

# OLIFERIN®

## ANTHOLIVE GOLD

THE  
**MALAYSIA**  
BOOK  
of **RECORDS**  
MOST NUMBER OF OLIVE HEALTH  
SUPPLEMENT PRODUCTS 2020

### The Ultimate Immune Shield with Total Gut Protection

- ✓ A Multifaceted Approach to Supporting Immunity
- ✓ Restore Balance of Gut Microbiome
- ✓ Lower Risk of Getting Infection
- ✓ Combat Leaky Gut / Digestive Aid
- ✓ Decrease Inflammation
- ✓ Say Goodbye to Itchy Skin / Eczema
- ✓ Provide Benefits of Prebiotics, Probiotics & Postbiotics
- ✓ Influence on Gut-Brain-Skin Axis





The immune system is the body's defence against pathogens or microorganisms that can cause infection and / or disease. There is no shortcut when it comes to building a body that can fight off illness/ developing a strong immune system. **Oliferin® Antholive Gold** is specially formulated to **optimise your immune system** and **support a healthy gut microbiome** for **long-lasting protection**.



## Influenza and Common Cold

**Influenza**, also called flu is an acute viral infection of the upper or lower respiratory tract that is marked by fever and respiratory symptoms like cough, sore throat, runny or stuffy nose. It is often accompanied by headache, muscle aches and fatigue. There are 4 types of seasonal influenza viruses, types A, B, C and D. Influenza A and B are responsible for epidemics of respiratory illness that occur almost every winter. In Malaysia, influenza can occur year-round with no definite seasonal trends.

The **common cold** are mainly caused by rhinoviruses. People with colds are more likely to have a runny or stuffy nose. Generally, colds do not result in serious health problems.

## What is Hand, Foot, and Mouth Disease (HFMD)?

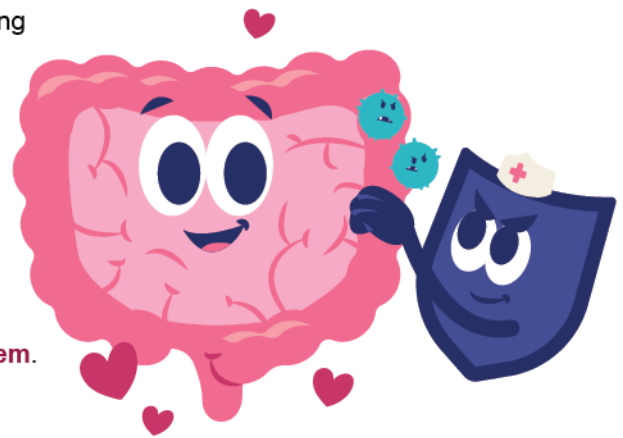
**HFMD** is a mild, contagious **infection in children** under the age of 5 that causes blisters, rashes, or sores on their hands, feet, legs, or buttocks in addition to lesions called ulcers within or around their mouths. Coxsackievirus a16 and enterovirus 71 are the viruses that often cause HFMD, which spreads through close personal contact, such as coughing or sneezing, kissing, hugging, sharing cups or utensils, contact with faeces, and touching objects or surfaces with the virus on them.



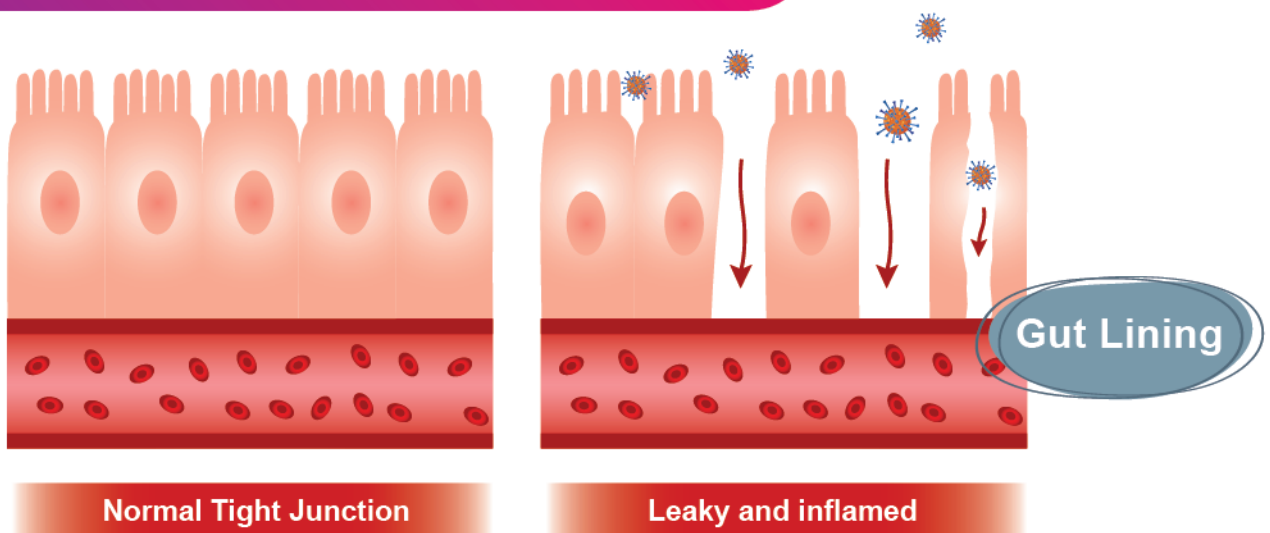
## Do You Know 70% of The Immune System is Located In The Gut?

**Gut microbiota (a diverse population of microorganisms that live in gastrointestinal tract)** is capable of influencing the majority of the metabolic, nutritional, physiological, and immunological processes of the human body. The intestinal microbiota coordinates to shape host immunity and contribute to maintaining intestinal homeostasis and inhibiting inflammation<sup>1</sup>.

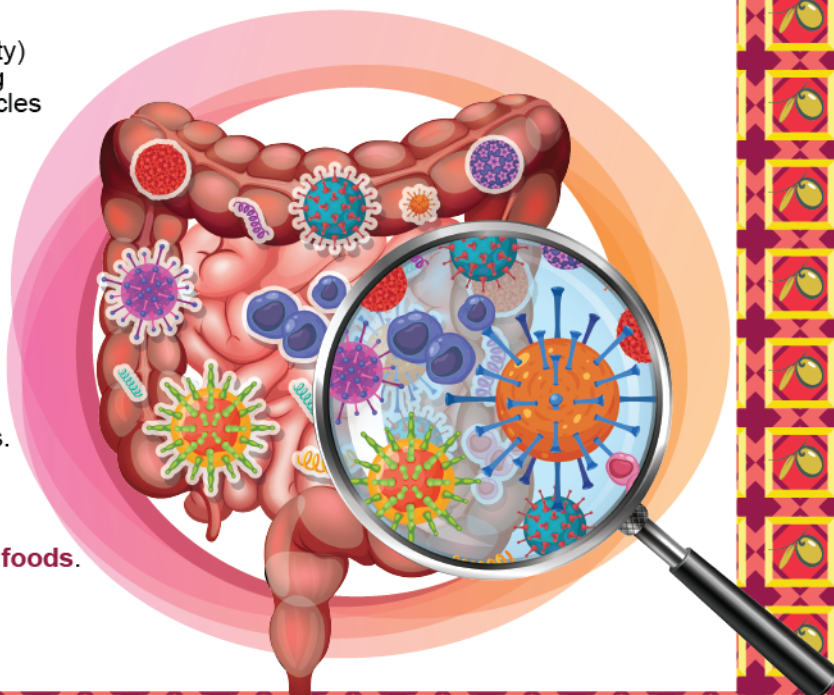
The foods we eat everyday can modify the diversity and composition of the gut microbiome, which in turn affect the gut-resident immune cells. Therefore, supporting a **balanced intestinal microbial community** is crucial for the **integrity of the immune system**.



## What is Leaky Gut Syndrome?



- Leaky Gut Syndrome (increased gut permeability) is a hypothetical condition in which a weakening of the intestinal walls allows bacteria, food particles and toxins slip into the bloodstream.
- Potential causes of Leaky Gut Syndrome include unhealthy diet, swelling, stress, drugs and infections.
- Diseases related to Leaky Gut Syndrome: Celiac Disease, Diabetes, Crohn's Disease, Irritable Bowel Disorder, Food Allergies and Autism.
- Signs & symptoms of Leaky Gut Syndrome: gastrointestinal problems, skin rashes, mental health issues and nutritional deficiencies.
- How to heal leaky gut?  
**Reinoculate your existing gut flora with more diversity by increasing intake of prebiotic, probiotic, and postbiotic foods.**





## OleaA® - A Unique Blend of Olive Phytonutrients

- Olive (*olea europaea*) has long been touted as an essential part of the healthy Mediterranean diet and is believed to be responsible for the longevity of southern European population and their low rates of cancer and cardiovascular diseases.
- OleaA® delivers the most powerful bioactive compounds of olive tree that provide you with optimal benefits.
- The chief active components of olive include hydroxytyrosol, oleuropein, triterpenoids (oleanolic & maslinic acids) and tocopherol (Vitamin E).
- Olive polyphenols (mainly hydroxytyrosol & oleuropein) have been recognised as potent antioxidants, capable of decreasing chronic inflammation, modulating immunity, protecting the cardiovascular system, as well as improving skin disorders such as eczema and psoriasis.
- **OleaA® is guaranteed to contain 15% of hydroxytyrosol and 20% of polyphenols.**



### Hydroxytyrosol

- The most potent polyphenol antioxidant, rapidly absorbed
- Immunomodulator<sup>2</sup>
- Anti-inflammatory, anticancer
- Enhance osteoblast cell growth for better bone health<sup>3</sup>
- Anti-ageing, UV protection
- Protection of LDL from oxidation; inhibit platelet aggregation
- Neuroprotection<sup>4</sup>

### Oleuropein

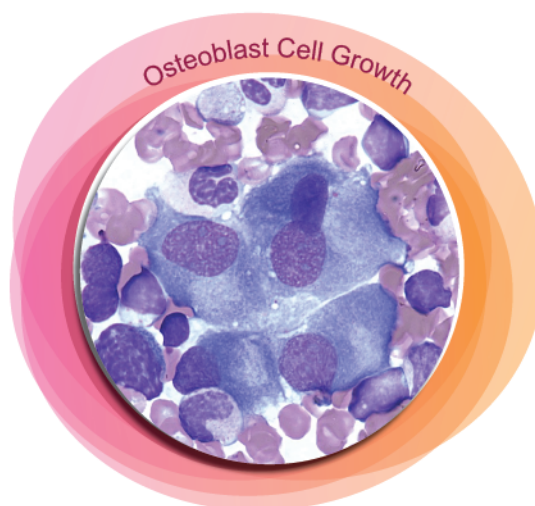
- Antioxidant, antimicrobial, anti-inflammatory, antineuropathic<sup>5</sup>
- Cholesterol-lowering

### Triterpenoids- Oleanolic & Maslinic acids

- Antioxidant, anti-diabetic, anti-atherogenic, anti-hypertensive<sup>6,7</sup>

### Tocopherol (Vitamin E)

- Lipid-soluble antioxidant; anti-ageing



## Anthocyanin-rich Berry Complex

Anthocyanins are known to be excellent antioxidants and directly responsible for the red / purple pigmentation in fruits and vegetables. Darkly-coloured berries such as, elderberry, chokeberry (aronia berry) and blackcurrant contain very high levels of anthocyanins. Increased intake of berry fruits can prevent various diseases and disorders. Anthocyanin-rich plants are used to strengthen body's natural defenses, especially for respiratory system health. **Cyanidin-3-glucoside (C3G), a major anthocyanin exhibits a strong antioxidant, anti-inflammatory, antiviral and anticancer activities.**

**Anthocyanin-rich berry extracts do play imminent role in the following:**

- Enhance T lymphocytes proliferation, indicative of heightened immune response
- Stimulate cytokine production which modulates the body's response to foreign invaders
- Suppress tumour cell line growth
- Increase resistance to viral infection





# Nature's Flu Fighter

## Black Elderberry (*Sambucus nigra*)

Black elderberries have a potent **direct antiviral effect** against the flu virus. They inhibit the early stages of an infection by blocking key viral proteins, thus preventing viral attachment and entry into the host cells<sup>8</sup>.

The elderberry has immunomodulatory property though stimulation of cytokines and its antiviral activity can be attributed to anthocyanins.



### Contains:

- 14% Anthocyanins  
Cyanidine-3-glucoside  
Cyanidin-3-sambubioside  
Cyanidin-3-sambubioside-5-glucoside
- 20% Polyphenols
- Polysaccharides, identified as having immunomodulatory effect (in-vitro study)<sup>9</sup>
- Human clinical trial: supplementation of ElderCraft<sup>®</sup> is significantly effective at reducing the duration and severity of upper respiratory infection symptoms<sup>10</sup>.
- In-vitro study: ElderCraft<sup>®</sup> shows strong inhibitory activity against SARS-CoV-2 viruses even at low concentration
- Clinically proven to improve gut health by increasing *Akkermansia spp.* levels in the body<sup>11</sup>. These are probiotic strains that help strengthen our **gut lining**, hence lowering the risk of developing gut-related diseases.



# Nature's Best Kept Secret

## Black Chokeberry (*Aronia Melanocarpa*)

Black chokeberry or aronia berry is native to North America and has traditionally been used for treating cold, cough and fever. It displays amongst the highest anthocyanin content when compared with other berries such as blueberries, blackberries, grapes, cranberries, raspberries and strawberries<sup>12</sup>.

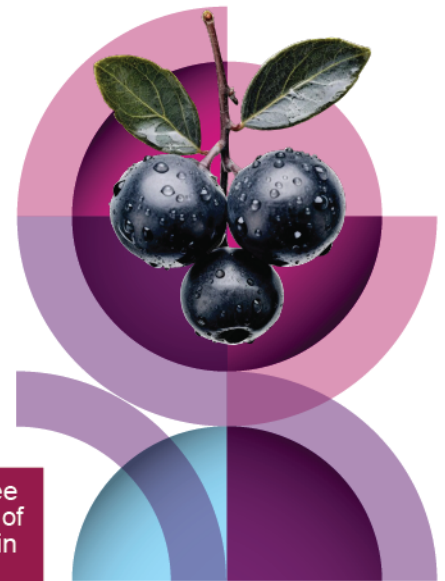
The most promising studies have supported the effects of chokeberry consumption on cardiometabolic risk factors, including hypertension, insulin resistance, impaired glucose tolerance and dyslipidemia; it has anti-inflammatory, antioxidant and immunomodulatory properties, thus helping to protect cellular integrity and organ function.



### Contains:

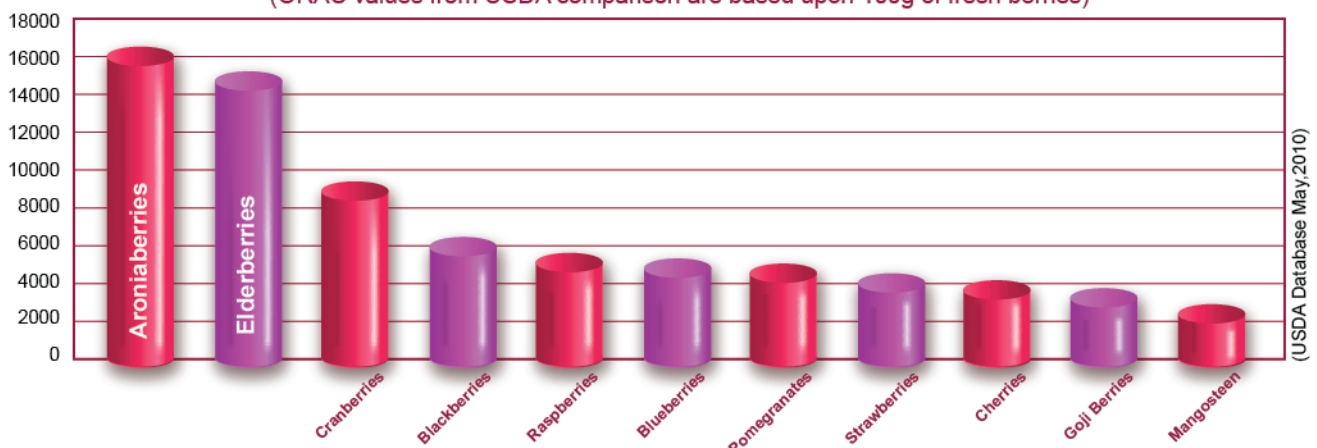
- More than 7% Anthocyanins & 9% Polyphenols
- Polysaccharides & micronutrients

ElderCraft<sup>®</sup> and AroniaCraft<sup>®</sup> are extracted using a proprietary solvent-free membrane ultrafiltration enrichment process to optimize the concentration of larger molecules including anthocyanins, polyphenols and polysaccharides in the original fruit matrix.

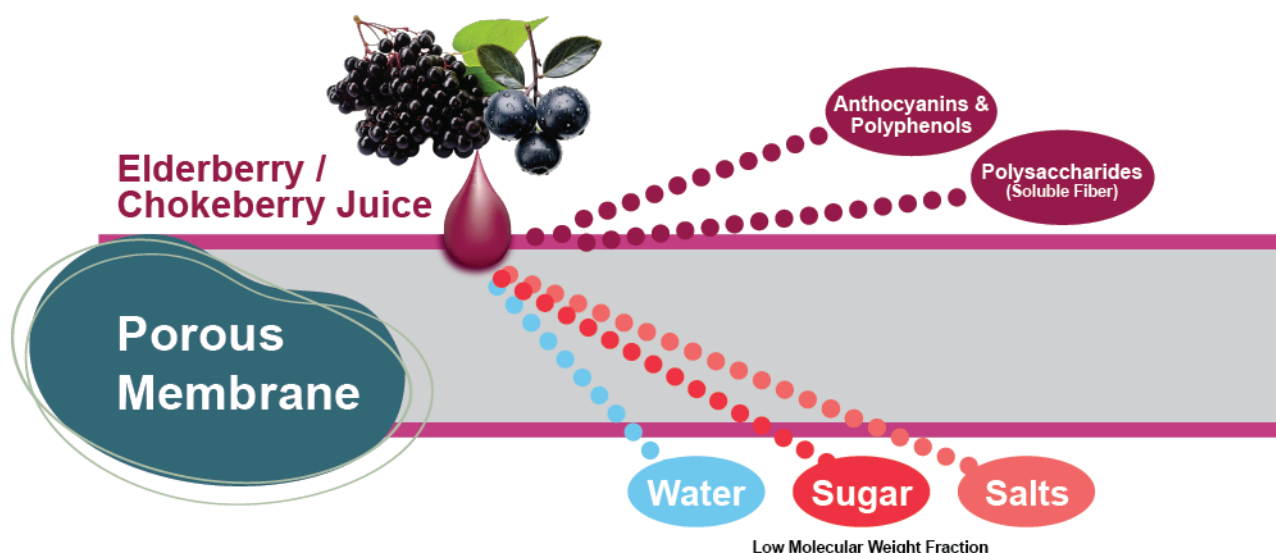


## ORAC Berry Comparison of Fresh Berries

(ORAC values from USDA comparison are based upon 100g of fresh berries)







### BerriQi® A Proprietary Blend of New Zealand Boysenberry and Apple

- A unique combination of New Zealand Boysenberries and Apples, containing high concentrations of **bioactive polyphenols** and **anthocyanins**, which is scientifically proven to:
  1. Provide potent respiratory immune support
  2. Decrease lung inflammation; improve lung function in asthma / other lung diseases
  3. Reduce mucus over-production
  4. Reduce collagen scarring in the lung
  5. Support lung tissue repair
  6. Relieve wheezing and coughing
- 100% Non-GMO; self-determined GRAS
- NZ Boysenberries contain 30% more anthocyanins than those grown elsewhere in the world due to increased UV intensity in summer
- NZ Boysenberries are superior in nutritional characteristics to Chilean Boysenberries and other berries like Blackberry and Blueberry for **phenolics, anthocyanins and antioxidant activity**



### AB-Kefir (Probiotic Blend)

Kefir, a type of fermented milk with long history, has been used as an effective agent for the prevention of various health issues such as **gastrointestinal disorders and allergies**. AB-Kefir contains **six lactic acid bacteria and one Bifidobacterium** in a lyophilized form, with a total celcount of  $10^{11}$  CFU/g. The competitive advantage of AB-kefir over the traditional kefir is its ability to produce a variety of **postbiotics** (metabolic byproducts), such as antimicrobial peptides, 28 types of free amino acids, organic acid, B-group vitamins and water soluble polysaccharide. The ingestion of AB-kefir has been shown to improve gut health through human clinical trial: **constipation, diarrhea, abdominal pain, bloating, poor appetite, choking, difficulty in swallowing, and feeling of nausea and vomiting**.

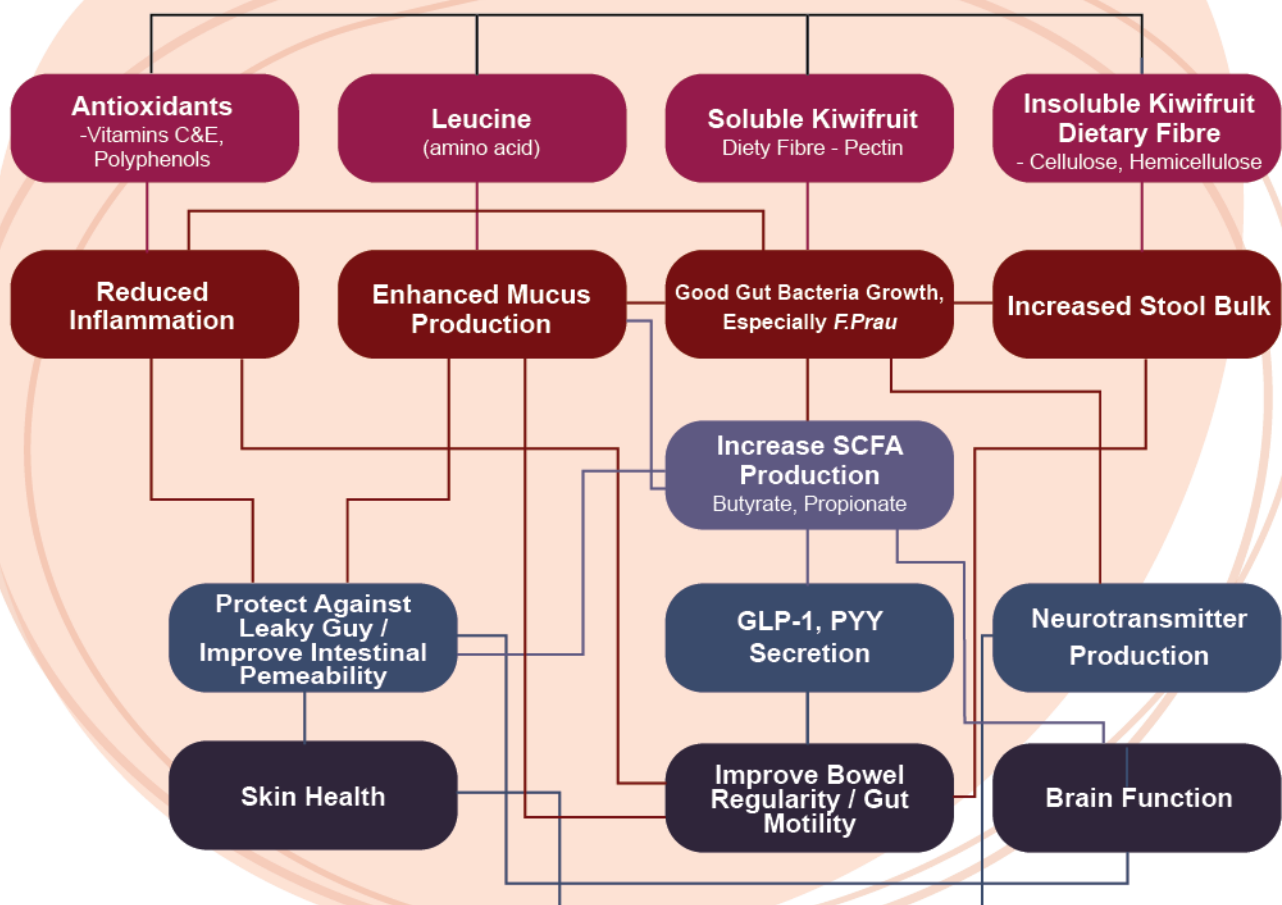




## Gold Kiwifruit (Precision Prebiotic)

Derived entirely from 100% New Zealand-grown non-GMO Zespri™ **Gold Kiwifruit**, **Livaux®** is clinically proven to increase ***Faecalibacterium prausnitzii* (F. prau)**

1. *F. prau* is one of the most abundant bacteria in the healthy human intestine and extremely important for **gut flora balance**. Low numbers of *F. prau* have been associated with irritable bowel syndrome, inflammatory bowel disease, coeliac disease, and chronic constipation, as well as psychological and neurological conditions (e.g. Parkinson's disease, multiple sclerosis and depression), and skin concerns (eczema & psoriasis).
2. *F. prau*, a major producer of **butyrate**, which is a **short-chain fatty acid (SCFA)** that has a crucial role in providing energy to cells lining the digestive tract, thereby keeping the gut lining intact and protecting against inflammation and associated digestive problems.
3. As an extremely oxygen sensitive bacteria, *F. prau* cannot be taken as a probiotic supplement.

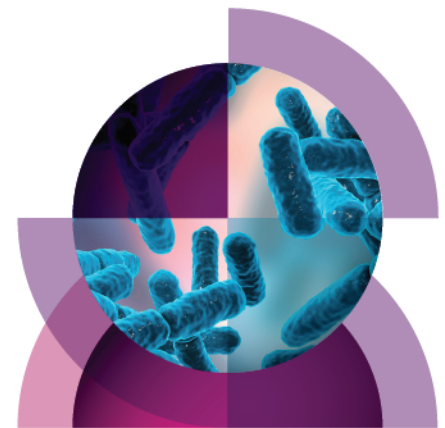




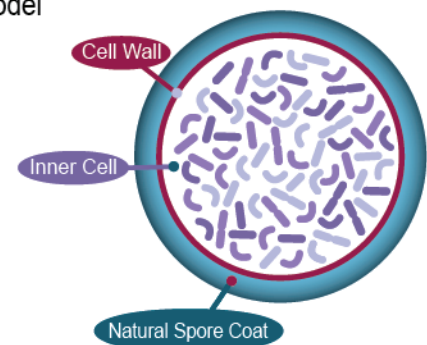


## Bacillus Coagulans GBI-30, 6086®

- A beneficial **spore-forming**, lactic acid-producing bacteria (probiotic).
- Backed by over **25 published research papers**.
- Naturally protective outer layer makes them highly stable; relatively **resistant to extreme temperatures** (hot and cold)
- **Withstand gastric acid (low pH) and bile salts**.
- **85%** of spores survived passing through physiological conditions that mimic the stomach and small intestine.
- **More than 90%** of spores germinated in a human small intestinal model
- **Organic compliant, non-GMO** project verified.
- Obtained **GRAS Status**, confirming its safety for everyone from infants to adults.
- Scientifically shown to **support immune health**<sup>13,14</sup> (at 500M CFUs/ day) and **improve digestive health**<sup>15,16</sup> and **protein utilization**<sup>17,18,19,20</sup> (at 1B CFUs/ day)



Spore-Forming Cell



## Uniqueness of OLIFERIN® ANTHOLIVE GOLD

Possess immunomodulatory, antioxidant, anti-microbial and anti-inflammatory activities: a multifaceted approach to supporting immunity and overall health

Minimise risk of getting infected

Reduce symptoms of viral infections  
(e.g. common cold, influenza A & B, HFMD)

Maintain & improve cardiometabolic health

Promote skin healing;  
relieve itchy and sensitive skin conditions  
(e.g. eczema & psoriasis)

Provide benefits of prebiotics, probiotics & postbiotics

Support normal intestinal flora balance;  
prevent gut dysbiosis

Aid in amino acid absorption  
(milk and plant protein)



# Who are recommended to consume:

## The Gut-Brain Axis

- A balanced digestive system: support mental well-being
- Brain: influence gastrointestinal function & (motility, secretion and mucin production)
- Immune function (e.g. modulation of cytokine production)

## Respiratory Health; Protection Against Infection:

- Influenza
- Hand, Foot & Mouth Disease (HFMD),
- Rotavirus
- Common Cold
- Other Respiratory Symptoms

## Gastrointestinal Health; Improve Dysbiosis:

- Irritable Bowel Syndrome (IBS) – Stomach Cramps, Bloating, Diarrhoea, Constipation
- Inflammatory Bowel Disease (IBD)
- “Leaky Gut”

## Metabolic Health

- Blood Sugar Management
- Cholesterol Management
- Protein Utilization

## Directions for use:

Mix 1 sachet with 100-120 ml of room temperature water, stir well and consume. Take 1-2 sachets daily preferably after meal.

### Ingredients:

Isomalto-oligosaccharide (1.34g/serving), Blueberry Powder (18.91%), Apple Juice Powder, Xylitol, Pea Starch (Kleptose®), Blackcurrant Powder (3.38%), Oat Fiber, Gold Kiwi Fruit Powder (Livaux™) (3.33%), Olive Fruit & Leaf Extract (OleaA®) (2.22%), Vitamin C, Elderberry Extract (ElderCraft®) (1.67%), Boysenberry & Apple Powder (BerriQi®) (1.67%), Aronia Extract (AroniaCraft®) (0.84%), Anticaking Agent (Tricalcium Phosphate), Apple Flavour Powder, Bacillus coagulans GBI-30, 6086® (CONTAINS 2.55 x 10<sup>9</sup> CFU OF PROBIOTIC CULTURES), AB Kefir Powder.

**No Sugar Added;  
No Aspartame**

**Safe and No Side Effects;  
Suitable for Long Term  
Consumption**

**Suitable for All Ages,  
Especially Children  
(2 years old and above)**

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