

**FROM
TREE
TO
BEAUTY**

OLIVE TREE PEOPLE

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

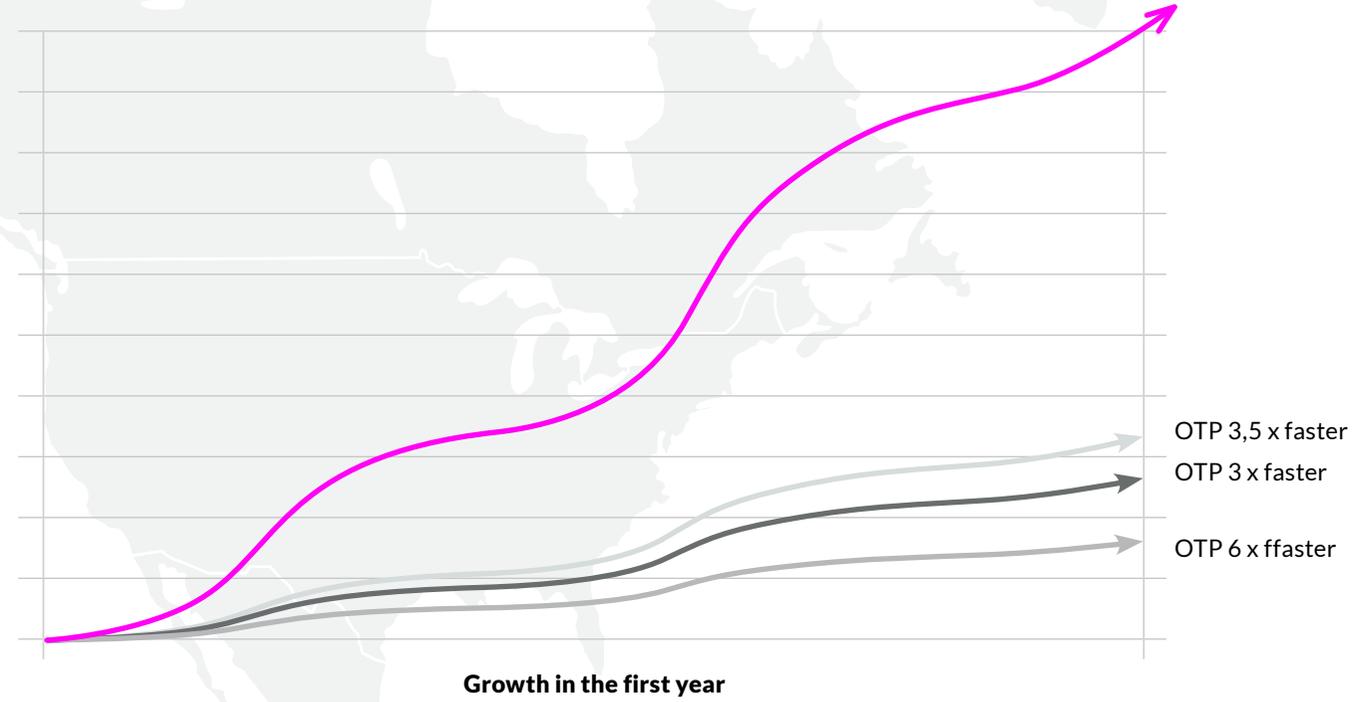


VOGUE

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

OLIVE TREE PEOPLE IS THE FASTEST-GROWING WATERLESS BEAUTY COMPANY IN THE USA

In our first year, we did six times more than this companies did in their first year.

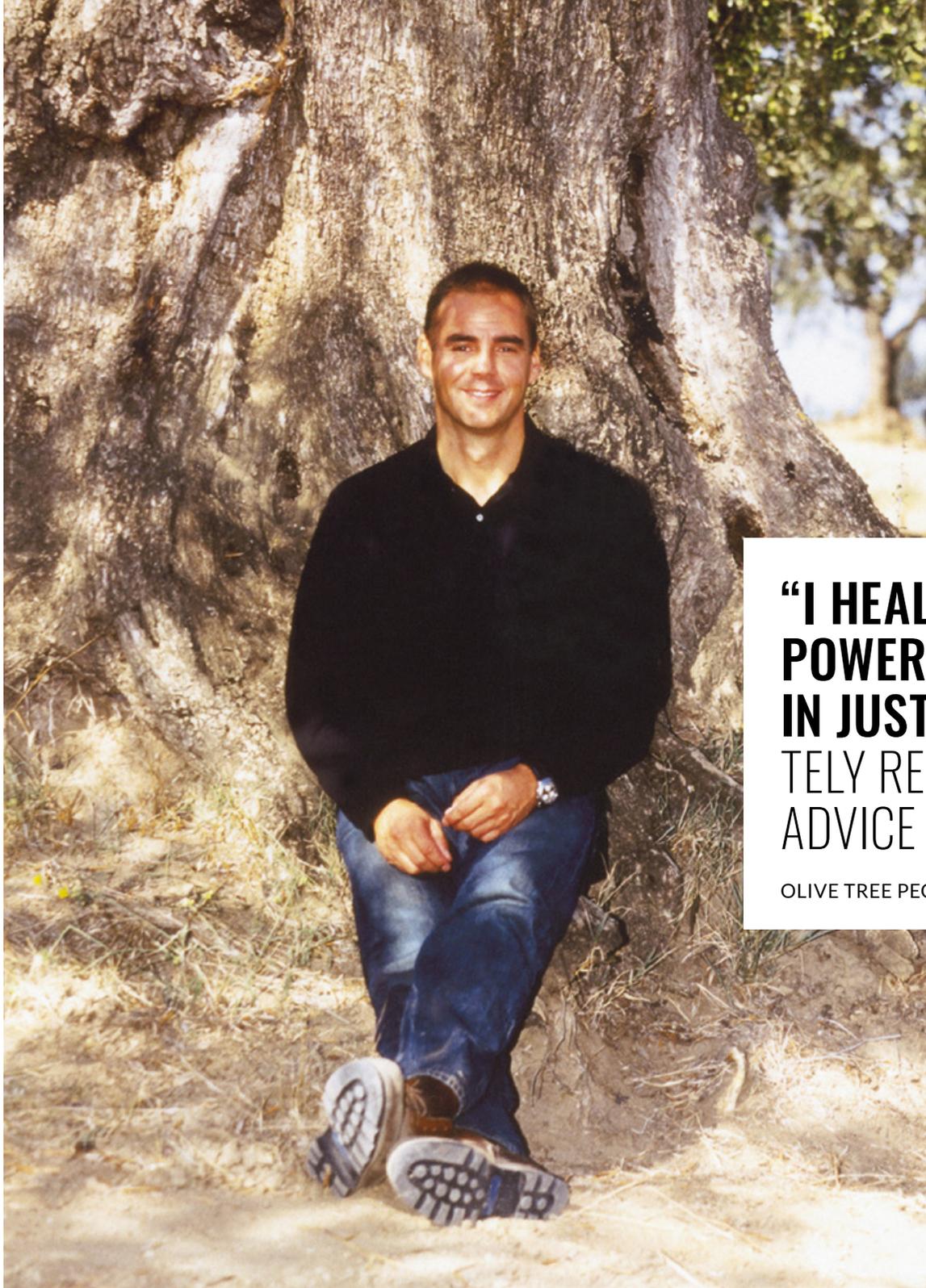


● OLIVE TREE PEOPLE

● Fast-growing company in the direct-to-consumer industry #1

● Fast-growing company in the direct-to-consumer industry #2

● Fast-growing company in the direct-to-consumer industry #2



**“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

FROM
TREE
TO
BEAUTY
OLIVE TREE PEOPLE



ROLISTIC HEMP
BEAUTY THERAPY

LA'DOPE

olive
mush

olive
reconnected to nature

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.



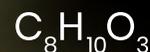
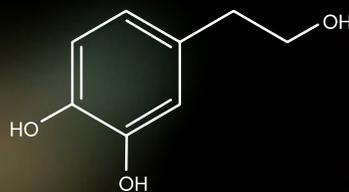
**THE BEAUTY CELL ELIXIR
FROM THE OLIVE LEAF –
ANCIENT MONASTERY RECIPE
FROM THE MEDITERRANEAN –
ON THE VERGE OF MIRACLE.**

(Valeria (86 years then) while making the Beauty Cell Elixir)

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





Dr. Peter Fleischhauer
General and Sports Medicine
Chiropractic – Acupuncture – Osteopathy

C/ Unité 9
07003 Palma de Mallorca
(0034) 971 22 80 67

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

**CONFIRMED BY
CONVENTIONAL MEDICINE**

Experience and findings report in the course of a medical accompaniment of a resident in Oliveda-cure

Dr. Patient:

Below I will report on the case of Mrs. A. H. (born 1958) who I examined as part of the Oliveda-cure to quantify the effect of the cure medically.

In accordance with the instructions, Mrs. H. was physically examined immediately before the start of the cure as well as immediately after the completion of the course of treatment. I checked the cardiovascular system and the respiratory and lung function.

At the first examination, Mrs. H. appeared in good health. Her weight was 56.25 kilograms (123.5 pounds) at 1.55 meters in height (5'1"), and her blood pressure was at 102/70 mmHg, in the lower range.

In laboratory chemistry, a significant lipid metabolism disorder was observed with an increase in total cholesterol (282 mg/dL, normal being 220 mg/dL) and an increase in LDL ("bad" cholesterol) at 175 mg/dL (normal being 150 mg/dL).

Liver and sugar levels, uric acid (gout), and kidney creatinine were within normal limits. The ECG was without pathological findings, the pulmonary function minimally restricted.

The skin appearance was age-related normal with signs of stress and small wrinkles.

After two weeks of treatment, Mrs. H. had lost 3 kg of weight and looked fresher, more energetic, and the skin was significantly changed with a youthful, cozy radiance and recognizably fewer wrinkles. Her energy was outstanding. Mrs. H. described this as, "I could rip up trees, I feel so healthy and strong."

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

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.

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

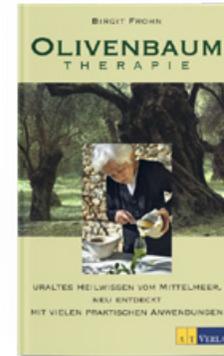
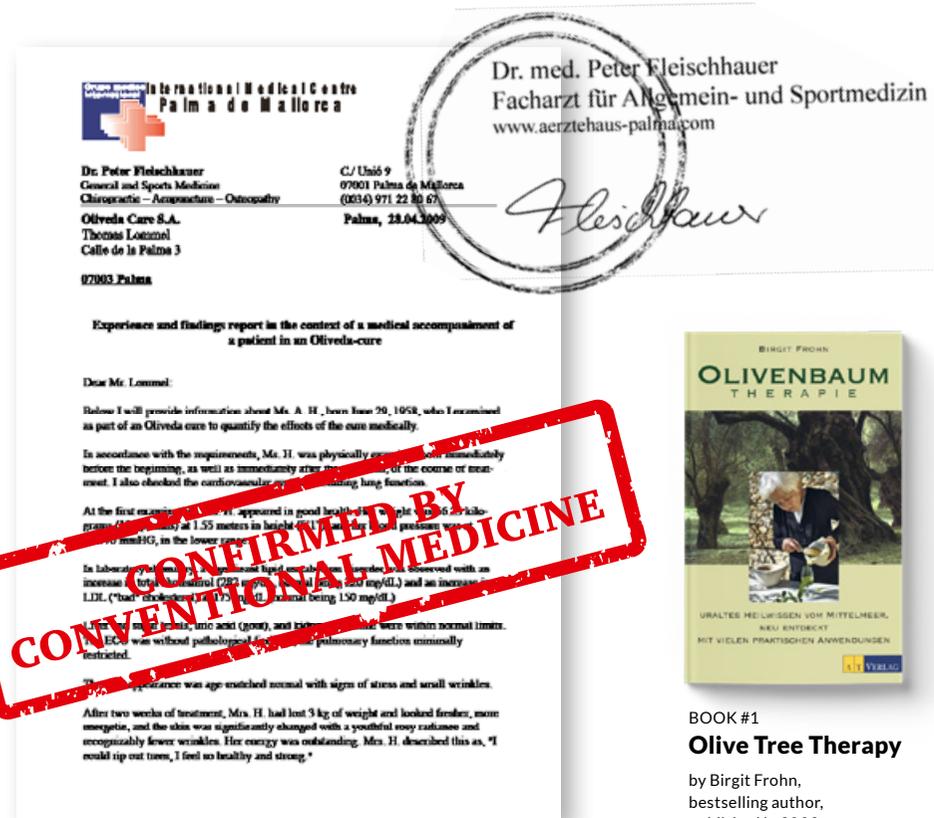
Extraordinarily strong improvement in fat metabolism

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

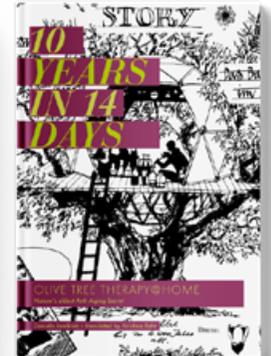
Normalization of cholesterol with a reduction of more than 30%

30% improvement of liver and gout metabolism

Improvement of lung function by approx. 20%



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



OLIVEDA cures, developed in the exclusive Relais Chateau 5 star Hotel SonBrull with sensational success.





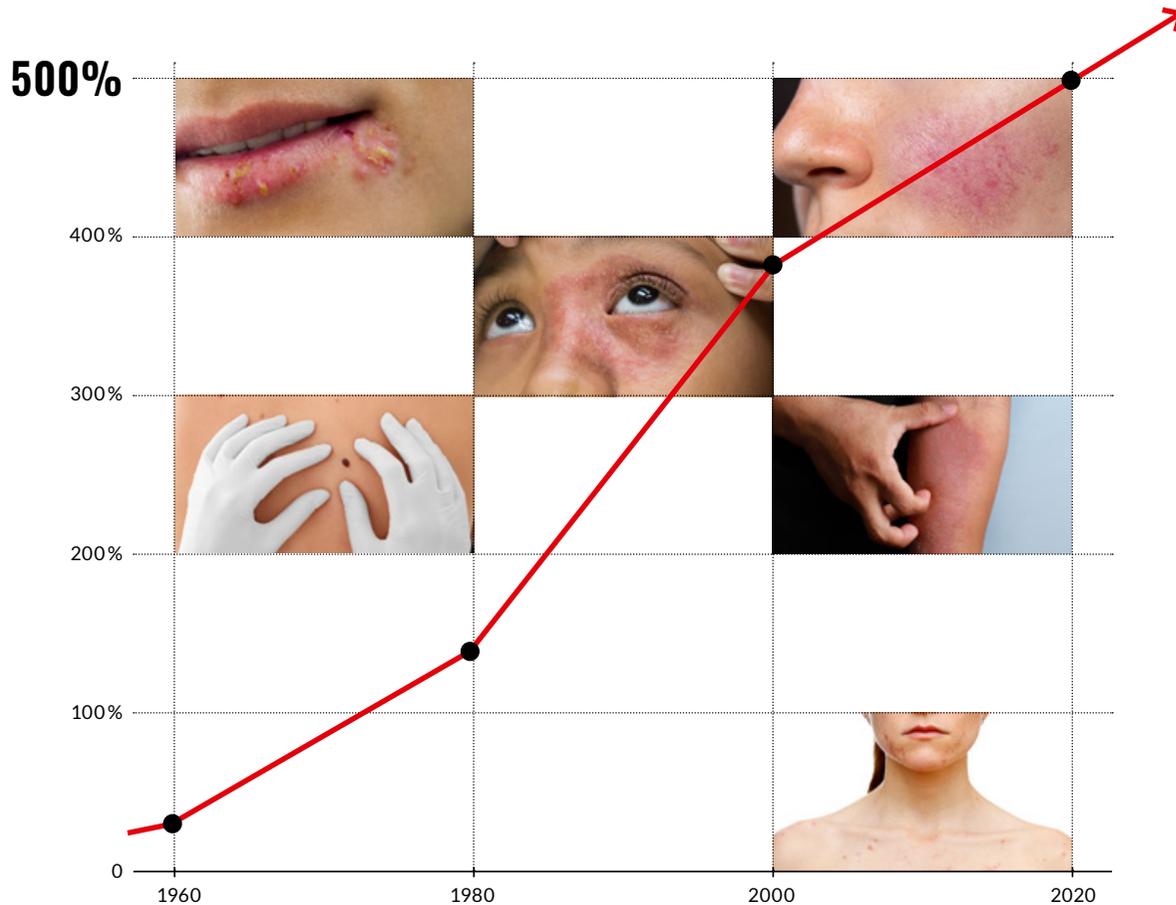
EUROPEAN
ACADEMY OF
DERMATOLOGY &
VENEREOLOGY

**... 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*

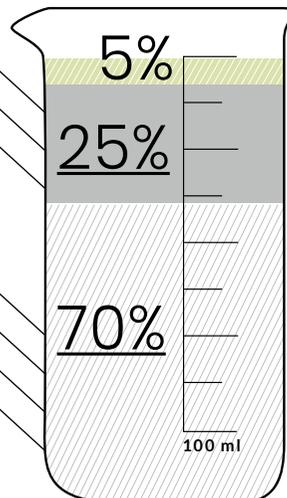
**** OLIVEDA** OLIVE TREE PHARMACY

REFINED VEGETABLE OIL

Promotes inflammation
Damages microbiome
Promotes oxidation

DISTILLED WATER

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

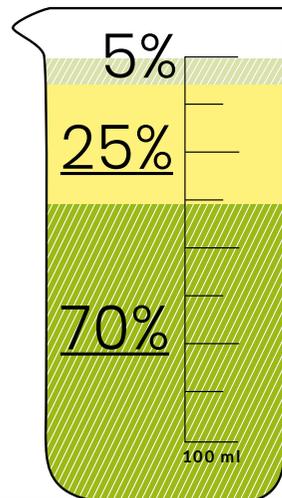


BIOACTIVE ARBEQUINA OIL

Counteracts inflammation
Balances out a damaged microbiome
Intelligence of nature

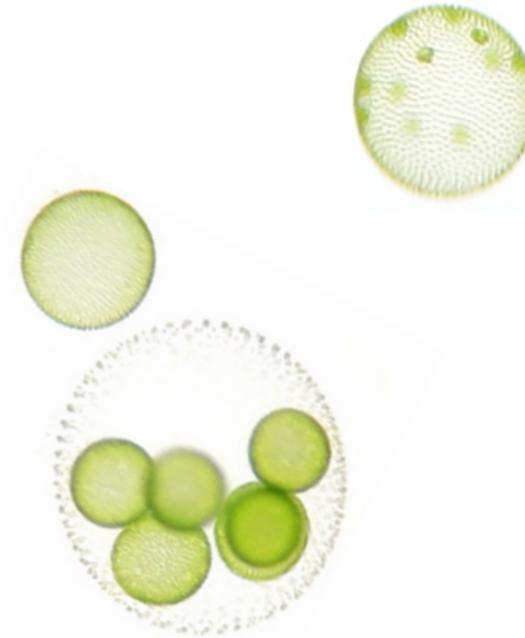
OLIVE LEAF CELL ELIXIR

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

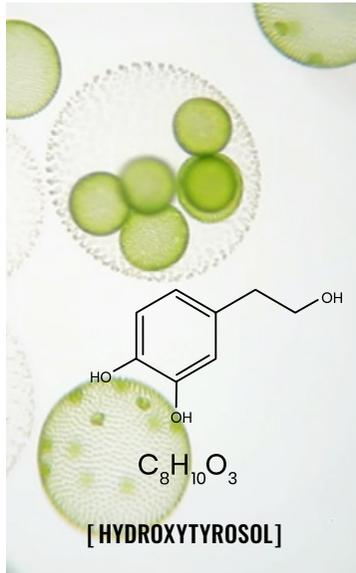
AFTER EXTENSIVE TESTING, WE HAVE FOUND THAT **99% OF SKIN CARE** PRODUCTS WORLDWIDE (INCLUDING ORGANIC COSMETICS) CONTAIN **UP TO 95% FILLERS:** DISTILLED WATER AND REFINED OIL, MINERAL OILS, PETROLEUM.

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.

STUDIES CONFIRM:

98%

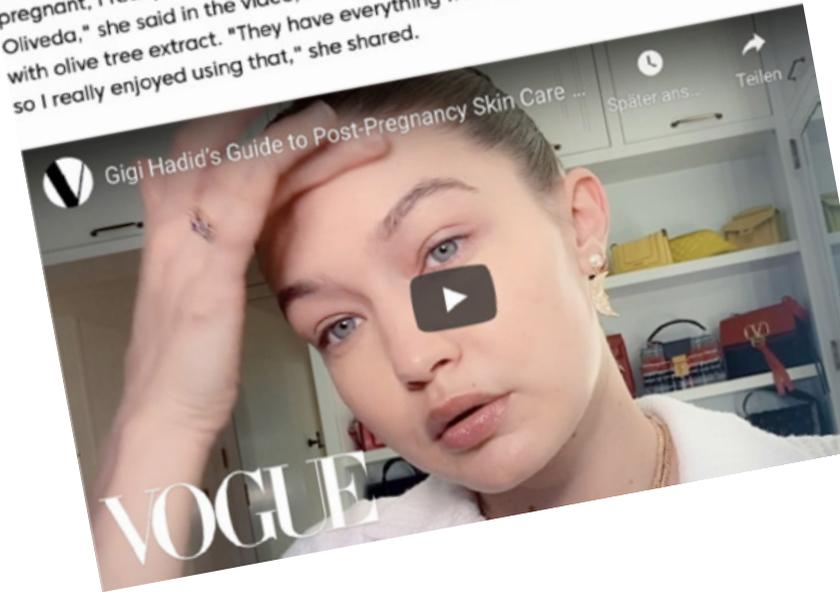


← AFTER BEING INFORMED **98% CONSUMERS WOULD DECIDE AGAINST FILLERS**

2%

BIOACTIVE INGREDIENTS

FILLERS



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:
OLIVEDA 88 products of which 10 products for internal use // **LA DOPE** 9 products
- Average price: \$59.95
 - RRP Moisturizer: \$79.95
 - RRP Eye Cream: \$69.95
 - RRP Cleanser: \$49.95

DISTRIBUTION

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



MICROBIOME

A BARRIER LAYER CONSISTING OF BILLIONS OF DIFFERENT LIVING MICROORGANISMS 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.



FROM
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BEAUTY
LIVE TREE PEOPLE

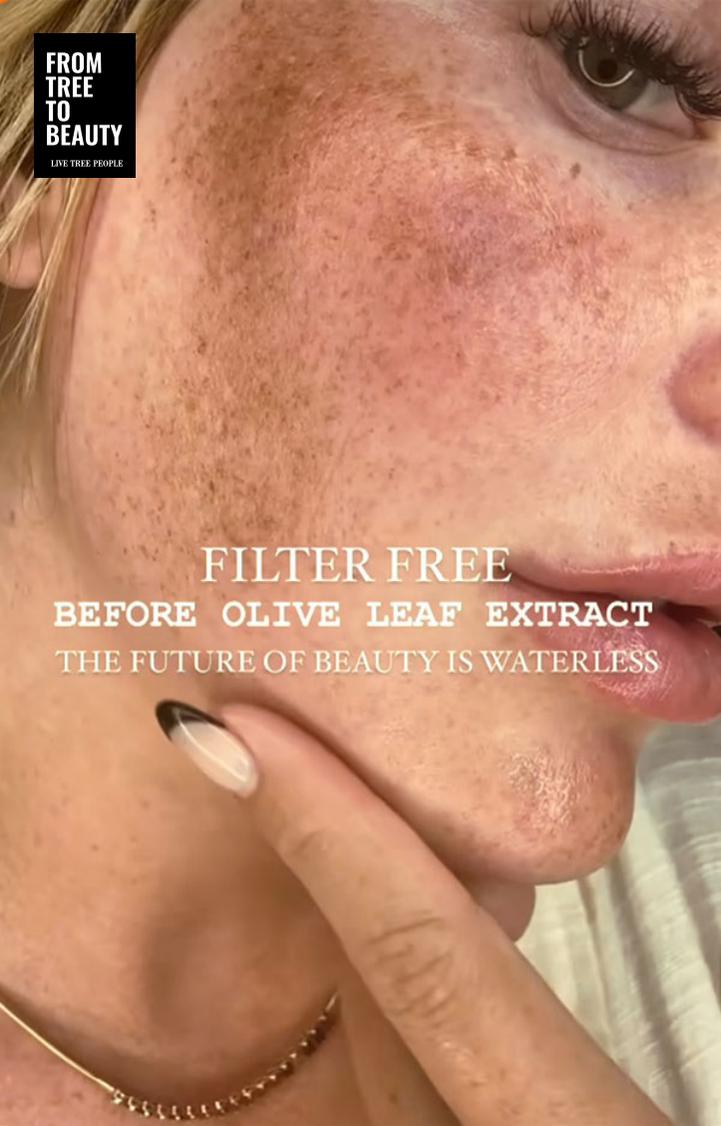
OLIVEDA
OLIVE TREE PHARMACY

HOLISTIC HEMP
BEAUTY THERAPY

LA'DOPE

olive
mush

olive®
reconnected to nature



FILTER FREE
BEFORE OLIVE LEAF EXTRACT
THE FUTURE OF BEAUTY IS WATERLESS



FILTER FREE
AFTER OLIVE LEAF EXTRACT ✨
THE FUTURE OF BEAUTY IS WATERLESS



BEFORE



AFTER

Why are people running four times more in 5 months than in other companies in 2 years with the same energy?

BECAUSE IT'S ABOUT THE RESULTS.

OLIVE TREE PEOPLE EUROPE

FOR 18 YEARS WE HAVE GROWN WITH OUR CUSTOMERS



FROM
TREE
TO
BEAUTY



OLIVEDA FLAGSHIP STORE BERLIN, GERMANY

📍 Neue Schönhauser Str. 11, 10178 Berlin

OLIVEDA
OLIVETREE PHARMACY

HOLISTIC HEMP
BEAUTY THERAPY

LA'DOPE

olive
mush

olive
reconnected to nature



unserer Kosmetik
Olivenbain, Jahre
therapiert und
Nachdem immer
der Olivenbaum
erste Mal mit Gar
zu Pflanzl. Weiter
kann durch das
nicht, sondern ein
Lichtstoffe den
star Vitalität."

Thomas Lommel

FROM
TREE
TO
BEAUTY
OLIVE TREE PEOPLE



OLIVEDA FLAGSHIP STORE DUESSELDORF, GERMANY

📍 Grabenstr. 17, 40213 Düsseldorf

OLIVEDA
OLIVE TREE PHARMACY

HOLISTIC HEMP
BEAUTY THERAPY

LA'DOPE

olive
mush

olive
reconnected to nature



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 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

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

This lifetime opportunity is to understand Waterless and the Products this 100% and to be able to communicate this in one sentence to family and friends.

OLIVEDA
OLIVE TREE PHARMACY

HOLISTIC HEMP BEAUTY THERAPY **L'A'DOPE**

OLIVEDA
F59
HYDROXYTYROSOL CORRECTIVE SERUM FACE
GESICHTSSERUM / SERUM FACIAL

L'A'DOPE
DOPE your glow
FACE CREAM
003

WATERLESS SKIN CARE

OLIVEDA
OLIVE TREE PHARMACY

HOLISTIC HEMP BEAUTY THERAPY **L'A'DOPE**

L'A'DOPE
DOPE your immune
power
INTERNAL
ELIXIR
005

OLIVEDA
170
OLIVE TREE THERAPY
THE BEAUTY MOLECULE
HYDROXYTYROSOL
+ HYALURONIC ACID

WATERLESS INGESTIBLES

olive
reconnected to nature

MINDFULNESS INDUSTRY

olive mush

olive mush

COFFE REPLACEMENTS

WE RE:CONNECT PEOPLE WITH THEIR NATURE

With the help of a specially developed and globally unique green tech process, OLIVE re:connected to nature transports the energy and primeval information of our mountain olive trees to people all over the world – via a 432hz-frequency transmitter attached to the trees.

Our daily guided **Olive Tree Sound Bath meditations** and the **24/7 Olive Tree Sound Bath** with the frequency/sound from our 400 year old mountain olive trees create transformative results in very shortest time.



COFFEE REPLACEMENT BASED ON HYDROXYTYROSOL



CAFFEINE FREE



VEGAN



GLUTEN FREE



ORGANIC



NON GMO

OliveMush was created in spring 2023 by OLIVEDA founder, Thomas Lommel, who has already popularized the world's first Olive Matcha, also based on his ground olive leaves. The mode of action goes far beyond the ef

fectiveness of the individual components, especially the magical hydroxytyrosol in synergy with the mushrooms based on the Olive Tree Therapy, which Thomas developed in his legendary olive treehouse in 2001.



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



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 | 10. 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

47,521,986 PEOPLE REACHED IN EUROPE



VOGUE



Gala



ELLE



InStyle



VOGUE



VOGUE



GLAMOUR



BAZAAR



VOGUE



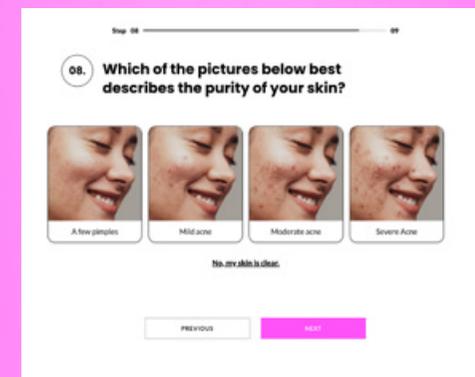
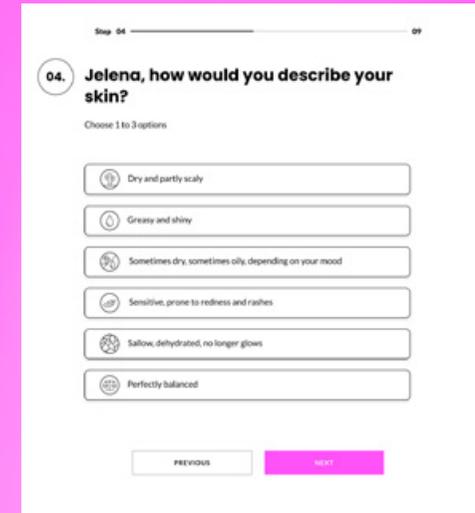
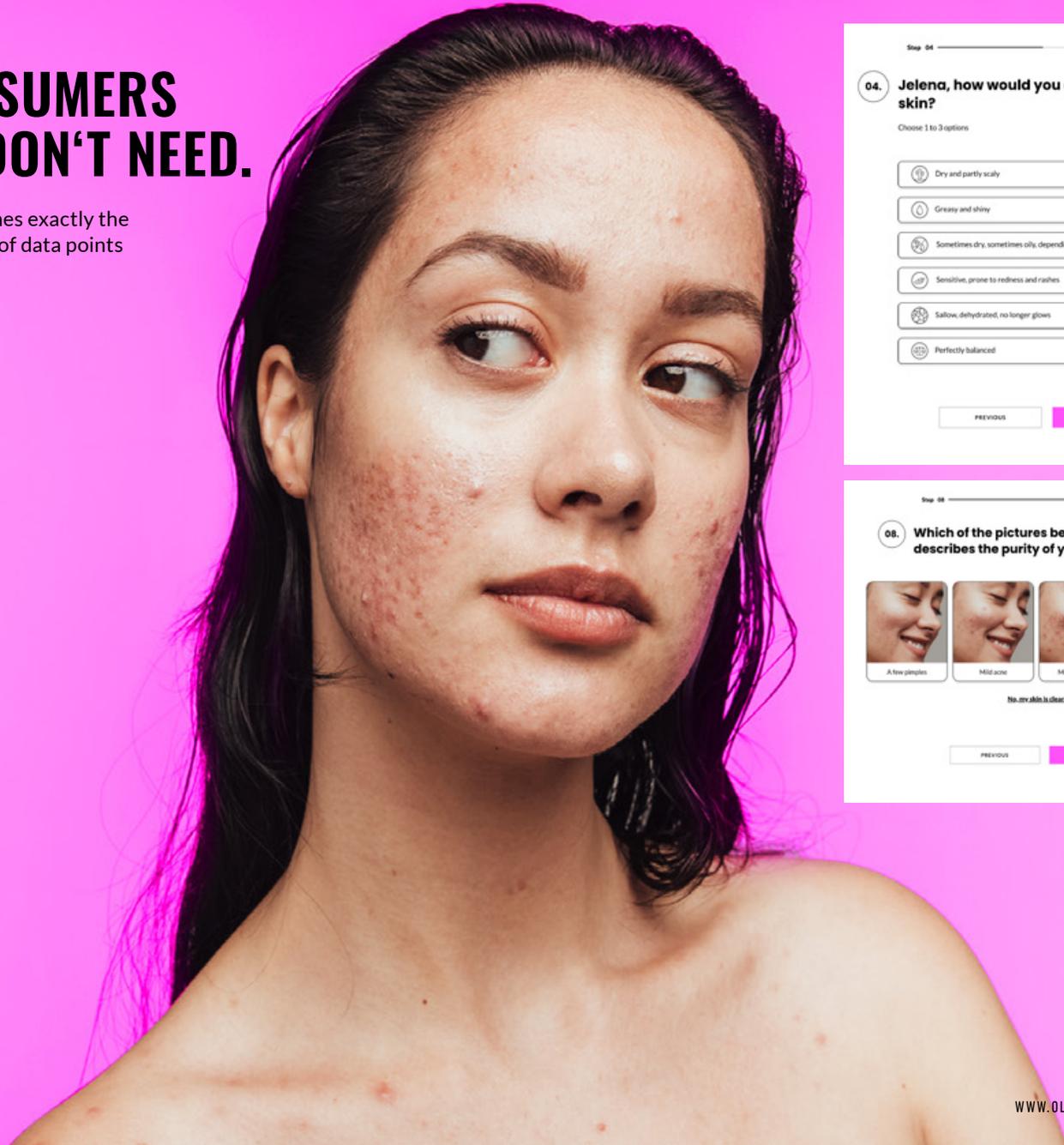
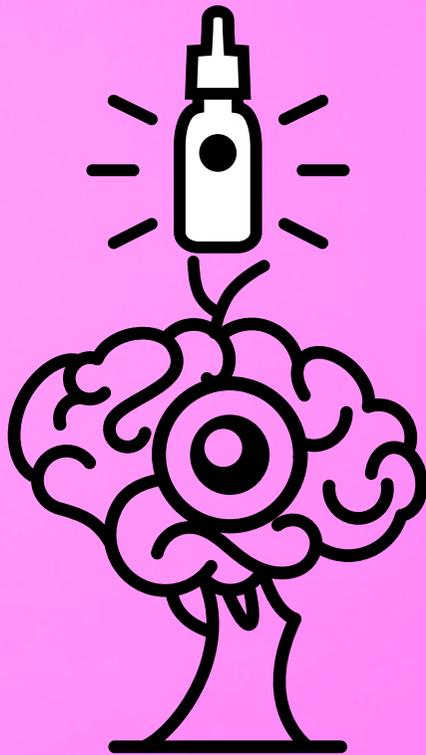
COSMOPOLITAN



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.**





1ST ANNIVERSARY IN USA

JUNE 7-8, 2024



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LIVE TREE PEOPLE

OLIVEDA
SUN CARE ESSENCE

HOLISTIC NERP
BEAUTY THERAPY

LA'DOPE

olive
mush

olive
reconnected to nature



YOUR OLIVE TREE PEOPLE CREDIT CARD

FROM
TREE
TO
BEAUTY
LIVE TREE PEOPLE

OLIVE TREE PEOPLE WEAR COLLECTION 2024

OLIVE TREE PEOPLE
FROM TREE TO BEAUTY



OLIVEDA
OLIVE TREE PHARMACY

HOLISTIC HEMP
BEAUTY THERAPY

L'A'DOPE

olive
mush

olive
reconnected to nature

olive ROSE

The worlds first No Make up Make up
with Hydroxytyrosol.

LAUNCH OCTOBER 2024



molecule
hydroxytyrosol

cell
protection

no make up
make up

worldwide
unique

THE WORLDS FIRST NO MAKE UP MAKE UP WITH HYDROXYTYROSOL

LAUNCH OCTOBER 2024

OUR CYCLE FROM TREE TO BEAUTY

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 “Holi-
stic 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
people in Africa by building water wells,** last with the Maasai in
the Kilimanjaro region, most recently in 2021. 2.5 billion people on
our planet have no direct access to clean water.





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

Flor de Jara Hernández Brioso
Mayor of the municipality Arroyomolinos de Leon

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
TREE
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BEAUTY
OLIVE TREE PEOPLE

TREE HOUSE TRIP TO SEVILLE, SPAIN

MAY 2024

OLIVEDA olive tree people LA'DOPE olive tree people olive tree people connected to nature



NEXT TRIP
OCTOBER
2024



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



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BEAUTY THERAPY | **LA'DOPE**

**olive
mush**

olive[®]
re:connected to nature