



Daily health and beauty

Protect yourself 100% naturally!

**OLIVIE**

THE BENEFITS OF THE OLIVE TREE

## HEALTH & BEAUTY CARE OLIVIE LINE

Protect yourself 100% naturally!

**THE REAL INNOVATION  
TO FIGHT FREE  
RADICALS IS NATURAL  
AND IS THOUSANDS  
OF YEARS OLD.**

**NOW, THANKS TO  
OLIVIE EVERYBODY  
CAN BENEFIT FROM IT.**

Medical and scientific research have shown that free radicals are the main causes of the oxidative stress. They cause cellular damage that can lead to inflammation and cardiovascular disorders, while, under particular conditions, can turn into serious pathologies.

Nowadays no one is immune from these risks. Because of pollution and unsustainable production methods, our environment is exposed to dangerous oxidative stress due to free radicals.

**OLIVIE is the natural and efficient answer to cell oxidation. The OLIVIE line is the only functional food that's extremely rich in olive polyphenols with high antioxidant power and**

good fatty acids. **OLIVIE** is the most natural and efficient answer to cell oxidation.

Its exceptional and exclusive polyphenols' concentration is due to the special conditions under which the olive trees are grown. Poor-water and rocky desert force the plants to produce a very high concentration of antioxidants to stay alive. With its natural active ingredients, **OLIVIE** is today the true innovation able to fight the exceeding free radicals in order restore the normal body balance.

**OLIVIE, daily health and beauty for the entire family. Protect yourself 100% naturally!**

### • **OLIVIE PowerUp**

Desert olive tree pearls (caviar). A teaspoon contains the same quantity of antioxidants Hydroxytyrosol as 10 liters of olive oil.

### • **OLIVIE Baby/Kids**

It's an extra virgin olive oil with a sweet and fruity taste to appetite kids. A genuine nourishment that contains the same fatty acids ratio as the mother's breast milk. This helps babies and kids metabolism and bones growth.

**OLIVIE IS A COMPLETELY NATURAL LINE OF PRODUCTS, PURPOSELY STUDIED FOR HEALTH, PSYCHOPHYSICAL WELLNESS, AND SKIN CARE. IT IS DEDICATED TO ALL THOSE WHO PREFER TAKING CARE OF THEMSELVES IN A GENUINE AND NATURAL WAY.**



### • **OLIVIE Plus 30x**

The extra virgin olive oil that contains naturally 30 times more hydroxytyrosol anti-oxidants compared to any other conventional oil. The healthiest olive oil in the world.

### • **OLIVIE Force**

The food supplement extracted from the olive tree, rich in powerful antioxidants, minerals and vitamins. It brings together in a concentrated manner the benefits of both olive oil and the olive tree itself.

### • **OLIVIE DermaPsoria**

It contributes to the maintenance of the skin in patients at risk of skin inflammation.

### • **OLIVIE Beauty**

An organic certified brightening face cream for day and night use, with a high concentration of natural polyphenols and an extraordinary antioxidant power.

### • **OLIVIE Anti-Age**

This concentrated formula naturally increases mitochondria biogenesis and promotes active rejuvenation of your body cells.



## HEALTH & BEAUTY CARE OLIVIE LINE

Protect yourself 100% naturally!

THE EXTRAORDINARY AND PRECIOUS OLIVE PROPERTIES, THOROUGHLY DEMONSTRATED BY THE INTERNATIONAL MEDICAL SCIENTIFIC COMMUNITY, ARE NOW MASTERFULLY TURNED INTO OLIVIE, A 100% NATURAL LINE PURPOSELY STUDIED FOR EVERYDAY WELLNESS OF THE BODY.

EVERYDAY TASTINESS, HEALTH AND BEAUTY AVAILABLE FOR EVERYBODY

### The Mediterranean diet benefits

The healthy effects of the Mediterranean diet are scientifically proven and are mainly attributed to the olive oil consumption. Olive oil is naturally rich in antioxidants and good fatty acids. Its best benefits come from hydroxytyrosol that is the most powerful antioxidant easily assimilated by the human body. This natural polyphenol reduces the oxidative stress and protects the body against the free radicals' action. It has also anti-inflammatory and immunomodulating functions able to restore the natural psychophysics balance.



### The natural advantages of OLIVIE

OLIVIE's nourishment and food supplements are not the result of artful and unnatural concentration of chemical synthesis origin. On the contrary, they are completely natural products that owe their excellent properties to the environment where the olive trees are grown and to the simplicity of their production process. Their completeness allows greater benefits for health and makes these products a real good alternative for those who wish to prevent and protect themselves from oxidative stress diseases in a natural way.

### How does OLIVIE work?

OLIVIE's natural substances (antioxidants) can prevent damages to our body cells or repair damages that have been done. These antioxidants are capable of preventing oxidation - a process caused by free radicals that can lead to cell dysfunction. In short, antioxidants prevent the formation of free radicals. An abundance of antioxidants in our body can protect us from harmful diseases and slow down the aging process.



### OLIVIE's benefits

OLIVIE's antioxidants can help us look younger, live longer, and be at our optimum health. They can give us great protection from harmful and age-related diseases. OLIVIE's antioxidants can also strengthen our immune system and fight Alzheimer, Parkinson, cancer, cardiovascular diseases, diabetes, multiple sclerosis, and rheumatoid arthritis. OLIVIE helps our bodies cleanse and detoxify so that the cells - the tiniest living units - can be as fully nourished as possible.

### The answer to our unhealthy lifestyle

If we can't quit smoking, drinking, living in a polluted environment, mental stress or can't exercise regularly (just add to this harmful burden strenuous exercise as well) and eat properly every day, then our body is the right host of free radicals that scavenge its powers and make it the ideal candidate for serious illnesses. However, there is an alternative: OLIVIE. The answer to our health problems so we can live longer, younger, and above all, healthier.



## OIL & HEALTH ONLY BENEFITS

### Food as a medicine

THE OLIVE TREE, EVER SINCE A SYMBOL OF WISDOM, POWER AND PEACE, GIVES DELICIOUS FRUITS THAT ARE NATURALLY RICH IN POLYPHENOLS WITH GREAT PROPERTIES THAT CAN'T BE COMPARED IN EFFICIENCY.

#### Food as a medicine of yesterday and today

It is historically proven that many evolved ancient civilizations such as Egyptians, Chinese and Sumerians, just to mention few, were accustomed to using food to care for and prevent illnesses. Ayurveda,

the Indian traditional medicine had been mentioning food as a therapy for more than five thousand of years. Historical documents testify how food benefits have been taken into account for thousands of years and even Hippocrates, worldly considered the "father" of the western medicine, was saying «Let your food be your medicine, your medicine be your food». Until some decades ago, the alimentary science was limiting itself to analysing the nutritional value of the food.

Nowadays, new researches have lead to a bigger acknowledgement of the relationship between food and health by establishing what are the components with therapeutic properties.



#### The prince of food stuff

Scientific researchers unanimously agreed on the benefits of the Mediterranean Diet because it's well balanced and rich in beneficial substances such as carbohydrates, lipids, proteins, water, vitamins and mineral salts. This diet contains many food types, but extra virgin olive oil is the most important because it is naturally rich in good fatty acids. These are necessary to keep the body in good health conditions with their antioxidant properties that defend the body from the damages of the free radicals.

#### Oxidation damages cells

Our body is constantly bombarded by free radicals in the environment: sun's aggressive ultra violets rays, ionizing radiation from industry, passive or active smoking, car pollution, etc. For example, upon breathing, we inhale free radicals in the form of pollution. The cells in our body are then damaged and could die by such chemical reactions. These free radicals can cause all sorts of deadly diseases such as cancer, leukemia, diabetes, kidney problems, liver problems, skin problems, etc.

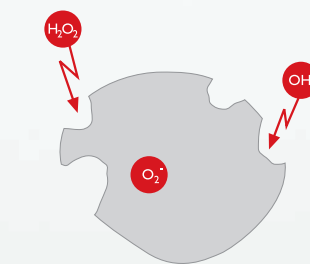
Needless to say, free radicals also speed up the aging process. This process is comparable to the metal oxidation. Once oxidized, aluminum turns white, iron becomes rusty, and copper transforms into green. In the same logic that oxidation damages metals, free radicals are also harmful to our body. Of course, free radicals do not only come from the environment, they can also be produced by our body's metabolism as a result of our diets. As we can see, we need to take proactive actions to protect our body from free radicals.

The solution to this problem is "antioxidants". OLIVIE has high content of antioxidants that will help increase the body's defense system. These antioxidants can neutralize and prevent free radicals from damaging your body.

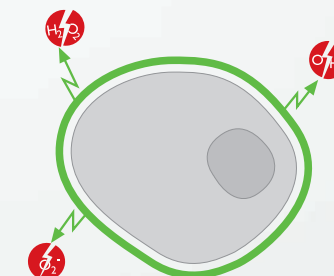


#### PROTECTIVE EFFECT OF POLYPHENOLS OF OLIVE OIL AGAINST FREE RADICALS

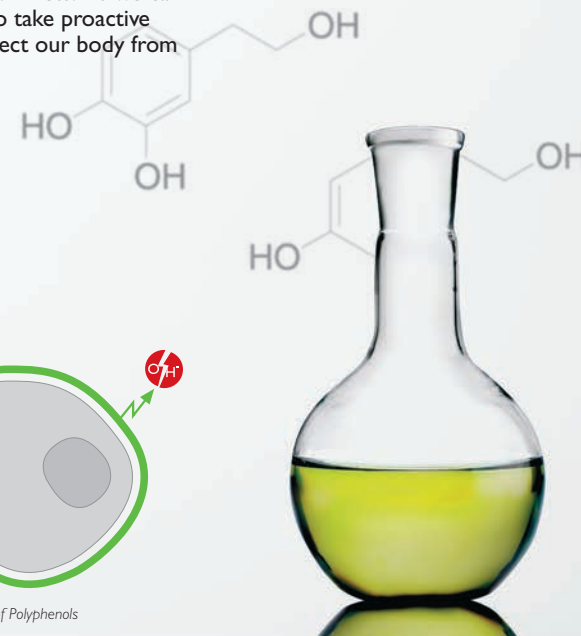
■ Free radicals  
■ OLIVIE Polyphenols



Anomalous cell > Lack of Polyphenols



Normal cell > presence of Polyphenols





## OIL & HEALTH ONLY BENEFITS

### Food as a medicine

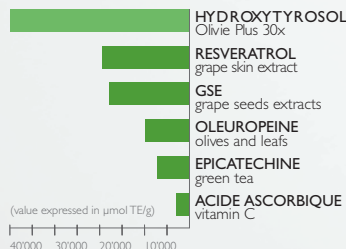
THE NEGATIVE EFFECTS OF FREE RADICALS CAN BE EFFICIENTLY FOUGHT BY POLYPHENOLS, THE NATURAL ANTIOXIDANTS OF WHICH OLIVIE IS SO RICH.

#### Hydroxytyrosol, the King of antioxidants

There are many plants that contain healthy substances and are rich in polyphenols (fruits, vegetables, pulses, nuts, mushrooms, herbs, spices, etc.), but the olive fruit is the only vegetal organism that contains the highest range of bioactive polyphenols among which Oleuropein, Tyrosol and Hydroxytyrosol. This latter polyphenol is important because of its powerful antioxidant properties and its highest bioavailability as the most updated research shows. Its antioxidant power consists in neutralising the oxidative effect of the free radicals and avoiding the conditions that may cause diseases. It's measured by the ORAC test (Oxygen Radical Absorbance Capacity) and it's equal to 40'000  $\mu\text{molTE/g}$  the highest among any other existing polyphenol.



ANTI-OXYDANT POWER ORAC  
Oxygen Radical Absorbance Capacity



#### The natural miracle of the desert olive trees

OLIVIE PHARMA has discovered a way to increase the antioxidants of the olive tree 100% naturally. The polyphenol quantity and in particular the quantity of hydroxytyrosol and tyrosol mainly depends on the growing conditions of the trees and in the way oil is extracted from its fruit, the olive. As it is known an olive tree is like a vineyard, it needs to suffer to produce the best of itself. Because of the hot environment (53°C in summer), the rocky soil where the

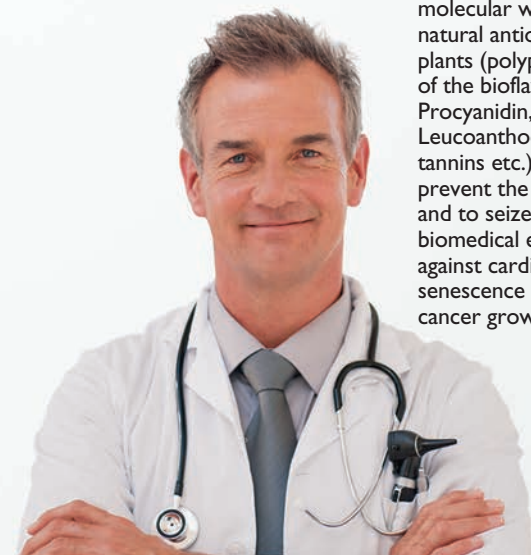


roots can not develop easily and of the lack of water, the olive trees are so stressed that a phenomenon of panic (survival instinct) occurs. The survival instinct results in a huge increase in the polyphenol production of olives, roots and buds (phenomenon of self-defence). Not only olive oil is granted a great hydroxytyrosol value, but also it contains a good amount of tyrosol, olea europeine, flavonoids, vanillic acids, caffeic acids that are different kinds of polyphenols. According to the international laboratory method "Folin Ciocalteu", a normal conventional extra virgin olive oil has a content of hydroxytyrosol of: 7 mg/Kg. Our OLIVIE Plus 30x extra virgin olive oil has a content of hydroxytyrosol of 233 mg/Kg.

The total polyphenols amount is also very high: 1250 mg/Kg compared to a normal extra virgin olive oil: 253 mg/Kg. This unique feature of such richness in active principles comes from our olive trees planted in a rocky desert. These desert trees gave birth to our exclusive line OLIVIE.

#### Polyphenols against the oxidative stress

Polyphenols are a family of about 5,000 organic molecules largely present in the plant kingdom. As their name reads, polyphenols are characterised by the presence of different phenol groups associated in more or less complicated structures that often have a high molecular weight. Polyphenols are natural antioxidants present in plants (polyphenolic trace elements of the bioflavonoid type like Procyanidin, Proanthocyanidins, Leucoanthocyanidins, pycnogenols, tannins etc.). They are useful to prevent the lipoproteins oxidation and to seize free radicals. Positive biomedical effects are also proved against cardiovascular diseases, senescence diseases, and against cancer growth.



COMPARATIVE TAB OF HYDROXYTYROSOL (HT) AND TYROSOL (T), CONTAINED IN VARIOUS COUNTRIES' OLIVE OILS

Country	Italy	Spain										Greece										Tunisie			Maroc	
		Huile	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	Olive Plus
HT		7,4	10,0	16,3	8,7	10,1	18,9	7,2	14,6	19,4	9,2	5,5	14,7	12,9	1,4	11,9	6,6	15,5	18,9	20,5	11,2	7,6	10,9	13,0	233	
T		8,2	9,0	15,8	17,1	7,5	6,1	12,7	6,3	16,4	7,8	7,5	9,1	10,2	10,8	22,8	10,5	13,0	11,9	19,5	15	7,8	6,3	13,1	161	

## OLIVIE BABY/KIDS

Growing up healthily

**SUPERIOR CATEGORY  
EXTRA VIRGIN OLIVE OIL  
FIRST COLD PRESS,  
OBTAINED DIRECTLY FROM  
OLIVES AND SOLELY BY  
MECHANICAL MEANS.**

**SPECIALLY ADAPTED FOR  
BABIES AND KIDS**

- OPTIMAL RATIO OF  
OMEGA 3 AND OMEGA 6



ORGANIC AGRICULTURE  
MA BIO 132 166V

### Dosage

2 pressures of OLIVIE Baby/Kids in a volume of approximately 50 ml (mixed with milk or soup).



**NOTICE !**  
for your baby and children

- improves bone development
- strengthens the defenses
- helps brain development
- prevents infantile cholesterol
- helps digestion and prevents infantile cholesterol
- prevents constipation

### Extra virgin olive oil specially adapted for babies and kids

OLIVIE Baby/Kids extra virgin olive oil has a very low acidity level (0.1° - 0.2° only), and a fruity and mild taste. Developed to adapt to the young palates, it has a high content of fatty acids, essential to meet the nutritional needs of infants and children. For these reasons it is recommended to babies more than 2 months and children of all ages.

### Experience and scientific research naturally dedicated to the youngsters

The protective effect of extra virgin olive oil is very well acquired and it is known that it affects mainly the early years of our lives. OLIVIE PHARMA has innovated and introduced an Extra Virgin olive oil that is fruity, soft, sweet and aromatic specially adapted for infants and children: OLIVIE Baby/Kids. This oil helps our little ones' good digestion

and prevents infantile cholesterol. OLIVIE Baby/Kids is the result of a two-years research carried by multidisciplinary experts (producer, scientists, consultants, etc). This led to the completion of an extra virgin olive oil 100% natural which sensory, physical-chemical and nutritive features are ideal for babies and kids.

**Proper bone growth and more** OLIVIE Baby/Kids is the only nutritional supplement, pure, 100% natural, which allows better child growth and improves bone development, while strengthening the defenses of babies and kids. The ratio of linoleic and linolenic fatty acid present in this olive oil is equivalent to that present in maternal milk (during breast feeding period). Linoleic acid (LA - OMEGA 6) and linolenic acid (ALA - OMEGA 3) are essential fatty acids to a balanced nutrition of infants and children. These two fatty acids maintain a proper balance in the metabolism and constitute a major source of energy during the early years of life. They are present naturally in the breast milk, but in small amounts in baby formula (baby bottle milk). Insufficiency of linoleic acid may delay growth in children and can cause metabolic disorder. Additionally, oleic acid, that's also present in breast milk, is equally



present in OLIVIE Baby/Kids oil. Oleic acid helps brain development of babies and children. When used moderately (see notice) OLIVIE Baby/Kids acts as a mild, natural laxative for babies and children and prevents constipation. OLIVIE Baby/Kids olive oil has natural anti-inflammatory properties and helps reduce the severity of asthma at birth.

### Health benefits for children

Effects of the components of OLIVIE Baby/Kids olive oil on children's health:

- Acid oleic > stimulates the absorption of calcium by promoting correct bone formation and growth of children. It also reduces bad cholesterol LDL and prevents

- lowering the good cholesterol HDL.
- Tocopherol > helps the body to achieve optimal use of vitamin A. It protects the membranes of muscles, nerves and cardiovascular system.
- Carotenoids > help prevent respiratory infections and promote bone development.
- Sitosterol > helps lower blood cholesterol levels.
- Phenolic compounds > protect against oxidation, helping to prevent premature aging. Moreover, OLIVIE Baby/Kids acts as a mild and natural laxative for babies and children, improves digestion and helps avoiding baby colics thanks to its exclusive natural components.

### Posology

Press twice OLIVIE Baby/Kids in approximately 50 ml of food (to mix with soup or milk).



These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

More info at [www.olivie.ma](http://www.olivie.ma)



## OLIVIE PLUS 30x

Taste green power

SUPERIOR CATEGORY  
EXTRA VIRGIN OLIVE OIL  
FIRST COLD PRESS,  
OBTAINED DIRECTLY FROM  
OLIVES AND SOLELY BY  
MECHANICAL MEANS

### EXTRA BENEFITS IN A SPOON

• 30 TIMES MORE  
HYDROXYTYROSOL  
POWERFUL POLYPHENOL  
NATURALLY



You live in a polluted and  
risky environment?  
**PROTECT YOURSELF!**

- super rich in powerful antioxidants
- equivalent to 30 times the amount taken from any conventional olive oil
- preserve yourself from oxidative stress and its risks
- protect your heart from the oxidation of bad cholesterol
- reduce your arthritis naturally

**Taste green power: 30 times more hydroxytyrosol powerful polyphenol naturally, 30 times more effective to protect your heart against the LDL cholesterol oxidation (ox-LDL)**

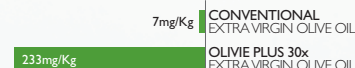
Preserve your body cells against oxidative damages. This helps better to avoid serious diseases (such as: cancer; heart infarctus, Parkinson, Alzheimer; among others). OLIVIE Plus 30x with its high concentration of natural polyphenols is particularly suitable for the preventive treatment of:

- Strokes
- Hypertension
- Ageing
- Antioxidant Power
- Cancer
- Antimicrobial effect
- Endocrine
- Psoriasis
- Nervous System

**The unique extra virgin olive oil that is exceptionally rich in antioxidants, 100% naturally**

The analysis of OLIVIE Plus 30x extra virgin olive oil produced by OLIVIE PHARMA showed that this oil is naturally rich in polyphenols and particularly in Hydroxytyrosol with content of 233 mg/kg, and also in Tyrosol with content of 161 mg/kg.

#### HYDROXYTYROSOL CONTENT IN OLIVE OIL



**A comparative research confirms that OLIVIE Plus 30x contains 30 times more the antioxidant hydroxytyrosol naturally**

The table shows the content of hydroxytyrosol and tyrosol of 22 samples of conventional extra virgin olive oil taken from 4 mediterranean countries, all producers of extra virgin olive oil (Source: Hrneirik and Frische - 2004), that compared to OLIVIE Plus 30x show with no doubt its higher concentration of polyphenols.

**Why OLIVIE Plus 30x has such special features?**

Simply because this oil comes from olive trees planted in a rocky desert. Just like the wine, it is well known that the olive tree needs to suffer to produce the best of itself. Considering the very hot environment (up to 53°C in summer), the rocky soil where roots cannot develop easily, the lack of water, olive trees stress. A panic phenomenon occurs in the trees (instinct of survival), which results in a raised production of polyphenols (antioxidant) and more particularly in Hydroxytyrosol and Tyrosol (self-defence).

**The healthiest extra virgin olive oil in the world**

Hydroxytyrosol is the most powerful antioxidant easily assimilated by the human body. ORAC value indicating the antioxidant power: 40'000 µmolTE/g. According to the international laboratory method «Folin Ciocalteu», a normal conventional extra virgin olive oil has a content of hydroxytyrosol



of: 7 mg/Kg. The hydroxytyrosol content in our extra virgin olive oil OLIVIE Plus 30x is 233 mg/Kg, by far superior! The total polyphenols amount is also very high: 1250 mg/Kg compared to a normal extra virgin olive oil: 253 mg/Kg. Comparison of Hydroxytyrosol (HT) and Tyrosol (T) rates (mg/kg) between 22 samples of olive oil from 4 Mediterranean countries and our oil OLIVIE Plus 30x.

COMPARATIVE TAB OF HYDROXYTYROSOL (HT) AND TYROSOL (T), CONTAINED IN VARIOUS COUNTRIES' OLIVE OILS

Country	Italy										Spain										Greece										Tunisie					Maroc	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	Olive Plus													
HT	7,4	10,0	16,3	8,7	10,1	18,9	7,2	14,6	19,4	9,2	5,5	14,7	12,9	1,4	11,9	6,6	15,5	18,9	20,5	11,2	7,6	10,9	13,0	233													
T	8,2	9,0	15,8	17,1	7,5	6,1	12,7	6,3	16,4	7,8	7,5	9,1	10,2	10,8	22,8	10,5	13,0	11,9	19,5	15	7,8	6,3	13,1	161													

## OLIVIE POWERUP

The olive tree totum sublimated !

### DESERT OLIVE TREE PEARLS CONCENTRATE OF POWER

A TEASPOON CONTAINS  
THE SAME QUANTITY OF  
ANTIOXIDANTS  
HYDROXYTYROSOL AS  
10 LITERS OF OLIVE OIL



ORGANIC AGRICULTURE  
MA BIO 132 166V



#### Desert olive tree pearls, concentrate of power

OLIVIE PowerUp is an olive tree extract mixed with an olive oil obtained by cold pressing fresh olives. These pearls are

rich in polyphenols and are indicated both in the daily diet and for the treatment of body and face skin.

#### Why olivie desert pearls are so rich in antioxidants?

Simply because this oil comes from olive trees planted in a rocky desert. Just like the wine, it is well known that the olive tree needs to suffer to produce the best of itself. Considering the very hot environment (up to 53°C in summer), the rocky soil where roots cannot develop easily, the lack of water, olive trees stress. A panic phenomenon occurs in the trees (instinct of survival), which results in a raised production of polyphenols (antioxidant) and more particularly in Hydroxytyrosol and Tyrosol (self-defence).

#### Desert olive tree pearls

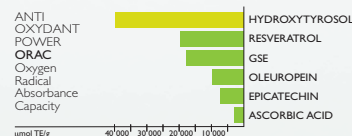
The olive trees used to produce OLIVIE PowerUp grow in the arid

## THE BENEFICIAL EFFECT

Is met when consuming one  
teaspoon per day of Olive Tree  
Pearls, which corresponds to a  
daily consumption of 67 mg of  
Hydroxytyrosol, equivalent to 10  
liters of olive oil!



soil and harsh climate of the southern Sahara of Morocco. These olive groves are cultivated with a minimum of irrigation and no fertilizers or pesticides. Growing in an arid, harsh climate, these trees have triggered a survival mechanism that produces distinctive olives. As a result, the laboratory analysis shows the oil obtained from OLIVIE olives contains 30 times more antioxidants than regular extra virgin olive oil. In fact, OLIVIE olive oil contains around 233 mg/kg of Hydroxytyrosol.



#### Body assimilation

with an extremely small molecular size, Hydroxytyrosol is a polyphenol easily assimilated by the human body. It is able to cross cell membranes and the blood-brain barrier!

- Rich in polyphenols, protects blood lipids against oxidative stress.
- In the daily diet, replacing saturated fats by unsaturated fats, like we find in the Desert Olive Tree Pearls, contributes to maintaining a normal cholesterol.
- Helps rejuvenate the skin when massaging with these pearls.

#### Suggested use

These pearls can be used to season your salads or used on your fish or toasts. You can also massage your face and your back by scrubbing these pearls on your skin. This will be a cure of antioxidants that will benefit your skin.

#### The beneficial effect

Is met when consuming one teaspoon per day of Olive Tree Pearls, which corresponds to a daily consumption of 67 mg of Hydroxytyrosol, equivalent to 10 liters of olive oil.





## OLIVIE FORCE

Living green energy

### FOOD SUPPLEMENT EXTRACTED FROM THE OLIVE TREE

#### NATURAL POWER

• RICH IN POWERFUL ANTIOXIDANTS THAT BRINGS TOGETHER IN A CONCENTRATED MANNER THE BENEFITS OF BOTH OLIVE OIL AND OLIVE ITSELF

#### IMPORTANT CLINICAL STUDY

90 patients-double blind-placebo-8 weeks  
Excellent relieve for joints inflammation  
**ARTHRITIS and ARTHROSIS**  
Published on the American Journal of Pharmacology



Do you suffer from  
hypertension and  
**HEART PROBLEMS?**

- reduces bad cholesterol (LDL)
- prevents the oxidation of LDL
- reduces myocardial heart risks
- increases vasodilation
- anti-ageing, anti-inflammatory (against psoriasis), antioxidant, and powerful antiseptic.

Thanks to these features OLIVIE Force is particularly suitable in the cure of:

- Strokes
- Hypertension
- Ageing
- Antioxydant Power
- Cancer
- Antimicrobial effect
- Endocrine
- Psoriasis
- Nervous System

#### Living green energy

OLIVIE Force is a powerful food supplement extracted from the olive tree, which polyphenols are concentrated in a edible soft capsule with high antioxidant power that:

- Helps delay body cells ageing
- Protects your heart by reducing LDL (cholesterol) oxidation
- Brakes cells' degeneration caused by free radicals
- Prevents oxidative stress.



**100% natural, 100% effective**  
OLIVIE Force is obtained naturally from the olive leaves, the olive fruits and the olive branches by physical extraction without any additives or solvent use.

This compound is a rich and natural aggregate of phenol components (hydroxytyrosol, tyrosol, Oleuropein, flavonoids, caffeic acid, and cinnamic acid) having powerful anti-oxidant properties that protect, defend, soothe, strengthen, fortify, energize and balance.

#### The health benefits of the most powerful natural nourishment

OLIVIE Force's healthy principles:

- Hydroxytyrosol > Phenolic Antioxidant that helps protect from the degradation of body cells against oxidative attacks which may cause serious illness such as Parkinson's, Alzheimer's, cancer and heart infarctus. Also, it protects your heart by reducing LDL (cholesterol) oxidation.
- Tyrosol > A natural defence to your body. It neutralizes free radicals that can cause outbreaks of incipient tumours and transform healthy cells into cancer cells.
- Oleuropeine > Extracted from the leaves of the olive tree, it soothes high blood pressure, and has natural anti-inflammatory and antiseptic properties.

• Flavonoids > Strengthen your body against cardiovascular diseases and also help to strengthen its natural defence properties.

• Vanillic acid and cinnamic acid > Fortify your body and have antiseptic and antifungal properties (help fight infections and eliminate some fungi).

• Caffeic acid > Boosts your body and helps protecting cells against damage caused by free radicals as well as vitamin E water-soluble. The caffeic acid has anti-inflammatory and anti-mutagenic properties.

• Minerals > Balance the intestinal flora and facilitate optimal metabolism of the body's properties.

• Vitamins > A, B1, PP, C, D, E, K.

#### Suggested use

2 capsules taken twice a day after lunch and dinner, or as recommended by your health care professional.

#### Free of

Gluten, Wheat, Dairy, Yeast, Sugar, Sodium, Artificial Flavor, Sweetener, Preservatives and Color.

**1 CAPSULE  
= 2 LITERS  
OF OLIVE OIL  
5000 TIMES  
MORE RICH  
IN ANTIOXYDANTS**



These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

More info at [www.olivie.ma](http://www.olivie.ma)



## OLIVIE DermaPsoria

Relieves Skin, Eczemas and Psoriasis

FOOD SUPPLEMENT  
EXTRACTED FROM  
THE OLIVE TREE

IT REDUCES SKIN ECZEMA  
AND PSORIASIS

• 5500 TIMES RICHER IN  
ANTIOXIDANTS COMPARED  
TO A REGULAR EXTRA  
VIRGIN OLIVE OIL



**Our vegetal capsules OLIVIE FORCE Psoriaderm** benefice from confirmed health allegation of EFSA (European Food Safety Agency) concerning the antioxidant effect of olive tree polyphenols.

The polyphenols OLIVIE FORCE Psoriaderm (hydroxytyrosol, tyrosol, oleuropein...) known to be

powerful antioxidants, can reduce skin inflammation, and they're effective in clearing psoriasis. The capsules OLIVIE FORCE Psoriaderm, 100% natural, contain in a concentrated manner all the benefits of the olive tree.

- Their concentration of the main antioxidant hydroxytyrosol (> 40'000 mg/kg) is 5500 times greater than a regular olive oil (7mg/kg)!
- Relieves skin inflammations.
- Reduces hyperpigmentation without any side effect.
- It has an unrivaled richness in hydroxytyrosol, an antioxidant exceptionally bioavailable and easily absorbed by the body.

5500 TIMES  
RICHER IN  
ANTIOXIDANTS  
COMPARED TO A  
REGULAR EXTRA  
VIRGIN OLIVE OIL



**The world highest ORAC value ever achieved: 3672 mmol TE/kg, the best way to neutralize harmful free radicals. 100% natural**

OLIVIE FORCE Psoriaderm is naturally obtained from olives by physical extraction without using additives or solvents.

### Organic Product

The components of OLIVIE FORCE Psoriaderm are organic certified and 100% natural.

**Translation of olive plus 30x organic into a vegetal capsule form but 130x times more rich in hydroxytyrosol and always 5500 times richer compared to a regular extra virgin olive oil!**

in terms of antioxidants quantity, 1 capsule = 2 liters of a regular olive oil.

- Relieves skin inflammation
- Reduces hyperpigmentation without any side effect

### Suggested use

4 vegetal capsules per day after meals.

According to EFSA, the antioxidant beneficial effect is obtained with a daily intake of at least 5 mg of hydroxytyrosol. In other words, OLIVIE FORCE

Psoriaderm is beneficial from the consumption of one capsule daily (20 mg of hydroxytyrosol/ Capsule).

### Ingredients

Olive tree extract (*Olea europea* L.), olive oil rich in antioxidants, food grade clay, hydro- mellose (vegetal capsules).

### Do not contain

Gluten, wheat, yeast, artificial aromas, conservatives, dye-stuff.



### Supplement Facts

Serving Size: 2 Capsules  
Servings Per Container: 80

Calories: 2.27 Calories From Fat: 3

	% Daily Value*
Total Fat	.005 m <1%
Natural Sugars	.3 g <1%
Cholesterol	0 m <1%
Total Carbohydrates	.41 mg <1%
<b>Olive Tree Extract</b>	<b>1000 mg †</b>

\* Percent daily values are based on a 2,000 calorie diet.  
† Daily Values not established





OLIVIE BEAUTY

illuminate beauty

CERTIFIED ORGANIC  
BRIGHTENING FACE CREAM

THE NATURALLY HIGH  
CONCENTRATION OF  
POLYPHENOLS THAT MAKES  
SKIN AGE YOUNGER

WHITENING AND  
ANTIOXIDANT



ARE YOU FED UP  
WITH CHEMICAL  
COSMETICS?  
Try 100% Natural, and  
100% Organic Certified  
brightening face cream  
- whitening and dark spot corrector  
- glare of the dye  
- antioxidant  
- nourishing, soothing and moisturizing

#### **Illuminate beauty with the most natural powerful antioxidant**

OLIVIE Beauty is an organic brightening face cream for night and day use, with a naturally high concentration of polyphenols having an exceptional antioxidant power. Very rich in actives, it also has the following properties:

- Whitening and dark spot corrector (2% arbutin)
- Glare of the dye (water of hamamelis and water of helichryse)
- Antioxidant (extra virgin olive oil rich in polyphenols, water of helichryse)
- Nourishing (olive oil, apricot and shea butter tree oils)
- Soothing (bisabolol and squalane vegetable resulting from olive)
- Moisturizing (xylitol derivative)

Also contains a mineral sunscreen

#### **Organic is good**

OLIVIE Beauty is an ecological and biological cosmetic certified by Ecocert Greenlife. It contains no paraben, no conservatives of synthesis, no hydroquinone, no sulphites, and no EDTA since the natural substances contained in OLIVIE Beauty already have an anti-microbial, conservative, lightening, antioxidant and bactericide action.



#### **Ingredients**

100% of the total ingredients are from natural origin of which 31% are from organic farming. Natural and organic cosmetic are certified by Ecocert Greenlife according to Ecocert standard available at <http://cosmetiques.ecocert.com>

#### **OLIVIE Beauty is even better**

- 100% natural
- The only brightening and whitening cream available in Morocco which is certified organic by Ecocert
- Excellent spots correction. Arbutin based, natural plant, whitening and brightening, it has no skin toxicity compared to hydroquinone which is deemed aggressive to the skin (forbidden in some countries)
- Based on natural polyphenols (antioxidants) of olive (hydroxytyrosol) which acts gently on the skin melanin and ensures its protection
- Made in France, by a reputable laboratory at the forefront of technology and which complies with European standards
- Needed three years of research and development conducted by a multidisciplinary team (the olive producer, a Doctor, a BioTechnologist and a consultant). Many clinical tests have been realized on OLIVIE Beauty to ensure its high quality
- Hygienic airless tube for proper prolonged use

#### **OLIVIE Beauty's action**

- Arbutin (main brightening active ingredient of OLIVIE Beauty cream) treats pigmentation and brightens the skin by acting directly on the inhibition of tyrosinase, thus limiting the synthesis of melanin by melanocytes
- OLIVIE Beauty also contains titanium dioxide (white pigment) "camouflaging" makeup and the epidermis
- Ingredients such as alpha bisabolol, vegetable oils including olive oil enriched with polyphenols have a soothing action, therefore, limiting the redness
- Witch hazel and helichrysum hydrosols unify the complexion (including acting on the microcirculation)
- The emulsifier lecithin promotes the penetration and absorption of the active compounds from the emulsion by the epidermis
- The perfume used is light and 100% natural (no synthetic fragrance used)

#### **Suggested use**

Apply in the night on face and neck on cleaned skin. Contains a mineral sunscreen.



## OLIVIE ANTI-AGE

Acting against the aging of your body cells

5500 TIMES RICHER IN  
ANTIOXIDANTS  
COMPARED TO A REGULAR  
EXTRA VIRGIN OLIVE OIL

IN TERMS OF ANTIOXIDANTS  
QUANTITY, 1 CAPSULE = 2  
LITERS OF A REGULAR  
OLIVE OIL



**Our vegetal capsules OLIVIE Anti-Age benefit from confirmed health allegation of EFSA (European Food Safety Agency) concerning the antioxidant effect of olive tree polyphenols**

The polyphenols OLIVIE Anti-Age (hydroxytyrosol, tyrosol, oleuropein...) are known to be powerful antioxidants. They are one of dietary supplements most

often touted as a natural anti-aging product. Proponents suggest that increasing your intake of antioxidants may help slow the aging process and prevent a number of aging-related diseases (including heart disease, cancer and Alzheimer's). The capsules OLIVIE Anti-Age, 100% natural, contain in a concentrated manner all the benefits of the olive tree.



The world highest  
ORAC value ever  
achieved: 3672 mmol  
TE/kg, the best way  
to neutralize harmful  
free radicals



**Translation of OLIVIE Plus 30x organic into vegetal capsule form but 130x more rich in hydroxytyrosol**

This concentrated formula naturally increases mitochondria biogenesis and promotes active rejuvenation of your body cells.

### Suggested use

4 vegetal capsules per day after meals. According to EFSA, the antioxidant beneficial effect is obtained with a daily intake of at least 5 mg of hydroxytyrosol. In other words, OLIVIE Anti-Age is beneficial from the consumption of one capsule daily (20 mg of hydroxytyrosol/Capsule).

**The world highest ORAC value ever achieved: 3672 mmol TE/kg, the best way to neutralize harmful free radicals.**

### 100% natural

OLIVIE Anti-Age is naturally obtained from olives by physical extraction without using additives or solvents.

### Organic Product

The components of OLIVIE Anti-Age are organic certified and 100% natural.

### Ingredients

Olive tree extract (*Olea europea* L.), olive oil rich in antioxidants, food grade clay, hypromellose (vegetal capsules).

### Free of

Gluten, wheat, milk, yeast, artificial aromas, conservatives, dye-stuff.



## Supplement Facts

Serving Size: 2 Capsules  
Servings Per Container: 40

Calories: 2.27    Calories From Fat: 3

		% Daily Value*
Total Fat	.005 m	<1%
Natural Sugars	.3 g	<1%
Cholesterol	0 m	<1%
Total Carbohydrates	.41 mg	<1%

**Olive Tree Extract**    1000 mg    †

\* Percent daily values are based on a 2,000 calorie diet.  
† Daily Values not established





## COMPANY OLIVIE PHARMA

A department of Atlas Olive Oils

EXPERIENCE AND APPLIED RESEARCH MERGE TOGETHER TO GIVE BIRTH TO AN INTEGRATED PROJECT DEDICATED TO DEVELOPING THE HUGE POTENTIALITIES OF THE OLIVE PROPERTIES.

### Experience, respect and knowledge

Only a great experience in olive tree growing, a respectful transformation process and a deep knowledge of the chemical properties of the fruits allow to obtain naturally products with such an extraordinary antioxidant powers. OLIVIE's products not only contain hydroxytyrosol, but also tyrosol, olea europeine, flavonoids, vanillic acids, caffeic acids that are different kinds of polyphenols. OLIVIE is a line of complete products that also contain Vitamins and natural mineral substances. For this reason OLIVIE is the richest "active" product available in the market today.



### Why use synthetic and chemical products when natural remedies are available?

During millennia, when progress was still in line with the real needs of mankind, Men were efficiently taking care of their body by what was available in nature. Today reality is dramatically different and unfortunately many of the simple natural remedies have been forgotten; we are geared towards unnatural solutions despite their dangers.

In this context, OLIVIE PHARMA, fortified by its consciousness, carries a leading role in spreading the awareness of the healthy properties of the olive and carries a culture of respect for both Man and his environment. OLIVIE: the natural olive benefits available for everybody.

### A real help in the daily health

OLIVIE is the result of an integrated project that includes the olive tree growing, the olive transformation and the applied research for a wider and more efficient use of the olive peculiarities. The project resulted in the production of foodstuff, nutritional supplements and cosmetics based on olive extracts with a high natural concentration of antioxidants coming out from organic processes. OLIVIE shares its knowledge on the curative properties of the olive to help people fighting diseases in a natural, often cheaper, and efficient way.

## TWO GIFTS FOR YOU!

Our gifts to help you make a conscious choice

**Look at a unique Medicaï Conference from Professor Henri Joyeux (2h video) !**

**Want to know more on this olive oil super rich in polyphenols?** Olive oil is a 'king food' from the Mediterranean Diet. It has several positive effects on health that are recognized by the scientific community. Do you know the best olive oil very rich in powerful antioxydants?



### PROFESSOR HENRI JOYEUX

**HIGHLY RECOMMENDS IT!**

*Cancer Surgeon at the University Hospital of Montpellier (FRANCE), International Specialist in Nutrition*

**SEE THE VIDEO ON YOUTUBE:**  
<https://www.youtube.com/watch?v=ewGZ2U7EyFw>



*Follow our daily advises on health and beauty on our page:*  
[facebook.com/oliviepharma](https://facebook.com/oliviepharma)



**A scientific book summarizing all the benefits on your body**

**Do you know how to choose the most beneficial olive oil for your health?**

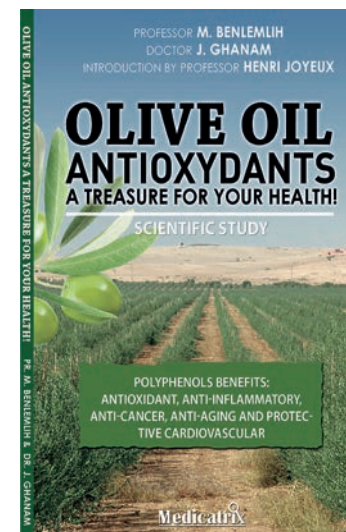
Here is the book that was missing! It demonstrates in an understandable way all the scientific benefits of olive oil on your health, and not just any, the best for your health !

**DOWNLOAD THE BOOK FOR FREE:  
OLIVE OIL ANTIOXYDANTS  
A TRESURE FOR YOUR HEALTH!**

Prefaced by the Professor  
**HENRI JOYEUX**

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EAN 9782872111466  
US \$ 10,00 real format



More info at [www.olivie.ma](http://www.olivie.ma)

## TESTIMONIALS

... from Morocco, France, Sweden, Malaysia, China and Belgium



### Mr Dahri B.

«After a regular consumption of OLIVIE PLUS 30X (about a month), I found that my bad cholesterol went down, the tryglycerides have slightly decreased. I will continue to take it to feel even more benefits»

### Mrs Martine H.

«The facecream OLIVIE BEAUTY, is an excellent cream. It evens skin tone, it has a light and nice odor which is rare for an organic cream. Without fat. I AM FAN OF IT»

### Mrs Véronique A.

«OLIVIE FORCE is an excellent product»

### Mrs Salma B.

«My baby loves this olive oil for babies and children OLIVIE BABY/KIDS, I can only give it to him especially that it is good for his health ».

### Mrs Debbagh K.

«At first my only concern was to relieve my arthritis pain in the knee because I could not walk normally and stand up. My husband told me about an olive oil anti-inflammatory and I decided to test OLIVIE PLUS 30X hoping it can relieve me! After a month, and to my surprise, I not only felt more flexible and I could move my knee without pain but my

psoriasis began to disappear! My red spots changed color to become pale and disappear after about two months! I take everyday two tablespoons of OLIVIE PLUS 30X since then!»

### Ms Marie A.

« OLIVIE PLUS 30X is a very good product with an ultra quick service. Everything went really well!»

### Mr Annick K.

«OLIVIE PLUS 30X, I can't do without! This oil is really beneficial for my body and the taste of olives is unparalleled ... It is part of my daily alimentation, trying it is adopting it!»

### Mrs Fatima S.

«I suffered from severe neck pain and, despite taking anti-inflammatory medicines, nothing could relieve myself for long. Until I discovered these capsules OLIVIE FORCE containing olive tree antioxidants: my pain has decreased and i felt a total relief after only two weeks»

### Mr Marco P.

«When we know that Voltaren, Nurofen, and all these anti-inflammatory chemicals pots usually have side effects on our stomach, and taking into account the fact that the patient can not take them for more than five days followed, we are happy to offer a natural alternative! OLIVIE FORCE can be taken everyday by a patient. He will benefit his joint pain but also in parallel others symptoms such as: cholesterol, hypertension, psoriasis and anti-aging.

Being convinced that the natural, moreover "organic" and "a farm product" will always be best soon or later, I wish all of us a good health naturally!»

### Mrs Shafinar S. (ovarian cyst)

«I was having sinusitis for a long time. I always sneezed and I had flu all the time. After one month of consuming OLIVIE PLUS 30X, my skin allergic gets better and I rarely sneeze. I was also diagnosed with An ovarian cyst in 2010 an the size of the cyst increased and decreased. However, my recent diagnosis showed that my ovarian cyst had totally disappeared»

### Mrs Martine H.

«OLIVIE PLUS 30X: apart from the taste that is a little pronounced, this oil is fantastic ! it reduced my hypertension as well as my joint pain. I strongly advise it»

### Mr Bahaman I. (diabetic)

«Using OLIVIE PLUS 30X, my blood glucose level dropped from 13.9 mmol/mol to 8 mmol/mol.»

### Mrs Claudia S.

«The facecream OLIVIE BEAUTY is awesome! My age spots have really blurred and without chemistry. Believe me I have tried a bunch of solutions, but this cream is great!»

### Mrs Binzaynal B. (dlabetic)

«Took 2 tablespoon of OLIVIE PLUS 30X every night before going to sleep. After 2 weeks, blood glucose level dropped from 12-16 mmol/mol to 4-5 mmol/mol»

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## CLINICAL STUDY N°1 - Arthritis/Arthrosis and Pain Reduction

EFFECTS OF RICH POLYPHENOLS OLIVE TREE EXTRACT ON INFLAMMATION AND PAIN IN PATIENTS WITH RHEUMATOID ARTHRITIS: A 8-WEEKS RANDOMIZED, DOUBLE-BLIND, PLACEBO-CONTROLLED CLINICAL TRIAL (90 PATIENTS)

AMERICAN JOURNAL OF BIOLOGICAL  
AND PHARMACEUTICAL RESEARCH



### ABSTRACT

Olive tree polyphenols have been known as natural anti-inflammatory agents. The aim of the current clinical trial was to assess the therapeutic effect of an olive tree extract with high polyphenols content on inflammatory process and pain intensity in rheumatoid arthritis (RA) patients. This is a randomized, double-blind, placebo-controlled clinical trial. Ninety RA patients were randomized into two groups; treated group received a daily dose of 3 g of olive extract (6 capsules, 500 mg each) during 8 weeks, while patients in placebo group received capsules with maltodextrin. Laboratory analysis, questionnaires administration, pain intensity, and inflammatory biomarkers were determined at the baseline and the end of the trial. Doctors assessed potential adverse effects of olive tree extract through the period of study. Significant decrease in disease activity score has shown at the end of intervention in the treated group and between groups ( $P < 0.0001$ ). Compared to the placebo group, inflammatory biomarkers decreased significantly in treated participants ( $P < 0.0001$ ). The changes from baseline in treated group were  $-1.37$  mg/L (CI,  $-2.71$  to  $-1.57$  mg/L),  $-2.14$  pg/mL (CI,  $-2.71$  to  $-1.57$ ),  $-1.046$  pg/mL (CI,  $-1.50$  to  $-0.59$ ) and  $-1795$  pg/mL (CI,  $-2283$  to  $-1308$ ) for hs-CRP, IL-6, TNF- $\alpha$  and PGE2 respectively. Pain relief and global participants satisfaction increased significantly ( $P < 0.0001$ ) after 8 weeks of olive tree extract supplementation. Results obtained after 2 months of supplementation demonstrate for the first time the potential therapeutic effect of olive tree extract with high polyphenols content against inflammation and associated pain in RA.

### Article Info

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### Key words:

Rheumatoid arthritis; Olive tree extract; Inflammatory biomarkers; Pain intensity; Randomized clinical trial.

## CLINICAL STUDY N°2 - Anti-Cancer Effect (CNRS Paris France)

ANTICANCER EFFECT OF AN OLIVE TREE EXTRACT THROUGH HIS CYTOTOXIC, ANTIOXIDANT AND ANTIANGIOGENIC ACTIVITIES

Made in France with the contribution of Laure Eloy, Thierry CRESTEIL

IPSIT, Faculty of Pharmacy, Paris Sud University, 92290 Chatenay-Malabry, France.

ICSN-CNRS UPR 2301, Avenue de la terrasse, 91190 Gif sur Yvette, France.

AMERICAN JOURNAL OF BIOLOGICAL  
AND PHARMACEUTICAL RESEARCH



### ABSTRACT

The aim of the current study was to evaluate the anticancerous potential of a phenolic olive tree extract through his cytotoxic, antioxidant and antiangiogenic activities. The in vitro cytotoxic activity of a crude olive tree extract and his major constitutive components has been evaluated against human KB, HL60 cancer cell lines using MTS and flow cytometry. ROS production was estimated with the DCFH-DA assay. Antiangiogenic activity was evaluated in vitro on endothelial cells tube formation and the pro-angiogenic factor expression was quantified using qRT-PCR. In vitro cellular assays have demonstrated the cytotoxic effect of the crude olive tree extract. This extract reduces significantly ( $p < 0.05$ ) ROS produced in cells exposed to oxidative stress. Beside this, olive tree extract has demonstrated a strong anti-angiogenic activity, which was correlated with a significant decrease ( $p < 0.05$ ) in VEGF, angiopoietin and HIF1 $\alpha$  expression. Basically, the evaluation of anti-proliferative, antioxidant and anti-angiogenic activities could be the first step to formulate an efficient pharmaceutical product with preventive and/or curative properties against cancer.

### CONCLUSION:

The cellular assays have demonstrated the effectiveness of phenolic olive tree extract as an antioxidant in cells exposed to oxidative stress. This extract has also demonstrated a strong VEGF-dependant antiangiogenic inhibition make this extract an excellent agent to prevent cancer diseases. The characterization of biological activity, could provide the chemical basis for the development of new anticancer drugs. Further studies are needed to extent the antiangiogenic activity of phenolic compounds derived from studied olive tree extract (hydroxytyrosol, oleacein and oleocanthal) in case of angiogenesis-dependent diseases.

## CLINICAL STUDY N°3 - Antimicrobial effect

ECO-EXTRACTION OF PHENOLIC COMPOUNDS FROM MOROCCAN OLIVE FRUITS AND LEAVES AND THEIR POTENTIAL USE AS ANTIMICROBIAL AGENTS

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<http://www.europeanjournalofscientificresearch.com>

### ABSTRACT

In Morocco, the olive harvest generates a lot of waste such as leaves and olive fruits. Valuation by the extraction of polyphenols from this waste could be a promising source. In our work, we have prepared an olive tree extract from this waste, our extract contains 148 g/l of polyphenols, 8.4 g/l of flavonoids and 39.11 g/l of o-diphenols. Polyphenols, major natural antioxidants play a key role in hundreds biological reactions. The antioxidant activity test revealed great antioxidant potential of our extract with high ORAC value 3848100  $\mu\text{mol TE/kg}$ . The present work has as objective to evaluate the antimicrobial activity. The olive tree extract showed broad-spectrum antibacterial activity against *Escherichia coli*, *Escherichia coli* TGI, *Escherichia coli* DH5 $\alpha$ , *Staphylococcus aureus*, *Bacillus cereus*, *Bacillus cereus* MED5 and *Streptococcus agalactiae*. While pure phenolic compounds (caffeic acid, ascorbic acid and quercetin) showed more limited activity. The antifungal effect of the olive tree extract exceed the antibiotics at a concentration of 3 mg/disc ( $p < 0.05$ ). Industrial technology can therefore exploit this extract, rich in polyphenols, in order to use instead of a synthetic antioxidants and antibiotics that could be dangerous. This would lead Morocco to enhance the olive harvest waste as an important economic source.

### Conclusion of the study

Thus, the olive extract, obtained by a simple and environmentally technic, which closes an extraordinary amount of antimicrobial phenolic compounds inhibited the growth of a range of bacteria and fungi (in vitro). This inhibition included two ubiquitous opportunistic bacteria frequently responsible for food intoxications, *Staphylococcus aureus* and *Bacillus cereus*. These experimental data, although preliminary, lead us to think about future use of olive bio-extract as a food additive to protect food against these opportunistic germs but also with high nutritional value (through the biological effects of olive polyphenols). However, further work on the determination of minimum inhibitory and bactericidal concentrations (MIC and MCB) as well as the action of this extract mode are needed for this kind of use.

## CLINICAL STUDY N°4 - Diabetes beneficial effect

SUPPLEMENTATION WITH RICH-POLYPHENOLS OLIVE TREE POWDER IMPROVES FASTING BLOOD GLUCOSE AND INSULIN RESISTANCE IN PATIENTS WITH **TYPE 2 DIABETES**: A 14-WEEKS RANDOMIZED, DOUBLE-BLIND, PLACEBO-CONTROLLED CLINICAL TRIAL (80 PATIENTS)

AMERICAN JOURNAL OF BIOLOGICAL  
AND PHARMACEUTICAL RESEARCH



### ABSTRACT

**Background-** Despite the fact that olive tree extracts have been used for long time as antidiabetics in Mediterranean folk medicine, there are few studies on olive polyphenols providing support to this view.

**Objectif-** To assess the effect of rich-polyphenols olive extract on glucose metabolism and cardiovascular risk factors, a randomized, double-blinded, placebo-controlled trial was conducted in human subjects with type 2 diabetes.

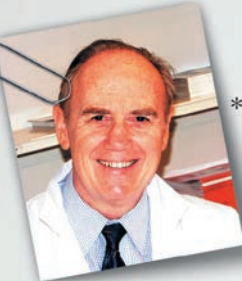
**Methods-** Eighty T2D patients were randomized to receive either a daily dose of 3 g of olive tree powder (6 capsules, 500 mg each) or placebo during 14 weeks. Anthropometric measures, glucose and insulin profiles, lipid profile and questionnaires administration were determined at the baseline and at the end of the trial. Doctors assessed potential adverse effects of olive tree powder through the period of study.

**Results-** Good compliance (over 94%) with the treatment was observed, without any study-intervention adverse and without any side effect observed. The lipid profile levels of treated group decrease significantly ( $p < 0.0001$  vs. placebo group), while the value of HDL-cholesterol raise to  $51.5 \pm 9.4$  mg/dL ( $p = 0.007$  vs. placebo). The daily administration of rich-polyphenols olive tree powder results in a significant reduction (vs. placebo) in HbA1c ( $p < 0.0001$ ), fasting glucose ( $p < 0.0001$ ), insulin resistance ( $p = 0.0002$ ). The average value of fasting glucose decreases to  $114.2 \pm 15.2$  mg/dL, which is under to the normal range defined by the American Diabetic Association.

**Conclusion-** The supplementation with a rich-polyphenols powder from the olive tree was associated in a net improvement in fasting plasma glucose, insulin resistance and lipid profile in subjects with type 2 diabetes, suggesting the potential therapeutic effect of this extract as an antidiabetic.

**Keywords:** Type 2 diabetes mellitus; Olive tree powder; Olive tree extract; Glucose control; Randomized clinical trial





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**"I tasted this golden oil, it suits all family and friendly menus. I will prescribe it largely without a prescription and insistently in my job as oncologist."**  
Professor Henri Joyeux\*

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