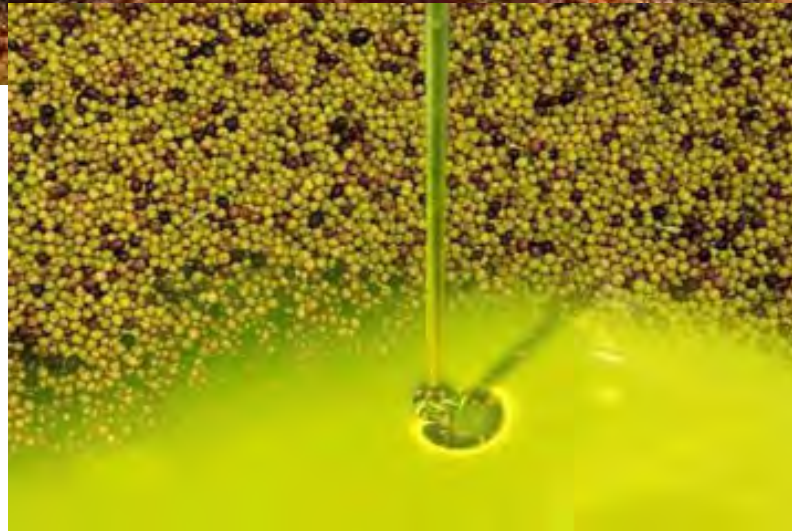


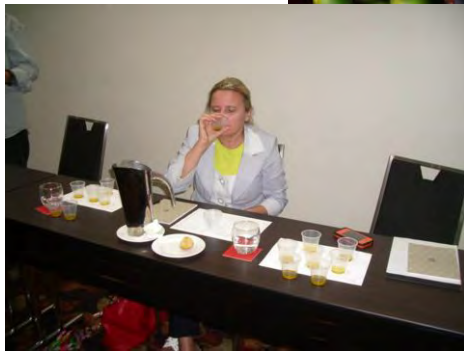
# *The olive tree source of health and wealth*



ACU Cultural association  
a knowledge Centre and  
meeting place for the world



*OliVerak*



Dr. Vera Sergeeva  
Director Ulivita Australia  
Int.Consultant OliVera



[illegible]

Eating primarily plant-based foods, such as fruits and vegetables, whole grains, legumes and nuts. Replacing butter with healthy fats, such as olive oil. Using herbs and spices instead of salt to flavor foods.







# Olive Oil Quick Lookup



## Medicinal Uses

Relieves Sore Throat  
Decreases Bad Cholesterol Level  
Promotes healing of Wound  
Treats seborrheic dermatitis  
Treats earache due to earwax  
Prevents hair damage

Each type of oil has a different smoke point and this smoke point depends up on the quality of oil. The smoke point of an oil increases with the decrease in the fatty acid content and increase in the degree of refinement. This means lower the smoke point better is the nutritious quality of oil. Oil with high smoke point is good for cooking purposes.

<div>Extra Virgin Excellent For Health Good Nutrition</div> <div>Pure Olive Oil Heart Healthy Cooking</div> <div>Olive Pomace Oil Don't Eat it</div>	
Type of Olive Oil	Best Uses
Extra-Virgin Olive Oil	Seasoning or Salads
Virgin Olive Oil	Cooking, Sautéing, Baking, Salads too
Refined Olive Oil	Only for Cooking
Pure Olive Oil	Cooking, Body Massage & Preparing Herbal Oils
Olive Pomace Oil	Cleaning Purposes (Furniture Polish), It is not good for eating, but sometimes, it is used for high heat cooking.

# 12 Benefits of Olive Oil



- Type II Diabetes**  
Olive oil diet is rich in monounsaturated fats which helps protect against Type II diabetes.
- Obesity**  
Olive oil makes it easier to control or lose weight due to its high nutrient value.
- Heart Health**  
Helps slow down heart aging process, antioxidants may offer protection against red blood cells damage.
- Blood Pressure**  
Taking olive oil daily basis can help reduce hypertension.
- Keeps Bones Healthy**  
Help prevent the loss of calcium related to developing osteoporosis during later years.
- Relieving Earache**  
Olive oil is known to be a natural remedy for earache and for dealing with excess ear wax.
- Depression**  
People who follow a Mediterranean style diet that is rich in olive oil may be at a lower risk of depression.
- Damaged Hair**  
Olive oil has the ability to moisturize hair that has become frizzy or dry.
- Colon Cancer**  
Research by Spanish scientists has shown including olive oil in the diet lowers the risk of this cancer.
- Skin Health**  
It's used as skin products as it's full of antioxidants and vitamins A and E.
- Skin Cancer**  
Olive oil is rich in antioxidants and may help lower the risk of malignant melanomas.
- Digestion**  
Olive oil gives a feeling of fullness, and the contents of the stomach are digested more slowly.



## BENEFITS OF OLIVE OIL

what Olive Oil can bring to your daily beauty routine

### Eye make-up remover

Just a drop or two of extra virgin olive oil on a cotton pad is all it takes to gently and effectively remove eye makeup without irritating the delicate skin around the eye area.

### Anti-Dandruff

When massaged into the scalp it will moisturize your scalp, reducing the appearance of your dandruff naturally, with no chemically laden shampoos.

### Skin Moisturiser

Olive oil will penetrate deep into the skin and provide a long-lasting shield of moisture to keep skin smooth and supple.

### Nail and Cuticle care

Rub a few drops into the cuticle area and around the nail. Cuticles stay plump and moist, and nails respond with a natural shine.

### Exfoliator

Mix olive oil and sea salt in a rub and massaging it into the affected area to slough off dead skin and enrich the healthy layer beneath it.

### Hair care

When used on hair and scalp, olive oil can be considered as a deep conditioner, softening and reducing frizzy hair.



**1. LOWERS "BAD" CHOLESTEROL**  
Extra virgin olive oil can lower LDL, thus protecting against plaque buildup and artery blockage, plus it does not affect the levels of HDL, known as the "good cholesterol."

**2. LOWERS BLOOD PRESSURE**  
Several studies with different age groups and a large number of participants have found that the consumption of extra virgin olive oil is associated with a decrease in blood pressure.

**HEALTH BENEFITS OF EXTRA VIRGIN OLIVE OIL**

**3. HELPS PREVENT CANCER**  
A review conducted with over 36,000 participants found that higher rates of extra virgin olive oil consumption were associated with lower odds of having any type of cancer.

**4. PROTECTS FROM OXIDATIVE DAMAGE**  
Extra virgin olive oil has another component that other sources do not have: polyphenols, which have antioxidant activity. Only extra virgin olive oils have this effect, not refined olive oil.

**5. HELPS COGNITIVE FUNCTION**  
Results from multiple studies have shown that individuals who had moderate to intensive consumption of extra virgin olive oil had better odds of having no cognitive deficit compared to individuals who had never used extra virgin olive oil.

**HOW MUCH?** TO GET THESE BENEFITS, EXPERTS RECOMMEND BETWEEN 23 AND 40 GRAMS PER DAY, OR ABOUT 2-3 TABLESPOONS.







And the star ingredient of Mediterranean diet is... Yes! You got it!



Once you get involved with EVOO, I think it starts circulating in your veins



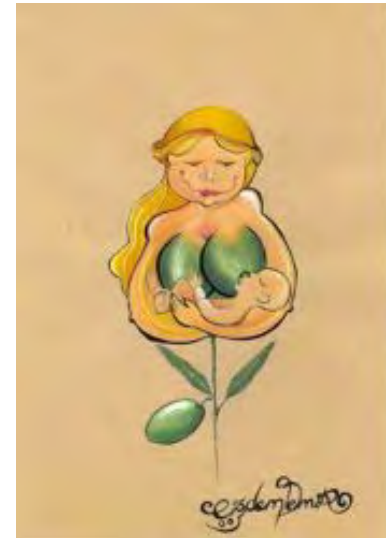
Perhaps someone who has never tried olive oil would find it hard to associate it with the expression “liquid gold” as if it were a balsam from the gods. But you only have to do one thing to be convinced: try it.



Olive oil had been given to babies in Mediterranean countries for many many years.



Oliva contains the entire range of vitamins necessary growing organism, and its acid complex in composition to the acids of mother's milk, so olive oil is so often recommended for children with weakened immune systems.



**Extra Virgin Olive Oil... necessary as mother's milk**  
They certainly don't look alike or taste alike for that matter, but olive oil and breast milk are surprisingly similar.



to look for when buying extra virgin olive oil

- *Local production*
- *Harvest and/or best before date*
- *Dark glass*



Keep your olive oils in a cool place and a dark bottle, away from sunlight and heat to conserve their properties and flavour.





### **Guidelines and Helpful Information**

As an EVOO purchaser for your olive oil store and tasting room, you need to stay informed and get accurate information about oil varieties. For instance, reading up on the reviews and conventional analyses applied to extra virgin olive oil ensures a comprehensive knowledge of what to look for when purchasing an oil. There are myriad guidelines for wholesalers to follow when buying pure olive oil. Following are some of the top 14 considerations:

- Buy oils only from the current harvest year.
- Look for certifications, such as PDO and PGI.
- Research unfiltered versus filtered olive oil benefits.
- Study the cultivars of olives used to make oils you prefer.
- Store it in a place protected from light, heat, and oxygen.
- Avoid bargain prices, because producing pure extra virgin olive oil is not cheap.
- Organic certification doesn't always offer further assurances of quality and healthfulness.
- Freezing is an excellent method of preservation but can reduce the shelf life if visible sediment is produced.
- Don't pay much attention to the color of an oil, because shades can vary from pale straw to gold to vivid green.
- Try to find a distributor that allows you to taste olive oils in a range of styles before you purchase them.
- If you can't taste the oil first, visit a vendor that performs stringent quality control in their production and selection of oils.
- Guides to outstanding oils are available annually because olive oils are manufactured from freshly picked olives, and range significantly in character and quality.
- Bitterness or pungency are usually characteristics of beneficial anti-inflammatories, antioxidants, and other wholesome secondary elements of top-quality olive oil.
- Make sure the oil is labeled extra virgin because other categories, such as pure, light, or pomace olive, have undergone chemical refinements that strip away olive flavors and many of its health benefits.

## 5 ways to cook with extra virgin olive oil (EVOO)

### *1. Dressing*

Beloved of the ancients, it's still common Mediterranean practice to serve a classic salad of tomato and feta dressed in nothing but good extra virgin olive oil, sometimes with a wedge of lemon. Extra virgin olive oil richly rewards experimentation. Incorporate a selection of other ingredients like seeded mustard and honey and brace for volunteers wanting to lick the salad bowl clean.

### *2. Roasting*

Whether you're roasting vegetables, meat or fish, extra virgin olive oil results in a roast with the most. So many delectable options, so little preparation required...

### *3. Frying*

Yes, frying. It's a misconception that extra virgin can't be used for deep-frying. The smoke point will be low in a poor quality extra virgin olive oil, but with high quality extra virgin olive oil, there will be no problems – deep-frying is not unusual in Mediterranean. Extremely high temperature cooking, say in a really high temperature wok, is the only example where it's not ideal.

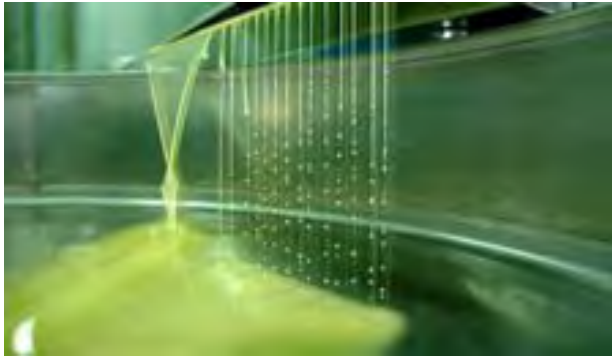
### *4. Baking*

Extra virgin olive oil is an excellent substitute for butter in baking: cakes, pies, puddings, breads and biscuits all emerge from the oven moist and delicious. While not exactly virtuous – cake is, after all, still cake – extra virgin olive oil is also hands-down healthier.

### *5. Marinating*

Extra virgin olive oil makes a superb base ingredient in countless marinades for meat and seafood. Flavorful on its own, it also helps draw out companion ingredients. The great all-rounder, extra virgin olive oil blossoms in any culinary ensemble cast.





The color of olive oil is not an indication of quality, and you shouldn't choose one because it's greener or more gold. Olive oil should be chosen for taste – not for its color.



## Herb-Infused Olive Oil



Herbal oil infusions allow you to create flavored olive oils for use in cooking, as massage oils, bath oils, moisturizers and more! Infused olive oil is delicious, looks beautiful in a glass bottle, and makes a nice gift.





White Truffle Infused olive oil



Black Truffle Infused olive oil



Rosemary Infused Olive Oil



Turmeric Infused Olive Oil



If you like your olive oil to be spicy, put some whole and dried chilis in a bottle



Saffron is a spice that derives from the flower Saffron Crocus. Saffron Oil is ideal for bouillabaisse, seafood, paellas, and marinades.

The olive oil may be infused with any herbs (sage, ginger, garlic, basil etc) ; citrus zest, crushed peppercorns, black pepper, red pepper, sun dried tomatoes marry well with the herbs and the oil.



## Olive Oil Capsules- dietary supplement

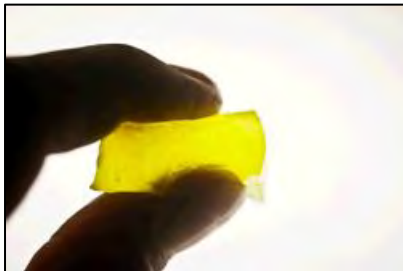


Natural antioxidant derived from organic olive juice is the first patented multi-action biophenol supplement comprising anti-inflammatory, antioxidant, anti-ageing, anti-bacterial and anti-UV damage properties.

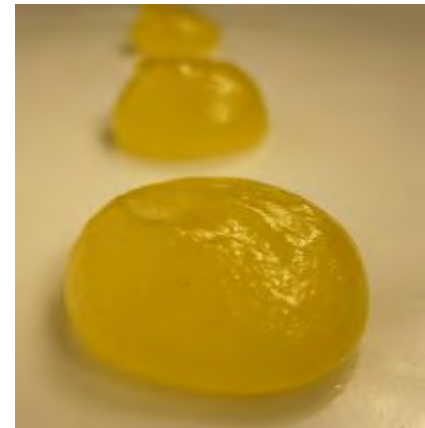
## Olive Oil Caviar



## Olive Oil Jelly



Olive oil jam





Olive Oil Butter



Caramelized olive oil



Olive Oil "Bon Bon", caramelized olive oil encapsulated in a crystal clear glass-like candy shell. This dish was created using molecular gastronomy where a ring mold is dipped in isomalt, and a drop of olive oil is passed through the ring, surrounding the olive oil in a glass candy coating.

Start using Olive Oil in your daily breakfast

**Bread + Extra Virgin Olive Oil = Breakfast**



Bread Dipping EVOO



EVOO and Herbs

Psalms reads: "And wine that maketh glad the heart of man, and oil to make his face to shine, and bread which strengtheneth man's heart."



EVOO Dipping Sauce



Dukkah is a spicy mix made with seeds and nuts that is used for dipping in olive oil tastings





## Mediterranean diet with EVOO

Healthy cooking is easier than you think



Ice Cream with EVOO



Lemon bars with EVOO



Recommends adding EVOO to Cereal



## Healthy oils you need in your diet

Something so healthy and easy to prepare as a fresh salad wins double taste with just some EVOO



EVOO is awesome

It is pretty

It is delicious

And it is heart healthy

It is perfect for vinaigrette

You can drizzle it on top of almost anything as a finishing touch

## Goat cheese with herbed olive oil





## Preserve and Freeze Fresh Herbs in Olive Oil

A great tip for all of you, fresh herbs fanatics! Try freezing your favourite herbs in Extra Virgin Olive Oil cubes to use them when they are out of season. And If you use an ice cube tray, you'll have them waiting in already made portions. Defrost them when you need to use them, they'll be fresh as just cut.



## EVOO in smoothie



A mixture of lemon juice, honey & EVOO



EVOO to a morning smoothie can help you feel fuller for longer. the mixture of extra virgin Picual, pineapple and ginger for those who love the colors on yellow, an all green smoothie made with celery, cucumber, lemon, ginger, spinach, apples, parsley with a dash of Hojiblanca. The sweetness Arbequina would marry with a shake of red fruits with the addition of lemon and coconut water.

You have an olive oil for every situation.  
For frying or cooking? Olive oil, and to finish your dishes?



## Fried Stuffed Olives









Olive Oil Chocolate Mousse



A taste of the Mediterranean: Olives — their oil and our health







Moroccan olives



olives color palette



# Tapenade



Green and Black olive tapenade

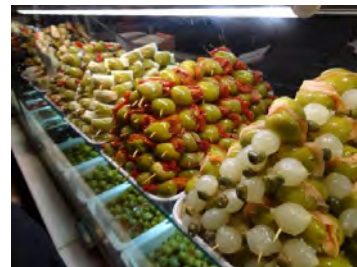


Artichoke olive tapenade





## Holiday appetizers with olives & olive oil





## Holiday appetizers with olives & olive oil



## Holiday appetizers with olives & olive oil



Roasted Grape and Olive Crostini appetizers  
With olive oil, grapes, olives, rosemary



Anchovies and olive appetizer



Holiday appetizers honeyed olives



Bacon Wrapped Olives





### Smoked olives with garlic:

To get the olives ready for the smoker, first drain the brine, then put the olives in the disposable pan. Next pour on a couple of tablespoons of good quality olive oil (herb olive oil from EVOO infused into the oil like rosemary and basil). Then slice some fresh peeled and poached garlic cloves over the olives and toss all the ingredients together.



Olive wood has a dense grain giving a long burning time and creating smoke flavour which is light and aromatic but punchy enough for red meats without overpowering fish and poultry.

Since ancient Greek times, grill masters of the Mediterranean have used the fragrant wood of the olive tree for grilling lamb, pork, poultry and seafood.. Olive wood has a dense grain giving a long burning time and creating smoke flavour which is light and aromatic.





Naturally sundried olives without salt



Salt curing ripe olives

## Snack with olive oil



## Olive Snack



Nutrition Bar with black olives and walnuts



Oat Bars with olives and sun dried tomatoes

Olive oil moves from the kitchen to the bar -Oliveto Cocktail

Olive Oil Cocktails sound strange, but taste amazing







Olive Liquor Infused with leaves and bark from olive trees which is based on a 2,000 year old recipe



Olive leaf extract drink



Olive leaf tea

## Widespread Benefits of Olive Leaf

- The Mediterranean diet offers a host of benefits that prolong life and improve health.
- Olive oil, a major component of the Mediterranean diet, contains a unique compound called oleuropein that provides its characteristic biting, astringent taste.
- Oleuropein is responsible for most of olive oil's antioxidant, anti-inflammatory, and disease fighting characteristics.
- Olive leaves contain high amounts of oleuropein, making their extracts a valuable source of this nutrient without the need to consume large amounts of olive oil.



•Olive leaf extracts show tremendous promise in preventing or mitigating conditions as diverse as hypertension, heart disease, diabetes, cancer, stroke, Alzheimer's, and arthritis.



400% More Antioxidant Power Than Vitamin C



OXYGEN RADICAL ABSORBANCE CAPACITY (ORAC)  $\mu\text{mol Trolox/g}$   
 Giannakopoulos, L., Hunter, D., "Oxygen Radical Absorbance Capacity of Olive Leaf Extracts", Southern Cross University, 2005.



## Olive Oil Is Not Just For Cooking

### Shaving cream:

as a substitute for shaving cream, only a few drops of olive oil is enough to moisturize your skin and avoid irritation. It is also recommended as an aftershave.



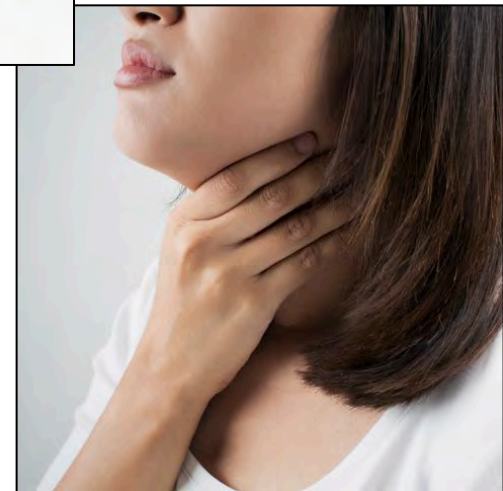
Leave some olive oil on your face before you shave to soften beard





### **Olive Oil To Reduce Snoring**

A sip of EVOO before going to bed stop snoring.  
If you do not believe it, then you should give it a try



A sip of olive oil may quiet that  
annoying scratchy throat tickle



If you want to enjoy a perfect and soft face, use olive oil to remove your make up before go to sleep.

Rub olive oil onto your lashes & brows to make them darker & shinier



**Olive Oil Remove Dark Circles**

### Lip balm:

enjoy your own homemade, healing lip balm by mixing olive oil, beeswax and honey. Alternatively, combine olive oil with sugar for a lip scrub, getting rid of dead skin cells, leaving lips smoother.





Massage olive oil into the ends of the hair and leave for as long as possible before shampooing. Repeat weekly for a soft shiny and manageable hair



Fight the frizz!!! Just a drop of olive oil applied to wet or dry hair can control frizz and create a truly enviable shine. Just put only a drop or two in the palm of your hand; rub them together and then finger-comb through your hair





Use olive oil as your favourite body lotion. Apply olive oil all over your body, while in the shower, right after you use the shower gel; after the application, your skin will feel extremely soft and very smooth!





A warm olive oil bath for nails is an excellent way to strengthen them. Just soak your nails in slightly warmed up olive oil for only 5-10 minutes once or twice a week and enjoy strong, shiny and healthy





**Top 10 Home Remedies**  
**The Ancient Practice of Oil Pulling**  
**can Boost Your Health**

**How to Do Oil Pulling**

- 1 Take 1 tbsp of any edible oil of your choice.
- 2 Put the oil in your mouth.
- 3 Swish it around for about 20 min. Do NOT gargle with it and do NOT swallow the oil.
- 4 Spit it out.
- 5 Finally brush your teeth as usual.

**Health Benefits of Oil Pulling**

- Promotes Oral Health
- Relieves headaches and migraines
- Reduces eczema
- Treats arthritis and related illnesses
- Clears sinuses and reduces infections
- Improves the lymphatic system



**WHAT IS MISWAK?**  
 Miswak is a natural herbal toothbrush



the twigs of the olive tree are used to clean the teeth with





Sweet Oil for ear infection: A remedy for painful ears



#### POPE-HOLYTHURSDAY

Pope Francis breathes over chrism oil, a gesture symbolizing the infusion of the Holy Spirit, during Holy Thursday chrism Mass in St. Peter's Basilica at the Vatican. (CNS photo/Paul Haring) POPE-HOLYTHURSDAY April 2, 2015.



Symbol: The blessed olive oil is used in the Sacrament of Anointing of the Sick to anoint the forehead and hands of people who are seriously ill or near death.

Oil is a sign of healing, strengthening, and the presence of the Holy Spirit. The oil symbolically draws us closer to God and we are marked by his intent.



## Ozonated Olive Oil Ointment



### Benefits:

All kinds of skin problems, insect bites, skin cancer, itching, acne, eczema, Psoriasis, wrinkles, bruises, bed sores, diaper rash, cradle cap, skin burns, cellulite, skin moisturizer, muscular aches and pain.







The healthiest fix for your dog's winter dandruff and dry skin problems is to add oil to his diet. Olive oil is often used to help treat dry itchy skin and can help improve the moisture and shine in a dog's coat.

## Olive Oil Wedding Favors



## Decoration on Christmas



Rosemary wreath with olives



Lighting on the Olive Tree  
Un luogo magico e incantevole

