



NEWS RELEASE

For Immediate Release

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THE NEWEST JUICE FOR HEALTH FROM THE FRUIT YOU'D LEAST EXPECT
HIDROX™, a powerful polyphenol derived from the juice of organic olives, now available for use in foods, functional foods and beverages

(Hayward, California) With ninety-five percent of consumers believing that certain foods have benefits that go beyond basic nutrition and may reduce the risk of certain diseases¹, it is quickly becoming evident that today's food and beverage manufacturers are in great demand to provide not only delicious products, but also to incorporate added health benefits into those products. "Wellness will be for the next 15 years what convenience was for the last 15," declares Brock Leach, PepsiCo's vice president of innovation. In short, health—or wellness—is becoming the new standard for the food and beverage industries. Recognizing a need in the market for food and beverage products that offer more than mere sustenance, CreAgri, Inc., the world's leading developer and supplier of hydroxytyrosol-rich polyphenols from the pulp of certified organic olives, is poised and ready to deliver wellness in the form of **HIDROX™**, a raw material available for use in foods, functional foods and beverages. Packed with a powerhouse of antioxidants, **HIDROX™** provides today's health-conscious consumers with the nutritional benefits they demand.

Found in the pulp of olives, **HIDROX™** is CreAgri's patented formulation of hydroxytyrosol, one of the most powerful natural antioxidant polyphenols. Made from the *juice* of the olive, not the oil, hydroxytyrosol has the highest free radical scavenging capacity of any antioxidant yet discovered. In fact, the polyphenols that make olive oil so healthy are present in olive juice, as much as 300 times the amount found in olive oil. On the ORAC (oxygen radical absorbance capacity) scale, which measures the potency of compounds in protecting against free radicals, hydroxytyrosol has a value of 27,000 – more than double that of quercetin, and more than triple those of both grape skin extract and epicatechin from green tea. The authors of one study, published in 2002 in the *British Journal of Nutrition*, concluded that "hydroxytyrosol is the only significant antioxidant phenolic in olive oil and may be the major component accounting for its beneficial properties."

¹ Peter Leighton, "The Bright Future of Functional Foods & Beverages," *Nutraceuticals World* Jan. 2005.
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Adding as little as 6 ounces of HIDROX™ to foods and beverages brings all the power of hydroxytyrosol's benefits. Studies on the antioxidants found in olive polyphenols from olive water, including hydroxytyrosol, have been the subject of numerous *in vitro*, *in vivo* and human clinical studies pointing toward their benefits in many different areas, including:

- Prevention of atherosclerosis, through protection of LDL ("bad") cholesterol from lipid peroxidation.
- Promotion of intestinal and respiratory health, through anti-bacterial activity.
- Prevention of cancer, through a potent inhibitory effect on free radicals associated with colon and breast pathologies.
- Protection of vital tissues from second-hand smoke, as hydroxytyrosol reduces the consequences of smoke-induced oxidative stress.

Realizing the potential of olive water as a unique natural antioxidant-rich juice, Dr. Roberto Crea, founder and chief scientist of CreAgri, Inc., developed an innovative proprietary process called Integrale™, to harness the power of hydroxytyrosol. Protected by three US patents, the process removes the pits from the pulp of the olives and integrates the polyphenolic-rich olive water with citric acid. This protects against air oxidation, microbial contamination and triggers the release of the hydroxytyrosol from its precursor oleuropein and other large molecules. The resulting liquid is dried down and formulated as HIDROX® and is available as a powder in 2%, 6% and 10% formulations.

Recently, HIDROX™ achieved GRAS (Generally Recognized As Safe) status, opening the doors for HIDROX™ to be used in food, functional foods and beverages. The independent evaluation was performed by the Burdock Group, the nation's leading toxicology specialists in evaluating the safety of food and beverage ingredients. According to George A. Burdock, Ph.D., President of the Burdock Group, "the research involving HIDROX™ has shown it is safe for human consumption when used as an antimicrobial agent or antioxidant agent in foods. The panel concluded HIDROX™ is GRAS at levels up to 500 ppm in baked goods and baking mixes, breakfast cereals and bars, snack bars, processed fruits and juices, non-alcoholic beverages and gravies and sauces."

HIDROX'S™ antioxidant and free-radical scavenging abilities far exceed any previously known. It is also absorbed, distributed and metabolized extremely well by the body. According to Dr. Crea, "Because HIDROX™ contains many health benefits and is completely non-toxic, it is the perfect functional ingredient that food and beverage companies can add into their products to provide today's health-conscious consumers with the nutritional values they demand."

CreAgri is committed to promoting human health and well being through the creation of superior natural products. The company focuses on the development of science-based processes that are environmentally friendly and compatible with sustainable agricultural methods. CreAgri's headquarters are in Hayward, California. For more information on CreAgri, Inc. or HIDROX®, visit www.creagri.com, call toll-free: 866-4-CREAGRI, or call Christie Communications at 805-565-4122.

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