

**SUCCESSFUL BUSINESS CASES IN BIOECONOMY
AND CIRCULAR ECONOMY:
GENOSA ID**

3rd International Yale Symposium on Olive Oil & Health

Jerónimo Díaz

Jaén, December 2021



INDEX

01

PHENOLIC COMPOUNDS

Health & Flavour EVOO

02

GENOSA

20 years of research

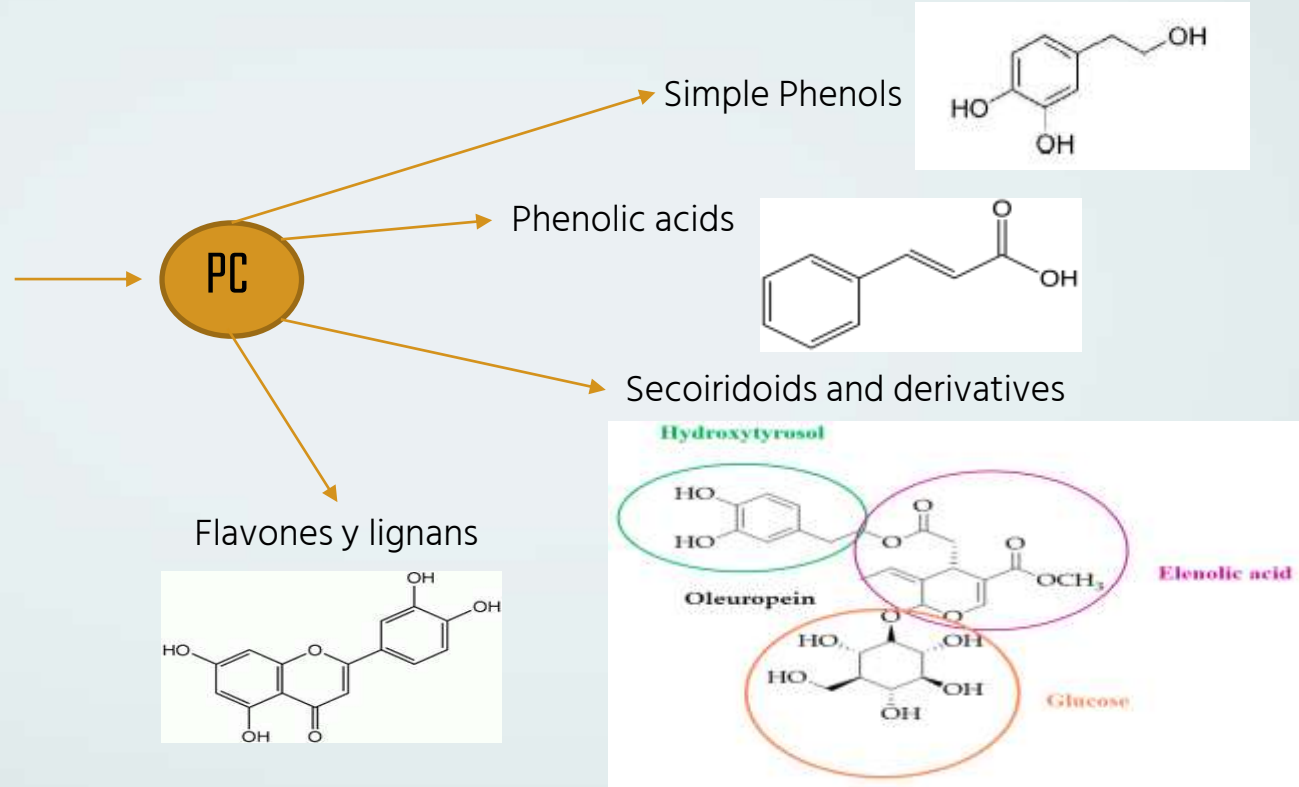
03

PRESENT & FUTURE

Sector impact



PHENOLIC COMPOUNDS (PC)



HEALTH & FLAVOUR

PREVENTIVE MEDICINE 13, 141–154 (1984)

Ancel Keys et al.

The Seven Countries Study: 2,289 Deaths in 15 Years*

Mediterranean Diet

EVOO deep research

Oleic acid (MUFA)

Phenolic compounds (HTy)

(F. Visioli y C. Galli)

CLAIM EFSA (2012)

Olive oil polyphenols contribute to the protection of blood lipids from oxidative stress

THE NEW ENGLAND JOURNAL OF MEDICINE
Estruch et al. (2003-2009)-Estudio PREDIMED

ORIGINAL ARTICLE

Primary Prevention of Cardiovascular Disease with a Mediterranean Diet

MILESTONES GENOSA



Established in 2001

20 years working with phenolic compounds



**2021: LEADING COMPANY IN
NATURAL HYDROXYTYROSOL**

Present in 150+ products worldwide



PRESENT-FUTURE

HEALTH & FLAVOUR

EFSA claim (cardiovascular prevention) & EVOO Sensory Profile



SUSTAINABILITY

- Reducing carbon footprint
- Fully recyclable packaging



THANK YOU VERY MUCH FOR YOUR ATTENTION

Web: www.genosa.com