



EXTRAVIRGIN OLIVE OIL AND COSMETICS

SINCE ANCIENT TIMES:

Properties of olive oil as a beauty treatment were known by the ancient population of the Mediterranean Sea coast countries and Arab lands. The Phoenicians called it “golden liquid”, Egyptians used it to soften skin and to brighten hair, in ancient Greece athletes used it for massages. In ancient Rome massages with olive oil were considered a “bath of youthfulness”.

In antiquity it was suggested to use it as a natural cosmetic for hair care and the preservation of its natural color, to cure wounds since there were not suture techniques and for the treatment of burns.

From the distant past olive oil was used as an emollient and anti-inflammatory solution.

Recent studies show that the composition of oil's triglycerides is very similar to human skin's sebum and it is the one with the most affinities with skin's



lipid layer rather than others from other plants in nature, considering it an anti-aging solution useful for epidermis restoration. In addition to body's interior welfare there are benefits for external use for its unique potential of vitamins and acids, skin friendly nutrients.

- **Acids, phytosterols, linolene:** prevent skin diseases such as eczema, acne, psoriasis and excessive dryness. Olive oil's composition has high anti-oxidants and anti-aging features and it provides an excellent help against wrinkles, dark spots and stretch marks.

- **“beta-carotene”:** provides skin elasticity



RICH OF BENEFICAL PROPERTIES

- **la vitamin E:** fights free radicals that cause hair and skin aging; this plus Vitamin “A” stimulates cell regeneration and human tissue repairing.

- **la vitamin A:** prevents mucous dryness;

- **The “squalene”:** is one of the most important sebum parts, it is an oily solution that keeps the external skin layer hydrated reducing water evaporation. It penetrates inside the skin's inner layers restoring them from weakness caused by exposition to sun beams and detergents, restoring it and performing an excellent nutritive action.