



## media release

### **Cardea launches the first 100% organic Pomegranate Seed Oil in Australia**

Meeting the rapidly-growing demand for one of today's most talked about antioxidants, Cardea has launched the first 100% organic pomegranate seed oil in Australia.

Cardea founder and managing director, Sera Shepherd, said the highly sought-after oil is known around the world for its remarkable, natural medicinal and cosmetic properties.

"With natural antioxidants more powerful than green tea and red wine, pomegranates are quickly becoming one of today's most popular superfoods," Ms Shepherd said.

"As research continues to confirm a vast array of benefits and as new products such as fresh pomegranates and pomegranate juice enter the market, consumers are becoming increasingly aware of the fruit's positive effects on our overall health and wellbeing.

"In fact, just about everyone is talking about pomegranates; they're even attracting a growing fan club on social networking sites like facebook, twitter and myspace!

"Interestingly, the benefits of pomegranate seed oil are less well known than those of pomegranate juice, but much more significant."

While the seed oil provides similar anti-oxidant benefits to pomegranate juice, it is also a potent source of punicic acid, an Omega 5 conjugated fatty acid, beneficial phytoestrogen and a rare plant-based source of CLA (Conjugated Linoleic Acid).

Ms Shepherd said Cardea's oil is listed with the Therapeutic Goods Administration as a recognised complementary medicine, providing consumers with a level of confidence in the oil's many therapeutic benefits. The company is also committed to ongoing product testing to ensure customers receive the highest quality, organic pomegranate seed oil available.

Due to its high antioxidant activity, Cardea's exclusive pomegranate seed oil delivers a wide range of health and cosmetic benefits, fighting free radicals that damage and age the skin and maintaining skin vitality. Ms Shepherd said the product is easy for people to incorporate into their regular daily skincare routine to achieve long-term health benefits.

Applied topically and absorbed into the skin, the rich fatty acids within pomegranate seed oil are known to protect the skin, smooth wrinkles and help soothe and hydrate dry, cracked, mature and irritated skin.



It provides emolliency, protects skin from the drying effects of wind and sun, and supports a wide variety of conditions such as eczema and dermatitis.

Emerging evidence into pomegranate seed oil's antioxidant, anti-carcinogenic and anti-inflammatory properties also suggests its potential use as a therapy or adjunct for prevention and/or treatment of several types of cancer, cardiovascular disease, arthritis and inflammatory diseases. It appears to support the immune system and may also naturally lower blood pressure.

Clinical research also shows promise for pomegranate seed oil in the prevention and treatment of breast cancer by triggering apoptosis, a self-destruct mechanism, in breast cancer cells.

Ms Shepherd founded her new company, Cardea, after her own search for pomegranate seed oil in Australia ended with disappointment.

"I found pomegranate seed oil extremely difficult and costly to obtain, particularly in Australia," Ms Shepherd said. "It takes approximately 500kg of fresh pomegranates to produce 1kg of pomegranate seed oil, so each and every drop is considered precious and powerful."

Identifying a clear gap in the market, Ms Shepherd founded Cardea to supply Australia with the first and highest-quality pomegranate seed oil available, from the seeds of pomegranates grown organically in Turkey, in the Mediterranean.

"Pomegranates from this region are considered the very best as they contain higher concentration of punicic acid due to the ideal blend of climate, soil and traditional farming methods," Ms Shepherd said. "I am delighted to be able to provide - for the first time - the highest-quality pomegranate seed oil to the Australian market."

Ms Shepherd expects the national launch of the product to attract widespread consumer interest, meeting the growing demand for the highly sought-after seed oil across the country.

Available via the Cardea website - [www.cardea.com.au](http://www.cardea.com.au) - the 100% cold-pressed, premium, organic pomegranate seed oil is packaged in 100ml bottles with a shelf life of up to 24 months. Cardea's oil is also soon to appear in select Australian health food stores, pharmacies and naturopathic clinics, as well as beauty therapists and day spas offering exclusive pomegranate seed oil treatments.

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**Please refer attached fact sheets for detailed cosmetic, health and medicinal benefits of Pomegranate Seed Oil. For further information please contact Sera Shepherd on 0418915492 or Clare Masters, Masters Communication on 0424261947 / 07 33242008.**