

Australian farming family makes international antioxidant discovery

The leaves of an olive tree were used in the embalming of King Tutankhamen's body over 3,000 years ago but it has taken the determination of an Australian farming family to develop what scientists believe to be one of the world's most powerful natural antioxidants.

After more than 30 years of olive growing, Ray and Julian Archer have put the final touches on their EnvirOléa™ system for growing, harvesting and extracting the healing compounds in *Olea europaea* leaves. On completion, they immediately sent samples to Dr Lesley Stevenson, Manager of the Natural Products Pharmacology Unit at Southern Cross University for the product's antioxidant capacity tests.

Dr Stevenson and her team were amazed at the results.

What did you discover? "We found that the EnvirOléa™ formulated extracts have an extremely high antioxidant capacity. They are almost twice as powerful as the famous natural antioxidant, green tea extract and five times more powerful than Vitamin C." reported Dr Stevenson. "The EnvirOléa™ formulated extracts were also more powerful at quenching the damaging free radicals than much-acclaimed antioxidants such as Grape Seed Extract and Vitamin E."

How would you summarise your findings? "Very exciting. Olive Leaf Australia's EnvirOléa™ extract is in a league of its own."

Antioxidants are essential for fighting the damaging compounds that are produced in the body through everyday factors such as stress, pollution, smoking, alcohol and excessive exposure to the sun. They can be used in a wide range of medicines, skin products, and functional foods and drinks to help prevent advanced ageing and cell death and to assist in the prevention of a number of degenerative diseases.

Julian Archer of Olive Leaf Australia Pty Ltd near Toowoomba described his reaction to the news. "I was totally floored. We knew it would be good but this result is fantastic. It took a while to explain what it all meant to my parents but they almost fell over when they realized what we had achieved."

"We're already supplying our 'Olive Leaf Australia' brand of the extract to the Australian market and we know there is something very special about it because of the hundreds of health improvement reports we receive. Based almost solely on word-of-mouth between people who have experienced the health benefits it is already selling \$1 million a month in retail stores. Dr Stevenson's scientific research has opened our eyes to one of the key reasons for the demand."

Where to from here? "We're already receiving requests for our extract from natural medicine and health food manufacturers around the world. Based on Dr Stevenson's exciting results, we're now working with a team of doctors, cardiologists and health scientists to start clinical trials on how our extracts can be tailored to relieve a wide range of serious health conditions."

Dr David Colquhoun, renowned Brisbane cardiologist and Mediterranean diet specialist, commented, "This is a truly significant discovery. There are already more than forty studies on the effects of olive leaf extract on known risk factors which show enormous promise. In the future Olive Leaf Extract may become a first-line treatment for blood pressure, cholesterol and respiratory problems. You don't need to be a doctor to know that a product with hundreds of times the antioxidant power of extra virgin olive oil is likely to have a significant place in the treatment of disease and keeping people healthy."

"The excitement about the Archer family's discovery is rapidly spreading through the medical community in Australia and overseas. I expect that the coming 12 months will establish their EnvirOléa™ extract as a mainstream antioxidant medicine and functional food ingredient."

More information available online at www.EnvirOlea.com

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