



PharmaGnose

Oleamed

Olea europaea and Mediterranean diet

Mediterranean diet, an Intangible Cultural Heritage of Greece, Italy, Spain and Morocco according to Unesco, has always received strong attention, as it has been evidenced to promote coronary health and promote longevity¹. It is often cited as beneficial for being low in saturated fat and high in monounsaturated fat and dietary fiber. One of the main explanations is thought to be the health effects of olives and olive oil, which characterize the Mediterranean diet. Many biomarkers with strong antioxidant, anti-inflammatory and cardioprotective properties are contained in olive fruits, such as hydroxytyrosol, tyrosol, verbascoside, oleocanthal and oleacin. The EFSA Panel on Dietetic Products, Nutrition and Allergies (NDA Panel) has approved the relationship between the daily intake of 5 mg of olive oil polyphenols (standardized by the content of hydroxytyrosol and its derivatives) and the protection of LDL particles from oxidative stress².

¹ Mitrakou PN, Kipnis V, Thiebaut AC, Reedy J, Subar AF, Wirfält E, Flood A, Mouw T, Hollenbeck AR, Leitzmann MF, Schatzkin A (2007-12-10). "Mediterranean dietary pattern and prediction of all-cause mortality in a US population: results from the NIH-AARP Diet and Health Study". Arch Intern Med 167 (22): 2461-8.
² COMMISSION REGULATION (EU) No 432/2012 of 16 May 2012 "Establishing a list of permitted health claims made on foods, other than those referring to the reduction of disease risk and to children's development and health".

What is Oleamed?

Oleamed is a standardized, "green" olive extract from the fruit of a specific greek variety, Amfissis (*Olea europaea* var. *rotunda*). It is obtained through environmentally friendly extraction processes. It exhibits a characteristic composition, rich in hydroxytyrosol (which is approved by EFSA for heart and coronary health claims) and tyrosol among other phenolics which have been shown to possess antioxidant properties by protecting body cells and LDL from oxidative damages, according to EFSA. It also promotes skin health and retards skin aging through the scavenging of free radicals.

Specifications

Oleamed is standardized in hydroxytyrosol and guarantees high total phenolic content demonstrating high antioxidant activity during DPPH radical scavenging activity tests.

- Hydroxytyrosol content : ≥7%
- Total polyphenols : ≥17%
- DPPH radical scavenging activity : IC₅₀ ≤100 µg/ml.

Recommended dose

Oleamed is destined for food supplements and/or cosmetic formulations. It is a powdered olive fruit extract with maltodextrine and it can be comprised in various types of *per os* (capsules, softgels, sachets, drinks, tablets) and/or cosmetic formulations (creams, lotions, gels). It can be administered orally in a dose of 50-100 mg/day, or topically up to 2% in the final formulation.



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Oleamed

Botanical product information

Product name: Oleamed

Common or usual name of product: Olive fruit extract

General product information: Olive fruit extract standardized to more than 7% hydroxytyrosol

Botanical manufacturing information

Manufacturing site: PharmaGnose, Greece

Mode of manufacturing: Flow chart attached

Agricultural process: Greek olives traditional cultivation

General specifications

Appearance: beige powder

Solubility: Soluble in water, ethanol and hydroalcoholic mixtures

Ash: 3-6%

Hydroxytyrosol: ≥8% (HPLC)

Total polyphenols: ≥17% (Folin Ciocalteu)

Lipids: 8-10%

Proteins: 2-4%

Energy: 300 kcal/100 g

Antioxidant activity: IC₅₀ ≤100 µg/ml (DPPH radical scavenging assay)

Origin/Obtaining method: Olive Fruit/Chromatographic Natural Extraction

Shelf life: 24 months unopened stored in a cool and dry location

Others: Oleamed must be used after opening. Once open, it is recommended to keep the product closed, store in a dry place and keep out of the damp. As Oleamed is an entirely natural extract, there may be a slight variation in colour from batch to batch. This circumstance in no way signifies any alteration in the quality of the product.

Contact:

PharmaGnose

address: Papathanassiou 24, 34100 Chalkida, Euboea, Greece

mail: info@pharmagnose.com

web: www.pharmagnose.com

