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International Federation of Sports Medicine (FIMS) and CREAGRI® Promote Healthy Benefits of Olivenol to World Athletes and Sports Enthusiasts

HAYWARD, Calif., Nov. 1, 2011 /PRNewswire/ -- "A Genial intuition in the field of health management is now providing healthy support also to world athletes and people practicing sports across all ages and physical conditions," declared Prof. Fabio Pigozzi, president of the International Federation of Sports Medicine, introducing the partnership FIMS established this past October 24th in Rome (Italy) with California based CREAGRI®, Inc., maker of Hidrox® and of the award winning line of dietary supplements Olivenol™.

Introduced in Rome, the new partnership mires to provide a totally natural, biological, and readily available source of **antioxidant polyphenols** to athletes seeking relief from pain, fatigue and to obtain a stronger performance without risking to incur into controlled substances.

Launched at the Circolo Canottieri Aniene, a world renowned center of sports excellence that over the past 4 decades has produced countless Olympic champions, like Gold Medal Olympian and 400 m. freestyle World Record holder Federica Pellegrini, the FIMS-CREAGRI® partnership will extend to all sport disciplines and underlines the importance that regular physical exercise and a correct supplementation play into adopting healthier lifestyles.

"Olivenol™ Plus2X, our latest addition to the Olivenol™ line of dietary supplements, will provide athletes with all the physical support they need to be successful throughout their agonistic career without ever risking to incur into the wrath of controlled substances," declared Dr. Roberto Crea, CREAGRI®'s President and CEO, "Furthermore FIMS's endorsement of Olivenol™ Plus 2X, should also remind to sports lovers worldwide the importance of a correct nutrition and assure them that our product can play a fundamental role in meeting their dietary needs while offering them support during times of demanding physical performance."

#### **About Olivenol™**

Olivenol™ is an award winning line of dietary supplements developed in 2002 by CREAGRI®, Inc., a California based **Nutraceutical** Company. It contains Hidrox® in capsules and in liquid form. Olivenol™ Plus has been launched in the US in 2006 and more recently in South-east Asia with a concentration of **Hydroxytyrosol** equal to 12 mgs/ capsule (or liquid dose). For more information about Olivenol™ Plus, please visit [www.olivenolplus.com](http://www.olivenolplus.com). For information about CREAGRI® and HIDROX®, visit [www.CREAGRI.com](http://www.CREAGRI.com).

#### **About FIMS**

**The International Federation of Sports Medicine** is an international organization comprising national sports medicine associations that span all five continents. It was established in 1928 in the aftermath of the first modern Olympic Games. As the world leading world authority in the field of sports and medicine FIMS aims to assist athletes to achieve optimal performance by maximizing their genetic potential, health, nutrition, and high-quality medical care and training.

#### **MEDIA INQUIRIES**

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