

IdentiPure™

Hydroxytyrosol Olive Leaf Extract (*Olea europaea*)



new powerful natural antioxidant



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About Hydroxytyrosol

Hydroxytyrosol (3,4-dihydroxyphenylethanol; DOPET) is a phytochemical believed to have the highest free radical scavenging capacity: Its ORAC (oxygen radical absorbance capacity) is 40,000 umolTE/g, which is 10 times higher than that of green tea, and 2 times higher than that of CoQ10. Studies on hydroxytyrosol can be conveniently classified into two major areas:

- 1) Antioxidant activity. Hydroxytyrosol is a potent inhibitor of metal-induced oxidation of low density lipoprotein. In addition, metal-independent oxidation is also significantly retarded by hydroxytyrosol.
- 2) Interference with enzymes. Hydroxytyrosol is able to modulate several enzymatic activities linked to cardiovascular disease.

In nature, hydroxytyrosol is found in extra virgin olive oil and olive leaves. The safety profile of hydroxytyrosol appears to be excellent: no untoward effects have been demonstrated even at very high doses. Hence, hydroxytyrosol has been granted a GRAS status.

Health Benefits

- Lowers blood pressure
- Helps cholesterol management
- Increases the skins ability to maintain moisture
- Helps intestinal absorption
- Helps gall bladder activity
- Lowers probability of gallstones
- Decreases gastric acid secretion in ulcers
- Stimulates pancreas secretion
- Aids developing bone in children
- Prevents osteoporosis
- Lowers glucose levels in diabetics
- Reduces risk of prostate cancer
- Reduces the risk of breast cancer

Auropure™ natural hydroxytyrosol - Olive Leaf Extract

Auropure™ has developed it's unique production technology to manufacturer high purity and stable the hydroxytyrosol from Olive leaf, where advanced bio-transforming, creamy membrane concentration and column purification processing are employed.

Available Products:

Olive leaf extract oleoresin paste	Hydroxytyrosol 20%, 40%, 60%, 80%
Olive leaf extract powder	Hydroxytyrosol 5%, 10%, 20%, 30%
Olive leaf extract powder	Oleuropein 20%, 40%, 60%, 80%

Application:

- ✓ Dietary supplements (tablet, capsule, softgel, granule, etc.)
- ✓ Functional food & beverage
- ✓ Cosmetics

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