

MILESTONE®

FOOD FOR YOUR GENES

High Phenolic Olive Oil The Best Fat in The World



Food with a Function - Oxidative stress, cholesterol & diabetes

Why MILESTONE® - Vitamins, minerals and antioxidants in their natural form

Pure & Effective - A 100% clean, pesticide-free functional food

Ingredients - Instantly extracted early-harvest olive oil with 50x more natural bioactives

Attention to Detail - Dark glass to prevent photo-oxidation and microplastic migration

5 Unique Points - Rich in ALA, Omega 6, Omega 9, natural bioactives and Vitamin E

HEART
HEALTH



FREE OF
PESTICIDES



STRONG
ANTIOXIDANT



VITAMINE
RICH



ORGANIC
FOOD



Most Awarded

20 International Health Awards

www.ofdreamsandknowledge.com

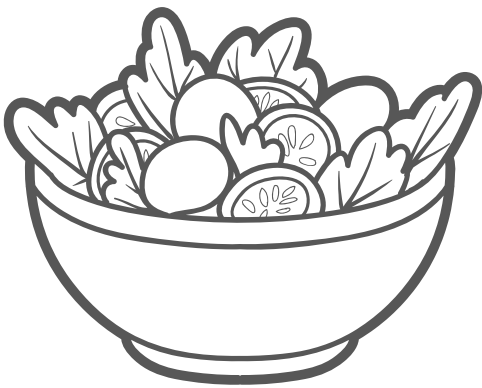
WINNER 
NUTRA
INGREDIENTS ASIA
AWARDS 2023



Vitamins through Foods!

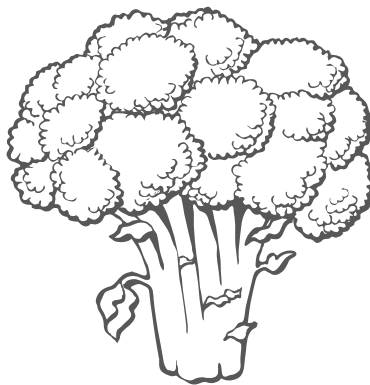


HOW TO USE



LUNCH

blend it with real food



DINNER

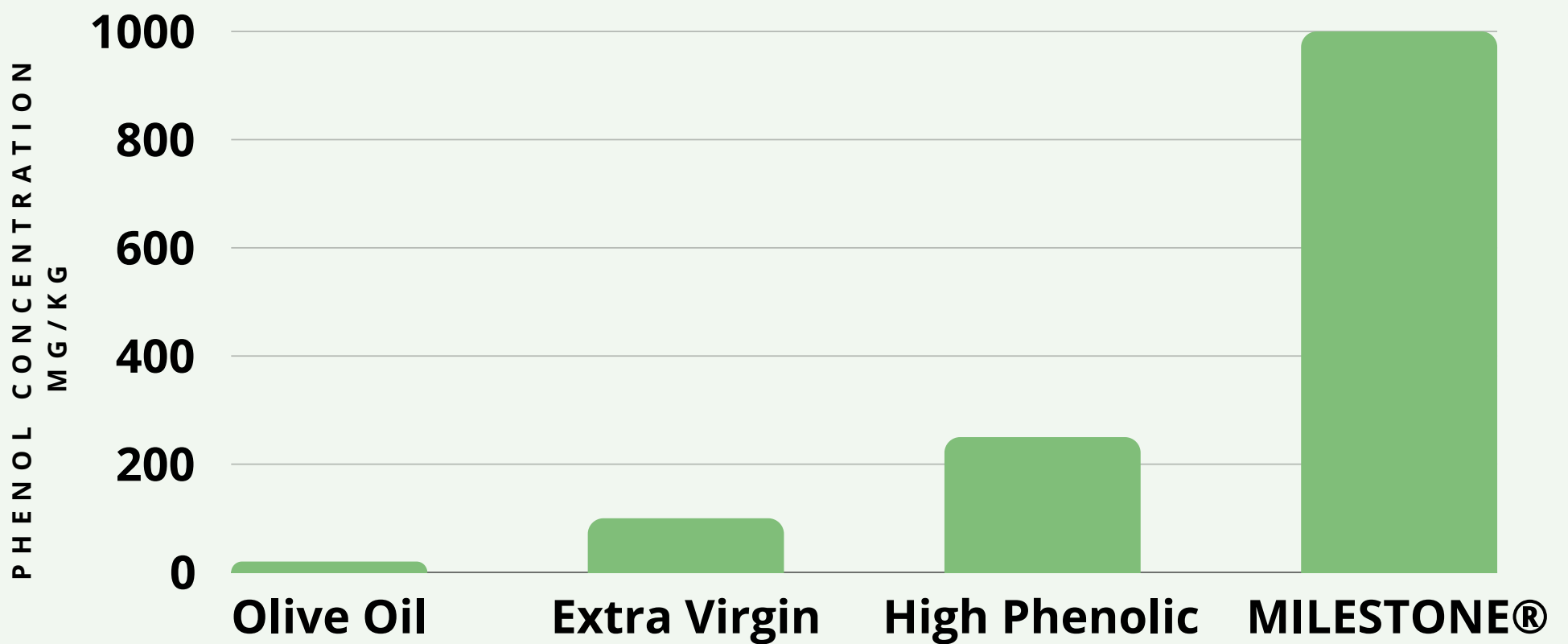
drizzle on your greens



MORNING

10ml on an empty stomach

50 TIMES MORE NATURAL POLYPHENOLS



Certified by the University of Athens
 Department of Pharmacognosy & Natural Products Chemistry

For Oxidative Stress

HEALTH CLAIM EFSA EU REG 432/2012

Newly Discovered Antihypertensive Substance:

- MILESTONE was chosen among 2120 samples for the isolation of elenolide
- Elenolide is a potential antihypertensive compound
- Rigakou A, Diamantakos P, Melliou E, Magiatis P. S-(E)-Elenolide: a new constituent of extra virgin olive oil. *J Sci Food Agric*. 2019.
- The daily consumption of 20 g of the analyzed olive oil sample provides 16 mg of hydroxytyrosol, tyrosol or their derivatives (>5 mg) and consequently the oil **belongs to the category of oils that protect the blood lipids from oxidative stress according to the Regulation 432/2012 of the European Union**, Department of Pharmacognosy, University of Athens.

References & Clinical Trials

- Agrawal K, Melliou E, Li X, Pedersen TL, Holt R R. Oleocanthal-rich extra virgin olive oil demonstrates acute anti-platelet effects in healthy men in a randomized trial. *Journal of Functional Foods* Volume 36, September 2017, 84-93.
- Ayoub NM, Siddique AB, Ebrahim HY, Mohyeldin MM, El Sayed KA. The olive oil phenolic (-)-oleocanthal modulates estrogen receptor expression in luminal breast cancer in vitro and in vivo and synergizes with tamoxifen treatment. *Eur J Pharmacol*. 2017 Sep 5;810:100-111.
- Beauchamp GK, Keast RS, Morel D, Lin J, Pika J, Han Q, Lee CH, Smith AB, Breslin PA. Phytochemistry: ibuprofen-like activity in extra-virgin olive oil. *Nature*. 2005 Sep 1;437(7055):45-6.
- Filipek A, Czerwińska ME, Kiss AK, Wrzosek M, Naruszewicz M. Oleacein enhances anti-inflammatory activity of human macrophages by increasing CD163 receptor expression. *Phytomedicine*. 2015 Dec 15;22(14):1255-61.
- Gil APR, Kondonis I, Ioannidis A, Nomikos T, Melliou E, Magiatis P. Effect of High-Oleocanthal and oleacein olive oil in patients with chronic lymphocytic leukemia. *Phytochemical Society of Europe conference, Naples* 4-7 September 2018.
- Pitt J, Roth W, Lacor P, Smith AB 3rd, Blankenship M, Velasco P, De Felice F, Breslin P, Klein WL. Alzheimer's-associated Aβ oligomers show altered structure, immunoreactivity and synaptotoxicity with low doses of oleocanthal. *Toxicol Appl Pharmacol*. 2009; Oct 15; 240(2):189-97.
- Qosa H, Batarseh Y S, Mohyeldin MM, Sayed KA, Keller JN, and Kaddoumi A. Oleocanthal Enhances Amyloid-β Clearance from the Brains of TgSwDI Mice and in Vitro across a Human Blood-Brain Barrier Model. *ACS Chem Neurosci*. 2015; Nov 18; 6(11): 1849-1859.
- Rigacci S, Guidotti V, Bucciattini M, Parri M, Nediani C, Cerbai E, Stefani M, Berti A. Oleuropein aglycon prevents cytotoxic amyloid aggregation of human amylin. *J Nutr Biochem*. 2010 Aug;21(8):726-35.
- Rigakou A, Diamantakos P, Melliou E, Magiatis P. S-(E)-Elenolide: a new constituent of extra virgin olive oil. *J Sci Food Agric*. 2019 Sep;99(12):5319-5326. doi: 10.1002/jsfa.9770. Epub 2019 May 30. PMID: 31038226.
- Rosillo M.A., Sanchez-Hidalgo M., Gonzalez-Benjumea A., Fernandez-Bolanos J.G., Lubberts E., Alarcon-de-la-Lastra C. Preventive Effects of Dietary Hydroxytyrosol Acetate, an Extra Virgin Olive Oil Polyphenol in Murine Collagen-Induced Arthritis. *Mol. Nutr. Food Res*. 2015;59:2537-2546. doi: 10.1002/mnfr.201500304.
- Rosillo M.A., Sanchez-Hidalgo M., Castejon M.L., Montoya T., Gonzalez-Benjumea A., Fernandez-Bolanos J.G., Alarcon de la Lastra C. Extra-Virgin Olive Oil Phenols Hydroxytyrosol and Hydroxytyrosol Acetate, Down-Regulate the Production of Mediators Involved in Joint Erosion in Human Synovial Cells. *J. Funct. Foods*. 2017;36:27-33. doi: 10.1016/j.jff.2017.06.041.

- Zamora-Zamora Z., Martínez-Galiano J.M., Gaforio J.J., Delgado-Rodríguez M. Effects of Olive Oil on Blood Pressure: A Systematic Review and Meta-Analysis. *Grasas Y Aceites*. 2018;69:e272. doi: 10.3989/gya.0105181.
- Salvini S., Sera F., Caruso D., Giovannelli L., Visioli F., Saieva C., Masala G., Ceroti M., Giovacchini V., Pitozzi V., et al. Daily Consumption of a High-Phenol Extra-Virgin Olive Oil Reduces Oxidative DNA Damage in Postmenopausal Women. *Br. J. Nutr.* 2006;95:742–751. doi: 10.1079/BJN20051674.
- Guasch-Ferre M., Hu F.B., Martinez-Gonzalez M.A., Fito M., Bullo M., Estruch R., Ros E., Corella D., Recondo J., Gomez-Gracia E., et al. Olive Oil Intake and Risk of Cardiovascular Disease and Mortality in the PREDIMED Study. *BMC Med.* 2014;12:78. doi: 10.1186/1741-7015-12-78.
- Storniolo C.E., Casillas R., Bullo M., Castaner O., Ros E., Saez G.T., Toledo E., Estruch R., Ruiz-Gutierrez V., Fito M., et al. A Mediterranean Diet Supplemented with Extra Virgin Olive Oil or Nuts Improves Endothelial Markers Involved in Blood Pressure Control in Hypertensive Women. *Eur. J. Nutr.* 2017;56:89–97. doi: 10.1007/s00394-015-1060-5.
- EFSA Panel on Dietetic Products, Nutrition and Allergies (NDA) Scientific Opinion on the Substantiation of Health Claims Related to Polyphenols in Olive and Protection of LDL Particles from Oxidative Damage (ID 1333, 1638, 1639, 1696, 2865), Maintenance of Normal Blood HDL-Cholesterol Concentrations (ID 1639), Maintenance of Normal Blood Pressure (ID 3781), “anti-Inflammatory Properties” (ID 1882), “contributes to the Upper Respiratory Tract Health” (ID 3468), “can Help to Maintain a Normal Function of Gastrointestinal Tract” (3779), and “contributes to Body Defences Against External Agents” (ID 3467) Pursuant to Article 13(1) of Regulation (EC) no 1924/2006. *EFSA J.* 2011;9:2033.
- Santangelo C., Filesi C., Vari R., Scazzocchio B., Filardi T., Fogliano V., D’Archivio M., Giovannini C., Lenzi A., Morano S., et al. Consumption of Extra-Virgin Olive Oil Rich in Phenolic Compounds Improves Metabolic Control in Patients with Type 2 Diabetes Mellitus: A Possible Involvement of Reduced Levels of Circulating Visfatin. *J. Endocrinol. Invest.* 2016;39:1295–1301. doi: 10.1007/s40618-016-0506-9.
- Cusimano A., Balasus D., Azzolina A., Augello G., Emma M.R., Di Sano C., Gramignoli R., Strom S.C., McCubrey J.A., Montalto G., et al. Oleocanthal Exerts Antitumor Effects on Human Liver and Colon Cancer Cells through ROS Generation. *Int. J. Oncol.* 2017;51:533–544. doi: 10.3892/ijo.2017.4049.
- Ayoub N.M., Siddique A.B., Ebrahim H.Y., Mohyeldin M.M., El Sayed K.A. The Olive Oil Phenolic (-)-Oleocanthal Modulates Estrogen Receptor Expression in Luminal Breast Cancer in Vitro and in Vivo and Synergizes with Tamoxifen Treatment. *Eur. J. Pharmacol.* 2017;810:100–111. doi: 10.1016/j.ejphar.2017.06.019.
- Lopez de Las Hazas M.C., Pinol C., Macia A., Motilva M.J. Hydroxytyrosol and the Colonic Metabolites Derived from Virgin Olive Oil Intake Induce Cell Cycle Arrest and Apoptosis in Colon Cancer Cells. *J. Agric. Food Chem.* 2017;65:6467–6476. doi: 10.1021/acs.jafc.6b04933.
- Corominas-Faja B., Cuyàs E., Lozano-Sánchez J., Cufí S., Verdura S., Fernández-Arroyo S., Borrás-Linares I., Martín-Castillo B., Martín Á.G., Lupu R., et al. Extra-virgin olive oil contains a metabolo-epigenetic inhibitor of cancer stem cells. *Carcinogenesis*. 2018;39:601–613. doi: 10.1093/carcin/bgy023.
- Cuyàs E., Castillo D., Llorach-Parés L., Lozano-Sánchez J., Verdura S., Nonell-Canals A., Brunet J., Bosch-Barrera J., Joven J., Valdés R., et al. Computational de-orphanization of the olive oil biophenol oleacein: Discovery of new metabolic and epigenetic targets. *Food Chem. Toxicol.* 2019;131:110529. doi: 10.1016/j.fct.2019.05.037.
- Menicacci B., Cipriani C., Margheri F., Mocali A., Giovannelli L. Modulation of the Senescence-Associated Inflammatory Phenotype in Human Fibroblasts by Olive Phenols. *Int. J. Mol. Sci.* 2017;18 doi: 10.3390/ijms18112275.
- Nocella C., Cammisotto V., Fianchini L., D’Amico A., Novo M., Castellani V., Stefanini L., Violi F., Carnevale R. Extra Virgin Olive Oil and Cardiovascular Diseases: Benefits for Human Health. *Endocr Metab. Immune Disord. Drug Targets*. 2018;18:4–13. doi: 10.2174/1871530317666171114121533.
- Crespo M.C., Tomé-Carneiro J., Dávalos A., Visioli F. Pharma-Nutritional Properties of Olive Oil Phenols. Transfer of New Findings to Human Nutrition. *Foods*. 2018;7:90. doi: 10.3390/foods7060090.
- Casas R., Sacanella E., Urpí-Sardà M., Chiva-Blanch G., Ros E., Martínez-González M.A., Covas M.I., Rosa M.A., Lamuela R., Salas-Salvadó J., et al. The effects of the mediterranean diet on biomarkers of vascular wall inflammation and plaque vulnerability in subjects with high risk for cardiovascular disease. A randomized trial. *PLoS ONE*. 2014;9:e100084. doi: 10.1371/journal.pone.0100084.
- Filipek A., Czerwinska M.E., Kiss A.K., Polanski J.A., Naruszewicz M. Oleacein may Inhibit Destabilization of Carotid Plaques from Hypertensive Patients. Impact on High Mobility Group Protein-1. *Phytomedicine*. 2017;32:68–73. doi: 10.1016/j.phymed.2017.06.004.
- Casas R., Estruch R., Sacanella E. The Protective Effects of Extra Virgin Olive Oil on Immune-Mediated Inflammatory Responses. *Endocr Metab. Immune Disord. Drug Targets*. 2018;18:23–35. doi: 10.2174/1871530317666171114115632.
- D’Amore S., Vacca M., Cariello M., Graziano G., D’Orazio A., Salvia R., Sasso R.C., Sabba C., Palasciano G., Moschetta A. Genes and miRNA Expression Signatures in Peripheral Blood Mononuclear Cells in Healthy Subjects and Patients with Metabolic Syndrome After Acute Intake of Extra Virgin Olive Oil. *Biochim. Biophys. Acta*. 2016;1861:1671–1680. doi: 10.1016/j.bbali.2016.07.003.