



CLARUS WEALTH

CLEAR CONFIDENT THINKING



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What We Know About Olive Oil Now:

Since the Seven Countries Study in 1986, which first highlighted olive oil's benefits for heart health, we've learned a lot more.

Here's an easy guide to what we know now about olive oil that wasn't known back then.

1. Extra Virgin Olive Oil (EVOO) Has Special Compounds

- High in Antioxidants and Polyphenols: EVOO is packed with powerful compounds like oleocanthal and oleuropein. These have anti-inflammatory, anti-cancer, and heart-protective properties.
- Oleocanthal's Effects: Oleocanthal, found in olive oil, works like ibuprofen to reduce inflammation, which can help lower the risk of heart disease, arthritis, and some cancers.

2. Olive Oil's Benefits Go Beyond Heart Health

- Brain Health: Antioxidants in olive oil can help protect the brain, reduce the risk of Alzheimer's, and improve memory and thinking skills.
- Cancer Prevention: Olive oil may help lower the risk of some cancers, especially breast cancer, thanks to its healthy fats and antioxidants.
- Gut Health: Olive oil supports a healthy gut, which boosts overall health, including your immune system and metabolism.

3. Better for Cholesterol and Heart Health

- Boosts Good Cholesterol (HDL): Olive oil helps increase HDL (the "good" cholesterol) and lower LDL (the "bad" cholesterol), preventing artery plaque buildup.
- Supports Blood Vessel Function: Olive oil keeps blood vessels flexible and functioning well, reducing the risk of heart problems.

4. Quality Matters: Extra Virgin vs. Regular Olive Oil

- Extra Virgin Olive Oil (EVOO) is Best: EVOO is less processed and retains more healthy nutrients than regular olive oil. Choosing EVOO gives you the most health benefits.
- Stays Fresh Longer: EVOO has antioxidants that help it stay fresh and healthy longer compared to other oils.

5. Great for Cooking and Diet

- **Safe for Cooking:** Olive oil remains stable and healthy, even when used at moderate cooking temperatures.
- **Boosts Nutrient Absorption:** Cooking vegetables with olive oil can help your body absorb more vitamins and antioxidants.

6. Helps with Weight Management

- **Keeps You Feeling Full:** Olive oil helps you feel fuller longer, which may prevent overeating and help with weight control.

7. Environmentally Friendly

- **Sustainable Choice:** Traditional and organic olive oil farming methods are often more sustainable and environmentally friendly than other types of oil production.

8. Personalised Benefits

- **Varies by Individual:** The benefits of olive oil can vary from person to person, depending on genetic factors. Some people may experience more health benefits than others.





Conclusion: Why Olive Oil Matters More Than Ever!

While the 1986 study helped us start to understand the benefits of olive oil, we now know it's good for much more than just heart health. It supports brain function, cancer prevention, gut health, weight management, and even helps protect the environment.

For the best health benefits, choose extra virgin olive oil and enjoy it as part of a balanced diet.



Quick Tips:

- Only use Extra Virgin Olive Oil (EVOO).
- Use 2.5 to 4.5 tablespoons per day of EVOO for cooking and salads (=15-30% fat in diet from olive oil in a 2000kcal diet)
- Include it regularly in your meals for a variety of health benefits.
- Look for cold-pressed, organic extra virgin olive oil for the highest quality.



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