

Olive Leaf Extract shows immunity against recession

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The economic downturn has curbed spending worldwide. Sales of homes, cars and luxury goods are falling rapidly prompting economic turmoil and millions of job losses worldwide. Yet, amongst all of the doom and gloom the natural health sector appears somewhat immune.

Take south-east Queensland based health business *Olive Leaf Australia* as an example. Health enthusiasts, Ray and Julian Archer spent years traveling the world researching the olive tree and, what was then, a little-known extract from its leaves.

In 2001, fully convinced of the olive leaf's remarkable healing qualities, they began bottling and selling their 'home made' tonic to other converts. Never did they imagine that a few short years later their backyard business would morph into the world's largest specialized olive leaf grove and Olive Leaf Australia's fresh-picked extract would triumph as a multi-million dollar international business.

Today, their fresh-picked Olive Leaf Extract is credited with unprecedented powerful antioxidant properties - over 400% more potent than Vitamin C. Its many benefits for health and wellbeing range from maintaining a healthy heart and cardiovascular system to lowering fever and fighting those increasingly well-known cell-destroyers, free radicals.

Despite the short-lived attempts of many 'fad' products in the health industry, Olive Leaf Australia has proven a remarkable ability to hold on to its thousands of die-hard olive leaf fans whilst continually attracting new olive leaf enthusiasts. Reminiscent of its bearer - the noble olive tree that is known to thrive for thousands of years despite the ravages of floods and droughts, and centuries of viral, fungal and bacterial attacks - fresh-picked Olive Leaf Extract looks set to stand the test of time.

Why is it that Olive Leaf Extract prospers, even during recessionary periods, whilst so many other health products fall by the wayside, even in good times? Julian Archer, co-founder of Olive Leaf Australia and a self-appointed 'Ambassador of the Olive' has a number of theories.

"These days health is more important than wealth – people are prepared to invest in their health, even when they're seeing their wealth eroded, but they still want to be smart about it. Our customers find that fresh-picked Olive Leaf Extract has very broad-spectrum healing benefits, so they tend to cut back on buying a wide range of different supplements and tonics. Instead, they're opting for a single daily tonic that works broadly for the whole family."

"Also, most of the developed world has an aging population and as we age we tend to focus more on health and less on wealth. We begin to realize that our health is the master key to our quality of life and if we're going to enjoy our days then we need to invest in it," Julian said.

And the proof is in the pudding. Worldwide sales for Olive Leaf Australia's extract were up a solid 40% in the last quarter of 2008 compared with the same period in 2007. With very little marketing and a heavy reliance on word of mouth, retail sales continually exceed \$1 million a month in Australia alone and are soaring in Asia and Europe.

Whilst businesses worldwide are shutting up shop, Olive Leaf Australia will enjoy another milestone next month when it's welcomed into the North American market.

"After three years of market research we're proud to be launching into the recession-hit United States in March. There's no other health supplement on the US market with as powerful antioxidant and broad-spectrum health benefits as our fresh-picked olive leaf so we again expect strong sales, even in a tough market."

"As demand rapidly increases we pride ourselves on continuing to grow a product that is 100% natural, made only from fresh-picked leaves (not reconstituted from powders) and offering the broadest spectrum of natural phytonutrients on the market. This gives our customers *real* value for money, not just a low price, and today that is more important than ever."

"The bottom line is - fresh-picked Olive Leaf Extract actually works. And every day, regardless of the economy, more people are becoming convinced of its many health benefits," Julian said. The future looks bright for Olive Leaf Extract Australia. And like the olive tree it's borne from, it's here for the long haul.