



OLIVE OIL

SKINCARE COMPANY

**ALL NATURAL
PRODUCTS**

www.oliveoilskincare.com.au





History

OUR HISTORY

- Founded in 2012
- A family member had issues with the skin; an ailment known as 'Psoriasis'
- Commercially available soaps and body washes aggravated the skin condition on application
- Extensive research indicated that olive oil-based products were known to manage symptoms of psoriasis
- Experiments started in the kitchen making soap from century old recipes
- Use of the soap made in the kitchen resulted in the relief of the symptoms of the psoriasis
- Products were sold at local markets with great success and increasing popularity
- To meet rising demand for soaps, production commenced on a commercial scale in a dedicated factory
- Following on the success of the initial products further research indicated the suitability of olive oil to many other skin care applications
- Today the products are sold throughout Australia and exported worldwide

OLIVE OIL FOR SKINCARE

Ancient times:

- Archeological research suggests that olive trees were first domesticated around 5000BC
- Recorded history shows that the properties of olive oil were well known in past times and in some civilizations it was used as a currency
- Ancient Minoan artefacts indicate olive oil was used as a cleanser and skin care base around 4000BC
- The usage of olive oil for skin care has been used by many other civilizations
- Used in ancient civilizations; Egypt, Mesopotamia, Mycenae, Greece, Rome
- These civilizations used olive oil as a natural moisturizer for direct application, for massage purposes, in baths etc.
- Olive oil was mixed with various other products including milk, cypress berries, waxes etc. for several skin applications
- The Egyptians used olive oil regularly for hair care

Current revival: Reviving the use of olive oil as a skin care base

- There is a return to the use of all-natural products, consumers are looking for naturally based products
- Back to the future of skin care
- There is a strong sense of responsibility by consumers looking for eco-friendly, 'green' products
- Olive oil is derived from a sustainable resource – the olive tree has been known to live for over 1000 years and keep on producing olives
- The perception that olive oil as a skin care base has been extensively tested; it has been tested for thousands of years in the laboratory of 'time'
- There is growth in understanding of the benefits of olive oil on the skin





Why Olive Oil as a Base for Skin Care?

Referred to by some as nature's gift to beauty care, olive oil has many appealing properties for skin care:

- It is natural.
- It is hypoallergenic; it suits most skin types with only a very few exceptions

Olive oil:

- Is a natural moisturizer and cleanser.
- Has regenerating power on skin tissue.
- It improves skin flexibility
- Greatly assists in the anti-ageing process for skin

It contains all the ingredients for the promotion of healthy skin. It contains:

- Vitamin A - stimulates the dermis where collagen, elastin and blood vessels are, so it reduces wrinkles and increases blood flow to the surface of the skin.
- Vitamin E - prevents the formation of wrinkles by blocking free radical damage. It also treats wrinkles by supporting new skin cell growth and promoting cell regeneration.
- Vitamin K - is essential in aiding the body's process of blood clotting, which helps the body heal and fight infection. It also improves skin elasticity and helps to reduce the appearance of dark circles under the eyes.
- Squalene and Oleocanthal are both found naturally in Olive Oil and have a natural anti-inflammatory and antioxidant properties which are effective in combating free radical damage.

- It is rich in Polyphenols and Phytosterols, which are important when dealing with soaps, skin and beauty care:
- Polyphenols are an anti-inflammatory.
- Polyphenols protect the skin from ultraviolet radiation.
- Polyphenols enhance skin cell growth.

Polyphenols and Phytosterols are antioxidants, which is important when referring to 'Free Radicals':

- Free radicals are minute chemical particles that are the result of an inflammatory chemical process
- Free Radicals are harmful to the health of the skin
- 'Free Radicals' are unstable molecules
- Free Radicals are responsible for the visible signs of ageing.
- Free Radicals destroy the collagen and elastin that provides tautness and elasticity to the skin.
- Free Radicals create wrinkles, dryness and reduce flexibility
- Free radicals chip away at cell walls. This degenerative process is progressive and can happen throughout our body in every organ. Free radical damage can be caused by stress, pollution, unhealthy lifestyle, chemicals etc.
- The skin is our largest organ, so it is important to take care of it. Antioxidants protect skin by fighting and limiting the production of free radicals, which can damage skin cells.





Tradition backed by science

We take the ingredient requiring the deepest delivery and use that as our base. We then encapsulate that ingredient inside a lipid structure that mimics the skin's natural intercellular lipid barrier.

Basic skin structure

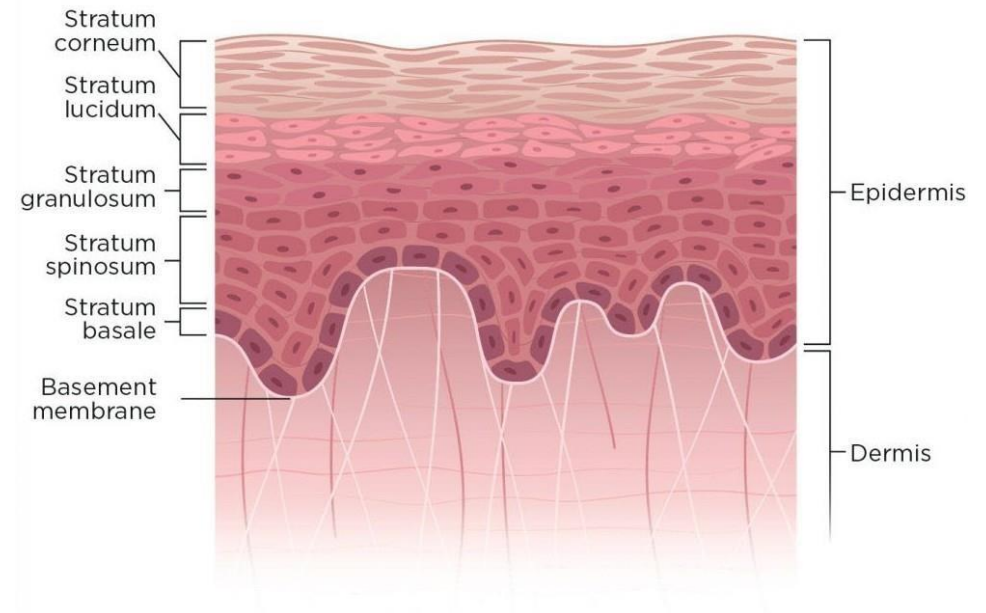
The skin is composed of three main layers, the epidermis, the dermis and the hypodermis. The epidermis is a protective layer. It keeps the skin waterproof, it keeps moisture in the deeper layers and protects from the harmful effects of ultra violet rays. The skin cells are constantly shedding from the surface and being replaced in the deepest layer of the epidermis.

The dermis lies underneath the epidermis and consists of strong protein fibres called Collagen and Elastic. These fibres give the skin it's strength, firmness and elasticity.

The hypodermis is a fatty layer that forms a protective and insulating layer under the dermis. When creating formulae for our products, first we decide on the active ingredients we want to use and where we want the ingredients to be delivered into the skin.

The product emulsion that you see with the naked eye on the surface of the skin is actually millions of spheres, or liposomes, that are power packed with active ingredients. Upon application, these liposomes form a micro-crystalline matrix on the skin's surface. As the skin recognises the skin-mimicking lipid outer-layer of the liposome, it absorbs the ingredients and begins to metabolise the lipid outer casing, releasing the active ingredient below the skin's surface.

The result is a deep delivery of active compounds to the layers of the skin where they can be most effective. Being delivered into the skin, the ingredients do not form a surface barrier and can deliver a high concentration of hydration to the skin.





Why Olive Oil Skin Care Company Pty Ltd.

Origin of our Olive Oil

- We source only Australian grown and produced olive oil
- Our oils generally have Free Fatty Acid 0.1% or less, Peroxide levels of around 5 or 6 and Polyphenols of 350mg/kg.

Product development philosophy

- All products must contain olive oil
- Finished products must be all natural
- All finished products must be Made in Australia
- Manufacturing must follow best practice procedures and abide by the governing regulations to ensure that the Australian Made logo is preserved for use
- Olive Oil Skin Care conducts research and development continuously to develop new products
- Develop products based on customer needs

What we don't use

Finished products produced by Olive Oil Skin Care are an all -natural, eco-friendly and responsibly sourced products.

Ingredients not used by Olive Oil Skin Care include:

- Palm Oil
- Sodium Laurel Sulphate (SLS)
- SLS is a foaming agent and is a known skin irritant
- Parabens
- Artificial colourants
- Artificial ingredients
- Ingredients not from sustainable resources





Our Products

Face:

- Face Wash
- Facial Scrub
- Cleansing Oil
- Facial Moisturiser
- Facial Serum

Hand:

- Hand Wash
- Hand Moisturiser
- Hand and Body Lotion
- Soap
- Soothing Balms

Body

- Body Wash
- Hand and Body Lotion
- Soap
- Soothing Balms
- Hair
- Shampoo
- Conditioner
- Soap

