



What is the Awareness Gap?

So... why olives and olive oil? They've been around forever. What's the big deal? What makes now different?

Well, let me introduce you to the awareness gap, a major reason why Oliabo is such a unique and timely opportunity.

The awareness gap is simply the difference between common beliefs and recent scientific discoveries.

Olives and olive oil are a perfect example:

The common belief is that they're good for you. However, recent scientific discoveries have shown that high-quality, olive tree-derived products contain incredibly powerful phytonutrients that support heart health, brain function, joint health, and more. Those discoveries, combined with modern technology and manufacturing processes, have now enabled us to unlock the full potential of these ancient botanicals.

And here's the thing: bridging that gap, by sharing your story, educating others, and introducing them to products that actually work, that's how lives are changed, that's where real impact and opportunity exist.

Now, when you combine a huge awareness gap with a massive audience and truly unique products, you're not just looking at a good opportunity; you're looking at possibly one of the most significant natural product movements of our time.

Oliabo is here to lead that movement.