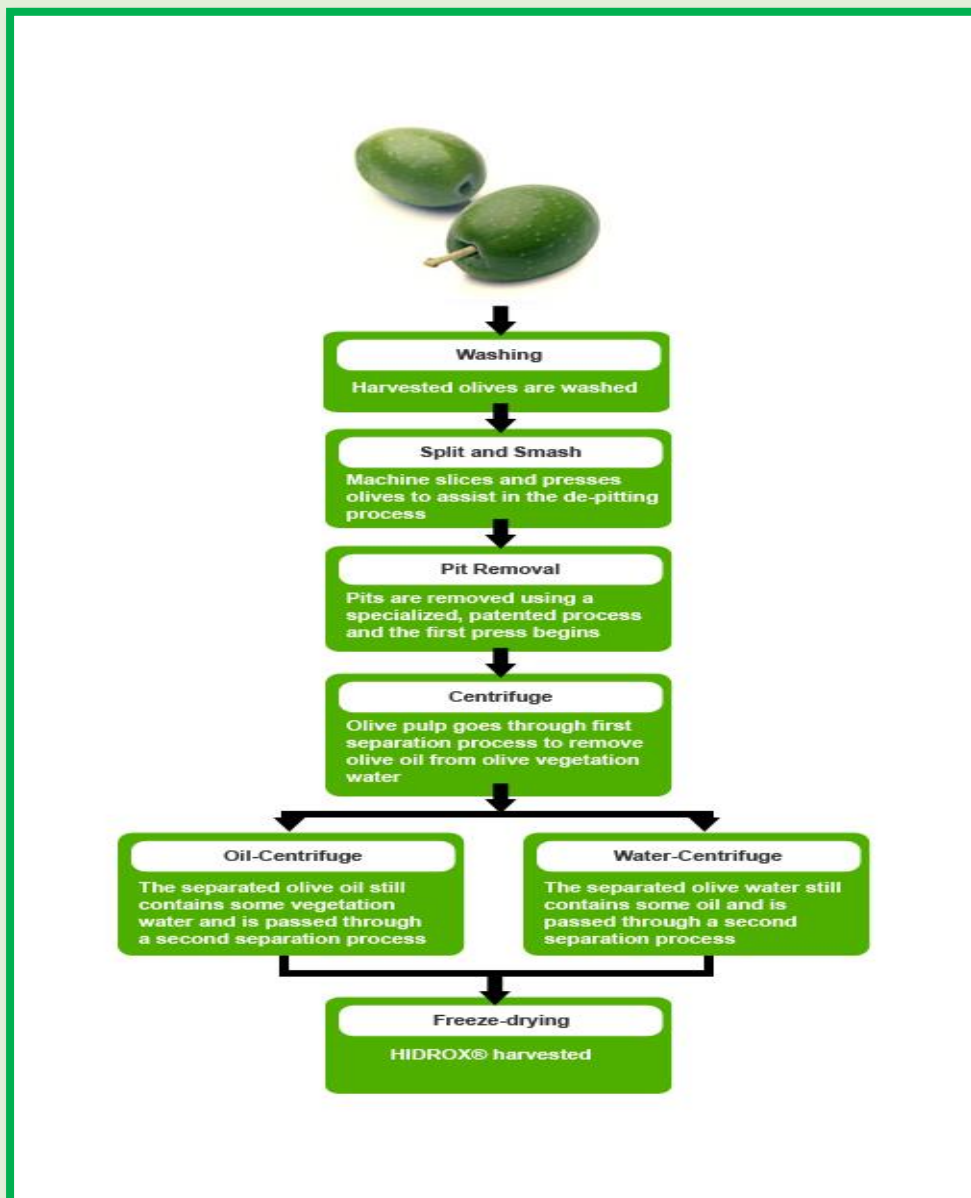
- Helps in reducing infection of open wounds, cuts, scraped knees and blisters
- Inhibits bacterial infection which causes acne and pimple outbreaks
- Improves the healing process

Anti-UV damage

- Protects skin from UV damage
- Assists in protecting skin from sun burn, heat rashes and pigmentation
- Repairs cell damage caused by UVA and UVB



Production of HIDROX[®]



The olives that create HIDROX[®] are harvested early in the season and are **green** resulting in a golden brown juice. The juice is freeze dried creating the trademark golden colour of HIDROX[®]. Harvesting the olives early in the season is essential to the unique power of HIDROX[®] for **it is in early in the season that olives are enriched in oleuropein which then becomes Hydroxytyrosol**

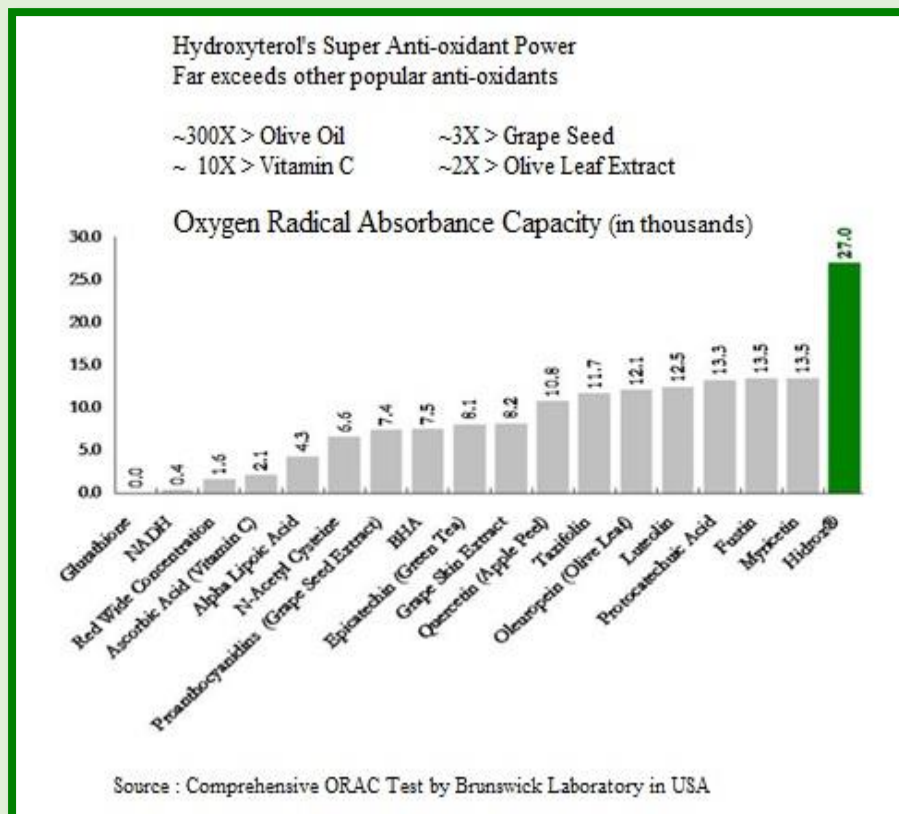
HIDROX[®] is produced from olives that are harvested and processed within **24-48 hours** after picking at nearby manufacturing plant.

Data Comparison with other anti-oxidant products

ORAC (Oxygen Radical Absorbance Capacity) measures the scavenging activity of an antioxidant compound against cell-damaging free radicals. The following table compares the ORAC levels of various anti-oxidant compounds. **Hydroxytyrosol** attained the highest ORAC value in a laboratory experiment.

| COMPOUNDS 化合物 | ORAC* |
|--|--------|
| Hydroxytyrosol 羥基酪醇 | 27,000 |
| Oleuropein 橄欖苦苷 | 12,000 |
| Grape Skin Extract 葡萄皮提取物 | 6,200 |
| Ascorbic Acid (Vitamin C) 抗壞血酸 (維生素C) | 2,100 |
| Epicatechin (Green Tea) 表兒茶素 (綠茶) | 8,100 |
| Fustin 黃槿色素 | 13,600 |
| Luteolin 木犀草素 | 12,500 |
| Myricetin 楊梅素 | 13,600 |
| Protocatechuic Acid 原兒茶酸 | 13,400 |
| Quercetin 槲皮素 | 10,900 |
| Taxifolin 紫杉葉素 | 11,800 |

* expressed as micromole TE/g



Safety and Quality Assurance

CreAgri Inc. is the world leader in discovery and development of olive polyphenols with 19 patents awarded in the USA and internationally.

OLIVENOL® Plus is produced in GMP certified facilities in the USA with strict adherence to the manufacturing, safety and quality control guidelines. HIDROX® has achieved GRAS (Generally Regarded as Safe) status and is certified Halal and Kosher.

Certifications :



All OLIVENOL® Plus products contain HIDROX® GRAS certified, Halal and Kosher proprietary ingredient.

It is the winner of the Nutraceutical & Technology reward in 2011.

THE SCIENTIST

Dr. Roberto Crea

The scientist behind OLIVENOL Plus



Dr. Roberto Crea - President and CEO, is a successful serial entrepreneur in the biotechnology and nutraceutical industry. Following his early career at Leiden University (1973-77) and City of Hope Medical Center (1977-78), Dr. Crea became one of the founding scientists at Genentech, Inc. in 1978. Dr. Crea was Genentech's first Director of the Nucleic Acid Department, and one of the four members of Genentech's initial scientific team. During his four years at Genentech and City of Hope Medical Center, Dr. Crea was instrumental in developing the first three drugs developed by Genentech and its corporate partners: human insulin; gamma and beta interferon; and human growth hormone. Dr. Crea is the sole inventor of the first two US Patents issued to Genentech (4,310,662 and 4,393,010) and has been granted 24 additional US patents over the span of his entrepreneurial career. Over the past 26 years, Dr. Crea has founded and taken to successful commercialization several biotech Companies, including Creative BioMolecules (1982; public in 1990, and now Curis) and Creagen, Inc. (1991; merged with Neurex, Inc., a public company, in 1994, and then acquired by Elan Corp. in 1997 for \$700 million). Dr. Crea then started CREAGRI® (2000) and Bioren, Inc. (acquired by Pfizer in 2005).

Academic Achievements

- Professor of Molecular Genetics - University of Messina, Italy
- Assoc. Professor of DNA Chemical Synthesis - Leiden University, Netherlands
- Ph.D in Biological Chemistry - University of Pavia, Italy.
- Author of more than 25 families of International patents
- Co-authored more than 50 scientific articles
- Recipient of the Rumbough Award for Scientific Contribution by Juvenile Diabetes Foundation for America

Professional Achievements

One of four Original Scientific Directors

- Genentech, Inc (First Patent)

Founder

- CREAGRI, Inc.® - Hayward, CA
- Protelix, Inc - Foster City, CA
- Bioren S.R.L. - San Carlos, CA
- SynGen, Inc - San Carlos, CA
- Creative Biomolecules, Inc - Hopkinton, MA
- Creagen, Inc - Cambridge, MA

Scientific Research Supports **HIDROX[®]**

1. **CREAGRI[®] & Arizona State University** **Trial in Arthritis**

| | |
|-------------------------|---|
| Principal Investigators | : Dr. Kathleen S.Matt- P.I Dr. Joseph Yusin- Rheumatologist Ms. Ginger Hook- Nurse Practitioner |
| Trial Location | : Arizona, California |
| Institute Involved | : Neuroendocrine Research Laboratory The Biodesign Institute Arizona State University Tempe, USA |
| Trial Protocol | : 105 osteoarthritis/rheumatoid arthritis patients enrolled, 90 completed |
| Trial Period | : 8 weeks (Two capsules of HIDROX [®] 2% /day for eight weeks) |
| Key observation | : HAQ improvement in OA patients at 8 weeks, plasma homocysteine decreased in RA patients |

2. **CREAGRI[®] & Tokyo Vascular Disease Institute** **Trial in Hyperlipidemia**

| | |
|-------------------------|---|
| Principal Investigators | : Professor Fujio Numano |
| Trial Location | : Japan |
| Institute Involved | : Tokyo Vascular Disease Institute |
| Trial Protocol | : 38 patients with hyperlipidemia or Takahashi's Syndrome enrolled, 35 completed |
| Trial Period | : 6 months (Two capsules of HIDROX [®] 2% twice a day) |
| Key Observation | : Serum V-LDL levels decreased in all patients, serum antioxidant activity increased in male patients |

3. **CREAGRI[®] & Tokyo Vascular Disease Institute** **Trial in Skin Disorders**

| | |
|-------------------------|--|
| Principal Investigators | : Professor Fujio Numano |
| Trial Location | : Japan |
| Institute Involved | : Tokyo Vascular Disease Institute |
| Trial Protocol | : 10 patients with skin disorders including psoriasis purulenta, psoriasis erythematosus, seborrhea dermatitis and allergic dermatitis |
| Trial Period | : Two capsules of HIDROX [®] 2% per day |
| Key Observation | : Skin condition evaluated before and after treatment. Significant improvement seen after 60 days. |



OLIVENOL® plus+ Essence (利康樂橄欖精華)



Dosage : One to two capsules daily

劑量：每日一至兩粒

Ingredient List :

成分表：

| Active Ingredient 活性成分 | Mg/Capsule 每膠囊含毫克數 |
|--------------------------------|-----------------------|
| HidroX 6% 專利橄欖羥基酪醇6% | 200 |

OLIVENOL® plus+ Essence is a patented formulation containing hydroxytyrosol and a blend of potent olive polyphenols extracted from the pulp of fresh, organically grown olives (*Olea europaea*).

One capsule contains as much antioxidant polyphenols as 8 to 12 ounces of extra virgin olive oil but without the calories.

Hydroxytyrosol is the olive polyphenols with one of the highest levels of free radical scavenging activity ever reported for any natural antioxidant compound in the fight against the damaging effects of free radicals on body tissue.

What are the strengths?

- Most potent antioxidant compound (hydroxytyrosol)
- Obtained from 100% organic olives
- Best absorption and distribution in the body (bio-availability) and metabolism compared to any known antioxidant
- Best scavenger of free radicals, especially ROS (Reactive Oxygen Species)
- Highest bio-availability whether ingested in water (75%) or in fats (90+%)
- Non toxic. Totally safe even at highest FDA recommended doses (*refer to GRAS studies for details*)
- Completely solvent free
- Virtually No fats and no calories

What are the key benefits?

- Helps the natural balance of the immune system, particularly effective in the management of auto-immune conditions
- Alleviates the inflammation in skin cells and internal organs; proved effective in alleviating the symptoms of severe skin conditions like psoriasis and eczema without any adverse side effects
- Minimising damaging effects of free radicals
- Enhancing health benefits of other dietary supplements
- Helps in protecting the body against cancer, cardiovascular diseases and neuro-degenerative diseases.

OLIVENOL® plus+ Easeflex (利健樂橄欖精華)



| | |
|--|------------------------------|
| Dosage : One to two capsules daily 劑量：每日一至兩粒 | |
| Ingredient List : 成分表： | |
| Active Ingredient 活性成分 | Mg/Capsule 每膠囊含毫克數 |
| Hidrox 6% 專利橄欖羥基酪醇6% | 200 |
| Glucosamine Hydrochloride 氨基葡萄糖鹽酸鹽 | 250 |

OLIVENOL® plus+ Easeflex is a patented formulation containing hydroxytyrosol and a blend of potent olive polyphenols together with glucosamine.

Hydroxytyrosol is the olive polyphenols with one of the highest levels of free radical scavenging activity ever reported for any natural antioxidant compound in the fight against the damaging effects by free radicals on body tissue.

Glucosamine is recognized worldwide as a natural building block of cartilage. This formulation has been conceived for reduction of joint pain and swelling and it is offered to support healthy joint tissue and function for a more active lifestyle.

What are the strengths?

- Same as OLIVENOL® plus+ Essence (see above) and, in addition:
- Cellular Activity – Glucosamine is an amino sugar and is the precursor of glycosylated proteins and lipids including glycosaminoglycans, proteoglycans, and glycolipids. Glycosaminoglycans and proteoglycans are major components of the cell's extracellular matrix that includes matrix proteins such as collagen
- A review of 500 human clinical trials concluded that glucosamine treatment has a statistically significant impact on osteoarthritis, and its effect may be disease-modifying (*Arch Intern Med* 2003 163: 1514)
- A human clinical trial with our patented OLIVENOL® plus+ concluded that it has a statistically significant impact on osteoarthritis, and decreases disease markers of inflammation and cardiovascular disease in patients with rheumatoid arthritis (*Nutrition Research* 2007 27:470).
- The combination of glucosamine and our patented *Olea europaea* extract is synergistic with respect to inflammation (*J. Nutrition* 2004 135:1475)

What are the key benefits?

- Helps in relieving arthritic pains and reducing joint inflammation and swelling
(effective in alleviating the symptoms of severe joint conditions like rheumatoid arthritis and osteoarthritis)
- Increasing joint mobility and reducing stiffness
- Supporting cartilage repair and production
- Providing lubrication and nutrition to the joints
- Helps in restoring the body's natural repair mechanism

OLIVENOL® plus+ Skin Solutions: Healing Moisturizer **利膚樂橄欖精華：癒合保護霜**



| | |
|--|-------------|
| Dosage : Apply on the skin as needed 用量：根據需要塗抹在皮膚上 | |
| No. of ounces per tube : 每管盎司數量： | |
| Active Ingredients | 有效成分 |
| Hidroxy 12% | 專利橄欖羥基酪醇12% |
| Olive Oil | 橄欖油 |
| Joboba Seed Extract | 荷荷巴籽提取物 |
| Green Tea Extract | 綠茶提取物 |
| Aloe | 蘆薈 |

OLIVENOL® plus+ Skin Solutions: Healing Moisturizer is a patented formulation containing hydroxytyrosol, a blend of potent olive polyphenols. Hydroxytyrosol is the olive polyphenols with one of the highest levels of free radical scavenging activity ever reported for any natural antioxidant compound in the fight against the damaging effects by free radicals on body tissue. OLIVENOL® plus+ Skin Solutions: Healing Moisturizer will help promote cellular health of internal organs, skin health and aids as a barrier against sun damage (UV A and B rays).

What are the strengths ?

- will help promote cellular health of internal organs, skin health and aids as a barrier against sun damage (UV A and B rays).
- Hydrate and correct dry and flaking skin
- Helps in reducing skin inflammation (redness and scaling)
- Enhance the protective function of your skin
- Enhance the re-growth of damaged cells

What are the key benefits?

- Minimising sun-damage on the skin and blocking activation of tumour necrosis factor induced by UV rays
- Effectively reducing skin allergies, irritations and sensitivities
- Blocking skin-cell inflammation which causes wrinkles, enlarged pores, photo-ageing and pigmentation
- Strengthening scalp, hair follicles and nails
- Preventing the deficiency of vitamins C and E that are crucial for skin health
- Restoring tissue and skin-cell rejuvenation to help in reducing and preventing scars

OLIVENOL[®] plus Question and Answer

1) How is OLIVENOL plus different than olive leaf extract?

OLIVENOL plus contains hydroxytyrosol from the pulp of organic olives. Olive leaf extract contains Oleuropein. Hydroxytyrosol is not only a more powerful antioxidant than Oleuropein, it is also more bioavailable because of its small molecular size it is readily absorbed into the bloodstream.

2) Why is OLIVENOL plus different from other antioxidants?

OLIVENOL plus is the first antioxidant from the pulp of the organic olives. It contains a family of antioxidants called polyphenols, of which hydroxytyrosol is among the most potent natural free radical scavenging. Hydroxytyrosol is renowned for its anti-inflammatory power along with its high absorbency rates!

3) Will I notice any immediate benefits with OLIVENOL plus?

Yes, the individuals report increased energy levels, and alertness.

4) Are there any side effects?

OLIVENOL plus is compiled of a G.R.A.S certified, C.C.O.F. organic, Halal, and Kosher ingredient named HIDROX, CreAgri, Inc. patented formulation of olive polyphenols. No side effects have been found even at the highest recommended dose of 2g/kg.

5) Can I take OLIVENOL plus with other medications?

There are no indications that OLIVENOL plus will interfere with any medication, but you should always consult with your doctor before a change of diet or supplement usage.

6) Can I receive the same benefits from olives or olive oil?

No, olives that have been processed for retail stores have been pickled and the antioxidant effect is dramatically reduced. You would need to consume at least 8- 12 ounces of olive oil per day to obtain the same number of olive polyphenols found in one dose of OLIVENOL plus.



OLIVENOL[®] plus⁺



Buy with confidence! Laboratories around the world have conducted multiple clinical trials and confirmed the safety and efficacy of OLIVENOL[®] plus⁺

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Essence

Immune Health & Protection from Oxidative Stress



OLIVENOL[®] plus⁺ Essence (利康樂橄欖精華)

- Most potent and bioavailable antioxidants
- Helps reduce swelling & maintains joint health
- Helps in skin conditions due to auto immune disorder
- Supports cardiovascular wellness

Ingredients: HIBOX[®], a proprietary formula from the juice of organic olives.

Easeflex

Joint Health & Mobility



OLIVENOL[®] plus⁺ Easeflex (利康樂橄欖精華)

- Reduces joint inflammation and pain
- Helps in production and repair of cartilage
- Increases joint flexibility
- Improves mobility

Ingredients: HIBOX[®], a proprietary formula from the juice of organic olives
plus⁺ Glucosamine

enchant

Skin Health & Protection from Sun



OLIVAforte[®] Enchant (利康樂橄欖精華)

- Helps counter premature aging skin
- Improves skin moisture retention
- Supports healthy, supple and radiant skin
- Reduces damage from sun exposure (UV-A & UV-B)

Ingredients: HIBOX[®], a proprietary formula from the juice of organic olives
plus⁺ Alpha Lipoic Acid

Skin Solutions

Healing Formulations For Naturally Healthy And Radiant Skin



OLIVENOL[®] plus⁺ Skin Solutions: Healing Moisturizer (利康樂橄欖精華: 愈合保湿霜)

- Hydrate and correct dry and flaking skin
- Helps in reducing skin inflammation (redness and scaling)
- Enhance the protective function of your skin
- Enhance the re-growth of damaged cells
- Minimising sun-damage on the skin

Ingredients: HIBOX[®], a proprietary formula from the juice of organic olives
+ Olive Oil + Hibiscus Seed Extract + Green Tea Extract + Aloe

Brand Name : OLIVENOL[®] Plus in USA and HK

OLIVAforte in Singapore and Malaysia

License & Patents Owner :

Oliphenol LCC, USA



A Product of :

CreAgri Inc. USA

