



**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](http://www.creagri.com) or contact Paolo Pontoniere, VP of Corporate Communications at 510-732-6478 or at [ppontoniere@creagri.com](mailto:ppontoniere@creagri.com)

For more information about ISANH Polyphenols 2012: [www.polyphenols-site.com](http://www.polyphenols-site.com)