



HTEssence® – A POWERFUL ANTIOXIDANT FOR HEALTHY LDL CHOLESTEROL LEVELS

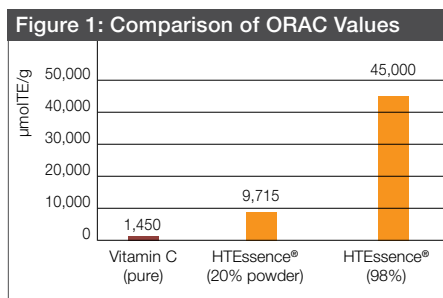
Hydroxytyrosol is a bioactive compound found in olives and is considered one of the most powerful antioxidants, with numerous beneficial health effects. A recent human clinical study demonstrated a new function of WACKER's HTEssence®: it is able to promote healthy LDL (low density lipoprotein) cholesterol levels. Healthy LDL cholesterol levels have been shown to support heart health. With the global trend towards healthier lifestyles and physical wellbeing, hydroxytyrosol is seeing rapid growth in market demand, especially for dietary supplements.

Broad Range of Health Effects

There is growing interest in the various health benefits of phenolic compounds derived from the olive plant, especially hydroxytyrosol. It functions as a highly active antioxidant in the human body. Hydroxytyrosol has been studied extensively in recent years and, aside from benefiting cardiovascular health, it has also been linked to many other positive effects on the immune system, bones and muscles.

HTEssence®: 30 Times More Powerful Than Vitamin C

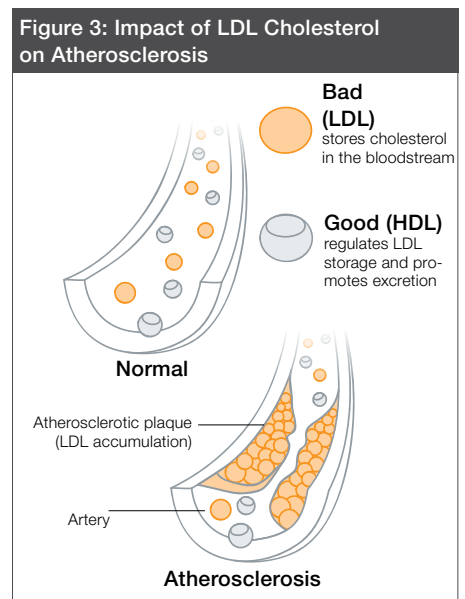
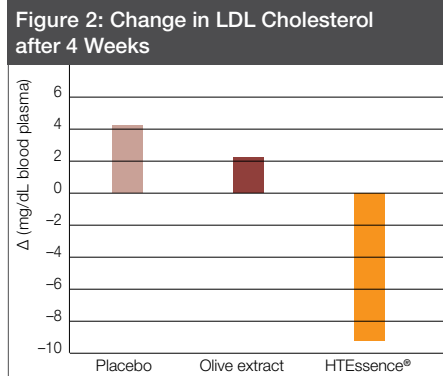
HTEssence®'s oxygen radical absorbance capacity (ORAC) is about 45,000 µmolTE/g, which makes it over 30 times more powerful than vitamin C (see Figure 1). Even after spray drying (20% hydroxytyrosol powder on maltodextrin), HTEssence® is 6.5 times more active than vitamin C.



Clinically Proven: Positive Effect on LDL Cholesterol

HTEssence® has been shown to promote healthy LDL cholesterol levels after 4 weeks of supplementation. In a randomized, double-blind, placebo-controlled cross-over study, 30 healthy volunteers consumed 30 mg hydroxytyrosol per day, either as HTEssence® or as olive extract, and in comparison to placebo.

Results show a significant change in LDL cholesterol by -9.4mg/dL (-8%) with HTEssence® after 4 weeks' supplementation in relation to the initial value (see Figure 2). Healthy LDL cholesterol levels are a key element to maintaining cardiovascular health.



The US NCEP* estimates that each 1% reduction in LDL cholesterol reduces the risk of heart disease by 1–2%. Accordingly, HTEssence® can significantly contribute to supporting a healthy heart.

*NCEP = National Cholesterol Education Program (a program managed by the US National Institute of Health)

Key Benefits of HTEssence®

- Highly pure, well-defined product with consistent technical properties
- Exceptional ORAC value of 45,000 µmolTE/g
- Promotes healthy LDL cholesterol levels (clinically proven)
- Thereby contributing to cardiovascular health
- Vegan

**High Quality**

WACKER complies with the HACCP regulations and has implemented strict internal quality controls to ensure the continuous product quality and safety of HTEssence®.

Defined Content

There are no undefined byproducts that could interfere with your formulation.

Attractive Cost-Benefit Ratio

With the new process, WACKER can offer the best cost-benefit ratio on the market.

Supply Security

In comparison to olive extracts, HTEssence® is continuously available without depending on harvest conditions.

Ready Solubility

The availability as powder enables a broad range of dietary supplement formulations. Hydroxytyrosol is stable upon heating and at low pH.



HTEssence®/20% hydroxytyrosol spray-dried on maltodextrin; fine white powder without taste or odor.

HTEssence® Product Information

Spray-dried powder with 20% hydroxytyrosol content on maltodextrin, available in 5 kg and 20 kg packaging.



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