



**HYTolive®**  
OLIVE YOUR LIFE

## DELIVERING ON THE PROMISE OF OLIVE OIL



CARDIOVASCULAR HEALTH

### A natural, solvent-free extract of olive fruits containing a high concentration of the olive polyphenol hydroxytyrosol

- Sustainable, 100% natural extract of olive fruits
- Standardized hydroxytyrosol content (10% & 25%)
- Liquid, powder and micronized powder product forms
- Processing-friendly. Stable at high temperatures
- Little to no impact on organoleptic properties
- Effective as a co-ingredient in Omega-3 formulations

American consumers have a love affair with olive oil. In the last 20 years, its consumption has tripled in the United States. Most of that increase results from the popularization of the Mediterranean Diet – and the heart healthy benefits seen in olive oil. Recent highly-publicized clinical trials on heart health have ignited consumer interest in this healthy fruit.

Hytolive® Olive Fruit Polyphenol is a 100% natural, patented ingredient that can deliver what scientists believe is the most important compound in olive oil for heart health – hydroxytyrosol – into your formulations. Hytolive® is a solvent-free natural extraction of olive polyphenols from the by-product water of olive oil production. This clean-label ingredient is the subject of some exciting heart health claims in Europe and allows you to put the love affair with olive oil into your products.



# HYDROXYTYROSOL: KEY TO IMPORTANT HEALTH & FORMULATION BENEFITS



The primary active component of Hytolive® – hydroxytyrosol – is a polar, phenolic phytochemical found in olive fruit, olive leaf and olive oil as well as by-products of olive processing. Along with tyrosol and their conjugates, it represents the main phenolic compounds in olive oil (50%). Hydroxytyrosol has a simple structure, the highest bioavailability and ORAC of the olive oil components, which gives it potent natural antioxidant activity.

## Hytolive® in Cardiovascular Health Formulations

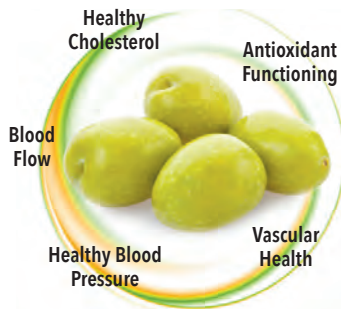
Numerous scientific studies have been conducted on the antioxidant properties and cardiovascular health supporting potential of olive oil and olive polyphenols.

Highlights:

- European Food Safety Authority (EFSA) approved cardiovascular health claim for hydroxytyrosol and its derivatives (2011)\*
- “Supports heart and vascular health” claims

\*EFSA claim not available for use in the United States

## Major Areas of Study for Olive Polyphenols & Hydroxytyrosol



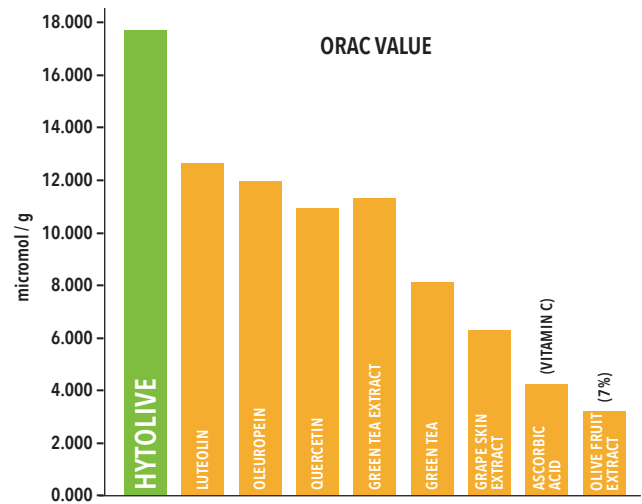
## Hytolive® in Omega-3 Formulations

A high antioxidant capacity and consumer awareness of the health benefits of olive oil compounds make Hytolive® an ideal co-ingredient in Omega-3 formulations – particularly those that contain fish oil.

Highlights:

- Omega-3s and hydroxytyrosol have different mechanisms of supporting heart health
- Fish oil & olive oil represent **two** of the main foods in the Mediterranean Diet
- The antioxidant properties of hydroxytyrosol can protect fish oil and Omega-3s from oxidation

## Hytolive® (hydroxytyrosol) is a Powerful Antioxidant



THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

Contact PLT Health Solutions for samples and more information.  
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