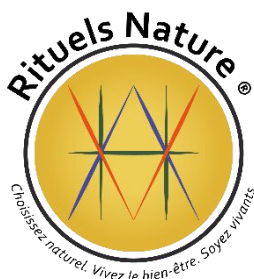


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PRATICIEN EN THÉRAPIE NATURELLE

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Science of Prevention...using the Olive Oil from our farms in Tunisia

Introduction

The RituelsNature® is one of the world's most respected authorities on all matters with olive oil. We have been privileged to be invited to serve as observers in Italian olive oil tasting competitions and dietary supplements testing worldwide.

We are dedicated to importing rare fresh-pressed olive oil, the most flavorful and healthiest extra virgin olive oil on the planet, until now virtually impossible to obtain year-round in the West African countries. All our oils are independently laboratory tested and certified for 100% purity.

Reducing the risk for Alzheimer's or any form of dementia, the foods you eat are critically important.

The first thing you must know is that diets high in sugar and carbohydrates are absolutely linked to significantly increased risk of dementia. A study conducted by the Mayo Clinic and published in the Journal of Alzheimer's Disease found that *"Older people who load up their plates with carbohydrates have nearly four times the risk of developing mild cognitive impairment," the precursor to Alzheimer's disease.*

But also among the study's findings: those whose diets were highest in healthy fat (nuts and healthy oils for example) were 42% less likely to get cognitive impairment.

Why Healthy Fats Are So Important for Your Brain

Healthy fats are so important because our brain is mostly made of fat. The human brain is nearly 60 percent fat, and fatty acids are among the most crucial molecules that determine your brain's integrity and ability to keep performing at a high level.

Here are five foods that are great for keeping your brain healthy and sharp well into old age:

1. Nuts are rich in a variety of brain-supporting nutrients like vitamin E, omega-3 fats, copper, and manganese. These nutrients have been shown to help nurture and protect brain cells, prevent cognitive decline, and improve cognitive function.

2. Wild-caught fish, like salmon, is an excellent source of DHA. This fatty acid plays a crucial role in developing and protecting brain cells and has the potential to drastically improve memory and cognition if consumed on a regular basis. For plant-based eaters, algae derived DHA is a good alternative.

3. Avocados are high in healthy monounsaturated fats that have been shown to reduce the risk of heart disease, lower blood pressure and improve insulin sensitivity, all of which are healthy for your brain.

4. Extra Virgin Olive Oil (EVOO), Research is showing that extra virgin olive oil is an incredibly healthy brain food... so much so that we will devote the remainder of this message to it.

Why Olive Oil Is Such a Potent Brain Food...

The health benefits of extra virgin olive oil (EVOO) are vast. We don't know of many other foods that can match the potential of olive oil to keep you healthy. And it's especially healthy for your brain. We all hear, for example, about the wonderful power of the Mediterranean diet and how it reduces your risk for heart disease, stroke, diabetes, and even some types of cancer. And one of the cornerstones of the **Mediterranean Diet is olive oil.**

As reported in the prestigious Journal of the American Medical Association, one study found that individuals who added a full liter of Extra Virgin live Oil to their diets every week experienced more than a 40% reduction in risk for dementia, as well as a more than 60% risk reduction in the development of breast cancer in women.

For these reasons, we recommend using extra virgin olive oil liberally, pouring it on as many foods as you wish. We love it on scrambled eggs in the morning and with other meals as well.

Shopping for Olive Oil

When you shop for olive oil, be sure to buy extra virgin. It's the only grade that retains its natural phenols (antioxidants) and other health-promoting compounds. Extra virgin olive oil (EVOO) is cold-pressed, meaning it's not extracted using high heat or harsh chemicals. It's minimally processed, which leaves in all the wholesome nutrients that Mother Nature meant it to have. All other olive oil grades, such as "virgin," "pure," or "light," have been chemically refined to mask defects, and this process destroys the healthful phenols.

Beware of Supermarket Olive Oils

According to our market field research in Sierra Leone and even other West African nations, it is sad and disheartening to observe that the products sold by the Pakistanis, Indians, Lebanese and other sources are all fake and potential sources of devastating diseases. Even if the label says "extra virgin," we need to be careful, because many supermarket olive oils are rancid, adulterated, or even counterfeit. Here's what's wrong with supermarket olive oils and why we recommend buying online, direct from high-quality, award-winning farms that deliver right to your door.

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Reason #1 to Avoid Supermarket Olive Oils: They're Not Fresh!

Olive oil, unlike wine, does not get better with age. Olives, after all, are a fruit. Just like orange juice, olive oil tastes so much better fresh-squeezed. Olive oil remains at its zenith of glorious flavor and nutritional content for about six months after the harvest. The problem is, harvest-fresh olive oil is almost impossible to find in supermarkets.

Here's why. Most olive oil is shipped on slow-moving cargo ships. Then it languishes in warehouses and on store shelves for many months. As a result, olive oils in stores are often technically within their "best if used by" date but months beyond their window of peak freshness, flavor and nutritional potency.

Because of these and other factors that cause staleness and rancidity, 69% of imported olive oils labeled "extra virgin" sold in stores were so substandard, in no way could they qualify to be classified as "extra virgin olive oil," the highest grade.

The Six-Month Rule

When you shop for olive oil, forget the "best used by" date on the label. It tells you nothing about how recently the olive oil was pressed. You need to find Extra virgin olive oil with a pressing date (also known as the "harvest date") on the label, preferably a date no more than six months before your date of purchase.

Unfortunately, the producers of mediocre, mass-market olive oils sold in stores do not put pressing dates on the label because they don't want you to know how old, stale, or rancid their oils may be. In fact, you can verify this by checking the bottle in your own pantry right now.

If you bought it in a store, the odds are overwhelming that the pressing date was intentionally omitted from the label. This is no coincidence, and it's no way to buy your Extra virgin olive oil, not when freshness is the most critical factor in olive oil flavor and nutritional goodness.

Our Recommendation: Remember these four most important words whenever you shop for olive oil: the fresher, the better. And that means avoiding olive oil sold in

supermarkets, where the oils sit on the shelf for months or even years, growing stale, musty, and rancid. That's definitely not healthy.

We recommend buying directly from our award-winning farms, where you can secure outrageously delicious olive oils fresh from the latest harvest. That's when olive oil is bursting with just-plucked-from-the-tree flavor and goodness.

Reason #2 to Avoid Supermarket Olive Oils: Beware of Fake, Mafia-Made Olive Oils

As you've probably heard, fake Mafia-made cheap, fake 'extra virgins olive oils have been flooding the supermarkets worldwide especially African markets !.

Why Is This Happening?

Thanks to the many health benefits of authentic olive oil, demand is soaring worldwide. But pure extra virgin olive oil is quite expensive. Just as criminals pocket fortunes by creating cheap knockoffs of designer clothing and handbags, they palm off fake olive oil as extra virgin, the highest grade.

The profits in counterfeiting olive oil are "comparable to cocaine trafficking, with none of the risks." Because Africaa is the world's largest consumer market, the crooks have successfully targeted the supermarkets and local markets as their favorite dumping ground.

Cancer-Causing Agents in Fake Olive Oils?

There are now found to be contaminants and even cancer-causing agents in fake olive oils. International investigators have found hydrocarbon residues, pesticides, and other contaminants in fake oils, and pomace oil, a common adulterant, sometimes contains mineral oil as well as PAHs, proven carcinogens that can also damage DNA and the immune system.

Our artisanal growers hand-select only the finest olives to be immediately pressed into the remarkably flavorful "liquid gold."

The evidence is incontrovertible. Olive oil protects against illness and delivers longevity. It should be said, though, that the claims for the beneficial properties of olive oil apply largely to fresh extra virgin olive oil...



The magical power of an “extra virgin olive oil ”



My mind raced to identify its vivid bouquet of flavors—grassiness, freshly crushed ripe tomatoes, watercress, arugula, green apples, even the nuttiness of walnuts—all in perfect harmony and with a clean, palate-pleasing, slightly astringent mouth feel that was neither too heavy nor too light.

And then there was the pièce de résistance, the oil’s remarkable finish. On swallowing, I noticed a slight peppery pinch at the back of my throat, the hallmark of the very freshest oil.

Knowledgeable oil lovers the world over crave that gentle pinch because it denotes the presence of spectacular flavor and nutritional riches coming from super-healthy antioxidants, all at their maximum when the oil is just pressed.

But no time for melancholy—my magical night was just beginning! Ever since that life-changing experience, I was determined to find a way to bring fresh-pressed olive oil to Sierra Leone all year round, to bring it “from olive grove to people’s table” while still in its full bloom of freshness and nutritional value. I knew that when families in Sierra Leone will taste what we have for them, they would never be content with ordinary, stale, year-old olive oil again.

We are willing to break with the tradition of shipping olive oil by slow cargo ship and instead rush it to Sierra Leone by jet, direct from the new harvest of each olive-growing country, I could be the first to bring authentic fresh-pressed oil to families here in Sierra Leone all year round!

It took many months of making arrangements with the world’s most outstanding artisanal producers in the top olive-growing regions around the world, but we have at last found a way to secure authentic fresh-pressed olive oil all year long directly from our farms in Tunisia.



Fresh-Pressed Olive Oil a potent anti-inflammatory agent...cools down joint pain

Olive oil is one of your joints' best friends. It's a powerful anti-inflammatory food that prevents pain and blocks the progression of osteoarthritis and rheumatoid arthritis. Eat some every day—beginning today...

Research shows that 50 milliliters of olive oil (about 3 ½ tablespoons) produces the same pain-relieving effect on your joints as a 200-mg tablet of ibuprofen. That's certainly impressive, especially when you consider that using olive oil won't put you at risk for the intestinal bleeding and kidney damage that long-term NSAIDs can.

In addition, EVOO delivers an exceptional benefit to your heart and blood pressure. In regions of the Mediterranean where people consume a lot of olives and olive oil, death rates from heart disease are 90% lower compared to the USA and West African nations.

And EVOO offers an exceptional cancer benefit for women. Scientists analyzing the health and diet data of 9,000 women in the Mediterranean states discovered a 34% lower risk of breast cancer in those who consumed the most olive oil and raw vegetables compared to those who consumed the least...

Fresh-pressed is best

Remember that the older olive oil becomes, the more flavor and anti-inflammatory power it loses. Olive oil is at its peak within the two or three months after its pressing. Unfortunately, few labels carry bottling dates or 'use by' dates, let alone pressing dates. Studies show that after 12 months, many of the oil's healing compounds are almost completely gone.

Helps protect your heart... lowers "bad" cholesterol

The Mayo Clinic reports, "Olive oil contains mono-unsaturated fat, a healthier type of fat that can lower your risk of heart disease by reducing the total and low-density lipoprotein ; LDL, or 'bad'—cholesterol levels in your blood. In contrast, saturated and trans fats—such as butter, animal fats, tropical oils, and partially hydrogenated oils—increase your risk of heart disease by increasing your total and LDL cholesterol levels.

Can fresh-pressed olive oil even help you lose weight?

Substituting olive oil, a monounsaturated fat, for saturated fat in your diet can translate into a small but significant loss of both body weight and fat mass without changing anything else about your diet or increasing your physical activity, suggests a study published in the *British Journal of Nutrition*.

One reason may be that olive oil seems to satisfy the appetite completely, endocrinologist at Thomas Jefferson University Medical College in Philadelphia, has found that a concentrated dose of olive oil—2 teaspoons on half a slice of bread, eaten 15 to 20 minutes before a meal ; helps his patients control their cravings too.

Researchers think olive oil may slow stomach contractions, which creates a sense of fullness, and it stimulates the release of cholecystokinin (CCK), a gut hormone that signals the brain to stop eating. When staffers at Prevention magazine tried an olive oil appetizer, they reported that it dampened hunger before lunch or filled them up, so they ate less.

Reduces risk of Alzheimer's

A Columbia University study has found that the Mediterranean diet rich in olive oil can reduce the risk of Alzheimer's disease by up to 40 percent. The study, one of the largest on the impact of food and drink on mental decline, appeared in the Annals of Neurology. The study monitored 2,258 healthy, elderly people who were part of a research project on aging.

Secret of Greek longevity?

They may smoke more than Westerners and their health care system is far from perfect, but Greeks usually live longer than their western counterparts, and they have some of the world's lowest rates of heart disease and cancer.

The secret may be their olive-oil-drenched diet. Scores of scientific studies in the past decade have shown that olive oil, which is high in monounsaturated fat—the 'good' fat—may prolong life by combating coronary heart disease and different types of cancer.

No wonder the Greek physician Hippocrates, known as the father of medicine, is said to have referred to olive oil as 'the great therapeutic.'

Happy Health Naturally!,



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