

## IN THIS NEWSLETTER:

### **FOR MOM: THE EVOO IS GOOD IN PREGNANCY**

Helps prevent and reduce stretch marks: an effective preventive treatment for stretch marks during pregnancy consists of daily massage with olive oil. Improve the elasticity of your skin and vitamin E in the oil protects and strengthens the skin.



Vitamins present in extra virgin olive oil are provitamin A (beta-carotene), vitamin F (linoleic acid and linolenic acid) and vitamin E (alpha-tocopherol), which has a strong antioxidant effect, enhanced by the presence of phospholipids, and is present in virgin oils in a quantity that varies from 150 to 200 mg / 100 g of oil, absent instead in the rectified oils.

*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*

## PHOTO GALLERY:

#olionuovo #viveresani



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