



Mediterranean diet popular among growing number of celebrities

Hollywood stars and other notable celebrities are starting to adopt the Mediterranean diet or regularly using extra virgin olive oil, one of its central ingredients, as evidenced by the growing number of lifestyle articles appearing online.

The Mediterranean diet, which includes a high consumption of vegetables, nuts, fish and extra virgin olive oil, has regularly been praised by scientists in published studies. Unlike the Western diet, it avoids red and processed meats, dairy, trans and saturated fats and refined sugars.

Actress Gwyneth Paltrow is a vocal advocate of the use of olive oil, with many of the recipes in her co-authored 2013 cookbook "It's all Good" using extra virgin olive oil. Her website Goop also features an interview with celebrity doctor Nicholas Perricone who extols the virtues of the essential fatty acids present in olive oil that nourish the skin and provide anti-inflammatory activity.

Spanish actress Penelope Cruz credited the Mediterranean diet with helping to maintain her shape and energy levels after her pregnancy and legendary Italian actress Sophia Loren, now 84, revealed that the secret to youth is to include at least two tablespoons of olive oil in her food every day.

Actress Jennifer Aniston celebrated her 50th birthday earlier this year leading to some media outlets observing that the actress is ageing in reverse. It is known that the former "Friends" star follows the Zone diet, which instructs its followers to eat a specific ratio of 40% carbs, 30% protein and 30% fat—the latter only consists of fish oil, avocados and, of course, olive oil.

Pop star Selena Gomez revealed in 2015 that she had been battling lupus, an autoimmune disease, and this included changing her diet to one that closely resembles the Mediterranean diet. The American singer would also later reveal that she drinks a little glass of olive oil before going onstage, explaining that it is good for the vocal cords.

A glassful is far more than the daily consumption of 1½ tablespoons recommended by the US Food and Drug Administration, who last year qualified health claims that consuming oleic acid, a healthy monounsaturated fat, may reduce the risk of heart problems.

Found naturally in many food sources, extra virgin olive oil boasts a range of 55-83% of oleic acid and Italian varieties are said to contain the highest level of this nutritional acid.

The international TAICHI project is spreading information about the health benefits of using extra virgin olive oil for cooking to Mainland China and Taiwan.

Co-funded by the EU and promoted by the two main consortia of Italian olive growers, Italia Olivicola and UNAPOL, the TAICHI project offers consumers all the information they need to understand olive oil through its website, various social media platforms and OurOliveOil APP – available in the [App Store](#) and [Google Play](#).

To find out more about the TAICHI project, visit OurOliveOil.com

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