

HIGH-VALUE  
NUTRITION

Ko Ngā Kai  
Whai Painga

# Turning over a new leaf

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Host Institution





## COMVITA STORY

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From humble beginnings to a Global Brand

*"Our vision was to care for the health of our community with natural products that work."*



# GLOBAL DISTRIBUTION

8 Target Markets, 8\* Market Companies



\*China JV Partner

\*\*Integra LifeSciences (Nasdaq: IART)



# MEETING CONSUMER HEALTH NEEDS



Metabolic/CVD

GI

Immunity/ antimicrobial

Mobility

Brain / Eye





# FRESH PICKED™ OLIVE LEAF EXTRACT

Source to shelf product

Important health need



More than one million  
olive trees, over two  
farms in Australia



Fresh picked at  
5.00am, processed  
on site on same day  
in TGA-approved  
facility in Oz



Capsules  
manufactured in NZ

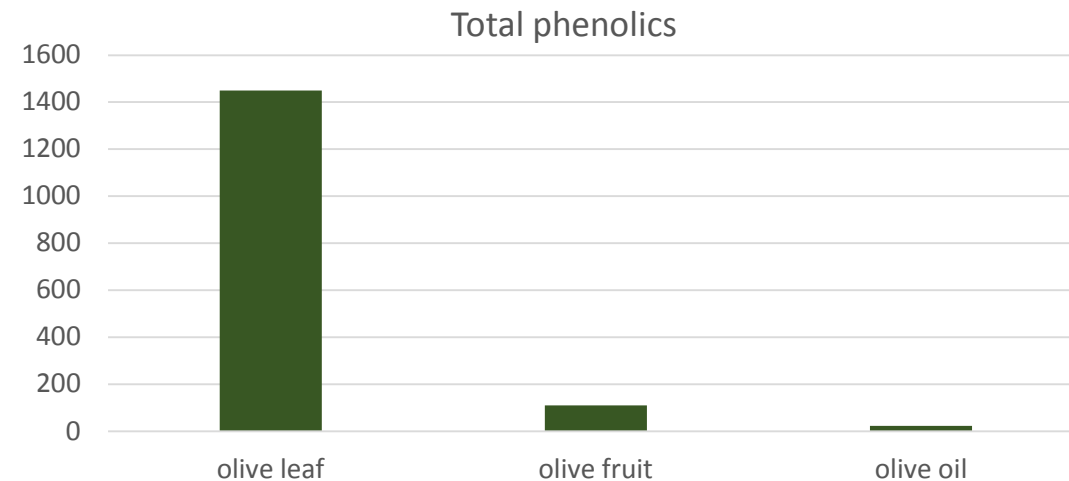




# MEDITERRANEAN DIET AND OLIVE PHENOLICS

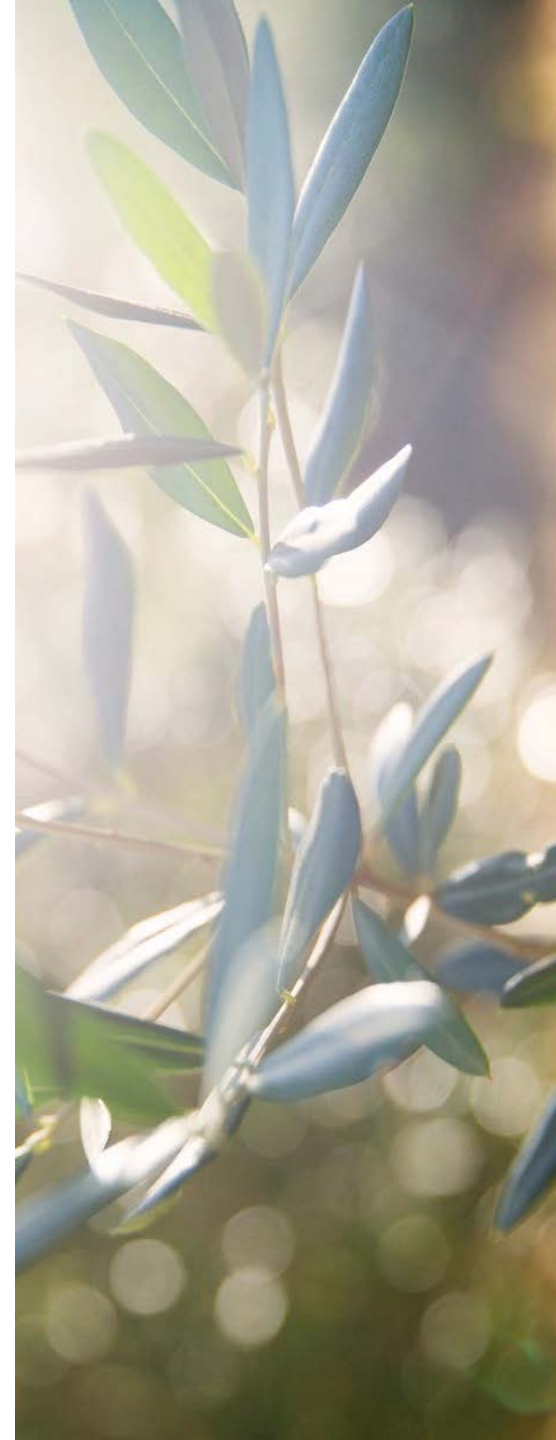
- The Mediterranean Diet:
  - high intake of olive oil, fruits and vegetables
  - protects against chronic diseases such as cardiovascular disease, stroke and diabetes
- Specific plant compounds found in olives, olive oil and olive leaves, are in part responsible for the beneficial effects of the Mediterranean diet

Olive phenolics are concentrated in the leaves (60x)



## HEALTH BENEFITS OF OLE

- Positive biological effects of OLE are attributed to high phenolic content
- Traditional use:
  - Immunity (cough, colds, flu), infections, cardiovascular support, pain, arthritis
- Data from *in vitro* and preclinical studies:
  - Potent Antioxidant, Immune stimulation, Antimicrobial
  - Osteoporosis, Cancer inhibition, Rheumatoid Arthritis, Osteoarthritis, obesity, mitochondrial capacity, neurodegenerative diseases and cellular advanced glycation end-products (AGEs) associated with various chronic diseases and the aging process
- Data from double-blind placebo controlled RCTs:
  - Glucose control and insulin sensitivity
  - Anti-atherosclerotic, hypotensive, antioxidant, anti-inflammatory, hypocholesterolaemic and hypolipidaemic effects
  - Osteoporosis







# COMVITA CLINICAL RESEARCH

## OLIVE LEAF EXTRACT

Comprehensive package of published research:

- **De Bock, M. et al. (2013)** Human absorption and metabolism of oleuropein and hydroxytyrosol ingested as olive (*Olea europaea* L.) leaf extract. *Molecular Nutrition & Food Research*, 57(11), 2079–85
- **De Bock M et al. (2013)** Olive (*Olea europaea* L.) leaf polyphenols improve insulin sensitivity in middle-aged overweight men: a randomized, placebo-controlled, crossover trial. *PloS one* 8(3), e57622.
- **Lockyer, S et al. (2015)** Secoiridoids delivered as olive leaf extract induce acute improvements in human vascular function and reduction of an inflammatory cytokine: a randomised, double-blind, placebo-controlled, cross-over trial. *The British Journal of Nutrition*, (15), 1–9
- **Lockyer, S. et al. (2017)** Impact of phenolic-rich olive leaf extract on blood pressure, plasma lipids and inflammatory markers: a randomised controlled trial. *European Journal of Nutrition* 2017 Jun;56(4):1421-1432

### Benefits

Blood sugar  
Blood vessel stiffness  
Blood pressure  
Cholesterol  
Lipids  
Inflammatory markers

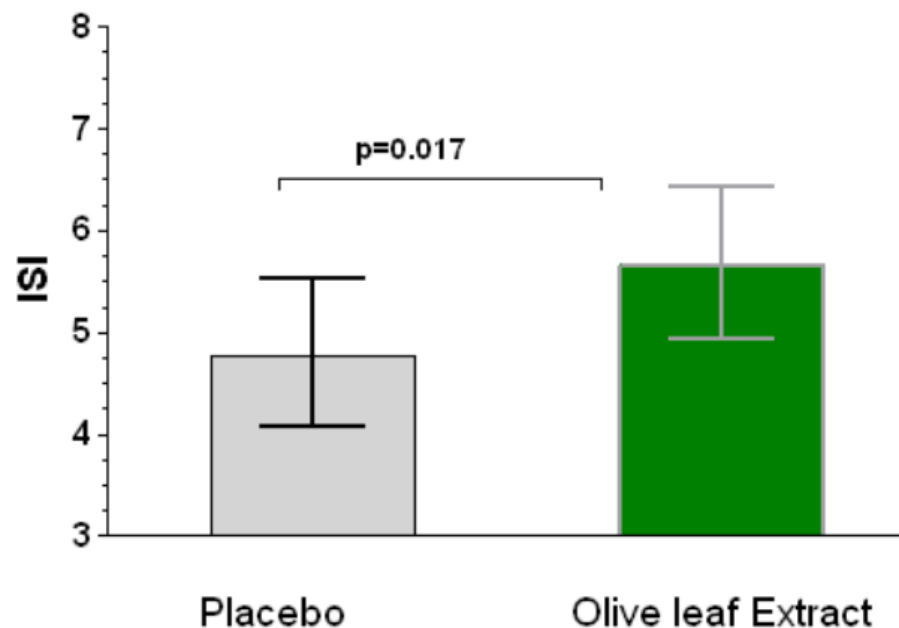






## DE BOCK 2013 – GLUCOSE AND INSULIN

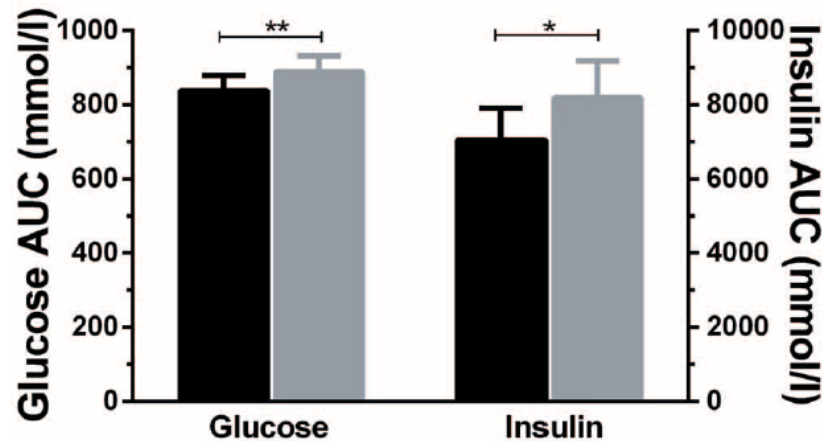
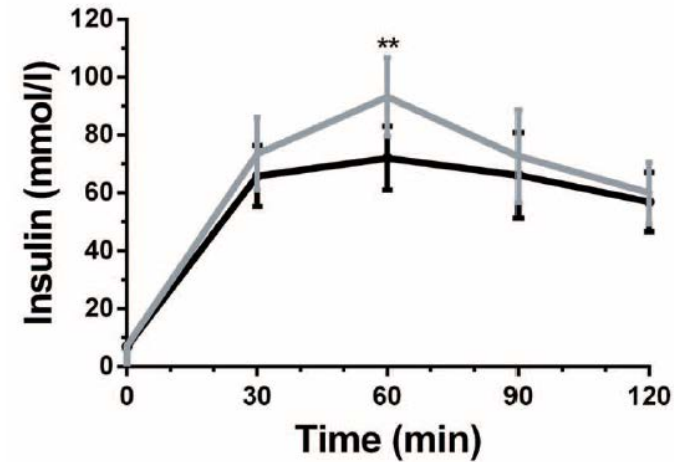
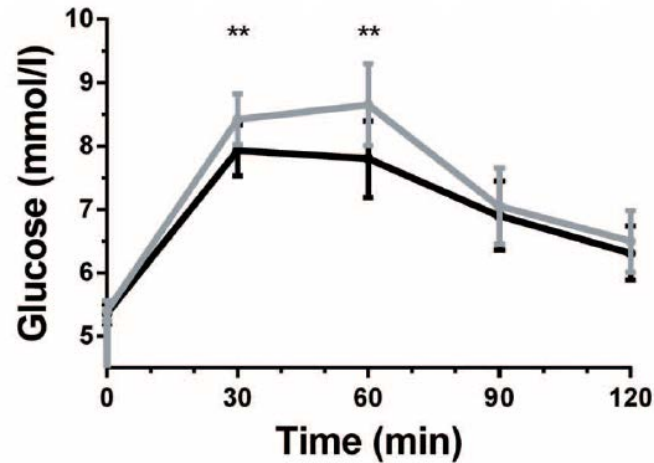
- Randomised, double-blind, placebo controlled, cross-over design
- 46 healthy but overweight middle-aged males



- 15% improvement in insulin sensitivity
- 28% improvement in pancreatic  $\beta$ -cell function

# DE BOCK 2013 – GLUCOSE AND INSULIN

- Secondary endpoints

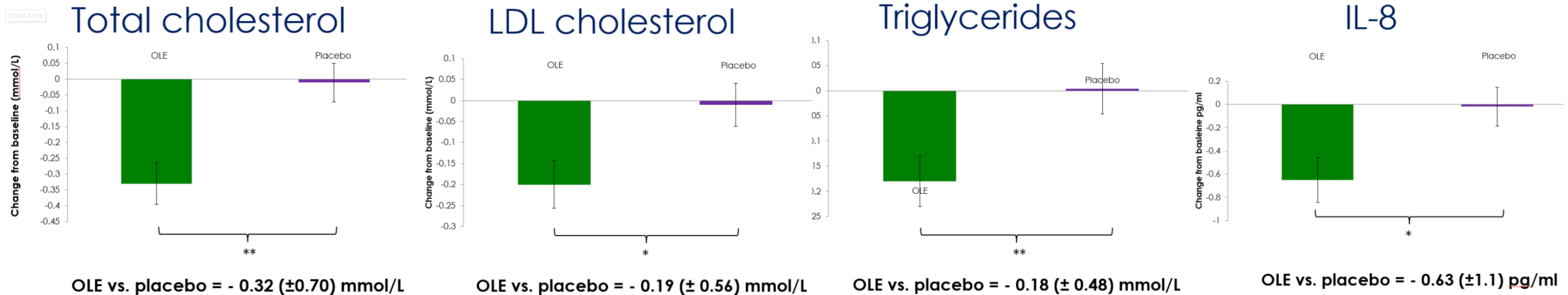


- 6% ↓ glucose AUC
- 14% ↓ insulin AUC

\*\* p<0.01, \* p<0.05

# LOCKYER 2017 – BLOOD PRESSURE, CVD MARKERS

- Randomised, double-blind, placebo controlled, cross-over design
- 60 pre-hypertensive males
- OLE improved SBP by 4mmHg and DBP by 3mmHg compared with placebo





## CONCLUSIONS

Consumption of Comvita OLE results in clinically and statistically significant improvements in:

- Insulin sensitivity and pancreatic  $\beta$ -cell secretory capacity
- Glucose and Insulin AUC
- Blood vessel function
- Blood pressure (SBP and DBP)
- Plasma cholesterol (total and LDL)
- Plasma triglycerides

9-14% ↓ *CVD risk* and 20-22.5% ↓ *stroke risk*





# COMVITA LESSONS LEARNED: FROM LOCAL TO GLOBAL

- Good science is just the beginning
- Need to understand global regs environment
  - Permitted categories and claims are country specific
  - Products and claims permitted in NZ are rarely transferable (as is) to other countries
  - Ingredients and formulations may need to be adjusted for specific markets
  - Quality testing requirements may differ
- Supply chain and quality control important
- Channel selection
  - Consider consumers and health state
- KOL networks and peer to peer endorsement important for certain health conditions

# QUESTIONS?



*Share Nature. Share Life.*