

The Polyphenols Experts



**CREAGRI, INC.**

"Creative Balance of Nature & Technology"

## **CreAgri Launches Olivenol Healing Moisturizer to Aid Inflammation-based skin conditions.**

Anaheim, CA - March 9, 2012- CreAgri, Inc. chooses Natural Products Expo West 2012 to launch its first Hydroxytyrosol-based topical remedy targeted at inflammation driven skin conditions.

Marketed under the label Olivenol Healing Moisturizer™, the new product is the first creation of Olivenol Skin Solutions™, a new division of Creagri Inc. devoted to the development of Hidrox® based products for the care of the skin and the body.

Olivenol Healing Moisturizer™ features high concentrations of both Hydroxytyrosol (HIDROX® 12%) and Integrale® Olive Oil (from pitted olives), also rich in natural antioxidants and anti-inflammatory Olive Polyphenols.

"CreAgri wishes to promote the concept of skin beauty and wellness from the inside and out with products that deliver healthy doses of Hydroxytyrosol, the most potent active antioxidant and anti-inflammatory molecule in olives" declares Dr. Roberto Crea, CreAgri's Founder and CEO.

A stand alone product that flies on its own merits, Olivenol Skin Solutions™ Healing Moisturizer™ is an effective addition to CreAgri's line of dietary supplements Olivenol® plus+ - and is the CreAgri's first clinically tested Hydroxytyrosol for topical formulation.

"Clinical tests on 25 volunteers in Italy confirm the unique anti-inflammatory activity of HIDROX® in reducing induced erythema and skin trauma. In addition, we have seen a remarkable activity in water retention (TEWL) and epidermal regeneration," continues Dr. Crea. Dermatologically\* tested, fragrance and parabens-free Olivenol Healing Moisturizer™ is available in 120 ml (4 oz.) and 60 ml (2 oz.) package. It contains 2% Hidrox® 12, Creagri®'s award winning formulation and patent protected Hydroxytyrosol-rich organic ingredient. Olivenol Healing Moisturizer™ has been formulated for all skin types.

Olivenol Skin Solutions™ identifies also tools for the digital age. Olivenol Healing Moisturizer™ partners with BeauteCam®, a iPhone and iPad lens/App to enable user to track skin conditions over time and to see improvement taking place almost in real time.

#### About CreAgri

CreAgri Inc., a California company, is the inventor and developer of HIDROX®. Its goal is to promote health and wellness by creating superior natural products that strike a Creative Balance Between Nature and Technology®. The company develops science-based processes that are environmentally friendly and compatible with sustainable agricultural methods. For further information about CreAgri and HIDROX®, please visit [www.creagri.com](http://www.creagri.com) or contact Paolo Pontoniere, Director of Communications at 510-732-6478 or via e-mail at [ppontoniere@creagri.com](mailto:ppontoniere@creagri.com).

\* Sinerga Spa, Italy - Singapore National Skin Center: Skincare and Psoriasis