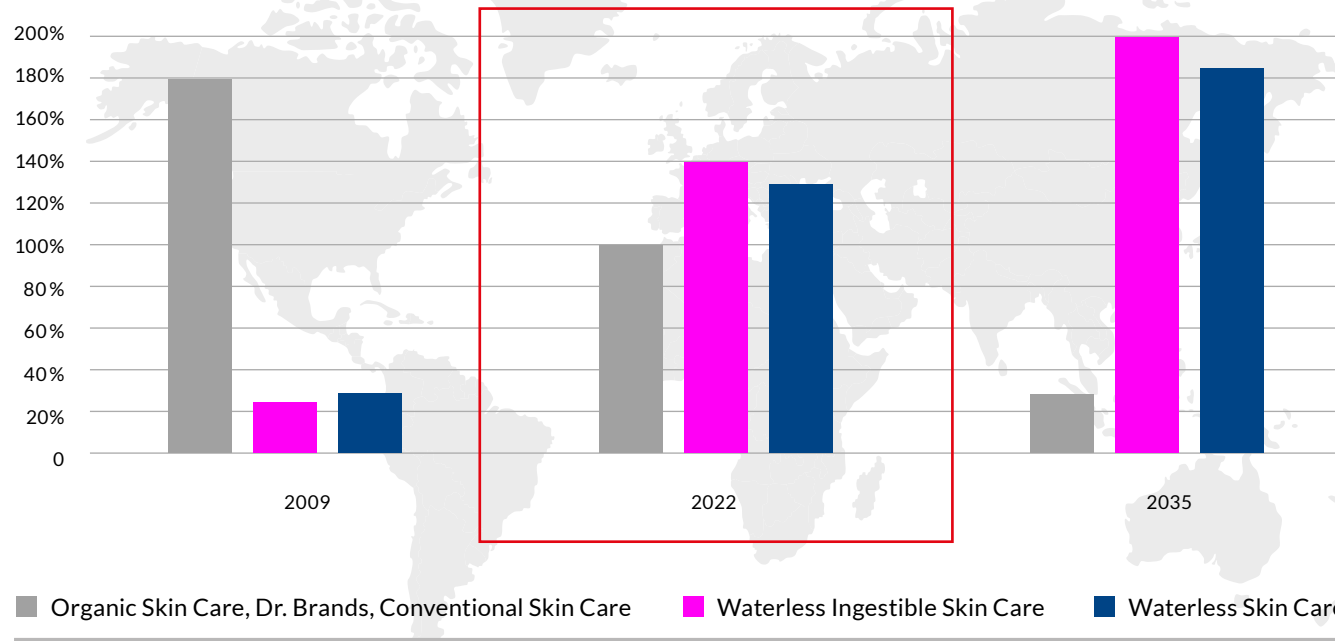




# THE FUTURE OF BEAUTY IS WATERLESS

We don't say that, but the world's leading research institutes and most renowned magazines such as Mintel, Vogue, Forbes, Haper's Baazar and many more ...

... IT'S NOT A TREND, IT'S A MOVEMENT  
**MAKE IT YOURS!**





FROM  
TREE  
TO  
BEAUTY  
OLIVE TREE PEOPLE

**OLIVEDA**  
OLIVE TREE PHARMACY

HOLISTIC HEMP  
BEAUTY THERAPY **LA'DOPE**

# OLIVE TREE PEOPLE THE WATERLESS BEAUTY PIONEER FROM EUROPE/GERMANY DEVELOPED IN THE TREE HOUSE

The Future of Beauty is Waterless according to Forbes, Vogue, Harper's Bazaar, Mintel - the world's leading market research institute.

**WORLDWIDE UNIQUE WATERLESS TECHNOLOGY**

**OLIVEDA**  
OLIVE TREE PHARMACY

HOLISTIC HEMP  
BEAUTY THERAPY

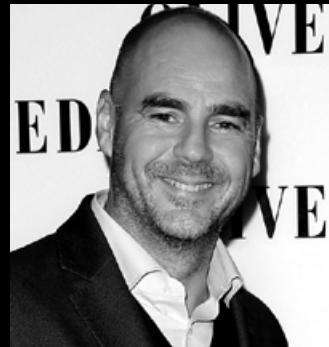
**LA'DOPE**



**VOGUE**

“Waterless Beauty  
Can Help Save The Planet,  
And Your Skin“

## FROM OUR FOUNDER



It sounds crazy, I know, but our organic bioactive cosmetics from the mountain olive tree was created in this olive tree tree-house in the middle of my first olive grove. Years ago, I had successfully treated myself with the power of the olive tree and now developed the elixir from the olive leaf for internal use in the tree-house. After more and more people confirmed the legendary effectiveness, the Olive Tree Therapy was developed - the Mediterranean Ayurveda. I was convinced that what is best for the inside must also be the best for the outside, for our largest organ - the skin. It was the first time that I looked at the composition of cosmetics and learned that almost all creams contain up to 70% water. The idea was born to replace the 70% water phase with the Beauty Elixir from the olive leaf that is up to 3,000 times more concentrated, whose effectiveness makes the olive tree grow up to 4,000 years old with maximum vitality.



# OLIVE TREE PEOPLE EUROPE FOR 18 YEARS WE HAVE GROWN WITH OUR CUSTOMERS



FROM  
TREE  
TO  
BEAUTY  
OLIVE TREE PEOPLE

OLIVEDA  
OLIVE TREE PHARMACY



The  
Intuition.  
of Nature






HOLISTIC HEMP  
BEAUTY THERAPY  
LA'DOPE

WATERLESS SKIN CARE CAN HELP  
SAVE THE PLANET AND YOUR SKIN.

We have saved more than 20,000 mature olive trees  
in a reforestation program. All 20,000 mature olive trees  
from OLIVE TREE PEOPLE are now certified.

# 1800% FASTER THAN THE BEAUTY INDUSTRY OVERALL IN THE LAST 5 YEARS

Retail offline		Area	Stores	Online
	<b>DOUGLAS</b> (Sephora of Europe)	Europe wide	2,300 stores	+
	<b>MUELLER Drogerie</b>	Germany, Austria, Switzerland, Spain and Slovenia	898 stores	+
	<b>BEAUTY ALLIANCE</b>	Germany, Switzerland and Austria	1,100 perfumeries	+

Retail online		Area	Stores	Online
	<b>ZALANDO</b>	Europe wide	-	49 million customers
	<b>FLACONI</b>	Europe wide	-	13 million customers
	<b>QVC Germany</b>	Germany, Switzerland and Austria	-	9.8 million customers



# POINT OF SALE COUNTER





# SHOP WINDOW





FROM  
TREE  
TO  
BEAUTY



# OLIVEDA FLAGSHIP STORE BERLIN, GERMANY

📍 Neue Schönhauser Str. 11, 10178 Berlin

OLIVEDA  
PURE TREE PHARMACY

HOLISTIC HEMP  
BEAUTY THERAPY

LA'DOPE



unserer Kosmetik  
Olivenbaum. Jahre  
therapiert und  
Nachdem immer  
der Olivenbaum  
erste Mal mit Ger  
zu 100% Weiser  
kühne durch das  
nicht, sondern ein  
Lithiumstoffe den  
star Vitalität.  
Thomas Lommel



FROM  
TREE  
TO  
BEAUTY  
OLIVE TREE PEOPLE

OLIVEDA  
OLIVE TREE PHARMACY

HOLISTIC HEMP  
BEAUTY THERAPY  
L'ADOPE



# OLIVEDA FLAGSHIP STORE DUESSELDORF, GERMANY

📍 Grabenstr. 17, 40213 Düsseldorf



ÖFFNUNGSZEITEN  
Montag - Freitag 11:00 bis 19:00 Uhr  
Samstag 11:00 bis 19:00 Uhr

GET THE OLIVE



FROM  
TREE  
TO  
BEAUTY  
OLIVE TREE PEOPLE

OLIVEDA  
OLIVE TREE PHARMACY

HOLISTIC HEMP  
BEAUTY THERAPY

LA'DOPE



## OLIVEDA GLOW WORKSHOP

- Increases brand awareness and serves to strengthen customer loyalty
- Opportunity to stand out from online retail
- Acquisition of new customers through the participation of influencers



# UNIQUE OLIVEDA WORLD IN THE SPA WITH **OLIVE TREE SOUND BATH**



Listen and feel the healing and balancing sounds of our own olive trees 24/7 in real time.





# BRAND OVERVIEW



## BACKGROUND / USP

- **Waterless Skin Care – worldwide unique:** 100% highly bioactive ingredients (hydroxytyrosol) instead of water
- From Tree to Beauty - raw ingredients from our own organic cultivation
- Over 15 years' experience in organic skin care

## ASSORTMENT

- Number of products: 83  
of which 10 products for internal use
- Average price: \$59.95
  - RRP Moisturizer: \$75.95
  - RRP Eye Cream: \$64.95
  - RRP Cleanser: \$39.95

## DISTRIBUTION

- Current distribution: online/offline worldwide
- Exclusivity possible
- EU-Certification: Production in Germany
- Social Media: 500K+



### Öl-Wechsel

Ölziehen gilt als Detox-Klassiker und wurde schon vor 2000 Jahren in der Ayurveda-Heilbibel „Charaka Samhita“ notiert. Die mediterrane Version des Schweizer Kultlabels Oliveda kombiniert Extrakt von Vergine-Olivendöl, Olivenblattextrakte und Minze. Täglich einen Esslöffel morgens vor dem Zähneputzen zwischen den Zähnen hin- und herziehen und nach zehn Minuten im Kleenex entsorgen. Die Entgiftung wirkt wie eine Frischzellenkur: Die Zähne werden weißer, der Teint klarer und die Energiedeps im Körper nachhaltig reaktiviert. Mundziehl, 200 ml, ca. 37 Euro, [www.oliveda.com](http://www.oliveda.com)



Madonna und Charlize Theron schwören auf die „Olive Tree Therapy“ von Oliveda



### CHARLIZE THERON, GALA 2011



### EMILIA SCHÜLLE, VOGUE 2021

Emilia Schüle: „Wir müssen vielseitige Vorbilder schaffen, um Vorurteile abzubauen“

VON BEATRICE GRAY  
12. APRIL 2021  
Schauspielerin Emilia Schüle über Schönheitsideale und ihren neuen Film „Hunderunde“



## LOVED BY CELEBRITIES

### GIGI HADID (75.3 MIO INSTAGRAM FOLLOWERS) VOGUE 2021

In a new video for Vogue's Beauty Secrets series, Hadid demonstrated her post-pregnancy skin-care and makeup routine. Before diving in, she noted that she switched to the skin-care brand Oliveda while she was pregnant. "While I was pregnant, I really moved toward clean, natural products, so I used a brand called Oliveda," she said in the video, noting that the brand's products are all made with olive tree extract. "They have everything from cleanser to moisturizer, oils, so I really enjoyed using that," she shared.



### MADONNA, 2008



# Gigi Hadid Switched to This Natural Skin-Care Line During Her Pregnancy

In a new video for Vogue, Hadid said that while she was pregnant, she started using Oliveda, a brand centered around the skin-care powers of olive.





# LOVED BY PRESS

## 35,894,649 PEOPLE REACHED IN EUROPE



VOGUE



Gala



ELLE



InStyle



VOGUE



VOGUE



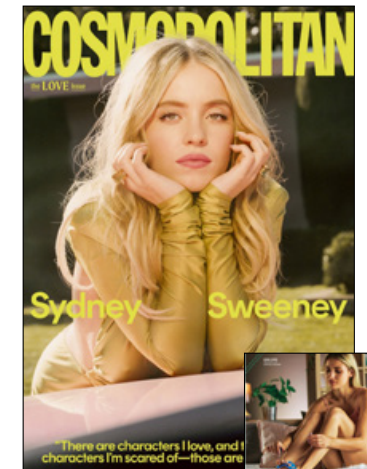
GLAMOUR



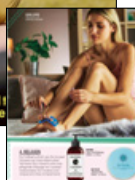
BAZAAR



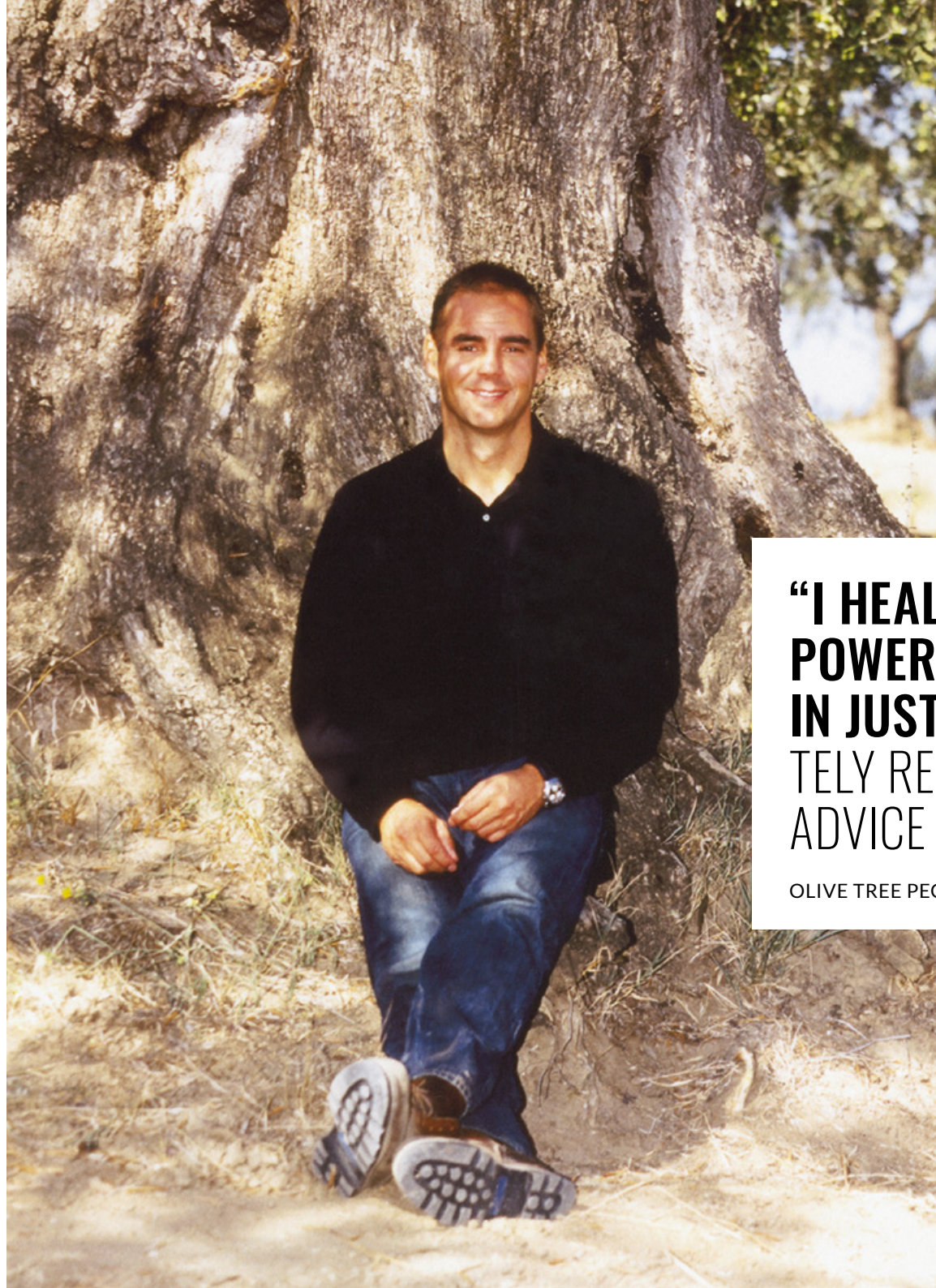
VOGUE



COSMOPOLITAN







**“I HEALED MYSELF WITH THE  
POWER OF THE OLIVE TREES AND  
IN JUST 6 MONTHS I WAS COMPLE-  
TELY REGENERATED. AGAINST THE  
ADVICE OF CONVENTIONAL MEDICINE”**

OLIVE TREE PEOPLE founder, Thomas Lommel





## THE LEGENDARY OLIVE TREE TREE-HOUSE

This is where the first OLIVEDA product, the I01, a super immune booster for internal use, was born.

The Olive Tree Therapy was also developed intuitively in the tree house, the sensational effectiveness and results which have been **confirmed by conventional medicine.**



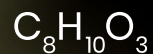
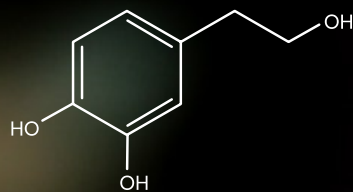
1st OLIVEDA-product I01 Orac & Camu Camu Olive Leaf Concentrate was born in the olive tree tree-house.



# BEAUTY MOLECULE AND ELIXIR **HYDROXYTYROSOL** WORLDWIDE UNIQUE

We at OLIVEDA protect feral mountain olive trees by purchasing large estates, cultivating the trees and eco-certifying them. These wild mountain olive trees then provide the world's unique "Holistic Beauty Molecule" and elixir Hydroxytyrosol, which perfectly protects our cells from the inside out and from the outside in (ESFA studies) and allows the trees to live up to 4,000 years.

- Supercharge energy
- Weight reduction
- Cell protection and thus natural glow on the skin
- Regeneration and detoxification of liver and lungs
- Increases concentration
- Reduces the fat storage of the body
- Protects the heart
- Blood sugar
- LDL cholesterol
- Blood pressure
- Muscle regeneration
- Soft and fine pored skin



and many other benefits







EUROPEAN  
ACADEMY OF  
DERMATOLOGY &  
VENEREOLOGY

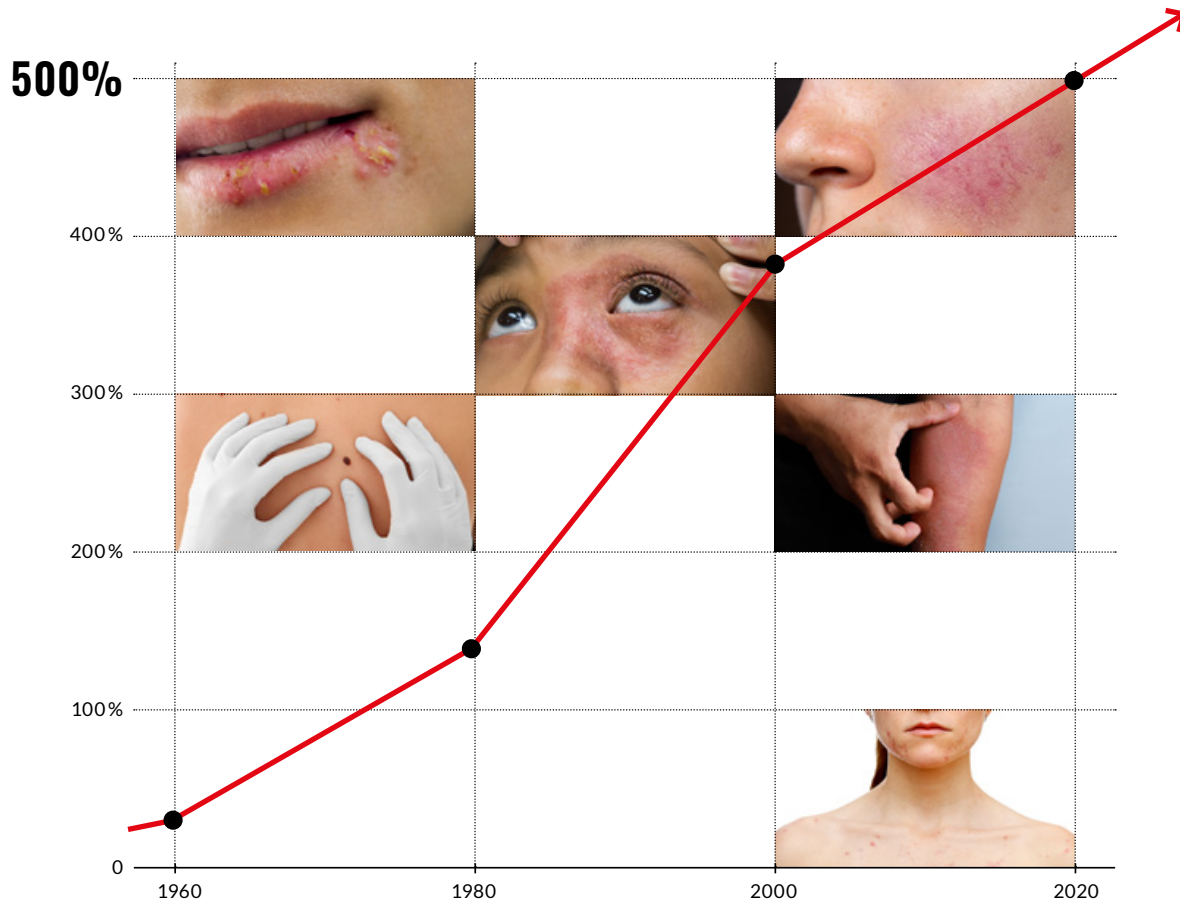
**... ALMOST 50% OF ALL PEOPLE  
IN EUROPE SUFFER FROM SKIN  
PROBLEMS AND SKIN DISEASES.**

Current surveys of the European Academy of Dermatology and Venereology.





# 99.7% OF SKIN CARE PRODUCTS ARE BASED ON 95% FILLERS (WATER EMULSIFIERS AND REFINED VEGETABLE OILS OR PETROLEUM)



Source: Skin Research and Technology, May 2015, pages 131-136  
Skin Pharmacology and Applied Skin Physiology, November-December 1999, pages 344-351

## 1000 SKIN CARE PRODUCTS TESTED — 990 INCLUDED WATER AND REFINED OILS ON THEIR INGREDIENT LIST

99% of skin care products worldwide (including organic cosmetics) contain up to 95% fillers: mineral oils, petroleum, distilled water and refined oil. **We believe that there's a link between the fillers used in skin care products and the 5x rise in disfiguring and painful skin conditions.**

### SKIN DISEASES:

- Acne
- Neurodermatitis
- Perioral dermatitis
- Rosacea
- Melanoma
- Athlete's foot and nail fungus
- Psoriasis
- Genital warts and much more





# WE TURN THE COSMETIC INDUSTRY UPSIDE DOWN! **WITH WORLDWIDE UNIQUE WATERLESS OLIVEDA TECHNOLOGY**

**OLIVEDA REVOLUTIONIZED THE EMULSIONS THAT SKIN CARE PRODUCTS ARE COMPOSED OF**

## **! CONVENTIONAL SKIN CARE\***

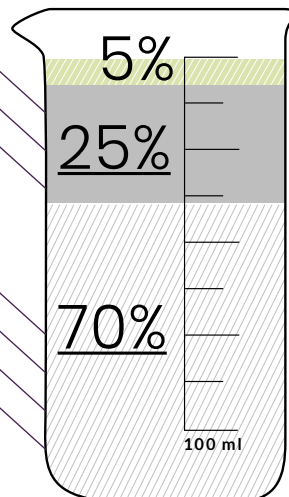
## **\*\* OLIVEDA** OLIVE TREE PHARMACY

### **REFINED VEGETABLE OIL**

Promotes inflammation  
Damages microbiome  
Promotes oxidation

### **DISTILLED WATER**

Promotes skin aging  
More preservatives  
Preservatives counteract microbiome  
Needs a lifeless dead oil

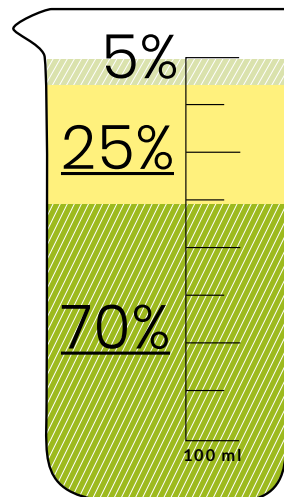


### **BIOACTIVE ARBEQUINA OIL**

Counteracts inflammation  
Balances out a damaged microbiome  
Intelligence of nature

### **OLIVE LEAF CELL ELIXIR**

Highly antioxidant  
No artificial preservation  
Has an antimicrobial effect  
Provides the cell protection



\*Exemplary conventional skin care formula where aqua (water) is the first ingredient on the packaging - these are exemplary formulas.

\*\* Exemplary OLIVEDA skin care formula because Olea Europa, not aqua (water), is the first ingredient on the packaging - these are exemplary formulas.







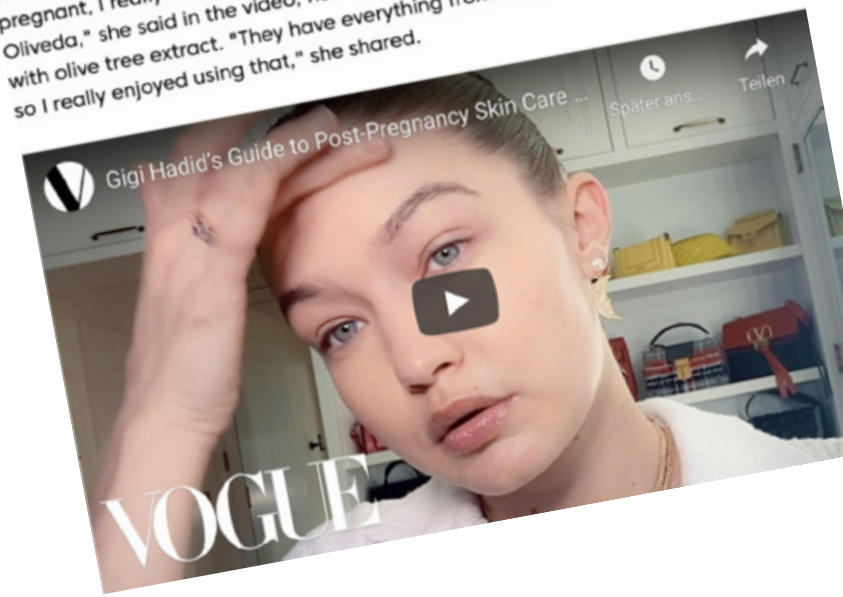
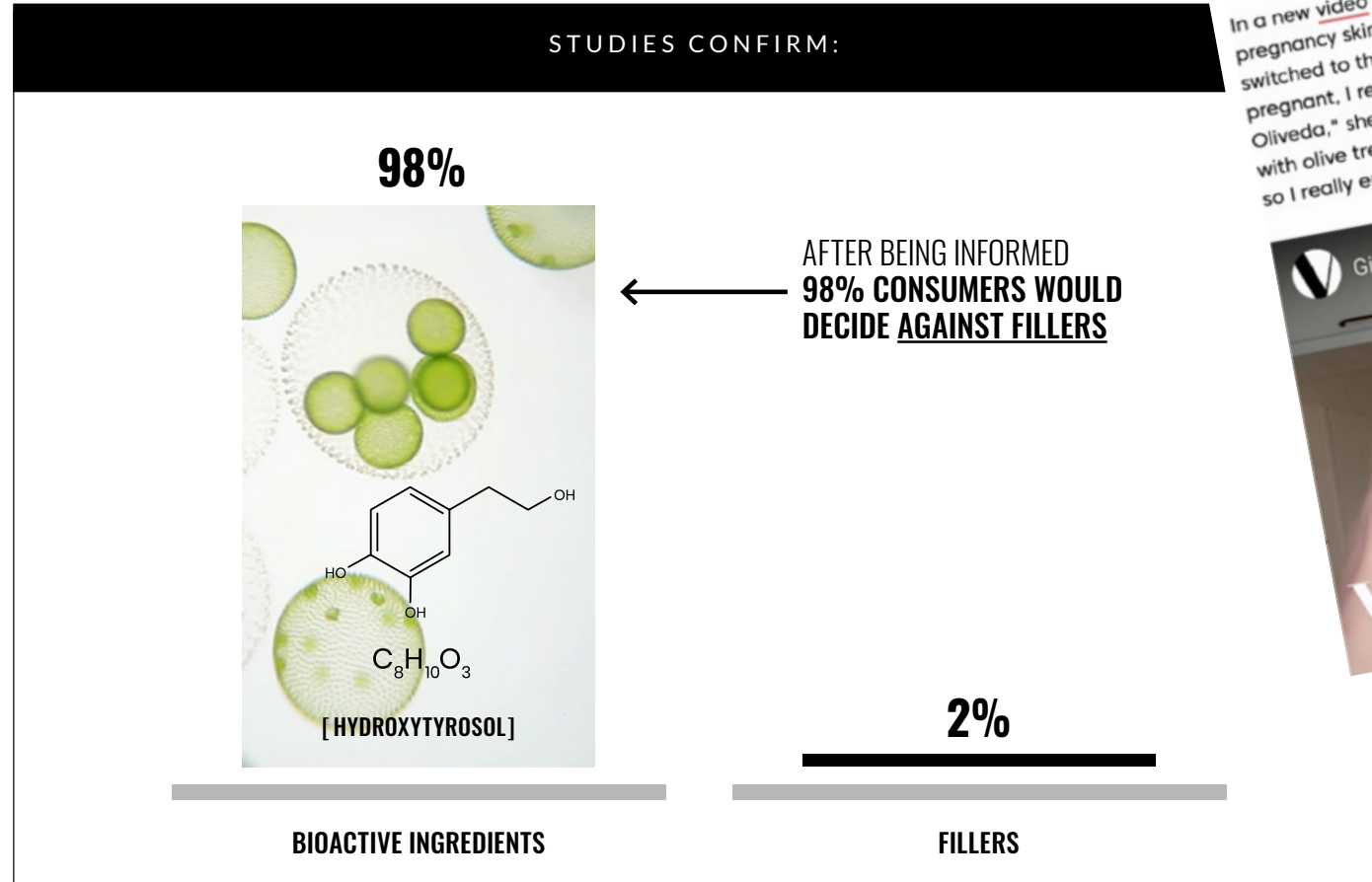


# STUDIES CONFIRM

AFTER EXTENSIVE TESTING, WE HAVE FOUND THAT **99% OF SKIN CARE** PRODUCTS WORLDWIDE (INCLUDING ORGANIC COSMETICS) CONTAIN **UP TO 95% FILLERS:** DISTILLED WATER AND REFINED OIL, MINERAL OILS, PETROLEUM.

## Gigi Hadid Switched to This Natural Skin-Care Line During Her Pregnancy

In a new video for Vogue's Beauty Secrets series, Hadid demonstrated her post-pregnancy skin-care and makeup routine. Before diving in, she noted that she switched to the skin-care brand Oliveda while she was pregnant. "While I was pregnant, I really moved toward clean, natural products, so I used a brand called Oliveda," she said in the video, noting that the brand's products are all made with olive tree extract. "They have everything from cleanser to moisturizer, oils, so I really enjoyed using that," she shared.





# MICROBIOME

**A BARRIER LAYER CONSISTING OF BILLIONS OF DIFFERENT LIVING MICRO-ORGANISMS THAT FORM THE RELIABLY PROTECTIVE SKIN FLORA.**

If this protective milieu is disturbed, it can lead to various diseases of the skin. Anything denatured, synthetic, non-living that is added to the skin deprives it and the microbiome of valuable energy and is counterproductive in a holistic sense.

**However, if we pay attention to the vitality in what we feed our skin and its protective inhabitants, we create a balanced environment that guarantees a radiantly beautiful, fine-pored and healthy complexion.**





# OLIVE TREE THERAPY 10 YEARS IN 14 DAYS, CONFIRMED BY CONVENTIONAL MEDICINE

Extraordinarily strong improvement in fat metabolism

Significant change of skin appearance to a youthful, rosy glow and visibly fewer creases and wrinkles

Normalization of cholesterol with a reduction of more than 30%

30% improvement of liver and gout metabolism

Improvement of lung function by approx. 20%



**Dr. Peter Fleischhauer**  
General and Sports Medicine  
Chiropractor – Acupuncture – Osteopathy

Oliveda Care S.A.  
Thomas Lommel  
Calle de la Palma 3  
07003 Palma

Dr. med. Peter Fleischhauer  
Facharzt für Allgemein- und Sportmedizin  
www.aerztehaus-palma.com



**Experience and findings report in the context of a medical accompaniment of a patient in an Oliveda-cure**

Dear Mr. Lommel:

Below I will provide information about Ms. A. H., born June 29, 1958, who I examined as part of an Oliveda cure to quantify the effects of the cure medically.

In accordance with the requirements, Ms. H. was physically examined both immediately before the beginning, as well as immediately after the cessation, of the course of treatment. I also checked the cardiovascular system, including lung function.

At the first examination, Ms. H. appeared in good health. Her weight was 56.25 kilograms (124 pounds) at 1.55 meters in height (5'1"), and her blood pressure was 100/70 mmHg, in the lower range.

In laboratory chemistry, a significant hypercholesterolemia was observed with an increase in total cholesterol (280 mg/dl, normal being 200 mg/dl) and an increase in LDL cholesterol (175 mg/dl, normal being 150 mg/dl).

Liver and sugar levels, urea and creatinine levels were within normal limits. The ECG was within normal limits. The pulmonary function test was also within normal limits.

Her appearance was significantly improved and with signs of stress and small wrinkles.

After 14 days of treatment, Ms. H. had lost 3 kg of weight. Her skin, more specifically, was significantly changed and showed a youthful rosy radiance and significantly fewer wrinkles. Her energy was increasing. Ms. H. described this as, "I could zip out tires, I feel much stronger."

CONFIRMED BY  
CONVENTIONAL MEDICINE



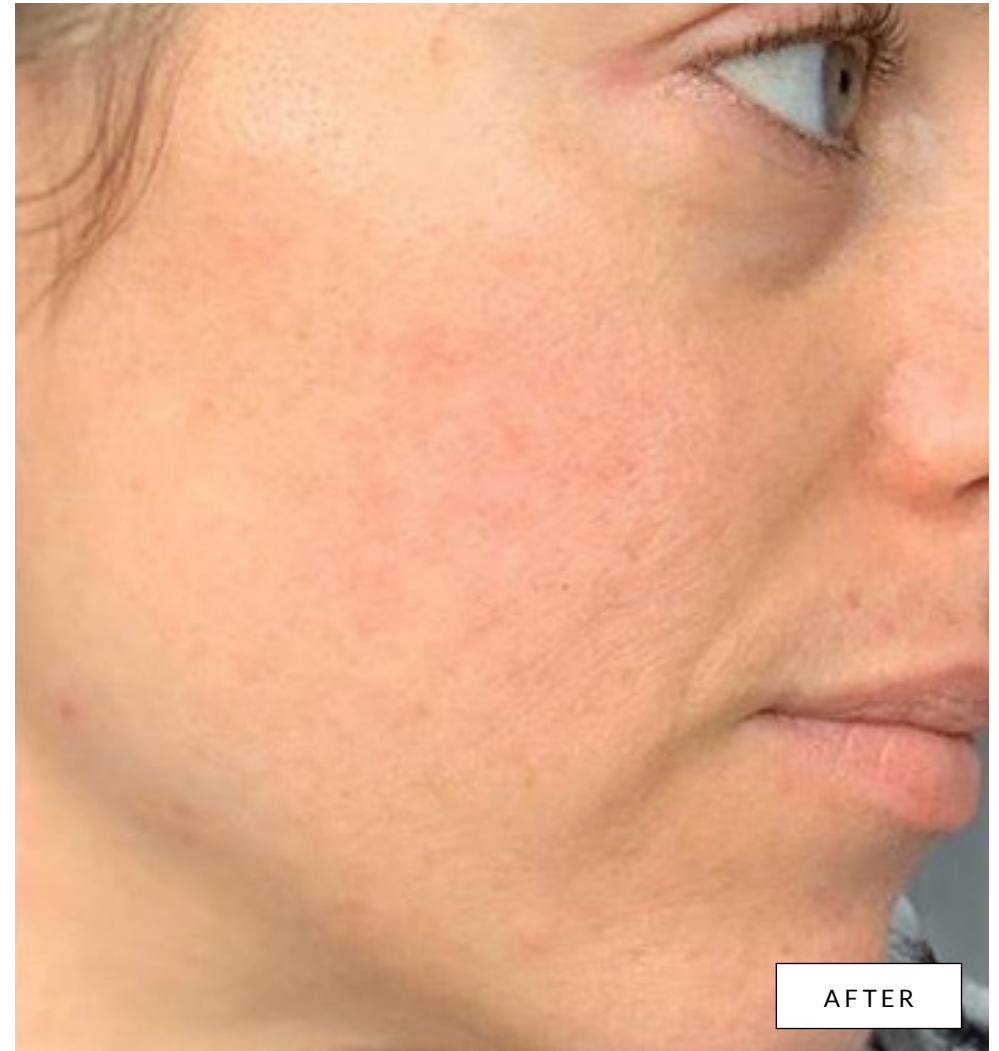
BOOK #1  
**Olive Tree Therapy**  
by Birgit Frohn  
Bestselling author  
Published in 2008



BOOK #2  
**10 Years in 14 Days**  
by Daniela Jambrek  
Journalist and author  
Published in 2016

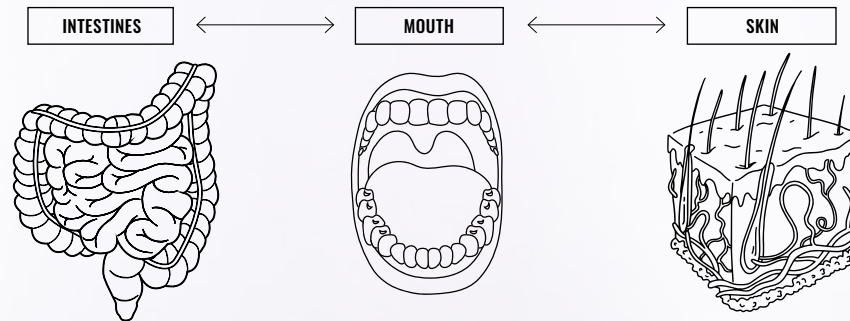
# SENSATIONAL LIFE-CHANGING BEFORE/AFTER RESULTS AFTER 6-8 WEEKS

95% - bright, radiant complexion and well-being  
71% - effective against effects of age  
72% - preferred OLIVEDA to their previous products





# 10 YEARS IN 14 DAYS THE OLIVE TREE THERAPY IS BASED ON THE OLIVE TREE PEOPLE PRODUCTS



# THE MORNING WAKE-UP CALL



08:00

(or first thing after getting up)

**I24 & I69: Light detoxification with OLIVEDA Mouth Oil Cure.** Every day in the morning, before brushing your teeth, put a tablespoon in your mouth for 8-12 minutes and pull and move the oil back and forth between your teeth and in the roof of your mouth. It must be in constant motion during this time. Then put the oil in a handkerchief and dispose of it.



vegan



Frees from pollutants

**I24**  
**MOUTH OIL CURE MOROCCAN MINT**  
(200 ML)



vegan



Frees from pollutants

**I69**  
**MOUTH OIL CURE BALANCING LAVENDER**  
(200 ML)



# A TRUE IMMUNE BOOSTER



## Immediately after oil pulling

Take **I01 ORAC & Camu Camu Elixir** with **I56 Extra Virgin Olive Oil** and Lemon on an empty stomach.

**Dosage:** 2 tablespoons of I56 Extra Virgin Olive Oil mixed with 1-2 teaspoons of **I01 ORAC & Camu Camu Elixir** and juice of 1/2 lemon.



100% cold pressed bioactive Arbequina oil

Defense against harmful environmental influences

**I56**  
**EXTRA VIRGIN OLIVE OIL**  
(500 ML)

**I01**  
**ORAC & CAMU CAMU OLIVE TREE CONCENTRATE**  
(100 ML)



### 10th International Olive Oil Award

The OLIVEDA Extra Virgin Olive Oil Superior has been awarded the 10th international olive oil award due to its outstanding quality.



### OLIO Public Favourites 2011

1.000 fair visitors of the world wide leading gourmet fair in Zurich, awarded the OLIVEDA Extra Virgin Olive Oil Superior the Olio 2011 prize. Oliveda competed with 140 olive oils made in 20 different countries.

# YOUR DAILY BEAUTY SHOT



## Before or after breakfast

Take two measuring cups of 17.5 ml of **I66 The Beauty Fountain** or of the vegan **I70 The Beauty Molecule**.

1. Finer pored, rosier and firmer skin
2. 60% increase in skin elasticity
3. Significant reduction of wrinkles after only 4 weeks
4. Up to 60% more collagen in the cells after only 4 weeks
5. Decrease in cellulite after 3 months
6. Healthier and stronger fingernails
7. Strengthened immune system



Holistic anti-aging power and cell protection at the highest level!

**I66**  
**THE BEAUTY FOUNTAIN**  
(500 ML)



Hyaluron and hydroxytyrosol for concentrated anti-wrinkle power and plumping effect!

**I70**  
**THE BEAUTY MOLECULE**  
(500 ML)



# CLEANSING RITUAL



## F38: Deep cleaning

Cleansing with the **F38 Cleansing Gel** provides a perfect basis for the use of serums, elixirs and face creams. The prepared skin can absorb the ingredients more intensively, allowing the effect to unfold optimally.



Invigorating and stimulating

**F38**  
**CLEANSING GEL**  
(100 ML)

# PEELING & MASK

## F10: Peeling first!

The finely ground olive kernel granules, from the small black Arbequina olive, gently remove dead skin cells and conjure up a fresh, smooth complexion - without drying out or even leaving irritations.

## F76: Pore-deep care and moisture with honey from our own bees

Use 1-2 times a week our **F76 Enzymatic Peeling Mask** with the honey of our bees alternating with the mask of black, sun-ripened pureed Arbequina olives.



Revitalizing and nourishing

**F10**  
**OLIVE CORE FACE PEELING**  
(60 ML)



Radiantly beautiful complexion

**F76**  
**FACE MASK HONEY ENZYME**  
(60 ML)



# GET THE GLOW!



**F06 +F82: An intensive care that is clearly noticeable and visible.**

Give your cells new energy for soft, supple and vibrant radiant skin. The high-quality combination of exclusive super antioxidants from the mountain olive tree protects the skin from negative environmental influences.

**Application:** Apply **F06 Serum Face** to the palm of your hand and add 3-4 drops of **F82 Face Elixir Green Retinol**, depending on the amount of serum. Mix, apply, radiate!



Repairing and regenerating

**F06**  
**SERUM FACE CELL ACTIVE**  
(30 ML)



Tightening and smoothing

**F82**  
**FACE ELIXIR GREEN RETINOL**  
(30 ML)

# GLOWING SKIN DAY AND NIGHT



**F59: Reduces fine lines, wrinkles and hyperpigmentation, refines pores.**

This highly effective face serum with hydroxytyrosol and paracress has a lifting effect on the skin as well as it reduces the appearance of enlarged pores. Strong olive tree antioxidants have balancing and regenerating properties to smooth the skin structure. Fine lines and wrinkles as well as high pigmentation can be reduced if applied regularly.

**Application:** Shake before use. Apply a few drops on the face in the morning and evening, avoiding the eye area. The ideal foundation under the F42 Face Cream Hydroxytyrosol Corrective.



**F65: Regenerates and tightens the skin overnight. Application:** Shake before use. Put a few drops of F65 Midnight Elixir on the back of the hand, take up with the fingertips and dab on cheeks, forehead, chin and décolleté and spread evenly.

**Tip:** Mixing 1 - 3 drops of F65 Midnight Elixir Corrective with **F59 Serum Face Corrective** will additionally strengthen the regenerative effect of **F65 Midnight Elixir**.



Repairing, balancing and regenerating

**F59**  
**SERUM FACE CORRECTIVE**  
(30 ML)



Regenerating overnight

**F65**  
**MIDNIGHT ELIXIR CORRECTIVE**  
(30 ML)



# 24 HOURS PROTECTION



## F07: Effective 24-HOUR protection

Apply to the face in the morning and evening, avoiding the eye area. For even more care, use the **F07 Face Cream Anti Aging** in a power pack with the **F06 Cell Active Serum Face**.



## F42: Maximum amount of moisture

Suitable as day and night care morning and evening. The effect is enhanced by previously applying the **F59 Serum Face Corrective**.



Activating and protective

**F07**  
**FACE CREAM CELL ACTIVE**  
(50 ML)



Corrective and nourishing

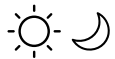
**F42**  
**FACE CREAM CELL ACTIVE**  
(60 ML)

# FOR RADIANTLY BEAUTIFUL EYES!



## F64 Lifting Eye Elixir

Apply a drop of the elixir and massage gently around the eye area.



## F09 Eye Cream Anti Wrinkle

Apply daily to the eye area, avoiding the upper eyelid, and pat gently.



Rejuvenates and tightens the eye area

**F64**  
**EYE ELIXIR CORRECTIVE**  
(12 ML)



Nourishes and protects the eye area

**F09**  
**EYE CREAM ANTI WRINKLE**  
(30 ML)

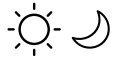


# MUST HAVE IN YOUR BAG



## F75: Olive Tree Lip Therapy

The Green Olive Tree Lip Therapy creates visibly beautiful lips in a breath. Apply a little Lip Balm to the fingertip and gently massage into the lips. Ideal for making chapped lips supple again. Can also be used as a base for colored lip cosmetics.



## B13 Hand Cream

Effectively fights pigmentation disorders and smoothes the skin. Apply evenly on the palm and back of the hand and between the fingers in the morning and in the evening and after each hand washing.



Visibly beautiful and soft lips

**F75**  
**LIP BALM**  
(15 ML)



Noticeably softer and smoother hands

**B13**  
**ANTI AGING HAND CREAM**  
(50 ML)

# IN AND OUT

☀️🌙 At least 1 liter of matcha a day!

**F48: Energizes the body and makes the skin glow.**

Olive Matcha Tea is the world's first tea, which is based on the finest ground olive leaves. The leaves are ground whole. Thus, the valuable nutrients, which are present in the olive leaves up to 3,000 times more concentrated than in olive oil, are fully preserved.

**How to prepare:** As a tea, 1 g (1/2 teaspoon) of the powder is infused with (depending on taste) 100-500 ml of boiling water. Suitable for immediate consumption. There are no limits to the creative use of this superfood.



Energizes the body and makes the skin glow

**148**  
**BEAUTY CLEANSER OLIVE MATCHA**  
(30 G)



# FROM TREE TO BEAUTY. MAKE IT YOURS!

**We are the future.** Waterless skin care grows 140% faster than all conventional skin care including organic dr. brands etc. Make it yours and earn 25% to 35% of your customers' purchases.

## BECOME A WATERLESS BEAUTY ADVOCATE

in 3 simple steps:

### 1. ENROLL FOR \$50

Your digital starter kit has everything you need to start your From Tree to Beauty your Waterless Beauty Business.

### 2. SELECT A MENTOR

Your From Tree to Beauty Mentor will help you to build your Waterless Beauty Business. If you don't have a mentor yet, we will help you to find the right one.

### 3. SHOP (OPTIONAL)

Start with our Starter Sets limited offers or shop anytime with 25% discount your from tree to Beauty your Waterless Beauty Business.

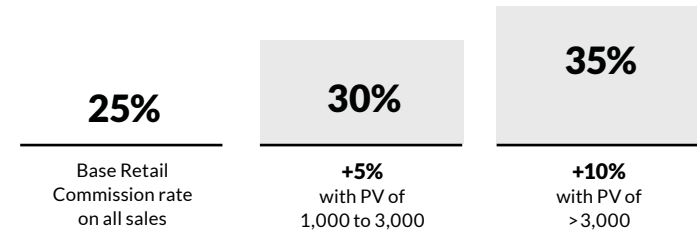


# COMPENSATION PLAN

## RETAIL COMMISSIONS + PERSONAL SALES BONUS

(paid monthly)

**Earn up to 35% on your sales with Personal Sales Bonuses of up to 10%**



## FAST START BONUS

(paid weekly)

**Paid on a newly enrolled Member's first 60 days of Commissionable Sales Volume (CV). Each Enroller must have at least 100PV from loyalty orders per month.**

Enrollment	<b>20%</b>	→	<b>10%</b>	→	<b>5%</b>
	Level 1		Level 2		Level 3

## TEAM GROWTH BONUS

(paid monthly)

**Each person within your Team Growth structure must process an LRP order of at least 100 PV to qualify for the Olive Tree Growth Bonus.**

<b>YOU</b>	<b>\$50</b>	<b>\$200</b>	<b>\$1,000</b>
<b>100PV</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>
	(3 <sup>+</sup> )	(3x3=9 <sup>+</sup> )	(9x3=27 <sup>+</sup> )

## UNILEVEL ORGANIZATION BONUS (paid monthly on compressed organization volume)

By rank paid	Olive	Green Olive	Violet Olive	Silver Olive	Gold Olive	Black Olive	Olive Star	Green Olive Star	Violet Olive Star	Silver Olive Star	Gold Olive Star	Black Olive Star
Monthly PV	<b>50</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Monthly OV	*	<b>500</b>	<b>1,000</b>	<b>2,000</b>	<b>3,000</b>	<b>5,000</b>	*	*	*	*	*	*
Qualified Legs	*	*	*	*	*	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
Demands on the leg	*	*	*	*	*	Silver Olive	Gold Olive	Black Olive	Olive Star	Olive Star	Green Olive Star	Violet Olive Star
Level 1	-	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>
Level 2		<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>
Level 3			<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>
Level 4				<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>
Level 5					<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>
Level 6						<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>
Level 7							<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>
Dynamic Compression		↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑



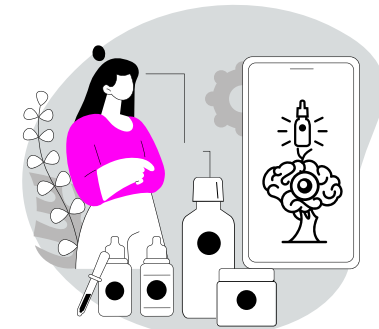
# THIS IS INCLUDED WHEN YOU ENROLL



**YOUR PERSONAL  
WEBSITE**



**HEALING OLIVE TREE SOUND  
BATH (REAL TIME)**



**OLIVEBRAIN  
REGIMEN BUILDER**



**WATERLESS BEAUTY  
TRAINING**



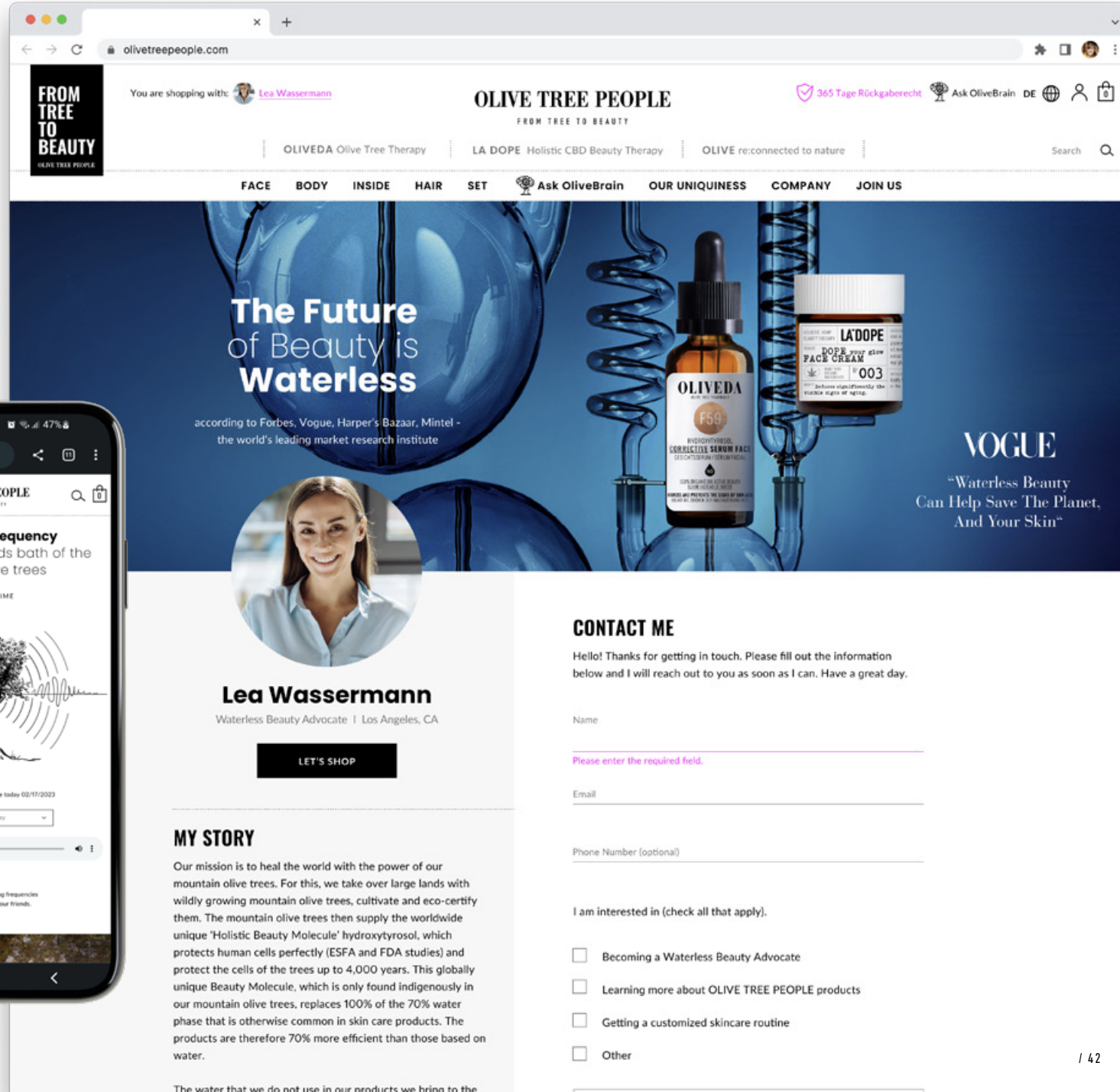
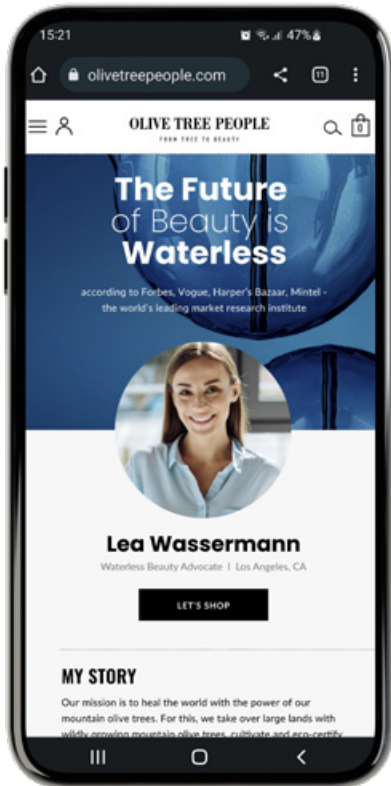
**BUSINESS  
TOOLS**



**SUPPORT  
TEAM**

# YOUR PERSONAL WEBSITE

You earn when someone shops with you and you also can assist and communicate over your personal From Tree to Beauty website.



## Lea Wassermann

Waterless Beauty Advocate | Los Angeles, CA

**LET'S SHOP**

### MY STORY

Our mission is to heal the world with the power of our mountain olive trees. For this, we take over large lands with wildly growing mountain olive trees, cultivate and eco-certify them. The mountain olive trees then supply the worldwide unique 'Holistic Beauty Molecule' hydroxytyrosol, which protects human cells perfectly (ESFA and FDA studies) and protect the cells of the trees up to 4,000 years. This globally unique Beauty Molecule, which is only found indigenously in our mountain olive trees, replaces 100% of the 70% water phase that is otherwise common in skin care products. The products are therefore 70% more efficient than those based on water.

The water that we do not use in our products we bring to the

### CONTACT ME

Hello! Thanks for getting in touch. Please fill out the information below and I will reach out to you as soon as I can. Have a great day.

Name

Please enter the required field.

Email

Phone Number (optional)

I am interested in (check all that apply).

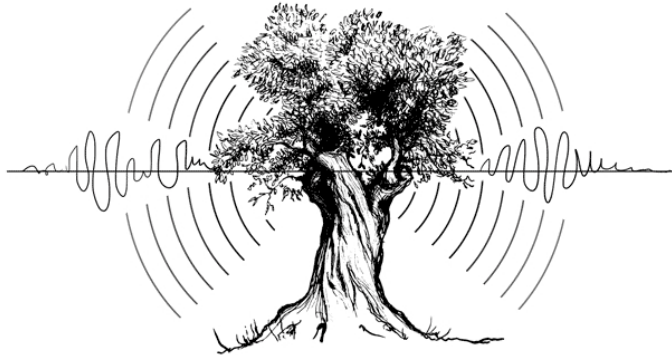
- Becoming a Waterless Beauty Advocate
- Learning more about OLIVE TREE PEOPLE products
- Getting a customized skincare routine
- Other



# HEALING OLIVE TREE SOUND BATH (REAL TIME)

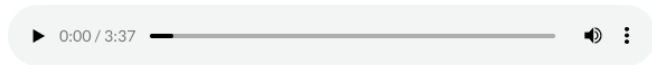
Share the healing frequency with everyone for free. You will reach out and attract many people in this amazing and worldwide unique way.

24/7 IN REAL TIME



You listen the sound of the olive tree today 02/17/2023

Choose another day



Share the healing and balancing frequencies of the mountain tree with your friends.

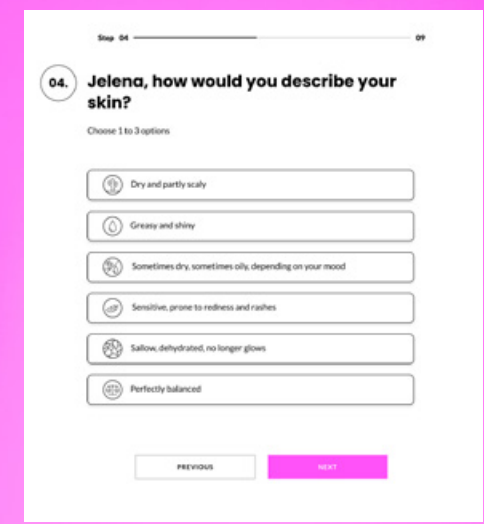
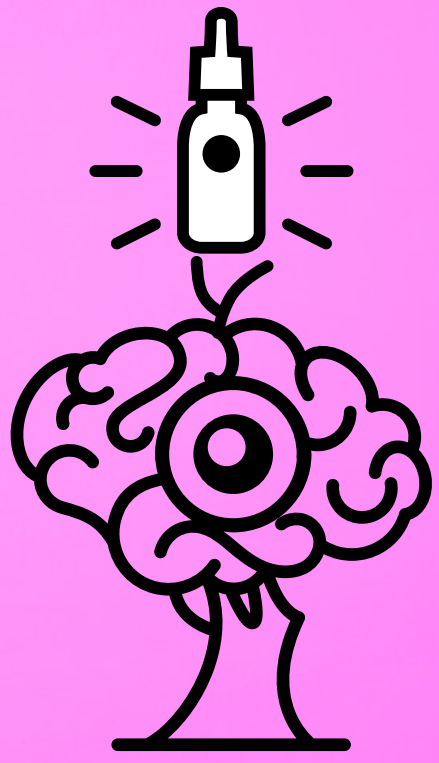




### OliveBrain – Regimen Builder

# THE MAJORITY OF CONSUMERS USE PRODUCTS THEY DON'T NEED.

OliveBrain will help building your business and determines exactly the products your customers will need by analyzing millions of data points with their personal profile. **Make it yours.**





# YOUR TRAINING, TOOLS & SUPPORT

Dashboard for managing your sales, marketing, your organization and your earnings.

Our online Training Platform and our support will help you to build your From Tree to Beauty Business.

We will support you with our experienced customer service team to reach our goals.

The dashboard features a dark sidebar on the left with navigation icons for Home, Business, Tools, Orders, Training, Settings, and Support. The main content area is titled 'Home' and includes a search bar for team members. A large hero image shows a group of people with the text 'WELCOME TO OLIVE TREE PEOPLE FAMILY'. Below this is a 'Business Snapshot' section with metrics for Qualified (0), Customer Count (0), and Group Volume (0). A 'Rank Information' section shows a 50% completion progress and 'Rank 1' status. Other sections include 'Training' (Getting Started), 'Marketing Sites' (Manage Sites), and 'Social Networking' (Facebook, Twitter, Pinterest). A calendar for February 2023 is also visible, highlighting the 6th.

# STARTER SETS

## Facial Glow Set

Price **\$136**  
30% savings

**\$195**  
VALUE



1. F09 Anti Wrinkle Eye Cream (1.0 fl.oz.) x 1
2. F06 Cell Active Serum Face (1.0 fl.oz.) x 1
3. F07 Anti Aging Face Cream (1.7 fl.oz.) x 1
4. Brochure x 1

## Glow From The Inside Out

Price **\$235**  
30% savings

**\$335**  
VALUE



1. I01 Orac & Camu Camu Olive Tree Concentrate (3.4 fl.oz.) x 1
2. I56 Extra Virgin Olive Oil (16.9 fl.oz.) x 1
3. I69 Balancing Lavender Mouth Oil Cure (6.8 fl.oz.) x 1
4. I48 Beauty Cleanser Olive Matcha (1.06 oz.)
5. I70 The Beauty Molecule (vegan) (16.9 fl.oz.) x 1
6. I66 The Beauty Fountain (16.9 fl.oz.) x 1
7. I26 Moroccan Mint Mouth Oil Cure (6.8 fl.oz.) x 1
8. Brochure x 3, Shopping Bag x 1

## Healing Olive Facial Glow

Price **\$270**  
35% savings

**\$415**  
VALUE



1. F38 Purifying Cleansing Gel (3.4 fl.oz.) x 1
2. F76 Honey Enzyme Face Mask (2.0 fl.oz.) x 1
3. F06 Cell Active Serum Face (1.0 fl.oz.) x 1
4. F82 Green Retinol Face Elixir (1.0 fl.oz.) x 1
5. F07 Anti Aging Face Cream (1.7 fl.oz.) x 1
6. F64 Corrective Eye Elixir (0.4 fl.oz.) x 1
7. F09 Anti Wrinkle Eye Cream (1.0 fl.oz.) x 1
8. Brochure x 3, Shopping Bag x 1

## Holistic Beauty Inside and Out

Price **\$565**  
40% savings

**\$942**  
VALUE



1. F38 Purifying Cleansing Gel (3.4 fl.oz.) x 1
2. F10 Olive Core Face Peeling (2.0 fl.oz.) x 1
3. F76 Honey Enzyme Face Mask (2.0 fl.oz.) x 1
4. F06 Cell Active Serum Face (1.0 fl.oz.) x 1
5. F82 Green Retinol Face Elixir (1.0 fl.oz.) x 1
6. F07 Anti Aging Face Cream (1.7 fl.oz.) x 1
7. F64 Corrective Eye Elixir (0.4 fl.oz.) x 1
8. F09 Anti Wrinkle Eye Cream (1.0 fl.oz.) x 1
9. F75 Lip Balm (0.5 fl.oz.) x 1
10. F59 Corrective Serum Face (1.0 fl.oz.) x 1
11. F42 Corrective Face Cream (2.0 fl.oz.) x 1
12. F65 Corrective Midnight Elixir (1.0 fl.oz.) x 1
13. I01 Orac & Camu Camu Olive Tree Concentrate (3.4 fl.oz.) x 1
14. I66 The Beauty Fountain (16.9 fl.oz.) x 1
15. I69 Balancing Lavender Mouth Oil Cure (6.8 fl.oz.) x 1
16. B13 Anti Aging Hand Cream (1.7 fl.oz.) x 1
17. Brochure x 5, Shopping Bag x 2





# WHY INVEST IN A STARTER SET?

Set yourself up for success by purchasing bundles with a deep savings exclusively available during enrollment! These sets are composed of our best performing products curated just for you. Mix and match sets to create your perfect start. No quantity limit.



## PERSONAL TRIAL

Familiarize yourself with the product line.



## SAMPLING

Let your clients and members give the products a test run.

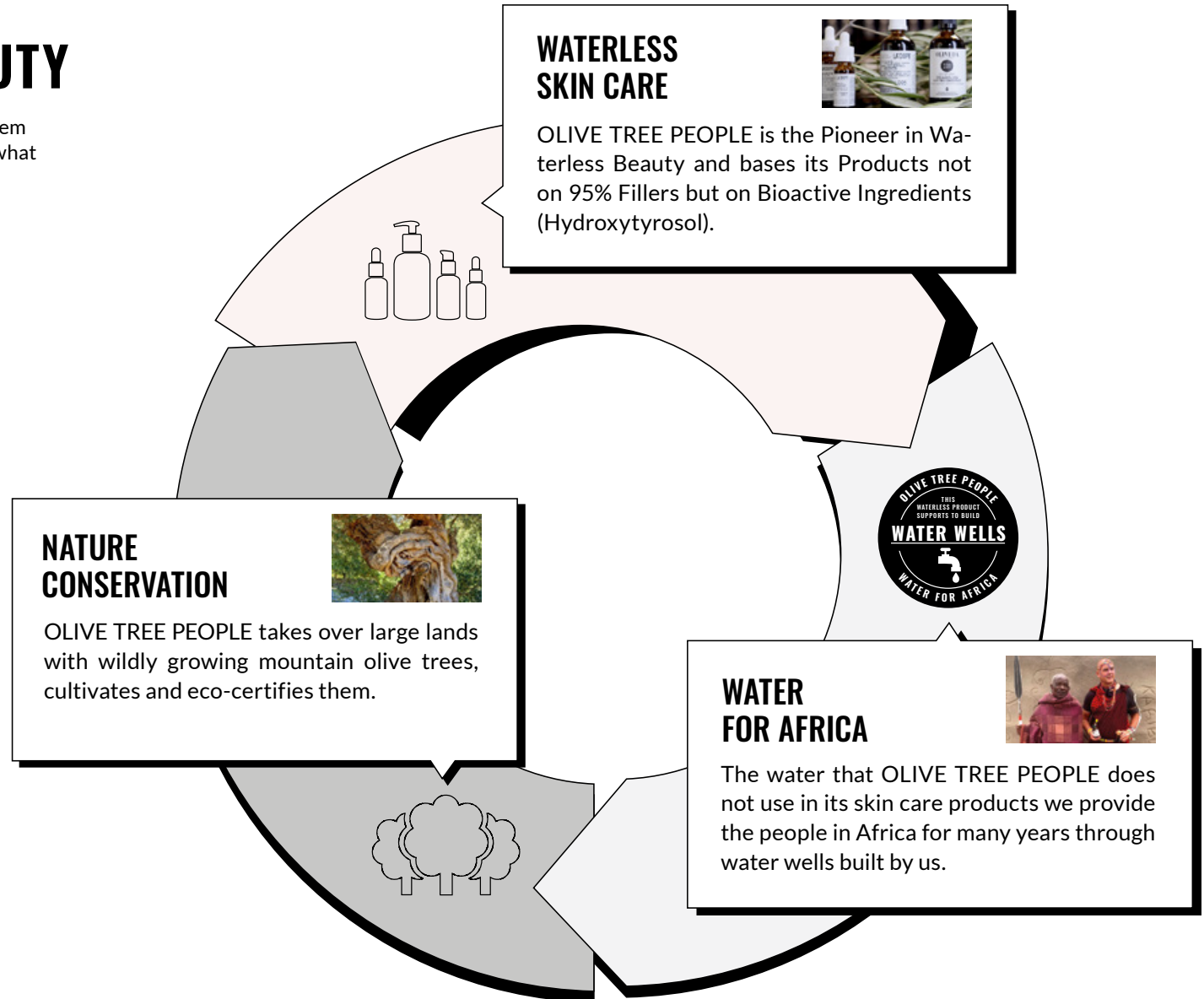


## HOST EVENTS

Curate a beautiful display and allow your guests to interact with the products.

# OUR CYCLE FROM TREE TO BEAUTY

We will raise people's awareness and sensitize them to true self-love. It starts with our thoughts and what we put into our body inside and out.





# OUR MISSION: TO HEAL THE WORLD WITH THE POWER OF THE OLIVE TREE



Unique worldwide: We at OLIVEDA protect overgrown mountain olive trees by buying large estates, cultivating the trees and eco-certifying them. These wild mountain olive trees then deliver the globally unique holistic Beauty Molecule and Elixir Hydroxytyrosol that perfectly protects our cells from the inside out and from the outside in (studies by ESFA) and the cells from the trees making them live up to 4,000 years old. This globally unique holistic Beauty Molecule and Elixir, which is found exclusively in our mountain olive trees, replaces 100% of the 70% water phase that is otherwise common in skin care products.





# “OLIVE TREE PEOPLE IS ONE OF THE LARGEST CONSERVATIONISTS OF THE REGION”

**Flor de Jara Hernández Brioso**  
Mayor of the municipality Arroyomolinos de León

## ECO BALANCE OF OUR MOUNTAIN OLIVE TREES

Oxygen Production, breathing air of 220,000 people per year
Carbon dioxide compensation 66M lbs. per year
Hydroxytyrosol - super Beauty Molecule, polyphenol from olive tree
Biodiversity 300% more biodiversity than with monocultures
Olive Tree Frequency 24/7 – deep healing power of nature
Super Food production 45 lbs a year
Beauty Leaf Elixir keeps the cells alive for more than 4000 years



Joaquin – Administrator and guardian of over 30,000 mountain olive trees.



We have saved more than 30,000 mountain olive trees in a nature reserve. All 30,000 mountain olive trees from OLIVE TREE PEOPLE are eco-certified.





# FROM TREES TO BEES

Our 130,000 bees, which we settled in the middle of our mountain olive trees at the beginning of 2021, provide us with the raw materials for our products such as F76 Honey Enzyme Face Mask.







## WATER FOR AFRICA

Since 2013 we bring the water that is not used in our products to the people in Africa by building wells for them on site.



Meanwhile, about 15,000 inhabitants in different villages are supplied with water by the OLIVEDA wells. This summer, OLIVE TREE PEOPLE founder Thomas Lommel traveled to Africa again to launch new well projects in Maserani in the Arusha region and in Mandala Monono in the Moshi region. For this purpose, he communicated with the indigenous peoples living there and planned the project together with them.

For OLIVE TREE PEOPLE these projects are not development aid - they are real partnerships at eye level.



Thomas with Olais, the tribal elder of the Maasai, Tanzania 2021





**FROM  
TREE  
TO  
BEAUTY**  
OLIVE TREE PEOPLE

**OLIVEDA**  
OLIVE TREE PHARMACY

HOLISTIC HEMP  
BEAUTY THERAPY

**LA'DOPE**

**olive**<sup>®</sup>  
re:connected to nature

[WWW.OLIVETREEPEOPLE.COM](http://WWW.OLIVETREEPEOPLE.COM)