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USPTO Recognizes CreAgri, Inc. as First to Discover the Anti-Inflammatory Properties of Hydroxytyrosol

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HAYWARD, Calif., March 6, 2012 /PRNewswire/ -- CreAgri, Inc. is pleased to announce that a Notice of Allowance has been issued by the United States Patent and Trademark Office (USPTO) for its U.S. Patent Application No. 10/367,308, entitled "Method for Treatment of Inflammation". This recognizes that, beginning in 2001, CreAgri was the first to associate anti-inflammatory activity to hydroxytyrosol, through research in both animal and humans studies—including a human study with patients affected by AIDS, a double blind, placebo-controlled clinical trial at Arizona State University (ASU) on osteo- and rheumatoid arthritis, and other human studies conducted in Japan. The allowed claims relate to the use of hydroxytyrosol in both its purified form and in combination with other components, including oleuropein, glucosamine, MSM and chondroitin sulfate.

Before the introduction of HIDROX®, CreAgri's proprietary olive polyphenols formulation to the marketplace in 2002, hydroxytyrosol—the bioactive compound principally credited for the healthy attributes of the Mediterranean diet—was derived primarily from olive oil by a cumbersome and expensive process that produced minuscule quantities of the compound with limited applications. This changed radically with the entrance of CreAgri, Inc. into the nutraceutical field.

Today, thanks to the CreAgri's proprietary Integrale® process, hydroxytyrosol's healthy benefits are available to millions of consumers worldwide, as an increasing number of people seek natural solutions to inflammation-based conditions ranging from arthritis and psoriasis, to cardiovascular, respiratory illnesses and neurodegenerative diseases such as Parkinson's.

"This is a great day for our company," declares Dr. Roberto Crea, inventor of the patent and Founder and CEO of CreAgri Inc., a California corporation established over 13 years ago to develop and market HIDROX®, the first all-natural formulation rich in hydroxytyrosol.

"CreAgri has now received clear confirmation of its intellectual property ownership through this recognition by the USPTO," stated Dr. Crea.

The allowed claims include the use of hydroxytyrosol from any source and encompass inflammatory processes in cardiovascular, autoimmune diseases—including psoriasis and eczema—neurodegenerative and respiratory diseases and many other human ailments having an underlying inflammatory component.

"We strongly believe in the U.S. patent system and have invested heavily to protect our intellectual property—and now our belief is reaffirmed," concluded Dr. Crea.

Together with numerous patents already issued to CreAgri in the U.S. and worldwide, covering both production process and compositions including hydroxytyrosol and oleuropein, this new patent on field of use - inflammation- will allow CreAgri to commercialize HIDROX® in various areas of health and wellness with the most comprehensive Patent portfolio.

HIDROX® still remains the only hydroxytyrosol formulation clinically proven to be effective in joint health, cardiovascular, neurodegenerative inflammations and autoimmune diseases like psoriasis and eczema.

"We're planning to bring a number of innovative products directly to consumers," explains Jeff Mace, Director of Operations at CreAgri, "But we will keep the door open for strategic partnerships directed at providing consumers with safe and effective health and wellness benefits—whether through dietary supplements, food and beverages or skin care applications."

About HIDROX®

HIDROX® is CreAgri's patented hydroxytyrosol-rich formulation produced from the juice of organic olives and scientifically recognized for its anti-inflammatory, anti bacterial and immune-modulating properties. HIDROX® is the only hydroxytyrosol formula with Generally Recognized As Safe (GRAS) certification. HIDROX® is also certified organic, Kosher and Halal.

About CreAgri

CreAgri, Inc., a California corporation, is the inventor and developer of HIDROX®. The Company's 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 or contact Paolo Pontoniere, Director of Communications at 510-732-6478 or via e-mail at ppontoniere@creagri.com.

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