

EUROCHEM PRODUCT PORTFOLIO

Hidro[®]

HIDROX[®] is a patented natural olive-polyphenol complex, which is standardised to contain a high amount of hydroxytyrosol in its natural matrix.

HIDROX[®] is extracted from organically grown olives, using a globally unique manufacturing process, which is 100% eco-friendly. Hydroxytyrosol is a powerful natural ingredient, containing the highest amounts of antioxidants which were ever measured — it protects the fruit from damage by intense sunlight.

HIDROX[®] is anti-inflammatory, antimicrobial and stimulates the immune system. HIDROX[®] is the key to success of the Mediterranean diet.

PROPERTIES

The effects of HIDROX[®] are scientifically proven and documented with a variety of studies.

Below is an overview of the most important properties:

- ❖ **Antioxidative properties**, e.g. Biological effects of hydroxytyrosol, a polyphenol from olive oil endowed with antioxidant activity; Manna C et al., Adv Exp Med Biol 1999
- ❖ **Cardiovascular disease**, e.g.: Diet and prevention of coronary heart disease: the potential role of phytochemicals; Visioli F, et al.; Cardiovasc Res 2000 Aug 18.
- ❖ **Cholesterol**, e.g.: Effect of virgin olive oil phenolic compounds on in vitro oxidation of human low density lipoproteins; Caruso D, Nutr Metab Cardiovasc Dis 1999
- ❖ **Antimicrobial and anti-viral activity**, e.g.: Bactericidal activity of glutaraldehyde-like compounds from olive products. Medina E et al. J Food Prot. 2009. Mechanism of the antiviral effect of hydroxytyrosol on influenza virus appears to involve morphological change of the virus. Yamada K, et al. Antiviral Res. 2009.
- ❖ **Neuroprotection**, e.g.: Neuroprotective effect of hydroxytyrosol and hydroxytyrosol acetate in rat brain slices subjected to hypoxia-reoxygenation. González-Correa JA, et al. Neurosci Lett. 2008
- ❖ **Mitochondria und Anti-ageing**, e.g.: Hydroxytyrosol promotes mitochondrial biogenesis and mitochondrial function in 3T3-L1 adipocytes. Hao J, J Nutr Biochem. 2010.
- ❖ **Skin**, e.g.: The protective effects of hydroxytyrosol against UVB-induced DNA damage in HaCaT cells. Guo W, et al: Phytother Res. 2010.

APPLICATION FIELDS

- ❖ **Functional foods**: GRAS – Status, natural and organic, water soluble and heat stable
- ❖ **Drinks**: water soluble, heat stable, strong antimicrobial properties
- ❖ **Supplements and sports nutrition**: Highly effective antioxidant, strong anti-inflammatory effects, supports the immune system
- ❖ **Cosmetics**: Suitable for topical and oral use, UV-protection, anti-inflammatory, antioxidant
- ❖ **Animal nutrition**: For a healthy immune system, anti-viral and anti-microbial properties, improves feed conversion, supports healthy skin and fur.

AVAILABLE PRODUCTS AND CERTIFICATES

Available as powder with 6% and 12% hydroxytyrosol (HT) and as liquid with 10% HT

- ❖ **Stability**: Min. 36 months in closed original packing
- ❖ **Certificates**: Kosher, Halal, CCOF (California Certified Organic Farmers Certification), GRAS (generally regarded as safe)
- ❖ **Production and application patents**