

*“Our medicine must become our food and  
our food must become our medicine”*

Hippocrates 460-370 B.C.



HYPERELEON  
*Υπερέλαιον*

PREMIUM SELECTION BY  
**GRACELAND**

HEALTH-PROTECTIVE  
PURE & NATURAL GREEK PRODUCTS  
*interwoven with Greek heritage and nutrition  
from antiquity to our days*





## HYPERELEON "Liquid Gold"

The golden juice of olive, an Early Harvest olive oil (agoureon), "Elixir of Life", with very high content of total polyphenols, such as oleocanthal and oleacein and also with high content of tocopherols and other types of active natural substances, such as flavonoids (e.g. apigenin), lignans (e.g., pinorelinol, acetoxypinorelinol), secoiridoids and many more ingredients with unique nutritional but mostly with priceless health protective value.

An amazing combination known for its health protective action from antiquity, which, among other things, contributes catalytically and in a completely natural way to the:

- ♥ Regulation of cholesterol
- ♥ Regulation of blood pressure
- ♥ Strengthen of the immune system
- ♥ Protection from cardiovascular diseases

## 100% Pure Natural Product

### THE INTERNATIONAL RECOGNITION

The European Food Safety Authority (EFSA) in 2012 officially recognized that the daily consumption of high-polyphenol (hydroxytyrosol, tyrosol or their derivatives) olive oil prevents the oxidation of bad cholesterol and thus prevents the formation of atherosclerotic plaque in the blood vessels, therefore protects the body from the danger of cardiovascular diseases (E.U. 432/2012). Additionally, a great number of university researches and studies are showing constantly an increasing number of extraordinary health protective effects, from the consuming of olive oil with high content of polyphenols.

### THE CERTIFIED SURPLUS VALUE

The surplus value of our olive oil is certified by the certificates of analysis issued by:

- the Department of Pharmacognosy and Chemistry of Natural Products of the Pharmaceutical Department of the National Kapodistrian University of Athens, based on the Nuclear Magnetic Resonance (N.M.R.) method,
- the Department of Pharmacognosy and Chemistry of Natural Products of the Pharmaceutical Department of the National Kapodistrian University of Athens, based on the analytical technique proposed by the International Olive oil Council (I.O.C.) of liquid chromatography with a photodiode array detector (HPLC-DAD),
- internationally recognized and certified laboratories.

## POLYPHENOLS the "Secret of Antiquity"

"Gold Liquid" according to Homer and "Great Healer" according to the father of medicine Hippocrates, with over 60 recorded medicinal uses in the "Code of Hippocrates", olive oil was praised by Asklepios, Theophrastus, Plutarch and Dioskourides for his healing properties.

Nowadays, a series of university research projects and studies from scientists, foundations and organizations worldwide have clearly shown - proven the extraordinary health-protective and curative action of olive oil with a high content of phenols and polyphenols and other types of beneficial active natural substances, such as tocopherols, flavonoids (e.g. apigenin), lignans (e.g., pinorelinol, acetoxypinorelinol), secoiridoids, etc. More than 20 phenols and polyphenols have been identified and their precious health protective and healing action has been already proven. Indicatively, we mention:

**Oleocanthal:** it has an anti-inflammatory effect similar to that of Ibuprofen, inhibits progression of Alzheimer's disease, COX1 and COX2 inhibitor, treatment of rheumatoid arthritis, anti-tumor activity and antioxidant action. Longtime intake of low doses, offers protection against cardiovascular diseases and aging. Oleocanthal is responsible for the pungency, which is typical of early harvest olive oil (agoureon).

**Oleacein:** its structure is similar to oleocanthal. It is a derivative of hydroxytyrosol and is the most powerful antioxidant in olive oil.

**Oleuropein aglycon** (aldehyde form): known for its strong antioxidant activity, provides protection against Alzheimer's disease.

**Ligstroside aglycon** (aldehyde form): known for its antioxidant and antimetastatic action.



Priceless Health Shield  
at a unique price

HEALTH  
claim

EU 432/2012



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