

At DHC we're extremely enthusiastic about the benefits of olive oil. And we're not the only ones singing the praises of this liquid gold. In her delightful book *The Passionate Olive: 101 Things to Do with Olive Oil*, author Carol Firenze explains the history of olive oil, recounts memories of growing up Italian American, shares family recipes, and reveals a multitude of practical tips and tricks. Check out these excerpts and you'll understand why this book is one of our new favorite things!



Excerpts taken directly from

The Passionate Olive:

101 Things to Do with Olive Oil

by Carol Firenze



Mythical, Mystical, and Legendary

Athena, goddess of wisdom, was challenged by Poseidon, god of the sea and horses, to provide the Greeks with the most useful, divine gift. Poseidon produced the horse; however, Athena was chosen by Zeus as the winner of the contest because she provided the most useful gift—the olive tree—noted for its oil, fruit, and wood and as the symbol of peace, wisdom, and prosperity.

To Your Health

Olive oil is rich in vitamins A, D, E, and K and contains both omega-3 and omega-6 fatty acids. Recent medical research indicates that olive oil may lower the level of cholesterol in the body and help to prevent coronary heart disease that other oils and fats may actually cause.*

Using Olive Oil in Its Raw State

Undoubtedly the best way to savor the special taste is to use extra virgin olive oil “raw,” that is, straight from the bottle at room temperature. In its raw state, your senses will come alive when you experience its unadulterated flavor, whether it's drizzled on a plate of freshly sliced tomatoes or drizzled on that steak, hot off the grill.

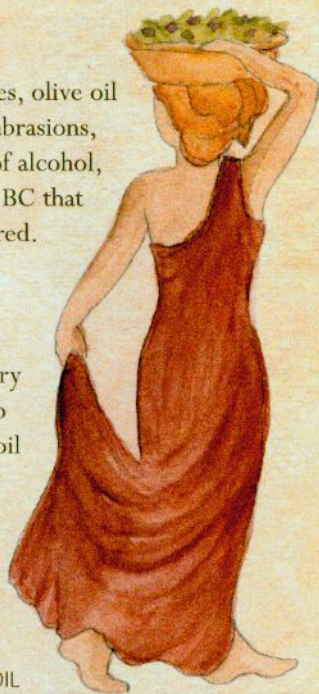


Liquid Gold

Olive oil was first used on the body, not in it. For centuries, olive oil has been used to maintain the suppleness of skin, to heal abrasions, to soften the hair, to strengthen nails, to cure the effects of alcohol, and to relieve aching muscles. It wasn't until about 1,000 BC that the exceptional culinary benefits of olive oil were discovered.

Smooth Out Wrinkles

Olive oil both softens and smoothes the skin, leaving it very supple. It has exceptional penetrating ability, and is able to lock natural moisture in, thus preventing dry skin. Olive oil has the natural ability to target epidermal keratinocytes (the basic cells from which the upper layer of skin is made) and can stimulate the synthesis of collagen and elastin, thus encouraging firmer and healthier skin.



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