



# USDA Scientists Say CreAgri HIDROX® effective Against Staphylococcus Aureus bacteria and Staphylococcus Enterotoxin A

– [WEBWIRE](#) – Monday, August 15, 2011

Hayward, CA-While media worldwide report almost on a weekly basis about new outbreaks of food born bacterial epidemics, a new USDA study finds that olive polyphenols can inactivate one of the bacteria--and its toxins--at the center of many of today's most deadly food poisoning occurrences.

In a ground-breaking research conducted at the Albany , California, Western Regional Center a group of USDA researchers led by chief scientist Mendel Friedman has found that HIDROX®, Creagri Inc. hydroxytyrosol based formulation of olive polyphenols, is able to inactivate both Staphylococcus aureus pathogens and the toxin produced by these pathogens.

The Centers for Disease Control and Prevention (CDC) estimates that 48 million food-borne illness cases occur in the United States every year. At least 128,000 Americans are hospitalized, and 3,000 die after eating contaminated food. According to researchers at the Ohio State University Staphylococcus aureus is the most common cause of food-borne illness. Data diffused by the Centers for Disease Control and Prevention, and reported by the Family Practice News Digital Network, furthermore confirm that more people in the United States now die annually of methicillin-resistant S. aureus than of AIDS. More recently online medical journal The Clinical Advisor has reported that methicillin-resistant S. aureus continue to be a serious problem in hospitals around the world, causing thousands of deaths every year. In June of this year a toxin similar to SEA produced by a mutated strain of E. coli sickened thousands of people across Europe and caused the death of more than 38 people.

“Natural antibacterial compounds such as HIDROX® can provide a safe, effective, viable and environmentally friendly alternative to antibiotics in the fight against drug resistant pathogens and their toxins”, affirms Dr. Roberto Crea, Creagri’s founder and CEO, “The fact that hydroxytyrosol is also able to inactivate the SEA toxin, in addition to inhibiting bacterial growth, is particularly meaningful for the food and beverage industry, which now can count on a totally natural and organic alternative to synthetic antimicrobial solutions.”. The USDA study, published in the July 26, 2011 issue of the Journal of Food Science, is the first report on the efficacy of an edible plant compound in deactivating both pathogens and their toxins.

About Hidrox

HIDROX™ is CREAGRI®'s trademarked hydroxytyrosol formulation, a powerful polyphenol scientifically recognized for its anti-oxidant properties and efficacy in heart and joint health. HIDROX™ is the only olive polyphenol formulation with GRAS certification, meaning that it has been subjected to the most comprehensive set of safety and clinical efficacy tests. HIDROX™ is also covered by the largest number of international patents for applications that include hydroxytyrosol and olive polyphenol. It is available in three forms to fulfill a variety of applications: HIDROX™ 12% Total Polyphenol (6% hydroxytyrosol) freeze dried powder, HIDROX™ 6% Total Polyphenol (3% hydroxytyrosol) powder and liquid HIDROX™ 0.5% total Polyphenol. All products are available in volumes ranging from kilograms to metric tons and can be ordered directly from CREAGRI®.

## 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 methods.

For more information visit [www.CREAGRI.com](http://www.CREAGRI.com), or e-mail [ppontoniere@creagri.com](mailto:ppontoniere@creagri.com)

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- [CCreagri's web site](#)
- [www.olivenolplus.com](http://www.olivenolplus.com)

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