

29/09 – World Heart Day: Help to keep your heart healthy with olive oils

from Europe

*Try some 'liquid gold'? Ask for your **PRESS SAMPLE** of extra virgin olive oil from Europe!*

Did you know that replacing saturated fat with unsaturated fat in the diet **lowers** and reduces your **blood cholesterol**? Better stock up on olive oils cause both oleic and linoleic acid (both unsaturated fats) represent around 80% of the average composition of this tasteful ingredient! No wonder that European Olive Oils from Spain puts this liquid gold on the menu to celebrate International Day of the Heart (September 29)!

*Can't wait to create your own menu for your **cooking column**? Ask for a **sample of european extra virgin olive oil** to pimp your dish with this top ingredient! Check out some inspirational recipes by clicking [here](#).*

European olive oil for a balanced diet, good for our heart

It's no secret that a **high cholesterol level is a risk factor** for **coronary heart disease**. But by **replacing saturated fat** with unsaturated fat like olive oils in your diet you can [lower and reduce your blood cholesterol](#). "Since we have the limitation of not being able to consume more than 10% in oils rich in polyunsaturated fats, mainly seed oils, we have to do it by substitution with oils rich in oleic acid. And one of them, the most important, is **olive oil**. It **drastically reduces cholesterol levels**, which is one of the main risk factors that lead to cardiovascular disease", explains José López Miranda, professor at the Faculty of Medicine of the University of Córdoba and director of the Internal Medicine Clinical Management Unit of the Reina Sofía University Hospital in Córdoba.

Golden hero that protects against oxidative damage

But if we talk about a healthy diet, we cannot forget that extra virgin olive oil is a source of polyphenols to the **protection of blood lipids against oxidative damage**. These benefits effects are achieved from a daily dose of 20 grams of virgin or extra virgin olive oil. "Olive oil has some minority components, mainly phenolic compounds, which protect the [LDL particle from oxidation](#). It would not induce the deposit of this cholesterol particle in our arteries, which is what causes arteriosclerosis to occur, the substrate on which all cardiovascular diseases develop", clarifies professor José López Miranda.

A source of vitamin E

In extra virgin and virgin olive oil we can find another natural antioxidant, Vitamin E. Did you know that this vitamin contributes to the [protection of cells against oxidative damage](#)? It doesn't only protect from LDL particles ("bad" cholesterol) but also from the cell itself, **protecting** the deterioration of the endothelium, all that is the **vascular wall**. "At the end of the day, it's what's going to prevent cardiovascular disease from developing", concludes professor José López Miranda.

Would you like to request a sample for a culinary report, or do you need some more information about the production of (Spanish) olive oil? Feel free to let me know. I would also be happy to hear of any ideas you may have for a test, interview or report!

-Ends-

For more information, samples or high-res imagery please contact elke@globalimage.be

About Olive Oils from Spain and the Olive Oil World Tour: Olive Oils from Spain is the promotional brand of Spanish Olive Oil Interprofessional, a non-profit organization formed by all representative associations of the Spanish olive oil sector, whose main objective is the promotion of the healthy product olive oil on an international level. With the "Olive Oil World Tour" campaign as its tool, the organization aims to make the world a more flavorful place and encourage consumers worldwide to join the European way of life (Join the European Healthy Lifestyle with Olive Oils from Spain.). The campaign is supported by the European Union.

JOIN THE EUROPEAN HEALTHY LIFESTYLE WITH OLIVE OILS FROM SPAIN
OLIVE OIL MAKES A TASTIER WORLD