



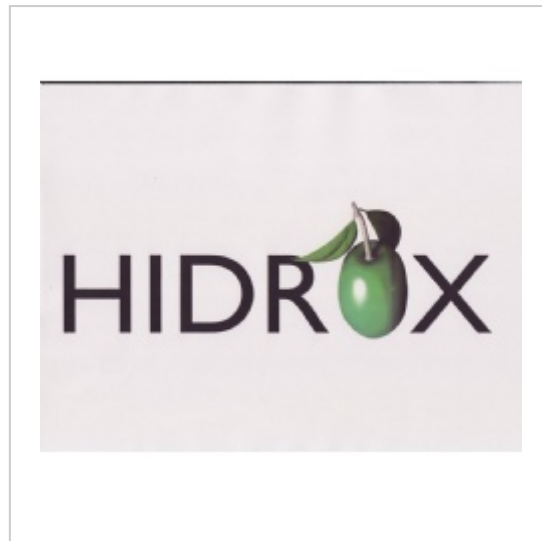
# CreAgri Receives European Patent for the Use of Olive Polyphenols in the treatment of skin Inflammation.

Concluding its examination of Creagri's application to obtain exclusive IP rights for the use of olive polyphenols and hydroxytyrosol for the treatment of inflammation based skin condition, the European Patent Authority has granted CreAgri a new patent for olive polyphenols health applications.

– [WEBWIRE](#) – Friday, July 10, 2015

The patent covers compositions obtained from olive juice for the preparation of medicaments for the oral treatment of severe skin conditions like psoriasis, eczema and other immune related skin conditions.

Enforceable in all the member states of the European Union, Patent 1924269B1 represents yet another novel application developed by CreAgri that leverages the health benefits of phenolic bioactive.



Developed in Japan in 2004 by a team of researchers from CreAgri and the Tokyo Vascular Disease Institute—including Roberto Crea, PhD; Catherine Bitler, PhD; Tokuko Wiedeman, PhD; and Fujio Numano, PhD--the invention has proven to be particularly effective in cases of skin inflammation that are refractory to treatment with pharmaceutical remedies such as immunosuppressives or glucocorticoids. In the invention the oral administration of a hydroxytyrosol-rich composition of olive polyphenols (CreAgri's HIDROX) in dosages ranging from 5.4 to 10.8 mg of total polyphenols daily, and 2.5 to 5 mg. hydroxytyrosol daily over a period of 1 to two months proved instrumental in reducing the intensity, the duration and the recurrence of episodes involving flaring of condition such as eczema, allergic dermatitis, photohypersensitivity dermatosis, lichen urticatus and psoriasis.

"We are very pleased that this patent has been finally granted in Europe," affirms Dr. Roberto Crea, CreAgri's CEO, talking to the media on the eve of the upcoming international meeting of the Institute of Food Technologists 2015 in Chicago, "Consumers suffering from recurrent, often fastidious and painful skin inflammation, and not responding to conventional treatments, now have a natural steroid-free supportive solution to their

problem.

“Furthermore the fact that the patent has been approved by the notoriously rigorous European Patent Authority should assure them about the scientific reliability of the invention and the safety of our products,” adds Paolo Pontoniere, CreAgri VP of Marketing.

European Patent 1924269B1 was published on March 11, 2015 in bulletin 2015/11.

### About HIDROX

**HIDROX®** is **CREAGRI®**'s trademarked hydroxytyrosol formulation, a powerful polyphenol scientifically recognized for its anti-inflammatory and anti-oxidant 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.

For media inquiries please contact Paolo Pontoniere,  
VP of Corporate Communications, 510-732-6478, [ppontoniere@creagri.com](mailto:ppontoniere@creagri.com)

( Press Release Image: <http://photos.webwire.com/prmedia/29168/198759/198759-1.jpg> )

#### RELATED LINKS

- [company's web site](#)

WebWireID198759

#### CONTACT INFORMATION

**Paolo Pontoniere**  
VP Corporate Communications  
and Hidrox Evangelist  
CreAgri, Inc.  
(1) (510)732-6478  
[ppontoniere@creagri.com](mailto:ppontoniere@creagri.com)

*This news content may be integrated into any legitimate news gathering and publishing effort.  
Linking is permitted.*

