



PHYTO-C  
SKIN CARE

## Fall In-Love with O-LIVE

### PHYTO-C Skincare Launches SUPERHEAL™ O-LIVE Products

(New York, NY) PHYTO-C Skincare, one of the most advanced skincare lines formulated to heal and treat the skin with natural plants and herbs has introduced **SUPERHEAL™ O-LIVE**. **SUPERHEAL™ O-LIVE** is a brand new product range containing patented olive leaf extract, one of the most powerful healing (Figure 1), natural antioxidant, antibacterial, antiviral and anti-inflammatory extracts.

Olive leaf extract is recovered from the leaves of Olive trees, which was first used medicinally in Ancient Egypt. It has been cultivated since prehistoric times, and has been known to provide a variety of benefits in medicine both internally and externally. Research has shown that a liquid extract made directly from fresh olive leaves possess the antioxidant capacity of almost 400 times greater than Vitamin C. ("Oxygen Radical Absorbance Capacity (ORAC) Report on Olive Leaf Australia's Olive Leaf Extract", Dr. Stevenson, L, Southern Cross University, 2005)

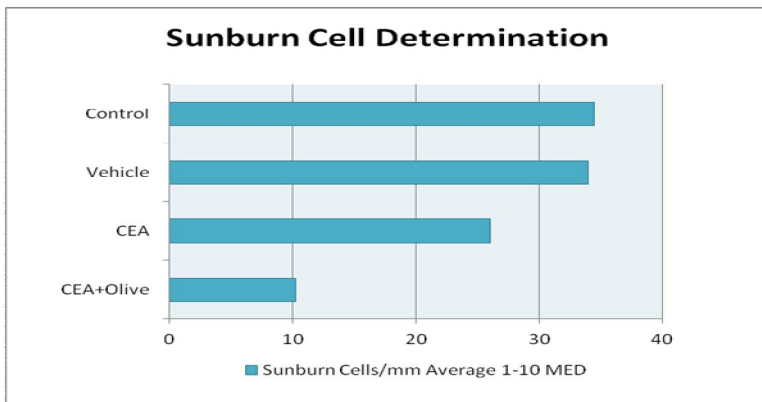


Figure 1 shows the number of sunburn cells per linear mm of epidermis after 24 hours UV exposure.

It indicates that the combination of Olive Leaf Extract with Vitamins C,E,A provides the best healing propriety and reduces the sunburn cell.

Patent# US6,743,449 B2

PHYTO-C's **SUPERHEAL™ O-LIVE** line contains three unique products all containing a patented, purified Olive Leaf Extract.

#### **Superheal™ O-Live Gel** (Active Ingredients: SuperHeal™ Olive Leaf Extract, Vitamin B5, Amino Acids)

This ultra-fresh highly penetrative gel features purified Olive Leaf Extract which provides superior anti-inflammatory, antioxidant and moisturizing proprieties. **Superheal™ O-Live Gel** immediately hydrates and nourishes the skin reducing the appearance of fine lines and wrinkles. It provides extraordinary antioxidant protection against UV damage, promotes wound healing and relieves the symptoms of rosacea, eczema and psoriasis while soothing the skin.



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**Superheal™ O-Live Cream** (*Active Ingredients: SuperHeal™ Olive Leaf Extract, Vitamin A, Vitamin B5, Vitamin E, Centella Extract*)

This rich, light-weight moisturizing cream features purified Olive Leaf Extract which provides the skin with intensive moisturizing, repair and antioxidant protection.

**Superheal™ O-Live Cream** immediately reinforces natural skin hydration by stimulating the synthesis of water and binds moisture in the skin. It reduces adverse skin reactions, dryness, irritations and redness while nourishing and enhancing the skin's vitality.

**Superheal™ O-Live Mask** (*Active Ingredients: SuperHeal™ Olive Leaf Extract, Vitamin A, Vitamin B5, Vitamin C, Vitamin E, Kojic Acid, Arbutin, Aloe Vera Gel*)

This luxurious mask featuring purified Olive Leaf Extract hydrates and nourishes the skin leaving it soft and smooth to the touch. Containing the same antioxidant, healing and repair properties as **Superheal™ O-Live Gel** and **Superheal™ O-Live Cream**, the **Superheal™ O-Live Mask** also lightens and evens skin tone by diminishing melatonin production. Additionally, it offers superior protection against UV damage.

A clinical study conducted by Dr. Omar and his colleagues concluded that these products can provide useful supplementation to sunscreen protection and may protect against skin cancer and sun damage.

#### **About Mostafa M. Omar, PhD**

Dr. Mostafa M. Omar is the Professor of Pharmacognosy at the University of Rhode Island, School of Pharmacy. He has built a strong reputation as a leading specialist in medic natural product chemistry worldwide and he is the creator of the world's only stabilized liquid creatine, as well as the superior authority on topical Vitamin C. His unprecedented formulation capabilities have earned him the honor of "Father of L-Ascorbic Acid" as he is the inventor of a stable Vitamin C formula to protect the skin from signs of premature aging caused by environmental damage; sun exposure in particular. He is internationally known for his cosmeceutical and pharmaceutical formulations primarily based on modern application of ancient herbal medicine.

#### **About PhytoCeuticals, Inc.**

PhytoCeuticals, Inc., founded by Dr. Mostafa Omar, is an advanced skincare line in the United States and the market leader of the antioxidant concept. PhytoCeuticals, Inc. is committed to bringing the most advanced and effective skincare formulations to heal and treat the skin with natural plants and herbs and to improve skin health and appearance.

Phytoceuticals Inc. was awarded multiple grants by the National Cancer Institute and the National Institutes of Health. They provide scientifically developed and clinically supported L-ascorbic acid skin care products. The company continues developing new skincare formulations that are distributed through reputable and reliable cosmeceutical companies worldwide. They can be found online at [www.phyto-ceutical.com](http://www.phyto-ceutical.com).