



Dr. Crea's work with **olive polyphenols** and **hydroxytyrosol** was acknowledged with a keynote presentation at **ISANH Polyphenols 2012**, the world's largest **symposium on polyphenols derived from agricultural biomass**, which will be held in **Paris**, at the **Palais Brongniart** this coming **June 7-8**, and **CreAgri** was awarded for their innovative product **Hydroxytyrosol Derived from Olive Oil Waste Water and its Industrial Applications in Health, Wellness and Lifestyle.**



Dr. Crea's discovery and development of **olive polyphenols** is currently attracting great international attention. And while Dr. Crea's mark on the biotech industry was seminal, in the area of **olive polyphenols** his role is fundamental.

Dr. Crea's invention of a viable method to naturally obtain large amounts of **olive polyphenols** from

olive oil wastewater

has led to a

revolution in the olive industry

, and in the way olive oil is produced. His invention has fostered a complete re-thinking of the recovery and use of this “olive juice”, not too long ago regarded as wastewater or “black water” —a polluting and abundant by-product which disposal raises serious concerns for the environment. It was also

Dr. Crea's

original scientific contribution that led to the recognition of the healthy role that

olive polyphenols

play in the

management of inflammation-based conditions

ranging from

psoriasis

,

arthritis

, and

neurodegeneration

to the

maintenance of healthy cardiovascular function

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About HIDROX®

HIDROX® is CreAgri's patented hydroxytyrosol-rich formulation of olive polyphenols produced from the juice of organic olives, and scientifically recognized for its anti-inflammatory and immune-modulating properties. HIDROX® is the only hydroxytyrosol formula with GRAS certification. HIDROX® is also certified organic, Kosher and Halal, and is protected by the largest number of US and international patents and applications.

About CreAgri

CreAgri Inc., a California company, is the inventor and developer of HIDROX®. Its goal is to promote health and wellness by creating superior natural products that strike a Creative Balance between Nature and Technology®. The company develops science-based processes that are environmentally friendly and compatible with sustainable agricultural methods. For further information about CreAgri and HIDROX®, please visit www.creagri.com or contact Paolo Pontoniere, VP of Corporate Communications at 510-732-6478 or at ppontoniere@creagri.com

For more information about ISANH Polyphenols 2012: www.polyphenols-site.com