



Exquisite Arabian Specialities

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TERRA
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Perk up your health in just a week

Whilst many of us are starting the New Year with resolutions to improve our well-being – whether by cutting down on fatty foods and alcohol, or giving up smoking – few realise that simply introducing Olive oil into their daily diet can have the most amazing health benefits of all.

Just like wine, Olive oil has been around for what seems like forever, recognised for its medicinal and often considered ‘magical’ powers throughout the ages. In fact, Olive oils from Terra Rossa come from some of the oldest olive trees in the world dating back to the time of Jesus Christ and have been used as medicines, ointments and nourishment for well over 6,000 years.



Scientific studies show that people eating two tablespoons of extra virgin olive oil daily for one week show less oxidation of low density lipoproteins (LDLs – known as bad cholesterol) and higher levels of antioxidants in their blood helping to protect against heart disease. However, while all types of olive oil are sources of monounsaturated fat, the best extra virgin and cold pressed olive oils contain much higher levels of antioxidants – particularly vitamin E and phenols – because it is less processed.

Research also suggests that an olive oil rich diet lowers the odds of various cancers such as colon and breast cancer. In fact a study by Spanish scientists for the Universitat Autònoma de Barcelona show that in experiments on rats, olive oil thwarts a gene that drives the growth of breast tumours and switches off proteins that cancer cells rely on to stay alive.

Whilst protecting your health, a good quality extra virgin olive oil can also help improve your appearance, in fact a few drops added to your bath water and the benefits to your skin are obvious even after the first time you use it. An infused Olive oil such as Terra Rossa’s award winning Jordanian Lemon or Mint oil also gives a lovely fragrance. Rub the cold-drip and unfiltered Sinolea oil on your body or face after washing for a great moisturiser or a little drop on your comb quickly controls flyaway, frizzy hair.

The amazing benefits of Olive oil are endless and with the 2012 Olympics on the horizon, athletes might want to take a tip from their predecessors from ancient times who rubbed it on their bodies before competing as they believed it gave them strength and youth!

For information about some of the exquisite and finest olive oils in the world, visit www.terra-rossa.com

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Notes to editors: for more information and high resolution images, contact Christine Scippo at Kaleidoscope Communications: info@k-communications.co.uk or call 07841 404340.