

# R.E.V.O.O

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## HIGHLIGHTS REGARDING R.E.V.O.O

- ▶ Revolutionary Extra Virgin Olive Oil (R.E.V.O.O)
- ▶ Up to 30 times higher polyphenol content compared to ordinary olive oil
- ▶ Made with ancient principals' re-thought, redesigned and rebuilt
- ▶ The fuller spectrum of natural bio-active compounds locked in an Omega-9 Oil
- ▶ Certified Koroneiki olives from orchards owned by multi-generational farmers free from any use of fertilizers or pesticides
- ▶ Pressed with patented process and apparatus. Nutraceuticals are protected and collected in every drop



### **POLYPHENOL PROTECTION**

Protect your cells from rusting (oxidation). Olive oil polyphenols contribute to the protection of blood lipids from oxidative damage.



### **TAKE CARE OF YOUR CHOLESTEROL**

Replacing saturated fatty acids with unsaturated fatty acids in your diet contributes to lower or maintain normal cholesterol levels.



### **KEY COMPONENT IN THE MEDITERRANEAN DIET**

The Mediterranean diet is known to be one of the most healthy diets, with olive oil being an essential component. R.E.V.O.O is high in oleic acid, an unsaturated fatty acid that is linked to maintenance of normal cholesterol levels.



### **ULTRA-PURE**

Molecularly tested for toxins to ensure freshness, safety and purity you can trust

## INTRODUCING R.E.V.O.O REVOLUTIONARY EXTRA VIRGIN OLIVE OIL

R.E.V.O.O is exclusively made from Koroneiki olives. Down to the molecular level, it is a truly revolutionary high Phenolic extra virgin olive oil with an unparalleled concentration of the important phytonutrients including polyphenols, in fact up to 30 times higher than standard extra virgin olive oils.

R.E.V.O.O also has a fuller spectrum of other important nutraceutical bio-active compounds like maslinic acid, squalene, vitamin E, when compared to standard extra virgin olive oils.

The olives are harvested from organic olive trees because these olive trees naturally produce more phytoalexins i.e. plant defense compounds to build their immunity and defense against biotic (living insects etc) and abiotic (climatic UV / environmental pollutants etc) attacks. These bio-active defense chemicals make the olive tree a champion of tree-longevity and hence protect the tree and its fruits. These same bioactive compounds are important for human health too.

The new patented technology used to press R.E.V.O.O is purposely designed and built so that the fullest spectrum and maximum level of the nutraceutical compounds and beautiful aromatics are protected and collected in every drop at revolutionary high levels. Much of these sought-after compounds are normally lost or greatly reduced by most standard olive oil pressing methods.

### THE R.E.V.O.O PROCESS

Like every natural product, R.E.V.O.O starts in the the orchards but it's the process that makes this high phenolic olive oil exceptional.

Before pressing, the harvested olives are selected so that only the healthy olives are pressed. Twigs and leaves are cleaned out. Then the olives are thoroughly washed ensuring all environmental surface contaminants are removed.

The pressing: R.E.V.O.O oil is purely mechanically pressed under cold-pressed processing conditions. The difference is the radically re-thought 'enclosed & continuous' system into which no additional process aids, such as water, are added. Also, because the process is continuous and not batch-pressed, all critical process conditions are continuously monitored, controlled, and optimized to maximize natural enzymatic reactions: totally unique!

Most standard extra virgin olive oil systems, adding process aids like water and allowing uncontrolled air (20% oxygen) into the process causes instant damage by oxidation and hydrolysis which greatly reduce the potency of nutraceuticals and dramatically decreases shelf life. Not so in the R.E.V.O.O process.

Every stage of the R.E.V.O.O process has been rethought and designed to gently and effectively capture the goodness inherent in olives. Olives contain two liquids, olive juice-water and olive oil. The R.E.V.O.O process uses gentle natural forces and advanced sensing technology to continuously separate the olive oil from the olive water. This part of the process is so efficient that the oil has zero- emulsified water content, an exceptionally long shelf life, it is ready for bottling within 48-hours and has a unique light mouth feel.

Compare this to the standard process of centrifugation which molecularly infuses water into the oil. This takes months to be removed before bottling and causes damage by hydrolysis, 'washes out' valuable phytochemicals and greatly reduces potency and stay-fresh time.

Every step in the process plays a key role in reaching this revolutionary grade of olive oil. The result is a superior product in every recognized high-quality characteristic. For example, the acidity and peroxide values are low (0,32%) and stay low for an exceptionally long time. This makes R.E.V.O.O stay very aromatic and fresh far longer than standard olive oil, making sure you, the consumer, get optimum phytochemicals and enjoyment in every serving of every bottle.

### ENJOY THE R.E.V.O.O ORGANOLEPTIC EXPERIENCE

R.E.V.O.O has a vibrant, almost fluorescent, yellow to green color, has the much desired R.E.V.O.O bitterness and a recognized peppery pungent throat-burn. The strong aromatics are pleasantly enjoyed as a green, fruity, grassy, pungent green bouquet. The mouth feel is exceptionally light, soft and silky smooth. R.E.V.O.O is here for you to indulge and enjoy alone by spoonful or with almost any daily meal. Why not take a table spoon a day, around 15 ml, to get your daily intake of that Mediterranean goodness naturally produced by the olive tree. We also recommend having your dose poured on top of almost any dish like a green salad, fish, vegetables, pasta, cold meats, soup or whatever you might prefer and turn your meal into a healthy polyphenol-packed experience.

### OLIVE OIL AN ESSENTIAL COMPONENT OF THE MEDITERRANEAN DIET

The Mediterranean diet is generally accepted as one of the most health-promoting diets. One of the cornerstones in this diet is olive oil full of Omega-9 and polyphenols. In addition, this diet is characterized by high intakes of vegetables, fruits, legumes, nuts, beans, cereals, grains, and fish.

Health authorities worldwide recommend us to reduce our intake of saturated fatty acids, typically found in processed- and ultra-processed foods, and increase our intake of unsaturated fatty acids particularly found in olive oil. In general, replacing saturated fats with unsaturated fats in the diet has been shown to reduce and maintain normal blood cholesterol levels<sup>1,2</sup>. Olive oil is a better alternative to the standard refined oils (like corn oil, soya bean oil etc) all being full of Omega-6.

The most important fatty acid in R.E.V.O.O is oleic acid (Omega-9), which in particular has been recognized as a contributing factor for maintaining normal blood cholesterol levels<sup>3</sup>.

As high cholesterol is a risk factor in the development of coronary heart disease<sup>2</sup>, including R.E.V.O.O in your daily diet will be an easy and efficient preventative measure for your long-term health.

## NUTRITION INFORMATION

Serving size Servings per pack		
Average Quantity	15 ml	100 ml
Energy	122 kcal	815 kcal
Energy	511 kJ	3409 kJ
Total Fat	13.7 g	91.3 g
Of which		
- Saturated	2.4 g	15.78 g
- Monounsaturated	9.8 g	65.42 g
- Polyunsaturated	1.5 g	10.10 g
Protein	0 g	0 g
Cholesterol	0 g	0 g
Carbohydrates	0 g	0 g
Sodium/Salt	0 mg	0 mg
Polyphenols	38.2 mg	255 mg
- Of which tyrosol or derivatives	8 mg	53.5 mg
- Of which hydroxytyrosol or derivatives	7.4 mg	49.2 mg

### REVOLUTIONARY HIGH CONCENTRATION OF THE IMPORTANT PHYTONUTRIENTS INCLUDING POLYPHENOLS

Olive Polyphenols	2650 mg / kilo
Hydroxytyrosol & Tyrosol	1300 mg / kilo
Oleocanthal + Oleacein	1200 mg / kilo
Oleuropein	20 mg / kilo
Squalene	3740 mg / kilo
Vitamin E	330 mg / kilo
Maslinic acid	56 mg / kilo

**INGREDIENTS:** Extra virgin olive oil.

**STORAGE:** Dark and below 25 °C.

**ZINZINO POLYPHENOL BLEND:** Oleocanthal, Oleuropein, Hydroxytyrosol, tyrosol and oleacein.

## REVOLUTIONARY EXTRA VIRGIN OLIVE OIL CLAIMS (EFSA)

*In Europe, EFSA has approved claims for olive oil and its polyphenols which both are important for your health. The approved health claims state:*

<sup>1</sup> Replacing saturated fats with unsaturated fats in the diet contributes to the maintenance of normal blood cholesterol levels [MUFA and PUFA are unsaturated fats].

<sup>2</sup> Replacing saturated fats with unsaturated fats in the diet has been shown to lower/reduce blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease.

<sup>3</sup> Replacing saturated fats in the diet with unsaturated fats contributes to the maintenance of normal blood cholesterol levels. Oleic acid is an unsaturated fat.

<sup>4</sup> The olive polyphenols Hydroxytyrosol, Tyrosol and their derivatives contribute to the protection of blood lipids from oxidative stress. The claim may be used only for olive oil which contains at least 5 mg of hydroxytyrosol, tyrosol and their derivatives per 20 g of olive oil. (R.E.V.O.O has approx. 26 mg per 20 g of oil).