A close-up photograph of an olive branch with several green olives. The background is a soft, out-of-focus green. The text is overlaid in white, bold, sans-serif font.

olive  
Your  
Life  
HYTolive®

# Genosa

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## Pioneers

- 20 years of experience
- Reliable supplier
- Wide international distribution network
- Markets: 25 countries
- Products: > 100 (foods/supplements)
- 75% of customers maintain Hytolive® after 3 years
- Hydroxytyrosol: more and more scientific publications every year



# hYTOlive®

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**HYTOlive®**  
**OLIVE YOUR LIFE**

- High purity in hydroxytyrosol
- 100% naturally obtained (free of solvents)
- Patented, clean and sustainable process
- ISO 9001, 14001 and 22000
- GMP
- GRAS
- Clinically proven
- EFSA claim
- HALAL and Kosher

# hyTOLiVe®

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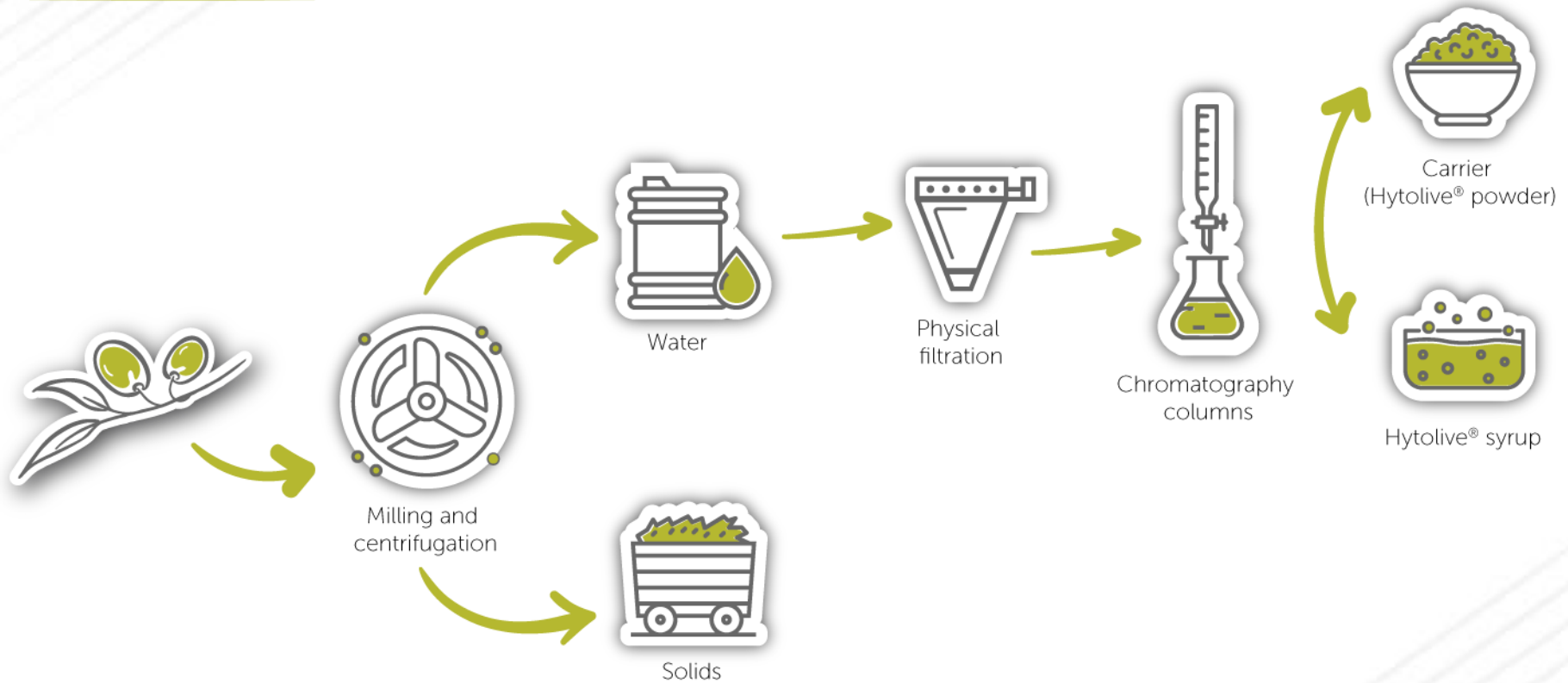
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**BRAND OF SUCCESS**

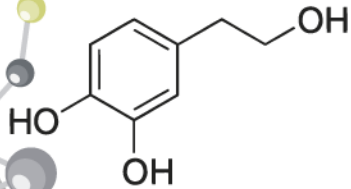
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# hytolive® process



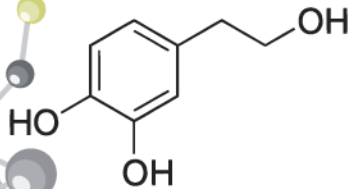
hytolive®

# HYDROXYTYROSOL



- Major and most active polyphenol in olives and extra virgin olive oil
- Ortho-diphenol ➤ **Antioxidant and anti-inflammatory activity**
- Low molecular weight: very active
- Safe

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**Hydroxytyrosol: nice molecule**

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# hytolive® versions

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**Hytolive® powder:** water soluble (tablets, pills, capsules, beverages, dairy, foods, ...); **10% natural hydroxytyrosol**

**Hytolive® soft:** micronized powder for softgel capsules); **10% natural hydroxytyrosol**

**Hytolive® syrup:** syrup appearance, water soluble (beverages, foods); **25% natural hydroxytyrosol**

**Hytolive® Infinity:** oily concentrates based on sunflower, soya, canola, olive, palm (**750-1.500 ppm hydroxytyrosol/tyrosol**); fat soluble (vegetable oils)

\*\*\*

AND SOON:

**Hytolive® BEV:** powder version with no organoleptical impact on beverages; **2/3% natural hydroxytyrosol**



**VERSATILE**

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- First oily extract containing hydroxytyrosol and tyrosol to be **incorporated into oils** (omegas, high oleic sunflower oil, soya oil, olive oil, ...)
- **Double function** in oils:
  - The polyphenolic fraction of EVOO into polyphenol free oils
  - Protection from oxidation (stability)
- **No impact** on organoleptical properties: taste or visua.
- **Free of additives, emulsifiers or encapsulations**



# nytolive® overall health ingredient

## Oxidation and/or inflammation



> Cardiovascular



> Joints



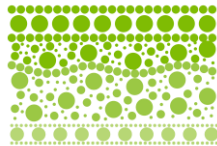
> Aging



> Neurodegenerative



> Autoimmune



> Skin



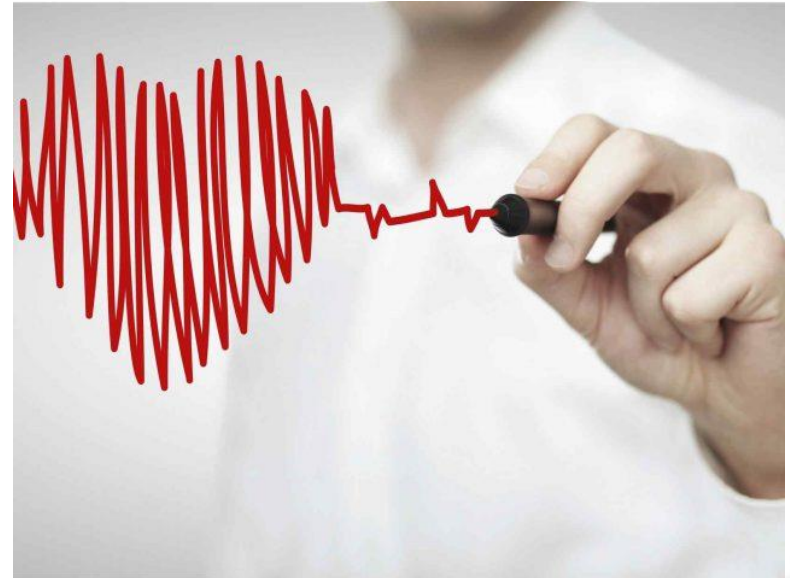
> Menopausia



> Eye care

# heart health

- 1 “Hydroxytyrosol contributes to the protection of blood lipids (LDL cholesterol) from oxidative stress” (5 mg hydroxytyrosol/day) > **EFSA CLAIM**
- 2 “Hydroxytyrosol diminishes LDL cholesterol” (Hernández et al; J Nutr 2015)
- 3 “Hydroxytyrosol enhances HDL cholesterol function” (Hernández et al.; Journal of the American Heart Association 2014)
- 4 Hydroxytyrosol (**Hytolive®**) shows anti-platelet aggregation activity (improves blood flow) (“A thromboxane effect of a hydroxytyrosol-rich olive oil wastewater extract in patients with uncomplicated type I diabetes”; CL Léger et al 2005; European Journal of Clinical Nutrition).



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LDL<sub>OX</sub>

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LDL



HDL

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LDLOX



HDL



LDL

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LDLOX



HDL



LDL



BLOOD FLOW

# heart health

## Zinzino (Scandinavia)



## Cerule (US): Blood flow





# antioxiDant actiVity

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**External action:** free radical scavenger;  
ROS scavenge ( $\text{OH}$ ,  $\text{H}_2\text{O}_2$ ,  $\text{O}_2^-$ )

**Internal influence:** increase of  
endogenous glutathione

# antioxidant activity

## Bayer Supradyn Multivitamin Energy and Memory 50:

Europe (tablets and effervescent pills): Spain, Austria, Netherlands, Belgium, ...



# antioxidant activity



## Canolive:

Pakistan: functional vegetable cooking oil (optimal fatty acid profile + the olive antioxidants); focused on Genosa collaboration

<https://www.youtube.com/watch?v=hGq8kLkzrSM>

[https://www.youtube.com/watch?v=Y\\_K6h02ttdo](https://www.youtube.com/watch?v=Y_K6h02ttdo)

# antioxidant activity

Danke plus

DANKE

**DINH DƯỠNG VÀNG  
HỒI PHỤC SỨC KHỎE**

IGG,  
IGA

CANKI  
HỮU CỐ

CO-ENZYME  
Q10

Sữa non  
**Danke**  
Gàu không thể, miễn nhiễm,  
chất xơ, vitamin và khoáng chất

Lactamin, LGG, LGG2  
**PLUS**  
HYTO LIVE  
OLIVE YOUR LIFE

Danke plus

DANKE

*Tăng cường máu não*  
**LÀM VIỆC HIỆU QUẢ  
CÙNG DANKE PLUS**

Coenzyme  
**Q10**

Axit  
folic

Hytolive

Sữa non  
**Danke**  
Gàu không thể, miễn nhiễm,  
chất xơ, vitamin và khoáng chất

Lactamin, LGG, LGG2  
**PLUS**

Bổ sung sắt ngăn ngừa thiếu máu não  
Bổ sung axit folic, Vitamin B12 giúp giảm thiểu  
căng thẳng và mệt mỏi.  
Coenzyme-Q10 và Hytolive giúp tăng cường  
tuần hoàn máu não, giảm tình trạng đau nửa đầu

**Danke:**  
Milk in powder; Vietnam (global health)

# antioxidant activity

## **Goldsure (Malaysia):**

Plant based product with vitamins and proteins (global health)



## **Prisma (Spain):**

Eye protection from blue light



# SPORTS

- Aging
- Strenuous exercise
- Lack of training



Oxidation and inflammation (normal processes)



Imbalance



DAMAGE



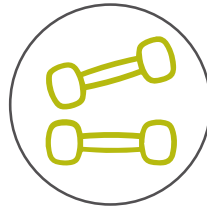
Muscles / immune system function



Fatigue



AGING



strenuous exercise



Lack of training

# SPORTS

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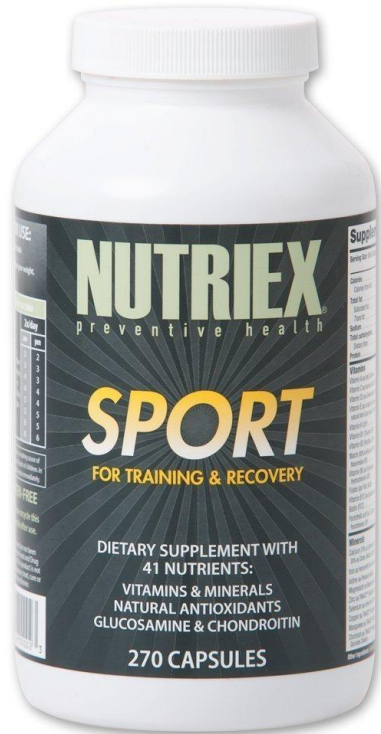
## **Hydroxytyrosol: Prevents oxidative damage and leads to increase resistance and latter recovery**

Modulates Nitric Oxide and endothelium function  
(Storniolo CE; Redox Biol. 2014)

Improves mitochondrial function (Zheng Br.; Br. J. Nutr. 2015)



# SPORTS



## **Nutriex Sports (US):**

Formulated to counter-balance the high physical demands athletes place on their bodies, including intense training, injury response and recovery from surgery





# Joint health

Hydroxytyrosol is considered as **the major and most active anti-inflammatory compound** in aqueous olive extracts and impairs cytokine and chemokine products in macrophages (Natalie Richard et al; 2011)

*“HT exerts anti-inflammatory and antioxidant activities in a mouse model of systemic inflammation”*  
(R. Fucelli et al.; Molecules 2018).

*“Subjects with osteoarthritis (OA) showed **significant improvement of the Disease Activity Score** with 28-joint count index”. “After a relatively short treatment, subjects with OA and Rheumatoid Arthritis (RA) reported **decreased pain and improvement in activities of daily living**”*  
(CM Bitler et al.; Nutritional Research 2007)

# JOINT health

**Taiwan:** Hytolive® + Hyaluronic acid + Collagen UC-II

**Taiwan:** Hytolive® + glucosamine

**Lipolife (UK):**

Liposomal curcumin, boswellia and Hytolive (joint health)



# SKin health

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- ① **Hydroxytyrosol protects from:**  
**UV rays** (it reduces UV-induced erythema and tanning by its)  
**Antioxidant activity** (Phytotherapy Research 2009)  
**ROS species:** it counteracts the cytotoxic effects ROS (Manna et al)  
**DNA damage**
- ② **Hydroxytyrosol increases internal glutathione in human fibroblasts, melanocytes and keranocytes**
- ③ **Hydroxytyrosol protects from irritation on skin (psoriasis; atopic dermatitis)**

# SKin heaLTh

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## **Applications:**

### **Skin whitening and elimination of aging spots:**

pigmentation is induced and exacerbated by UV light and this light produces reactive oxygen species (ROS), stimulating melanocytes and promoting melanogenesis (*Izuku Kaneko et al; Anti-aging 2008*)

- Hydroxytyrosol increases internal glutathione in human fibroblasts, melanocytes and keratinocytes by promoting an influx of cystine via the cysteine/glutamate exchange transporter. Glutathione enhances the photo-protective effect of cells
- Hydroxytyrosol has anti-melanogenic effect Anti-aging, anti-wrinkles, antioxidant, ...

# CONCLUSIONS



**HYTOlive®**  
**OLIVE YOUR LIFE**





**HYTolive<sup>®</sup>**  
**OLIVE YOUR LIFE**

**Make Hytolive<sup>®</sup> part of your product**