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Dear <<First Name>>>,

The “green ripe” is almost upon us, meaning Italian olive farmers are preparing for the harvest season once again. In celebration, we have an exciting giveaway that will see two lucky winners visit Italy and Greece to discover how extra virgin olive oil is made and appreciate why so many celebrities are including it in their diet.

Countless lifestyle articles continue to add Hollywood stars to the growing list of people adopting the Mediterranean diet or regularly using extra virgin olive oil, one of its central ingredients. We take a closer look at some of the celebrities named so far.

Additionally, following news reminiscent of a movie plot, we investigated the latest scientific research that is using lasers and submarine sonar technology that could join the fight against fraudulent extra virgin olive oils.

Read on to learn more.

Win a trip to Italy and Greece



Two lucky OurOliveOil fans from Mainland China and Taiwan will get the opportunity to visit the beautiful Mediterranean landscapes of Italy and Greece in November, discovering first-hand how extra virgin olive oil is produced and sharing their experiences with their followers online.

One person will be randomly selected from among the comments posted on our Facebook and Instagram social media platforms, and another will be chosen via Weibo's 'raffle' function from among those who interact with our account. The winners will be announced through a live video on the OurOliveOil Facebook page on October 3, 2019.

All entrants must have a valid passport and all basic expenses will be covered by the TAICHI Project (flight tickets, hotels, and transfers). Please check your eligibility by visiting OurOliveOil.com and reading the contest's full terms and conditions.

Celebrities adopting the Mediterranean diet



Many Hollywood stars and other notable celebrities are adopting the Mediterranean diet and praising its health benefits, such as American actress Gwyneth Paltrow. She uses extra virgin olive oil as a common ingredient in her cookbook and has championed its essential fatty acids that provide anti-inflammatory protection.

Legendary Italian actress Sophia Loren, now in her 80s, says the secret to youth is including at least two tablespoons of olive oil in her food every day, while Spanish actress Penelope Cruz credits the Mediterranean diet with helping to maintain her shape after her pregnancy.

Actress Jennifer Aniston follows the Zone diet, which involves following a specific ratio of 40% carbs, 30% protein and 30% fat—the latter must only consist of fish oil, avocados and, of course, olive oil. Pop star Selena Gomez has also revealed that she drinks a glass of olive oil before performing, explaining that it is good for the vocal cords.

Sonar technology inspires method to detect fake olive oil

Submarine technology has inspired scientists in the US to develop a method of determining whether there have been changes in the physical properties of liquids, which could soon be applied in the fight against the fraudulent extra virgin olive oil industry.

Known as laser-induced sound pinging (LISP), scientists used the photoacoustic effect, the generation of sound waves after light is absorbed in a material. For example, if you add salt to water then you change the sound velocity, meaning that you can determine its purity or whether there is a contaminant. Simple.

The team's next step is to refine their methods and equipment so commercial industries can utilize it to monitor a variety of liquids, ranging from the percentage of alcohol in alcoholic beverages to the amount of poorer quality oil in adulterated olive oils.

Follow our social media to receive free recipes, healthy lifestyle tips, cool photos and more! Remember to support us with your likes, comments, shares and, of course, emoji :))



For more information about the TAICHI project, visit [OurOliveOil.com](#).

Thank you for subscribing!

Please, feel free to **contact us** and let us know how we could serve you even better. We'd really hate to see you go, but if you really don't wish to receive any more newsletters from us, you can **unsubscribe from this list**.

Our mailing address is:
info@ouroliveoil.com

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