



OLEOX®

CONTROLLED BIOLIQUEFACTION TECHNOLOGY

INCI: HYDROLYZED OLIVE FRUIT

ORGANIC PRODUCT
CERTIFIED BY



BIOLIQUEFIED OLIVE FRUIT

- R**ich in hydroxytyrosol and other polyphenols
- A**ntiradical, protects from oxidative stress
- A**ctive in few minutes
- W**ater base, absolutely oil and solvent free

HOW WE MAKE OLEOX®

OLEOX® is 100% made of organic olive fruits and is a completely aqueous liquid. After the bioliquefaction of the fruit through our biotechnological process some biorefining steps are performed in order to convert **oleuropein, main phenolic component in olive, into HYDROXYTYROSOL, a fare more active molecule (Figure 1).**

OLEOX® is already active against free radical within the first minute after the application. OLEOX® has a total phenolic concentration up to 50-folds higher than extra virgin olive oil.

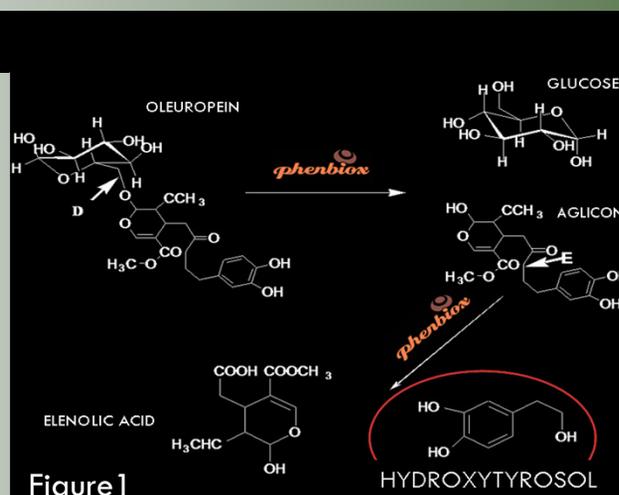


Figure 1

OUR PRODUCT

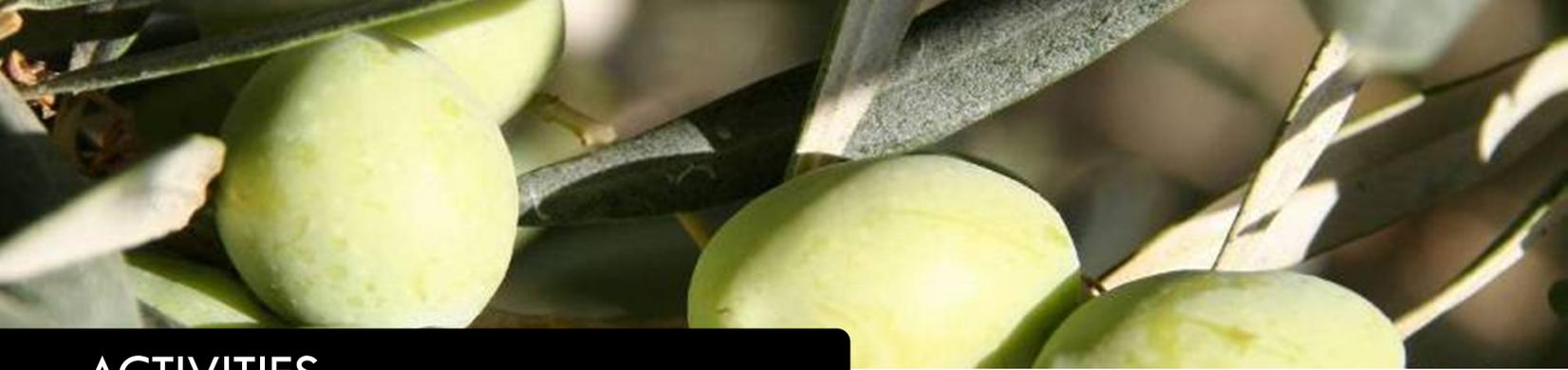
OLEOX® is obtained by bioliquefaction of fresh olives, selected among the richest in biophenols and derived from organic certified agriculture. The biotechnological processes used to obtain OLEOX® yield a product with an high content of biophenols that usually are retained by the polysaccharidic structures of the olive cell walls.

OLEOX® has a high antioxidant activity because of the high solubility and stability of the biophenols contained.

OLEOX® has an high antioxidant power due to the high solubility in water of the active principles for dermo-cosmetics applications. OLEOX® has an antioxidant power remarkably higher (>6500 ORAC/g) if compared to other natural antioxidant normally used in cosmetics both as single molecule and as mix. Active molecules contained in OLEOX® are even more effective than vitamin C (5000 ORAC/g) and also much more stable.



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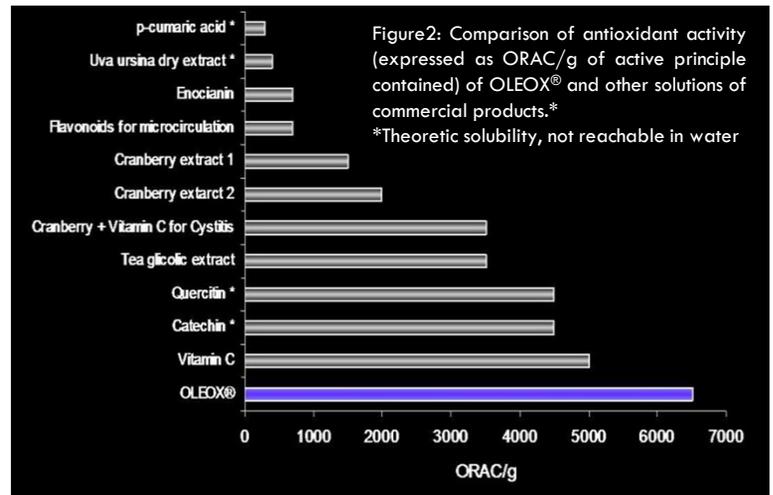


ACTIVITIES

The phenolic fraction that characterizes OLEOX[®] has an effective protective action against oxidative stress. Having a very high antioxidant power can prevent the damages caused by free radicals acting as an effective back up system supporting the natural skin defenses.

OLEOX[®] is a powerful antioxidant because of its high content of hydroxytyrosol and other effective phenolic compounds that are able to synergistically act due to the high bioavailability.

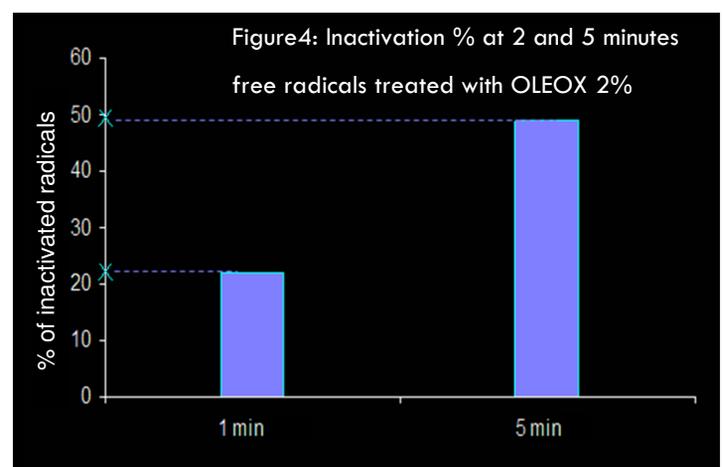
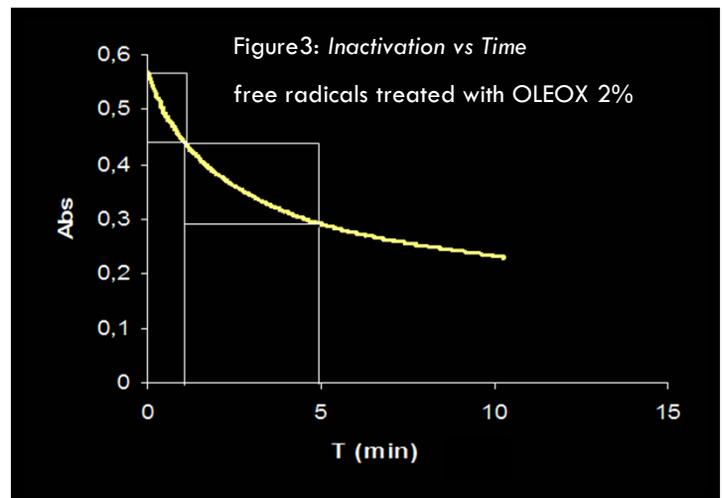
In figure 2 a comparison of the antioxidant activity of OLEOX[®]'s active principles and some commercial products is reported.



Rate of antiradical activity of OLEOX

We believe that the total antiradical activity is not the only important feature to evaluate an antioxidant product. The rate of radical inactivation is also very important in order to prevent the damages caused by these molecules.

In our laboratories we have tested OLEOX proving that the active principles contained in our products are already active within the first minutes inactivating the free radicals (Figure3 and Figure4).



OLEOX acts very rapidly and effectively against radicals

IDEAL FOR VERY EFFECTIVE ANTI-RADICAL AND PROTECTIVE PRODUCTS BOTH FOR YOUNG AND AGED SKINS