

CreAgri Inc. and its CEO Receive International Neurology Award for Pioneering Work With Olive Polyphenols and Hydroxytyrosol in Neuroprotection

By

Published: June 26, 2015 7:00 a.m. ET

CreAgri and its founder, Dr. Roberto Crea, are the recipients of the Ottorino Rossi Award 2015. Named after one of the founding fathers of modern neurology, the Ottorino Rossi Award is assigned yearly to a scientist who has made an important contribution to neuroscience research. Former recipients include Dr. Kenneth Michael A. Welch, president of the Rosalind Franklin University of Medicine and Science in Chicago, and Dr. Henry Markram, director of Europe's Human Brain Project.

HAYWARD, Calif., June 26, 2015 /PRNewswire/ -- When CreAgri began working with the juice of olives and the by-products resulting from the milling of the olives used for the production of olive oil, the idea that agricultural by-products could have a market value, and above all applications in health and wellness, seemed a far-fetched belief. Fast-forward to today, and this idea is not only a common belief, but is also being celebrated at Expo 2015, the universal expo currently held Milan Italy, which theme "Feeding the Planet Energy for Life" has propelled the concept to a global dimension.

Photo - <http://photos.prnewswire.com/prnh/20150625/225883-INFO>

CreAgri's work has had a wider impact than just improving the management of agricultural waste, and by-products. It has given rise also to a new era in the olive industry, and in the use of polyphenols—olive's bioactive nutrients.

Discovering that the juice of the olive contains from 300 to 500 more polyphenols than extra- virgin olive oil, CreAgri devised a method to mechanically separate the bioactives from the juice obtained during milling of the olives. Utilizing the water of the olives, CreAgri was able, for the first time in the history of olive's utilization, to produce polyphenols from something other than olive oil. Furthermore, being produced on an industrial scale--before CreAgri they were extracted from olive oil in milligrams--they could now be used for the creation of consumer products ranging from nutraceuticals, to functional foods and beverages, to cosmeceuticals, and botanicals.

CreAgri's seminal research in the use of Hidrox®, CreAgri's proprietary formulation of olive polyphenols and hydroxytyrosol, for cardiovascular health, joint protection, skincare, neuroprotection, and antioxidant activity has shown that, due to their broad spectrum anti-inflammatory activity, olive polyphenols can play a strong role in human wellness offering an adjunctive, and effective, support to consumers worldwide battling debilitating health conditions.

CreAgri's work has since been recognized internationally both for its innovation quotient with a Nutraceutical Business Technology Award in 2011, and for its effectiveness in 2012 with a Paris Polyphenols Award from the International Society of Antioxidant in Nutrition and Health.

As CreAgri's research advanced, so did the industry of olive polyphenols, extending its reach into areas of human wellness that were before unthinkable. One of these areas, and probably the most important for its epidemiological implication, is neuroprotection. According to projections of the Alzheimer's Association, by 2050 about 16 million of Americans will be afflicted by this condition. The pivotal importance of this research has been confirmed by the European Union, which recently established the NeurOliv Project to develop foods containing olive polyphenols and hydroxytyrosol for the treatment of patients suffering from Alzheimer's and Parkinson's disease. It is therefore with a sense of accomplishment that CreAgri and its founder Dr. Roberto Crea, welcome the Ottorino Rossi Award.

"Our commitment to developing Hidrox® applications in neuroprotection, in collaboration with premier research institutions worldwide, is of great importance," declares Dr. Roberto Crea, Rossi's award recipient for 2015. "Receiving the Rossi award isn't just a confirmation of our work, it spurs us to conceive new powerful products for health and wellness directed at making life healthier and more productive."

Introduced by University of Pavia's (Italy) Fondazione Istituto Neurologico C. Mondino, the Ottorino Rossi Award has reached its XXVIth edition.

For media inquiries please contact Paolo Pontoniere,
VP - Corporate Communications, 510-732-6478, ppontoniere@creagri.com

About HIDROX®

HIDROX® is **CREAGRI**'s trademarked hydroxytyrosol formulation, a powerful polyphenol scientifically recognized for its anti-inflammatory and antioxidant properties and efficacy in heart and joint health. GRAS certified, **HIDROX®** has been subjected to the most comprehensive set of clinical, safety and efficacy tests. **HIDROX®** is also covered by the largest number of international patents for applications that include hydroxytyrosol and olive polyphenol.

About CREAGRI

CREAGRI® Inc., a California company, is the leading manufacturer of **HIDROX®** a proprietary hydroxytyrosol-rich ingredient. Its goal is to promote health and wellness by creating superior natural products that strike a balance between nature and technology. The Company develops science-based processes that are environmentally friendly and compatible with sustainable agricultural practices.

Related Links:

- [CreAgri Official Website](#)
- [CreAgri Facebook Page](#)
- [Olivenol Plus Fan Page](#)

Contact Information: Paolo PontoniereVP, Corporate Communications and Marketing
CreAgri, Inc.
510-732-6478
ppontoniere@creagri.com

This release was issued through WebWire(R). For more information, visit <http://www.webwire.com>.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/creagri-inc-and-its-ceo-receive-international-neurology-award-for-pioneering-work-with-olive-polyphenols-and-hydroxytyrosol-in-neuroprotection-300105311.html>

SOURCE CreAgri, Inc.

Copyright (C) 2015 PR Newswire. All rights reserved

From MarketWatch

- [U.S. oil prices sink 7% to lowest settlement of the year as Brent enters bear market](#)
- [Driverless cars will lead to more sex in cars, study finds](#)
- [Why does the early-retirement movement have so many haters?](#)

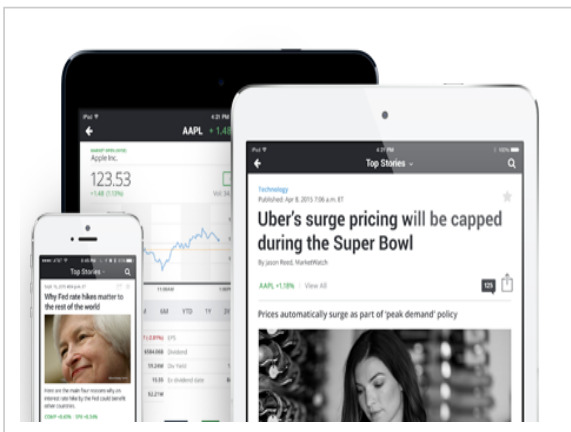
BACK TO TOP

- **MarketWatch**
- [Site Index](#)
- [Topics](#)
- [Help](#)
- [Feedback](#)

- [Newsroom Roster](#)
- [Media Archive](#)
- [Premium Products](#)
- [Mobile](#)

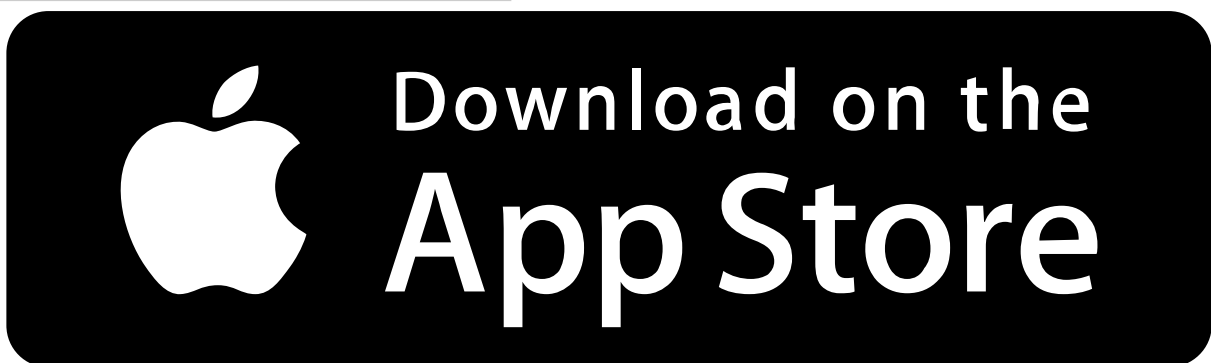
- **Company**
- [Company Info](#)
- [Code of Conduct](#)
- [Corrections](#)
- [Advertising Media Kit](#)
- [Advertise Locally](#)
- [Reprints & Licensing](#)
- [Your Ad Choices](#)
-

- **Dow Jones Network**
- [WSJ.com](#)
- [Barron's Online](#)
- [BigCharts](#)
- [Virtual Stock Exchange](#)
- [Financial News London](#)
- [WSJ.com Small Business](#)
- [realtor.com](#)
- [Mansion Global](#)



Copyright © 2018 MarketWatch, Inc. All rights reserved.

By using this site you agree to the [Terms of Service](#), [Privacy Policy](#), and [Cookie Policy](#).



12/6/2018

CreAgri Inc. and its CEO Receive International Neurology Award for Pioneering Work With Olive Polyphenols and Hydroxytyrosol in ...

Intraday Data provided by SIX Financial Information and subject to [terms of use](#). Historical and current end-of-day data provided by SIX Financial Information. All quotes are in local exchange time. Real-time last sale data for U.S. stock quotes reflect trades reported through Nasdaq only. Intraday data delayed at least 15 minutes or per exchange requirements.