



Olive Leaf Extract wins award

A HEALTH trend is sweeping Australia – fresh-picked Olive Leaf Extract.

Bottled daily from freshly picked leaves, Australia's Olive Leaf Extract has been voted the '2011 Health & Wellbeing Product of the Year Award'.

The annual *Australian Women's Weekly* award is decided by popular vote and highlights brands with outstanding results.

The popularity of Olive Leaf Extract is backed by science.

Clinical trials have shown that it supports cardiovascular health by maintaining normal blood pressure and blood triglyceride levels.

It is also used traditionally to support a healthy immune system, and is the product of choice for many Australians right through the winter period.

Fresh-picked Olive Leaf Extract is also a potent antioxidant, with 400 percent more antioxidant power than the equivalent amount of vitamin C.

Olive leaves have been used around the world for more than 4000 years for their multi-purpose medicinal qualities.

Recent research upholds these ancient practices, identifying fresh-picked Olive Leaf



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Extract as the most powerful antioxidant of 55 medicinal herbs.

According to Scott Tindall from Olive Leaf Australia, "The key to the product's potency is its freshness".

"Unlike products made from dried leaves or reconstituted from powder, our olive leaves are picked at sunrise and prepared for bottling the same day," Mr Tindall said.

"As people understand the benefits of fresh picked, we have seen a strong continual increase in consumer demand, and feedback from our customers is tremendous.

"Winning the *Australian Women's Weekly* award is a

great honour and testament to the effectiveness of our fresh-picked Olive Leaf Extract."

Olive Leaf Australia's range of fresh-picked extracts is one of the most sought-after natural multi-benefit health supplements in Australia, and demand is also growing worldwide.

This is part of a broader movement whereby more and more Australians are seeking more natural approaches for their health.

A survey conducted by the National Prescribing Service revealed that 65pc of Australians had used one or more complementary medicines in the previous 12 months.