



A novel formulation on phenol- enriched olive oil to provide specific cardio protective effects



BUSSINESS OPORTUNITY

Available for licensing

IP STATUS

Non-disclosed formulation

TAGS

Polyphenols, Olive Oil, Functional Food, Food Supplements, Cardio protective, Cardiovascular Disease (CVD)

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A NOVEL NUTRACEUTICAL OIL FORMULATION BASED ON CARDIOPROTECTIVE NATURAL POLYPHENOLS

THE TECHNOLOGY

This is a new formulation based on natural polyphenols from two different natural sources, olives - or olive tree leaves - and medicinal plants exhibiting health effects in humans. Polyphenols are technologically added to virgin olive oil in a standard and reproducible concentration.

There is scientific evidence to support the claimed cardio protective effects: an increased functionality in high density lipoproteins (HDL) to transport cholesterol and a better endothelial function.

THE MARKET NEED

Cardiovascular disease (CVD) remains the largest cause of death globally. Individuals at risk of CVD may show raised blood pressure, glucose, and lipids as well as overweight and obesity. The growing consumer concern and awareness over healthier lifestyle and disease prevention is leading to a greater extent of functional food and food supplements consumption.

It is also known that new market needs mean that there is a growing trend regarding the growth in demand for food supplements. The forecast for the coming years shows a growing trend for this market with an annual average variation rate of around 7-8%.

ADVANTAGES

- › Novel and non-disclosed formulation
- › Availability of several commercial extracts to prepare this novel formulation
- › Increased functionality in HDL and improved endothelial function scientifically proved in studies on humans
- › Positive opinion for polyphenols in olive oil stated in EFSA Journal 2011;9(4):2033

APPLICATIONS

Food supplements and functional food

LEVEL OF DEVELOPMENT

Technology validated in relevant environment (TRL 5)

REFERENCES

Martin-Peláez et al (2015) [Eur J Nutr.](#) 2015 Nov 5. [Epub ahead of print].

Pedret A et al (2015) [PLoS One.](#) 2015 Jun 10;10(6):e0129160; doi: [10.1371/journal.pone.0129160](https://doi.org/10.1371/journal.pone.0129160)