

## The Malaysian Reserve

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**Headline: Trinaire Eyes RM20m From Olivenol Launch**

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# Trinaire eyes RM20m from Olivenol launch

TRINIAIRE Sdn Bhd, the exclusive distributor of Olivenol™ livin', expects a turnover of some RM20 million by end of this year from the sale of the food supplement that acts as an antidote for modern-day stress.

"Trinaire is proud to be given the exclusive distribution rights by 10B International (Malaysia) Sdn Bhd for Olivenol™ livin' to Malaysians because we personally have strong conviction on the efficacy, quality and impact of the product.

"Our decision to market it arose from the true life story of a family member who suffered from eczema and mild psoriasis and has since seen major improvements after consuming Olivenol™ livin' and that is an undeniable testament that it works," said managing director Chong Yun Yee said in a statement.

The food supplement was



(From left) Chong, Dr Crea, Deputy Minister of Health Datuk Dr Abdul Latiff Ahmad, 10B International chairman Datuk Hamzah Abdul Majeed and Group MD James Won at the launch of Olivenol™ livin' yesterday

created by Professor Dr Roberto Crea, the Director of Science and a Professor of Molecular Genetics from 10B International's scientific team.

"Olivenol livin' is today available in Malaysia at all leading pharmacies like Vit-

aCare and Caring. We anticipate to achieve sales of over RM20 million by end 2008 with the sales of the boxed capsules, retailing at RM169 per box of 50 capsules and RM189 for the liquid form for a bottle of 60ml," Chong said.

One of the key points of difference in Olivenol™ livin' is the extensive range of clinical trials this product has undergone.

The product is also clinically proven to assist against UV-damage and provide anti-ageing benefits.

Furthermore, Olivenol™ livin' has also been proven to lower LDL (bad) cholesterol while increasing HDL (good) cholesterol.

Olivenol™ livin' contains a unique patented formulation of natural biophenols derived from olive juice (*Olea europaea*), which is harvested from the pulp of organic olives, that offers remarkable free-radical protection and efficacy because of the high bioavailability of its bioactives.

It has five times the action and is the most potent Olive biophenols extracted from 100% organic olive juice.