

ANDIAMO



Ciao!
Benvenuti a...



OLIABO

Vita Bella!

ITALIAN PURITY, MEETS AMERICAN PURPOSE

OLIABO





TEAM PROFILE



GORDON ANGELO MORTON
CEO & Board Chairman



CURTIS FULLMER
President & CIO



JOE MORTON
COO



ASHLEY BROWN
VP Skin Care & QC



ADAM BLAKE
Strategic Initiatives Director



KENT WOOD
CFO



BRENT BAUM
Chief Strategy Officer



JEFF WARWICK
General Counsel

Introducing....

VANGUARD RECOGNITION

BY OLIABO



Qualify now. Belong forever.

JOIN THE CLUB

- Oliabo Club Grand – Be one of the first 1,000 people to order a product subscription
- 2025 Oliabo Collective – Be one of the first 2,025 people to order product



Fall 2026

PRIMA

REWARD TRIP

La Dolce Vita. Oliabo style.

Visualize yourself in the picture.



OLIABO



OLIABO

Origins

TREVISO ITALY



**“THE HARDEST THING
TO SEE IS WHAT IS IN
FRONT OF YOUR
EYES.”**

-Johann Wolfgang Goethe





THE OLIVE

ONE OF HISTORY'S MOST IMPORTANT
BOTANICALS—SYMBOLIZING PEACE AND
PROSPERITY,

...POWERFUL HEALTH BENEFITS THAT
MODERN SCIENCE CONTINUES TO AFFIRM.



THE PROBLEM



ANCIENT WISDOM



COMMON BELIEF

Olives and olive oil are healthy and part of the Mediterranean diet,



MODERN SCIENCE



EMPIRICAL EVIDENCE

High-quality, olive tree-derived products contain powerful phytonutrients that offer superior nutritional support

THE AWARENESS GAP

OLIABO



A MEDITERRANEAN SECRET

The average Italian consumes **14 liters** of high quality, EVOO per year. (The Greeks 20 liters.)

The average American consumes **1 liter** of crappy olive oil per year.





The Olive Standard of Health—a quick capsule summary

WIDE-RANGING HEALTH BENEFITS

Research consistently links the regular use of high-quality EVOO with wide-ranging health benefits and improved overall wellness when part of a healthy dietary pattern like the Mediterranean diet.

CARDIO SUPPORT

50 mL/day of EVOO linked to **30% lower** risk of cardiovascular events.

 Estruch R, *NEJM*, 2013

LONGEVITY / MORTALITY

11 mL/day of EVOO is associated with an **8-9% lower all-cause mortality**.

 Guasch-Ferré M, *JACC*, 2022

BRAIN HEALTH

20-30 mL/day of EVOO shown to improve cognitive function and reduce beta-amyloid accumulation.

 Martínez-Lapiscina EH, 2013; Yassine H, 2016

DIGESTIVE HEALTH

EVOO supports gut health by promoting microbial balance, reducing oxidative stress, and protecting the intestinal lining.

 Deiana M, *Nutrients*, 2018

INFLAMMATION

***HP-EVOO**, high in oleocanthal, works through similar pathways as ibuprofen, supporting a healthy inflammatory response.

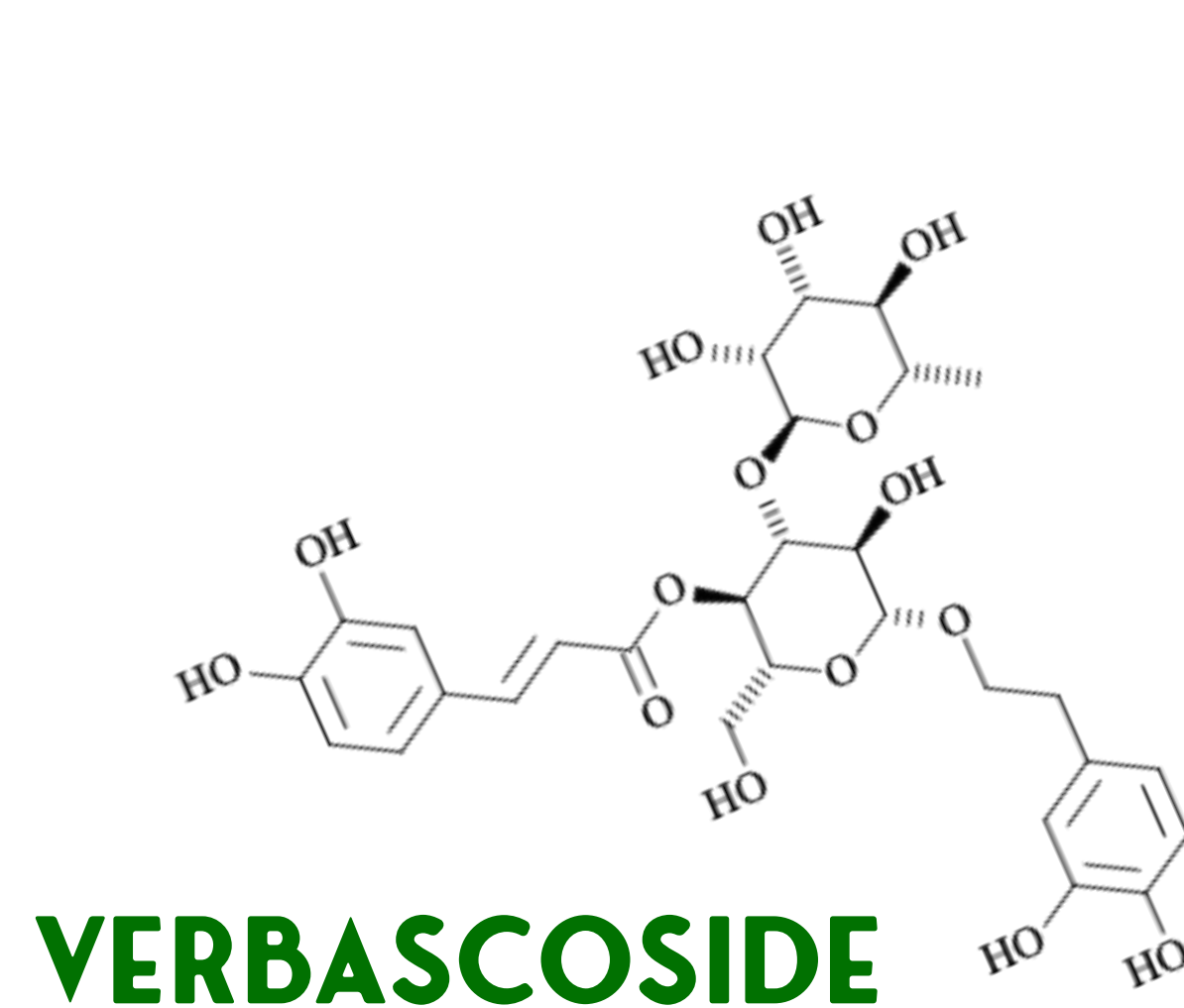
 Beauchamp GK, *Nature*, 2005

**High Phenolic Extra Virgin Olive Oil*

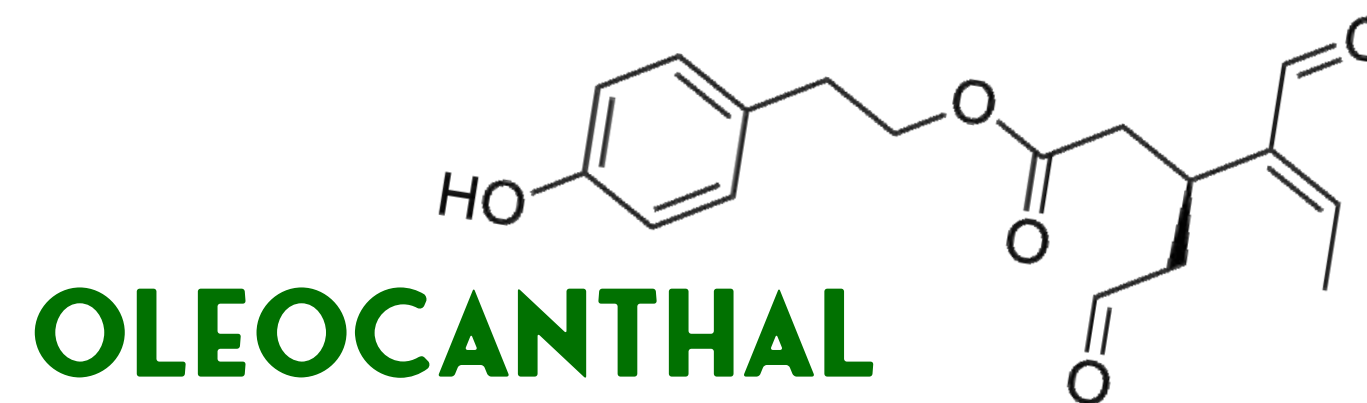
Statements are based on research but may not have been evaluated by the FDA and are not meant to diagnose, treat, cure, or prevent any disease.

PHYTONUTRIENTS: POLYPHENOLS

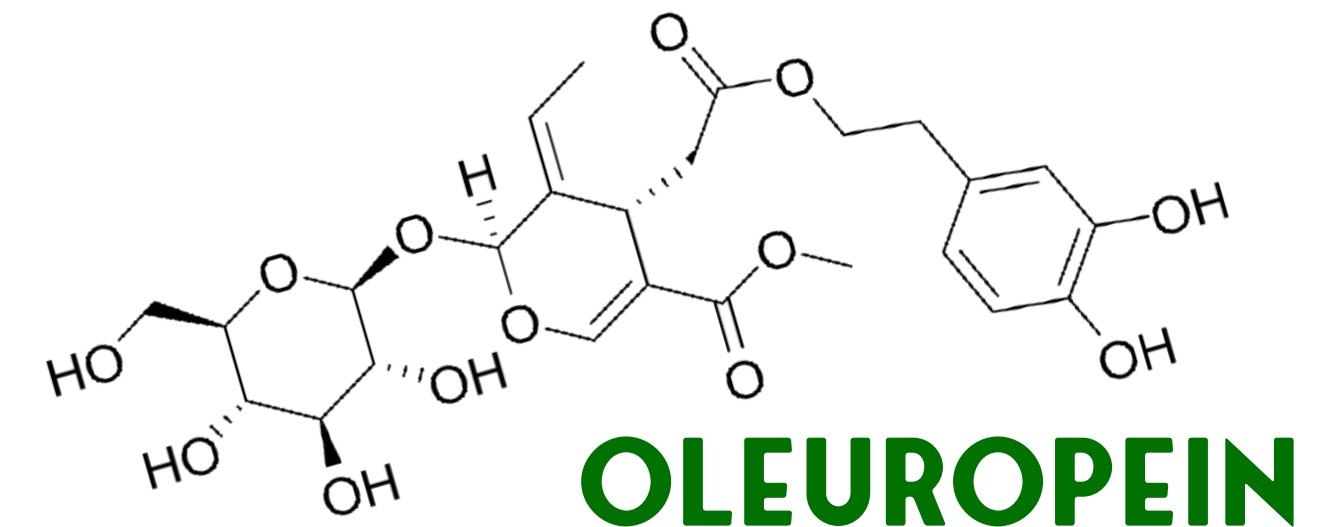
Polyphenols are plant-based compounds recognized for their various health benefits.



Helps neutralize free radicals to support brain, microbial, metabolic, vascular, inflammatory, and skin health.



Shown to modulate key enzymes in support of joint comfort, a healthy inflammatory response, brain function, and cardiovascular health.



Supports healthy blood sugar, microbial balance, weight management, and cardiovascular function.

OLIABO

The Olive Standard of Health

Our Proprietary Blend

OLIVECTIN™

Proprietary Pulp Extract
A Spectrum of Phytonutrients
High in **Verbascoside**



Proprietary Leaf Extract
A Spectrum of Phytonutrients
High in **Oleuropein**



PROPRIETARY EXTRACTION PARTNERSHIPS



Introducing:

Prima

The Life Force of the Olive Tree

A 30-day supply of sealed nutrient packets, crafted to deliver the concentrated health benefits—the life force—of the olive tree, paired with synergistic phytonutrients for daily wellness.

Convenient, travel-ready packets preserve purity and freshness—without the mess of oils. Each daily dose unites the Mediterranean tradition of olive nutrition with cutting-edge plant science to support longevity, vitality, and resilience.



HP EVOO

High in Oleocanthal and other polyphenols, infused with rosemary



Olivectin[™]

Proprietary blend of olive leaf extract and olive fruit extract



Rossa

Proprietary blend of grape seed extract and lycopene





OLIABO

EXTRA VIRGIN OLIVE OIL

Nothing added.
Everything gained.

Our high-quality, culinary EVOO for
everyday use.

Exclusively Italian sourced.



SKIN CARE!

Pure, simple and “naturale”.

- ANTI-MICROBIAL (NATURALLY)
- HYPOALLERGENIC (GENTLE ON ALL SKIN TYPES)
- REDUCES INFLAMMATION
- ANTIOXIDANT PROTECTION
- SKIN BARRIER REPAIR

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Flex...
with Olivectin!



Flex: Joint & Muscle Ointment

BY OLIABO



This transdermal ointment combines HP-EVOO, Olivectin™, Mangosteen Pericarp, and Squalane.

Compounds in HPEVOO, like oleocanthal, act on similar pathways as ibuprofen — supporting a healthy inflammatory response.

FROM MOTHER NATURE'S KITCHEN



Go ahead and flex!

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Our products are not intended to diagnose, treat, cure, or prevent any disease.



TREVISO

THE OLIVE STANDARD OF SKIN CARE

SEMPLICEMENTE NATURALE.
SEMPLICEMENTE TE.

TREVISO

BY OLIABO

SIMPLY NATURAL.
SIMPLY YOU.



**THE OLIVE
STANDARD OF
SKIN CARE**

TREVISO
BY OLIABO

SEMPLICEMENTE NATURALE. SEMPLICEMENTE TE.



VISO LUXE™
ANTI-AGING SERUM

Viso Luxe by Oliabo is a lightweight, fast-absorbing serum that hydrates and smooths the appearance of skin on the face and neck.

Infused with high-quality Italian EVOO, Olivectin, and mangosteen pericarp and seed oils.

This natural, luxurious, botanical blend provides nourishing hydration to help reduce the visible signs of dryness and fatigue, leaving skin looking refreshed and radiant.

**SIMPLY NATURAL.
SIMPLY YOU.**

OLIABO

The Olive Standard of Health



Every Oliabo product undergoes multiple rigorous inspections before earning the Minerva Seal of Authenticity. Our promise of purity, quality, and trust.





OLIABO

the Olive

STANDARD OF HEALTH

OLIABO



THE OLIABO EXPERIENCE

- Powerful Story
- Unique Products
- Empowered Community
- Proven System/Model
- Compelling Comp Plan
- Experienced Team
- Incredible Timing

Ready for the Renaissance?

FOLLOW US ON SOCIAL MEDIA...



INSTAGRAM

@oliabo.official



TIKTOK

@oliabo.official



FACEBOOK

Oliabo Official



YOUTUBE

@OliaboOfficial



Salute!

THE OLIVE STANDARD OF HEALTH

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