



SECRET[®] TO LIVE

Extra Virgin Olive Oil (EVOO)
enriched with Mediteanox[®] olive
fruit extract.

Secret to Live[®] combines beneficial properties of the olive oil monounsaturated fatty acids with the standardized content of olive's antioxidant polyphenols.

With a daily dosage
of 20 ml, Secret to Live[®]
delivers the recommended
heart-friendly amount of 5 mg
hydroxytyrosol (HT), difficult to
achieve with 20 ml of conventional
EVOO.

Physical properties of the oil
and taste are not affected by
the enrichment.



EUROMED
Nature & Science



"Olive oil polyphenols contribute to the protection of blood lipids from oxidative stress" when 20 g of olive oil contains at least 5 mg of hydroxytyrosol (HT) and its derivatives".

EFSA Journal 2011; 9 (4): 2033

Secret to Live® may protect our cardiovascular health thanks to the activity of its natural hydroxytyrosol (HT) content, neutralizing free radicals and reducing oxidation of LDL cholesterol.¹

As the average content of HT in Extra Virgin Olive Oil (EVOO) is only about 14 mg/kg², in order to achieve the recommended dose, the daily intake should be at least 350 ml, corresponding to 3150 calories!

20 ml only of Secret to Live® deliver the recommended daily dose of HT.



350 ml EVOO
3150 calories

5 mg
of HT



20 ml Secret To Live®
180 calories

Mediteanox®
+
EVOO single variety
Arbequina (99.93%)

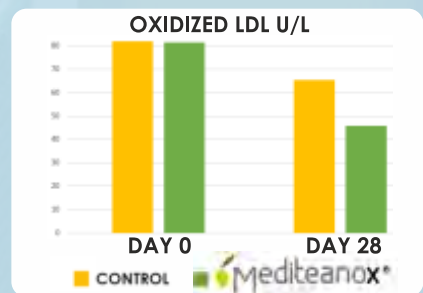
Common variety in the areas of Tarragona, Lleida and Alto Aragón, but also cultivated in other areas of Spain. The oil is very fluid, sweet and without bitter or spicy flavours. Fruity aroma of olive, apple, banana and almond.



PROPRIETARY CLINICAL STUDY

Mediteanox® in olive oil: Prevention of LDL oxidation.

The intake of 20ml per day of EVOO supplemented with **Mediteanox®** for 28 days, **reduced serum levels of oxidized LDL up to 35%** compared to conventional EVOO.



Mediteanox® is a natural eco-friendly extract from Spanish olive fruits (*Olea europaea* L.), standardized to various concentrations of HYDROXYTYROSOL, from 7%.



50 YEARS EUROMED
Mediteanox®
Standardized to hydroxytyrosol (HT) from 7% and higher
Mediteanox® is an extract from Spanish olives (*Olea europaea* L.) beneficial for cardiovascular support and healthy aging.

- EFSA CLAIM**
Five mg of polyphenols (at least 5 mg of HT) contribute to the protection of blood lipids from oxidative stress.
- SUPERIOR ANTIOXIDANT CAPACITY**
HT is the principal antioxidant compound to olive oil and several clinical and in-vitro studies support this.
- WATER ONLY EXTRACTION**
Pure-Hydro Process®, an eco-friendly extraction method using ultra-pure water as the only solvent.
- VERTICALLY INTEGRATED**
Standardized olives are each step of the supply chain, from seed to the quality control.

EUROMED
Pure-Hydro
MEDITERRANEAN
fruit and vegetable extracts

References
1 Obied et al. Adv. Mol. Toxicol., Volume 6, ISSN 1872-0854, <http://dx.doi.org/10.1016/B978-0-444-59389-4.00006-9>
2 Vilaplana-Pérez et al. Front. Nutr. 2014, 1, 18

This material is intended for professionals only.

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.

All information given in this documentation reflects published current knowledge. EUROMED disclaims any responsibility for the suitability of this information for products intended by the user. The suggestions given do not release EUROMED's customers and the user of the products from evaluating the individual products as to their legal compliance. The user of the product is solely responsible for compliance with all laws and regulations applying to the use of the products.