

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

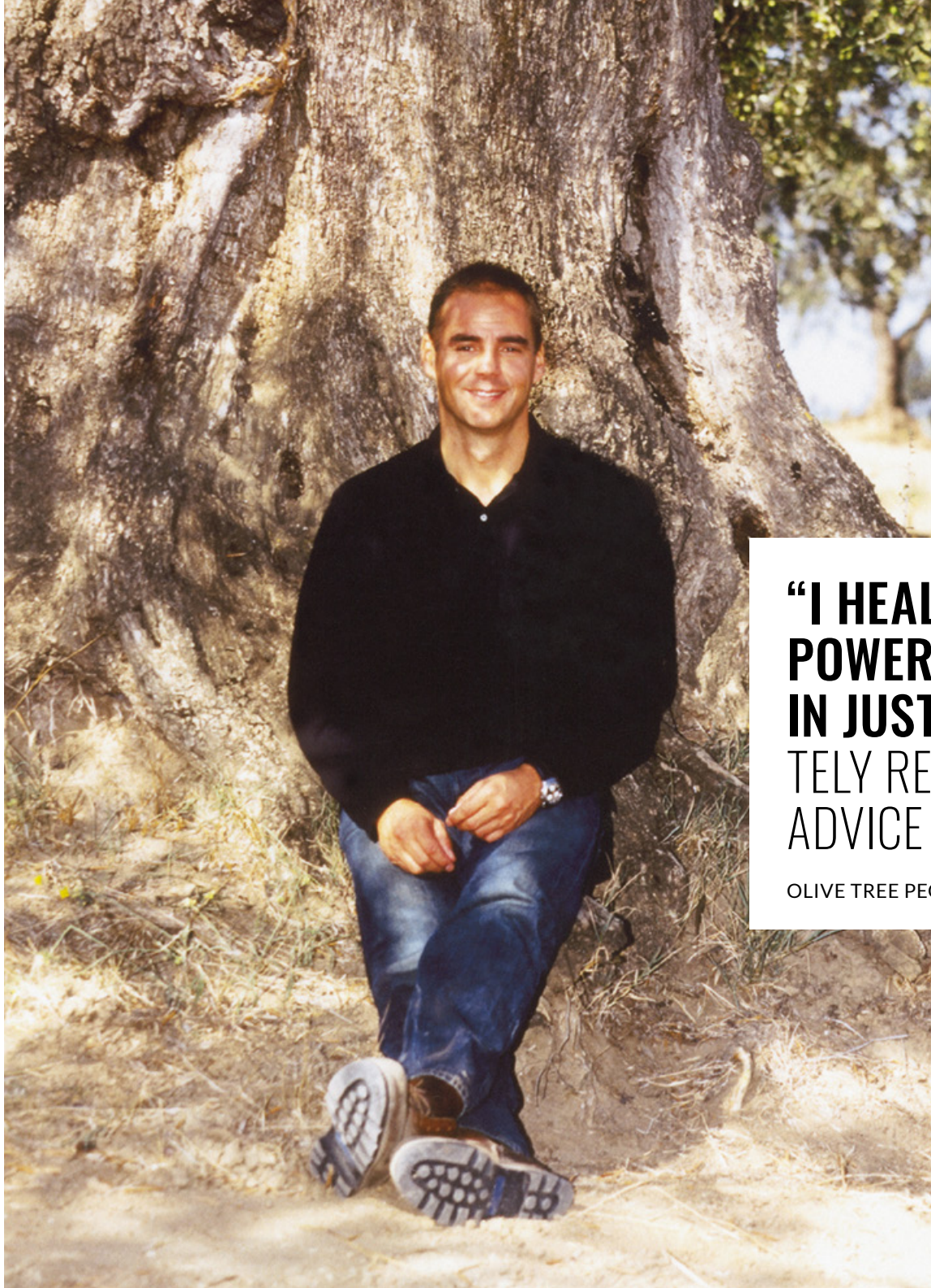
**LA'DOPE**



**VOGUE**

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





**“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



## 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.

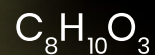
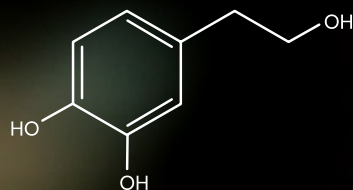
(Valeria (86 years then) while making the Beauty Cell Elixir)



# 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







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



## 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**.



# 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%



International Medical Centre  
Palma de Mallorca

Dr. Peter Fleischhauer  
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*Fleischhauer*

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 Mrs. A. H., born June 20, 1958, whom I examined as part of an Oliveda cure to quantify the effects of the cure medically.

In accordance with the requirements, Mrs. 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, Mrs. H. appeared in good health. Her weight was 56.25 kg (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 lipid metabolism disorder was observed with an increase in total cholesterol (280 mg/dl, normal being 220 mg/dl) and an increase in LDL (cholesterol) at 175 mg/dl (normal being 150 mg/dl).

Liver and sugar levels, urea and creatinine were within normal limits. The ECG was within normal limits. The pulmonary function test was not restricted.

The skin appearances were normal, but with signs of stress and small wrinkles.

After the Oliveda cure, Mrs. H. had lost 3 kg of weight. Her skin, more specifically her face, was significantly changed. Her skin was rosy and had significantly fewer wrinkles. Her complexion was glowing. Mrs. 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

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





EUROPEAN  
ACADEMY OF  
DERMATOLOGY &  
VENEREOLOGY

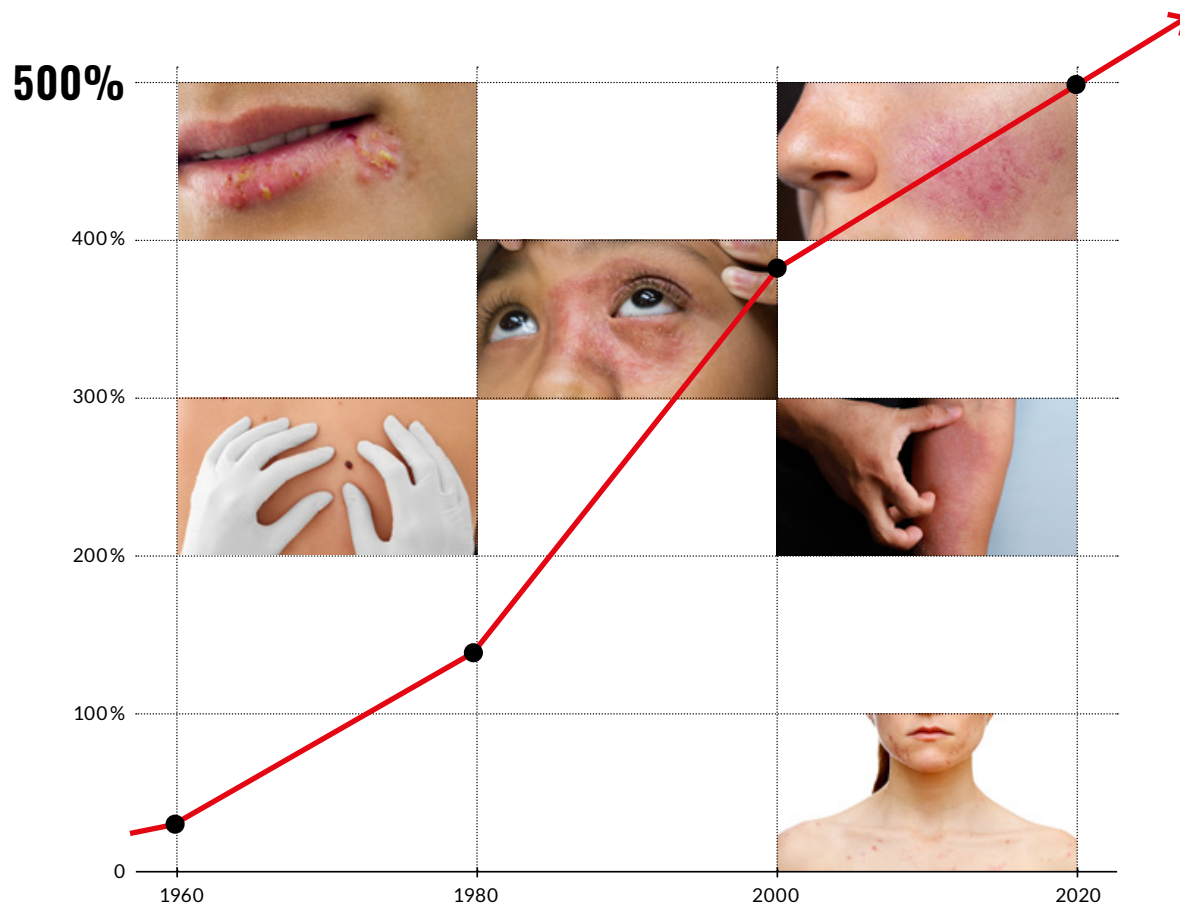
**... ALMOST 50% OF ALL PEOPLE  
IN EUROPE SUFFER FROM SKIN  
PROBLEMS AND SKIN DISEASES.**

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)



## 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



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



# 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\*

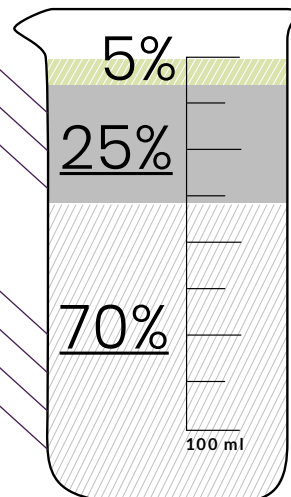
## \*\* OLIVEDA OLIVE TREE PHARMACY

### REFINED VEGETABLE OIL

Promotes inflammation  
Damages microbiome  
Promotes oxidation

### DISTILLED WATER

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

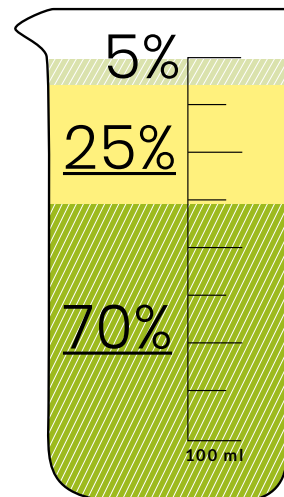


### BIOACTIVE ARBEQUINA OIL

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.

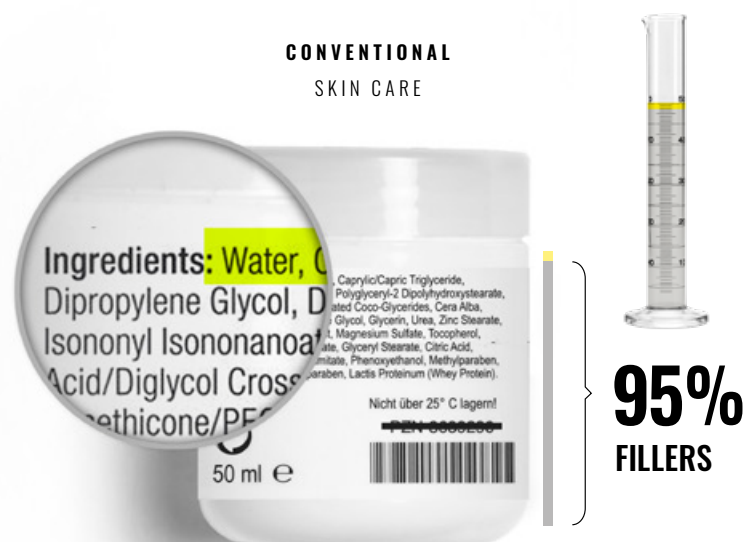


THE PIONEER IN **WATERLESS BEAUTY**

**OLIVEDA BASES ITS PRODUCTS NOT ON 95% FILLERS BUT ON BIOACTIVE INGREDIENTS (HYDROXYTYROSOL).**

In OLIVEDA products, the globally unique **Olive Tree Molecule Hydroxytyrosol**, which can only be found in our mountain olive trees, replaces the 95% filler content (water and refined oils), which is normally used in skin care products.

95% different composition of OLIVEDA skin care allows absorption of active ingredients much faster than conventional skin care <sup>[1,2]</sup>



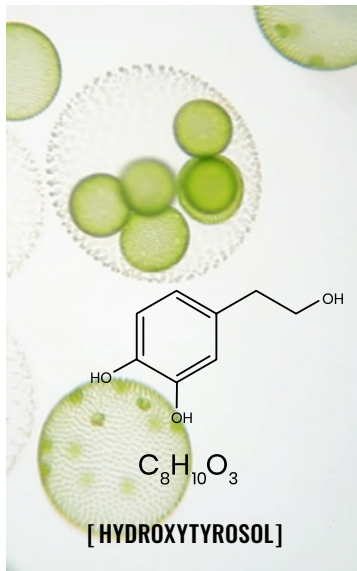


# STUDIES CONFIRM

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.

STUDIES CONFIRM:

98%



BIOACTIVE INGREDIENTS



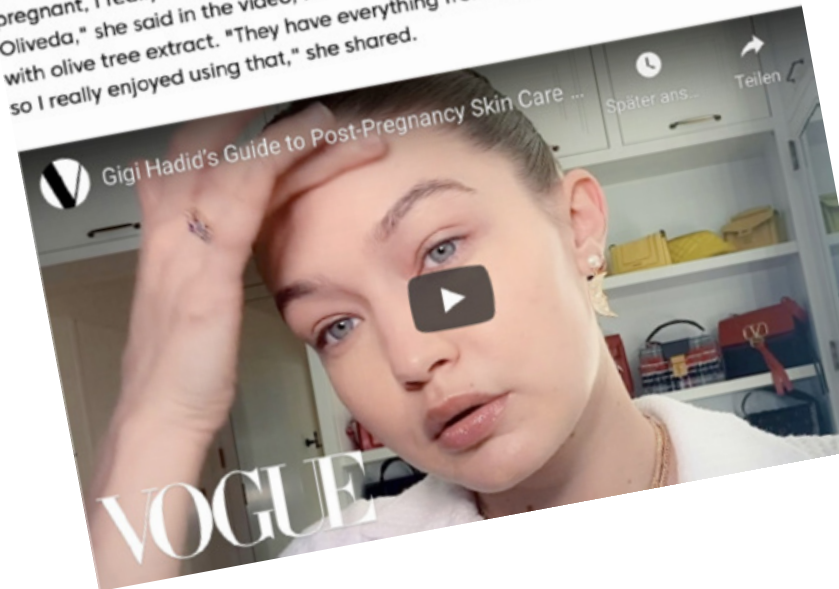
AFTER BEING INFORMED  
**98% CONSUMERS WOULD  
DECIDE AGAINST FILLERS**

2%

FILLERS

## 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.





# 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: 86  
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+



# 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.

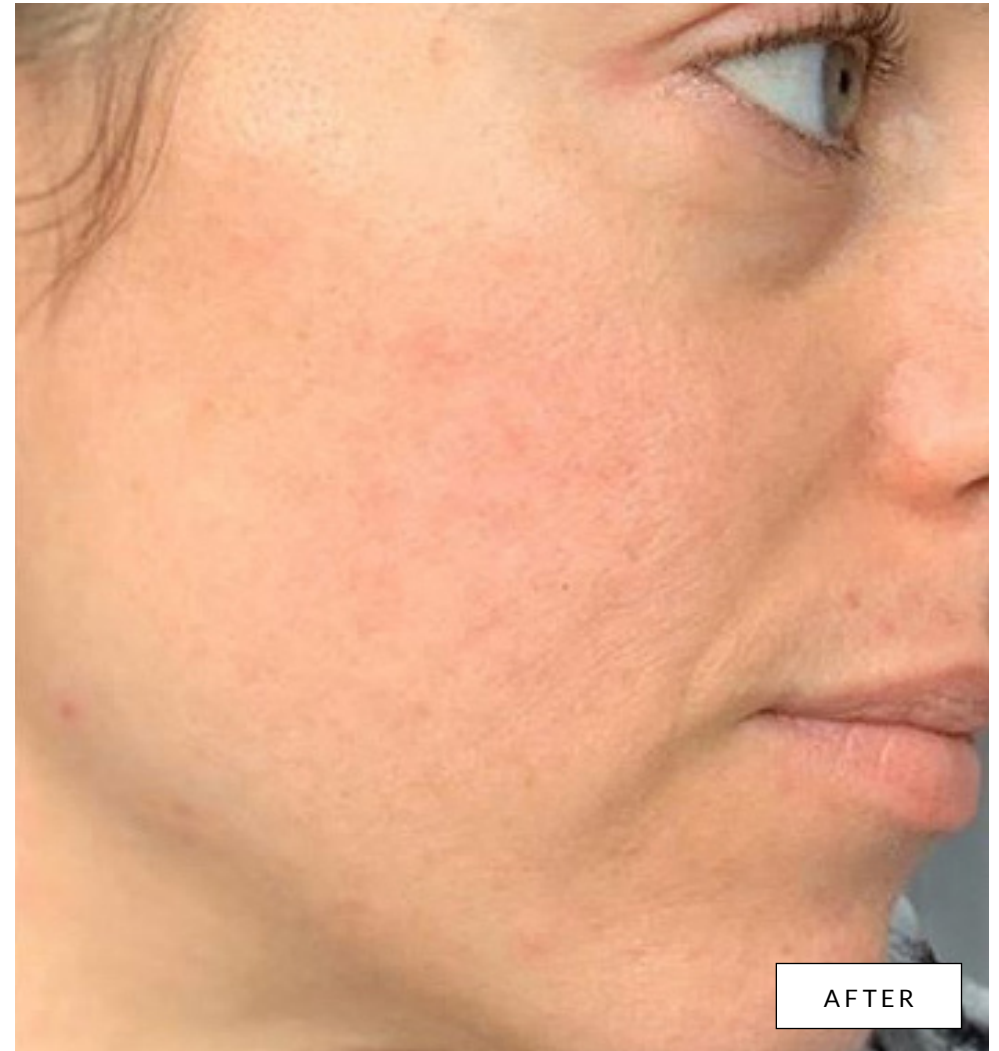
**However, if we pay attention to the vitality in what we feed our skin and its protective inhabitants, we create a balanced environment that guarantees a radiantly beautiful, fine-pored and healthy complexion.**





# 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



# OLIVE TREE PEOPLE EUROPE

FOR 18 YEARS WE HAVE GROWN WITH OUR CUSTOMERS





## SHOP WINDOW









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

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

GET THE OLIVE





## 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.





## 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 Extra-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 Energiedröps 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 SCHÜLE, VOGUE 2021

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

VON BEATRICE GRAY

12. APRIL 2021

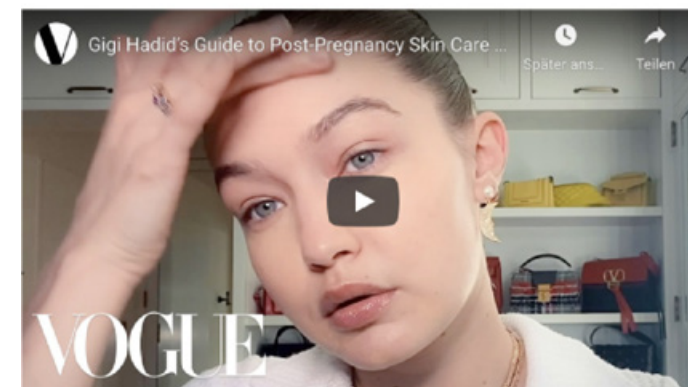
Schauspielerin Emilia Schüle über Schönheitsideale und ihren neuen Film „Hunderunde“



## 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



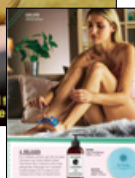
BAZAAR



VOGUE



COSMOPOLITAN

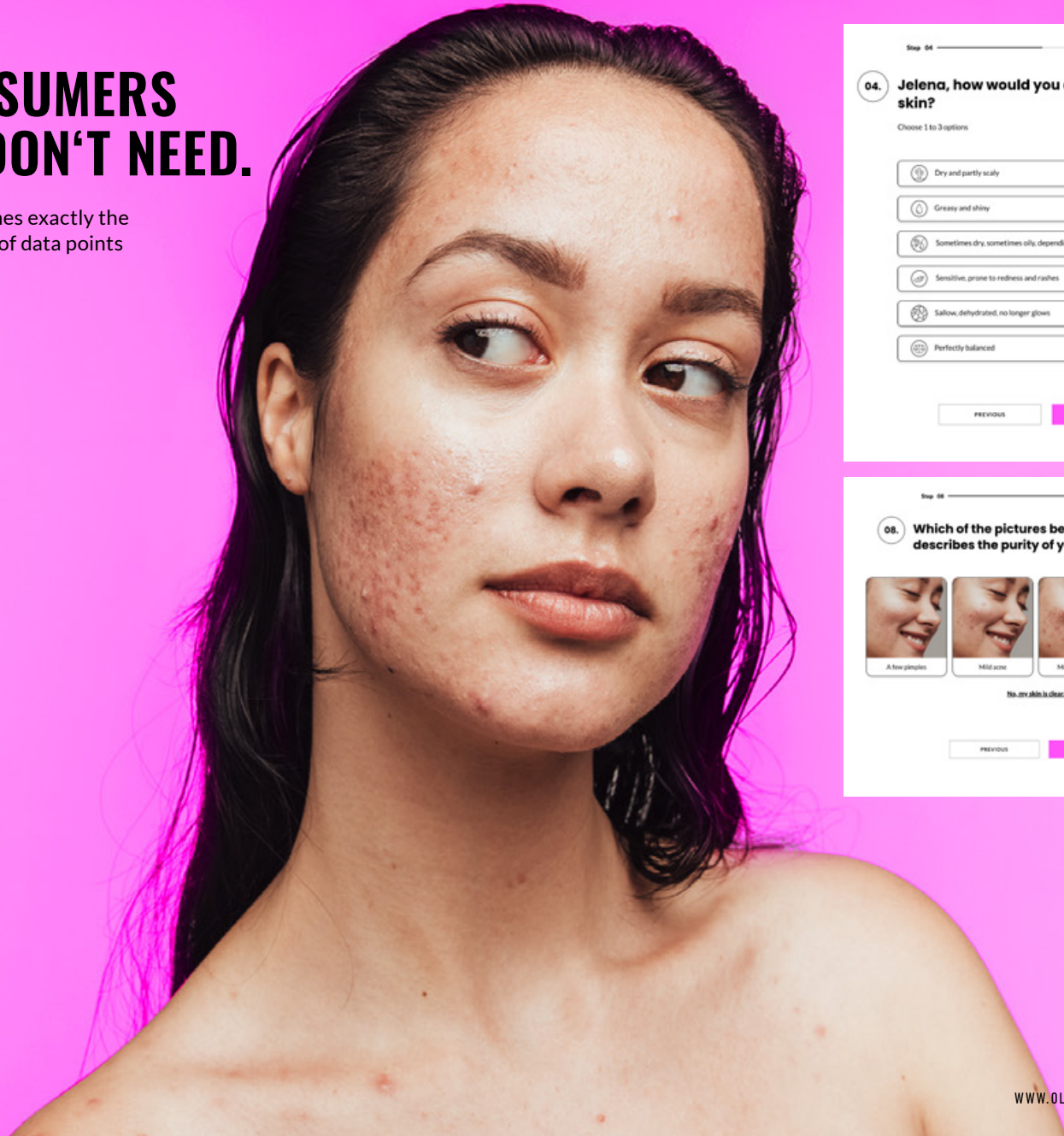
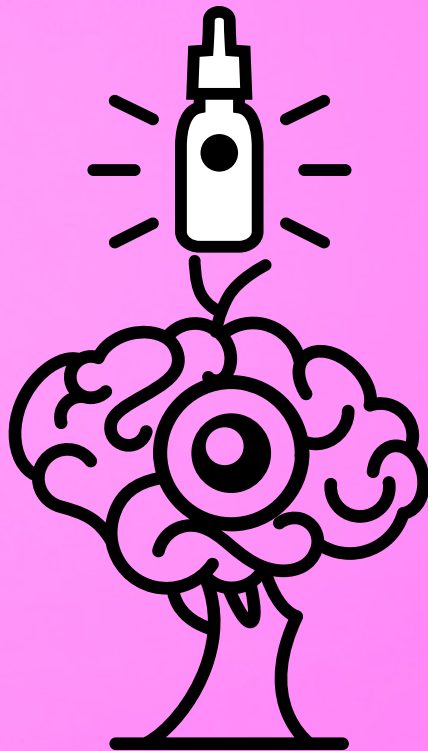




## OliveBrain – Regimen Builder

# 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.**



Step 04

04. Jelena, how would you describe your skin?

Choose 1 to 3 options

- ☐ Dry and partly scaly
- ☐ Greasy and shiny
- ☐ Sometimes dry, sometimes oily, depending on your mood
- ☐ Sensitive, prone to redness and rashes
- ☐ Sallow, dehydrated, no longer glows
- ☐ Perfectly balanced

PREVIOUS NEXT

Step 08

08. Which of the pictures below best describes the purity of your skin?

A few pimples Mild acne Moderate acne Severe Acne

No, my skin is clear

PREVIOUS NEXT



# OUR CYCLE FROM TREE TO BEAUTY

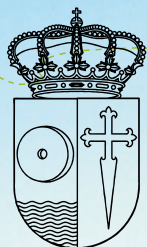
Our mission is to heal the world with the power of our mountain olive trees. For this, **we take over large lands with wildly growing mountain olive trees, cultivate and eco-certify them.**

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 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





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TO  
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OLIVE TREE PEOPLE

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OLIVE TREE PHARMACY

HOLISTIC HEMP  
BEAUTY THERAPY

**LA'DOPE**

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

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