

**In this newsletter:**

**Oleic Acid and the Mediterranean Diet**

The high concentration of monounsaturated fatty acids in the Extra Virgin Olive Oil, oleic acid in particular, it would be interesting for the purposes of reducing blood cholesterol and then would play an important role on the prevention of cardio-vascular system diseases.

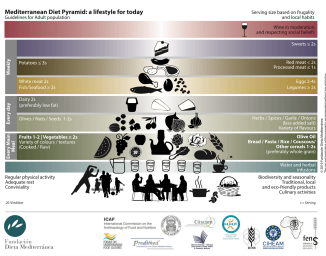
**Photo Gallery:**

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Meeting with Italian General Consul in Shanghai, Stefano Beltrame



Oil Tasting Event at BHG Market Place in Nanjing



The Mediterranean diet also reduces the systolic and diastolic pressure, reduction that is directly related to the greater or lesser consumption of olive oil.

*The most common fraud is to mix 95% of odorless oil and / or lamp oil with 5% extra virgin olive oil and sell to the final consumer this mix as extra virgin olive oil at a price lower than the cost of production of true extra virgin olive oil.*

*When the final consumer find in the market an extra virgin olive that cost less than the cost of production have to ask him/her self... "what am i buying?"*



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