

## A novel nutraceutical oil formulation based on cardioprotective natural polyphenols

**Areas:** Agrofood, Health, Nutrition

**Collaboration Opportunity:** Available to license

**Summary:** A novel formulation on phenol-enriched olive oil has shown to provide specific cardio protective effects. Polyphenols from two different natural sources, olives - or olive tree leaves - and medicinal plants are technologically added to virgin olive oil in a standard and reproducible concentration exhibiting health effects in humans. Scientific evidence is found to support the claimed cardio protective effects: an increased functionality in high density lipoproteins (HDL) to transport cholesterol and a better endothelial function.

### Need:

Cardiovascular disease (CVD) remains the largest cause of death globally. Individuals at risk of CVD may show raised blood pressure, glucose, and lipids as well as overweight and obesity. The growing consumer concern and awareness over healthier lifestyle and disease prevention is leading to a greater extent of functional food and food supplements consumption.



**Market:** In European countries, the recovery of private consumption, the launch of new products and the boost of new market needs favored the growth in demand for food supplements in 2014-2015. Having grown an 8% in 2014 equivalent to 800 million euros worth, the estimated market stood at 870 million euros worth for the closure of 2015, about 9% more than in the previous year.

Forecast for the 2016-2017 biennium show a growing trend for this market with an annual average variation rate of about 7-8%, which would result in 1,000 million euros worth.

**Commercial Applications:** Food supplements and functional food.

### Competitive Advantages:

- ✓ Exclusive non-disclosed formulation
- ✓ Availability of several commercial extracts to prepare this novel formulation
- ✓ Increased functionality in HDL and improved endothelial function scientifically proved in studies on humans.
- ✓ Positive opinion for polyphenols in olive oil stated in EFSA Journal 2011;9(4):2033.

**Funding received:** National public funding for Research and Innovation

**Development status:** concept validation in pilot studies in humans; pilot formulation

**IP status:** Non-disclosed formulation

### References:

- Martín-Peláez et al (2015) [Eur J Nutr.](#) 2015 Nov 5. [Epub ahead of print]
- Pedret A et al (2015) [PLoS One.](#) 2015 Jun 10;10(6):e0129160; doi: [10.1371/journal.pone.0129160.](#)