



JULIAN ARCHER WITH Olive Leaf Australia's award-winning olive plants that produce some of the best fresh-leaf extract in the world.

Local health trend reaches worldwide

A NEW health trend has surfaced at Coominya and is sweeping the countryside.

Olive Leaf Australia's fresh-picked extract is a natural health supplement made directly from fresh-picked olive leaves which are harvested at sunrise and prepared for bottling the same day.

The product was voted the '2011 Health and Wellbeing Product of the Year' with the annual Australian Women's Weekly award decided by popular vote and highlights brands with outstanding results.

Australians are buying more than 1000 bottles of Olive Leaf Australia's Olive Leaf Extract every day and the numbers are growing.

Business Development Manager Julian Archer said there are many remarkable facts about the fresh extract.

"It has 400 per cent more antioxidant power than the equivalent amount of Vitamin C," Mr Archer said.

In 1974, the founders of the Coominya operation began research with the Olive (*olea europea*) tree after a trip to the Mediterranean saw how people drank the nectar of the gods for various medicinal purposes.

Suddenly alarm bells were going off and Julian Archer thought he could turn it into a business with a unique selling point.

From its humble beginnings of research in a small farm shed, the business has now grown to operating the world's largest specialised olive leaf grove with over 500,000 trees and exports to countries around the world.

To confirm the growing body of anecdotal information, Olive Leaf Australia employed a PhD researcher who explored the world's universities and medical centres discovering many positive reports about the *olea europea* tree.

Then to ensure product efficacy, further extensive research took place to perfect the propriety extraction process of *olea europea* leaves.