

# DSM INTRODUCED NEW OLIVE-BASED ANTIOXIDANT INGREDIENT ELAVIDA™ AT VITAFOODS 2014



## elaVida™ – Natural goodness from olives

DSM just launched its latest product innovation elaVida™ at this year's Vitafoods. Available in both a liquid and a powder form, elaVida™ is a superior polyphenol preparation made from olive fruits, using a proprietary solvent-free process.

Olives are an important food of the Mediterranean diet, which is associated with a number of health benefits. Olive oil is the principal source of fat of the Mediterranean diet, and consumers are well aware about olive oil as a healthy food. More and more evidence is becoming available that olive polyphenols contribute to the major part of the health benefits of olives and olive oil. The past few years, also fuelled by EFSA's positive opinion about the health benefit for olive oil polyphenols, saw increased market dynamics in new food product launches featuring olive polyphenols.

Olive polyphenols complement the activity of vitamin E and C by activating the body's own antioxidant system. Accumulating science shows that they exert their antioxidant effects in the context of heart health and joint health. Moreover, DSM recently found that olive polyphenols also benefit mitochondrial function, hence supporting cellular energy metabolism.

elaVida™ is standardized for its content in hydroxytyrosol – the principal and most-researched phenolic antioxidant in extra virgin olive oil. It is supported by strong safety credentials and own clinical data. Available formulations are elaVida™ 15%, which may be used in food supplements, foods, beverages, including clear and unflavoured soft drinks and elaVida™ 40%, which may be used e.g. for oil and beverage fortification. Benefits include water solubility, neutral taste, high quality colour, flowability and stability.

A daily dose of elaVida™ provides 5 mg of hydroxytyrosol, the same amount typically found in 20 g of extra virgin olive oils. elaVida™ is a convenient way to get some positive goodness from the Mediterranean diet and harness olive polyphenol benefits for consumer products.

**DSM Nutritional Products Europe Ltd.**  
 P.O. Box 2676  
 4002 Basel  
 Switzerland  
 Phone: +41 61 815 7777  
 Email: [marketing.dnpe@dsm.com](mailto:marketing.dnpe@dsm.com)

