

Olé

Olive Leaf Extract

**5 TIMES MORE ANTIOXIDANT
POWER THAN VITAMIN C**





500 ml



100 ml
Travel Size



Olive Leaf Extract

Your Natural Bodyguard

Without a sufficiently performing immune system, your body is vulnerable to any sickness, disease or illness that comes its way. But while your immune system is busy protecting your body, what is protecting your immune system?

Olive leaf extract is widely considered the ultimate natural defender of your immune system, containing 400% greater antioxidant capacity than Vitamin C,¹ and up to 40 times more polyphenolics than extra-virgin olive oil.²

With its high content of antioxidants and polyphenolic capacity, olive leaf extract is a powerful combatant against free radicals.³

Despite the promise and usefulness of olive leaf extract, it should not be considered a 'miracle cure'. As with other dietary supplements, the extract is most effective as part of a balanced diet and when complemented by sufficient exercise. With these basic considerations addressed, olive leaf extract has been found to play a very beneficial role in achieving a healthy and well-rounded lifestyle.

The Source of Goodness

The use of olive leaf extract is steeped in history, with affirmative scientific tests dating back to the 19th Century.

From initial studies that isolated a class of chemical compound called phenols, to the flood of investigative research that this original testing engendered, olive leaf extract today remains one of the most exciting and unique herbal discoveries.

The extract from olive leaves contains various

trace elements that are vital to good health, including Vitamin C, iron, zinc, selenium, chromium, betacarotene, and a wide range of important amino acids. Olive leaf extract is also a rich source of antioxidants. Traditionally, olive leaf extract has been used to treat fevers, cold and flus, common coughs and asthma.²

Antioxidants and the Fight Against Free Radicals

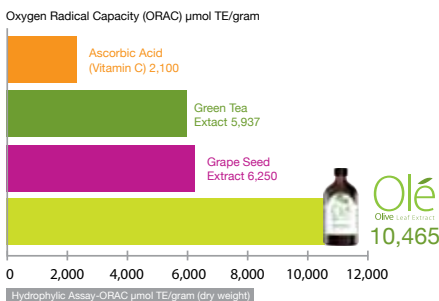
Just by breathing we can do damage to our bodies. This is because when we inhale oxygen, our body's cells use that oxygen to produce energy, which produces free radicals as a natural by-product. Free radicals are molecules that have lost one of their electrons, therefore rendering them unbalanced and highly reactive. These free radicals then cause damage to our bodies, called oxidative damage. On top of this, poor diet, excessive exposure to the sun, pollution, and substances such as alcohol and cigarettes also create free radicals that further damage cells.

Antioxidants prevent or slow the oxidative damage to our body and also repair cell damage. This is because antioxidants act as 'free-radical scavengers' to fight these cell-damaging free radicals.³ Many health

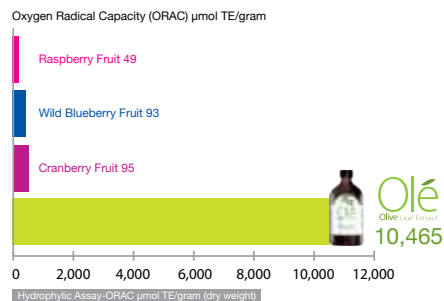
problems, such as heart disease, diabetes, infections, hypertension, cancer, immune system dysfunction, etc, are contributed to by oxidative damage. Antioxidants can also help prevent the signs of aging by reducing cell degradation and by assisting in the prevention of a number of degenerative diseases.

Olive leaf extract is a significant source of antioxidants, and is scientifically proven to contain five times greater antioxidant capacity than Vitamin C and has almost double the power of Green Tea Extract and Grape Seed Extract, which are both well known as popular sources of antioxidants. Further, fruits that are generally associated with being high in antioxidants, such as cranberry and raspberry, contain only a minute fraction of antioxidant power when compared to fresh-picked olive leaf extracts.¹

COMPARISONS WITH ANTIOXIDANT SUPPLEMENTS



COMPARISONS WITH ANTIOXIDANT FRUITS





olé

Olive Leaf Extract

Peppermint Flavour

100% Pure Olive Leaf Extract

100% Pure



Polyphenolic Antioxidants and Flavonoids

Olive leaf extract contains a broad spectrum of polyphenolic antioxidants, which have very strong free radical-fighting properties. The main phenol in olive leaf extract, oleuropein, has been found to strengthen the immune system, and research shows it has a positive hypotensive effect *in vivo* (in body) and displays strong antioxidant activity.^{2,4-9} Combined with the many phenols in olive leaf extract are flavonoids, the most active being the antioxidant-strong rutin, catechin and luteolin.

When combined, as occurs naturally in the olive leaf, the many phenols, flavonoids and the high oleuropein content show a naturally synergistic behaviour. It is this natural synergy that makes the extract from olive leaves so powerful.²

When the leaves that are used to create the extract are freshly picked, the potency of the extract is considerably higher in strength and is more readily bioavailable than dry leaf or reconstituted powder.²

Antimicrobials

Among the many phenols found in fresh-picked olive leaf extract is hydroxytyrosol, which is a catechol derivative of oleuropein. Both oleuropein and hydroxytyrosol are powerful antimicrobial agents against a variety of viruses, bacteria, yeasts and fungi.^{3,10-17} Hydroxytyrosol in particular is known for its wide spectrum of antimicrobial effects.

Getting the Most Out of Olives

While olive products are known for high concentrations of antioxidants and phenolic compounds, not all olive products contain the same concentration level.

Of all olive products, only olive oil that is labelled as extra-virgin (acidity <1%) and olive leaf extract are considered superior sources of phenols.¹⁸ When comparing olive oil and olive leaf extract, it is the leaf extract that contains considerably higher concentrations of phenolic compounds – up to 40 times greater. According to one test conducted by the New South Wales Department of

Primary Industries' Agricultural Institute, fresh-picked olive leaf extract was found to contain 6360-8190 mg/L of phenol levels, compared to 200-800 mg/L in extra-virgin olive oil. As well as higher phenol levels, olive leaf extract also has the advantage of providing higher antioxidant levels without the high fat content of extra-virgin olive oil.²

The Herxheimer Effect

Sometimes when people start taking cleansing supplements that fight free radicals and microbes, they may experience unwanted, but harmless short-term symptoms, such as fatigue, mild headaches, muscle or joint pain, or minor rashes. This is because the supplement is ‘cleansing’ the body and killing off unwanted pathological microbes. The body has begun its natural healing process to get rid of these toxins with the help of the supplement. It is when this load of toxins is too great for the body’s organs of elimination to handle, that people may experience these short-term, undesirable symptoms. This is called the ‘healing effect’, or the ‘Herxheimer Effect’.

Not everyone will experience the Herxheimer Effect, but for those who do, it is important to remember that it is completely normal and will not last long. These symptoms simply indicate that the supplement has begun its work and is effectively eliminating some of the causes of ill health.

So, what can be done to assist this healing effect and minimise the symptoms associated with cleansing?

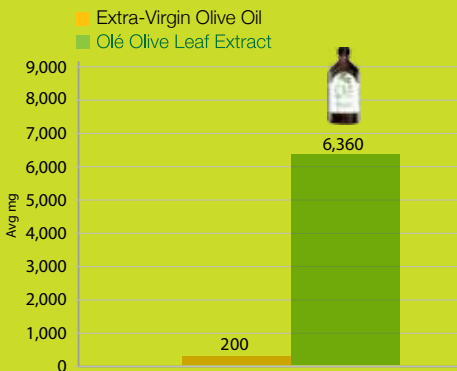
Many health practitioners recommend drinking plenty of water in between doses of the supplement, especially in the first couple of weeks. This helps keep the lymphatic system and the kidneys functioning properly and makes them more capable of handling the excess toxins.

The Role of Herbal Alternatives in Modern Medicine

Of recent concern is that the widespread use, and possibly over use, of current antibiotics and prescription drugs – once hailed conventional medicine’s most powerful weapons – is actually causing the targeted microbes to become more resilient, resulting in mutating illnesses that elude the effect of antibiotics. Some health experts predict that even the most common bacterial infections may one day pose serious health problems.³

In light of this, and as part of the daily fight against bacteria, viruses and fungi, the centuries-old proven use of plants and plant extracts is becoming more widely adopted in the mainstream health care industry as being an important, major factor in the daily well-being of the body and its immune system. The natural aspect of the medicinal potential in plants, such as the olive leaf, makes their use complementary and advantageous to a healthy lifestyle.

TOTAL POLYPHENOL CONTENT





Why ‘pick’ Olé olive leaf extract?

Whether it is the fresh-picked origin of the leaf, the history of expertise pertinent to the growers of Olé olive trees, or the branch-to-bottle processing... the reasons for choosing Olé are as wide as the benefits you derive from making that choice.

- **International genetic bank**

The olive trees used to create Olé are scientifically selected based on DNA identification and High-Performance Liquid Chromatography (HPLC) selection. The growers of Olé’s fresh olive leaves tested 60 different olive varieties from 12 countries to identify the variety that is most perfectly suited to fresh leaf extract production.

- **Halal Certified**

Olé is processed, prepared and packaged in a Halal-Certified Facility.

- **Branch-to-bottle processing**

Olé leaves are freshly picked during a sunrise harvest and then immediately processed and bottled, meaning there is no storage, drying, or damage of leaves.

- **Using only fresh-picked, alive olive leaves**

When the leaves that are used to create olive leaf extract are freshly picked, the potency of the extract is considerably higher in strength and is more readily bioavailable than olive leaf extracts reconstituted from artificially adjusted olive leaf extract powders or from dry leaves.



- **Selected from the world's best...
Grown in Australia**

Egypt, Morocco, Chile, France, Spain, Italy, Greece, Australia, Argentina, USA and Tunisia.



Australia

- **Natural properties maintained**

The branch-to-bottle processing of Olé also means the natural properties of the olive leaf are protected and maintained, resulting in fresh, alive leaves that retain their full range of polyphenolics in a synergistic effect.

- **The world's largest olive leaf grove**

550,000 *Olea europaea* trees grown solely for fresh leaf.



- **Critical processes combined to ensure the highest quality and potency**

The olive trees grown to produce Olé are only farmed naturally on virgin land using vermiculture (worm-created) fertilisers and pristine irrigation water.

- **Up to 40 times more polyphenols than extra-virgin olive oil**

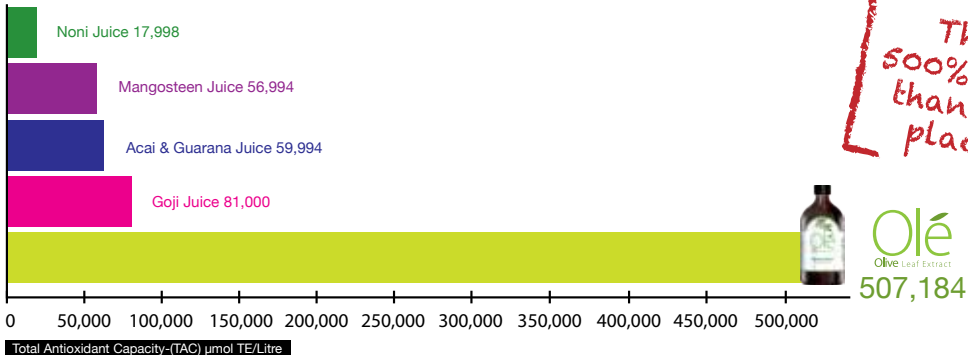
The use of fresh olive leaves means a synergistic effect that retains the full range of polyphenolic antioxidants (not just oleuropein).²

- **Over 500% more TAC than the leading fruit juices**

The Total Antioxidant Capacity (TAC) of Olé is 500% greater than the leading antioxidant 'super juice'.¹

COMPARISONS WITH ANTIOXIDANT "SUPER JUICES"

Total Antioxidant Capacity (TAC) TAC = Hydrophylic ORAC + Lipophylic ORAC (µmol TEL/Litre)



- **Pure and natural ingredients**

Olé contains no artificial flavours, colourings, preservatives, alcohol, sugar, lactose, starch, yeast, gluten, or animal products.

- **100% Australian grown**

The Australian climate, prime agricultural soils, and geographical location make the country one of the world leaders in the cultivation of fresh produce.

- **Quality control recognition**

Recognition, listing and/or certification by a number of governing bodies, including:

- o Good Manufacturing Practice (GMP)
- o Australian Register of Therapeutic Goods (ARTG)
- o WHO Guidelines on Good Agricultural and Collection Practices of Herbal Medicines (GACP)
- o Halal-Certified Facility by Gold Coast Halal Certification Services



Key Benefits

- Supports your immune system.
- Minimises free-radical damage to your body's cells caused by pollutants, prolonged exposure to the sun, poor diet, and substances such as alcohol and cigarettes.
- Assists the maintenance of good health year round with daily doses.
- Lessens the damage caused by oxidation, which occurs whenever we breathe in oxygen.

Suggested Applications

Adult: 1 teaspoon (5ml) 2 to 3 times a day with meals.
Child: ½ teaspoon (2.5ml) 2 to 3 times a day with meals.



- Pour Olé onto a teaspoon and consume straight from the bottle for quick and easy consumption.



- Drink plenty of water in between your doses of Olé.



- Mix one teaspoon of Olé with your fruit juice or other beverage; mix only half a teaspoon for children.



- Add a teaspoon of Olé directly to your food; add only half a teaspoon for children.



- Store below 30°C to ensure the integrity of Olé.

“Dr Sulaiman points out the natural power of Olé to promote overall health...”



Dr Zaitun Sulaiman, PhD Psychology

Practising Psychotherapist
Board Certified in Anti-Aging (A4M)

Dr Zaitun Sulaiman holds a PhD in Theocentric Psychology from La Salle University, USA. She is board certified in Anti-Aging from the American Board of Anti-Aging & Regenerative Medicine (A4M) and pursues certification in hormone therapy.

She is also a CEO of Complementary Therapies Academy (Asia) Sdn Bhd and a course facilitator specialising in providing soft skills training in the art of managing people for the corporate and government sectors since 1994. The academy also offers professional qualifying and upgrading training programmes for health practitioners in the field of complementary medicines.

“Our bodies need large doses of Vitamin C to alleviate the body’s normal response to stress and we need it from the food we eat. We are very lucky to have Olé Olive Leaf Extract containing various trace elements that are essential to good health such as Vitamin C, iron, zinc, selenium, chromium, betacarotene as well as various vital amino acids. Olé Olive Leaf Extract is an excellent choice as it contains 400 per cent greater antioxidant capacity than Vitamin C!

“One of the best things about Olé Olive Leaf Extract is that it comes in liquid form which helps your body to absorb minerals, vitamins and nutrients into the blood stream more effectively than any capsule or tablet form that are sold in the market.

“Olé is definitely the right product for you. Even I myself also use Olé as my natural bodyguard!”

A handwritten signature in black ink, appearing to be 'Zaitun Sulaiman', written on a white background.



Testimonial



“Olé is our favourite product and daily companion ...”

“We have been using Olé Olive Leaf Extract for some time. Before this, my two young boys Sultan and Amed fell sick during their long summer vacation in Ghana. Sultan had still not fully recovered from the ailment when we returned to Taiwan. At that time I decided to get a bottle of Olé at the QNet office in Taipei, as I learned that the product acts as a natural bodyguard to protect us from illnesses, as it has a rich source of antioxidants and has the capability to minimise free radical damage while boosting the body’s overall immune system.

“Olé works very well. My sons are now strong and healthy and that convinced me to use the product as well.

“Olé not only became our favourite QNet product, but also our daily companion just like the amazing Amezcua Bio Disc!”

**- Muhammed Amin
Taipei, Taiwan**

Warning

Do not exceed suggested quantities. If you are pregnant, nursing, or if you have any chronic or recurring symptoms or illness, please consult a health care professional or your medical practitioner before using this product.

Disclaimer

This product is intended for use in conjunction with a healthy diet and sufficient exercise to maintain general good health. It is not intended for use in the treatment, cure or prevention of any illness or disease. This product is not meant to replace the advice of any physician, doctor or medical practitioner. If you experience any discomfort from using this product, immediately consult your doctor.

This brochure is not applicable for the purpose of promotion or selling of Olé in Malaysia.

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