



Mantrose-Haeuser Co., Inc.

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For Immediate Release

HidroX: Creating Beauty from Within

Westport, CT (March 25, 2011) – Mantrose-Haeuser Co., Inc. has been chosen as the exclusive distributor of Hidrox® hydroxytyrosol polyphenols to the dietary supplement and nutraceutical industries.

Derived from the juice of fresh olives, HIDROX is available in powder and liquid forms and as research has shown is one of the most potent and bioavailable antioxidants. Hidrox has been granted GRAS status by the United States Food and Drug Administration which is the highest safety standard for a food ingredient in the US.

HidroX delivers the power of *the Mediterranean Diet* - a concentrated source of health – without the fat or calories associated with olive oil. In fact, the polyphenols that make olive oil so healthy are present in olive juice at levels up to 100 times the amount found in olive oil. CreAgri, Inc, the developer of Hidrox, uses a patented process to recover the most important polyphenol antioxidants directly from the juice (vegetation water) of olives.

HidroX powder is available in three different concentrations of total polyphenolics, 2%, 6%, and 12%. Hidrox 12% is the newest and most concentrated product with superb sensory and solubility properties.

Independent laboratory analyses measuring Oxygen Radical Absorbance Capacity (ORAC) have identified Hidrox as one of the most powerful antioxidants. Also the pharmacokinetic properties of Hidrox are unsurpassed, meaning hydroxytyrosol is absorbed, distributed and metabolized extremely well by the body.

Polyphenols are scientifically recognized for their tremendous antioxidant capacity. Citrus bioflavonoids, proanthocyanidins and isoflavonoids are all polyphenols. Olive polyphenols are abundant in olive water, but only present in extra virgin olive oil in small amounts. These very unique polyphenols are considered responsible for extra virgin olive oil's health benefits.

Antioxidants have become an important ingredient in nutraceutical and dietary supplements and Hidrox can benefit your offerings for beauty from within. Mantrose-Haeuser will be featuring Hidrox at Supplyside East on May 2-4 in Secaucus, New Jersey.

About Mantrose-Haeuser Co., Inc.

Mantrose-Haeuser Co., Inc., is the Westport, Connecticut-based world leader in specialty film coatings for the pharmaceutical, confectionery, food, agricultural and industrial industries. Founded more than 100 years ago, Mantrose-Haeuser is owned by RPM International, Inc. of Medina, Ohio, a specialty coatings company traded on the New York Stock Exchange under the symbol RPM.