



Oliabo One-Liner Playbook

Intrigue & Discovery

- The world's oldest remedy is about to become its newest revolution.
- A story hidden in plain sight — waiting thousands of years to be told.
- The greatest botanical story ever known — but never properly told.
- Tonight, I'm going to show you a secret the world has overlooked for thousands of years.
- What if the secret to modern health has been growing on trees for millennia?
- Some of nature's most powerful compounds were never meant to stay a secret.
- The olive tree has been whispering its secrets for centuries — we're finally listening.

Tradition Meets Modern Science

- Oliabo — Ancient wisdom, confirmed by modern science.
- Oliabo — Wellness rooted in tradition, refined by innovation.
- Oliabo — Modern wellness, rooted in centuries of tradition.
- Oliabo — Combining millennia of heritage with today's breakthroughs.
- Oliabo — Where heritage meets innovation, a new story begins.
- Oliabo — Old world purity. New world science. One timeless story.

Movement & Opportunity

- This isn't just a product launch — it's a wellness renaissance.
- You're not just hearing about a new company... you're witnessing a new category.
- Oliabo isn't following trends — it's rewriting wellness.
- Did you know history's greatest botanical story has never really been told?
- Did you know there's a network marketing renaissance coming?

Conversation or Presentation Openers + Bridges

- **Opener:** “Most people think they know olive oil... but most have no idea what's really inside.”

Bridge: *“Inside every high-quality drop are compounds more powerful than most people realize — and they don't just nourish, they activate health in ways science is only now beginning to understand.”*

- **Opener:** “When you hear the word ‘olive,’ you probably think food. Tonight, we’re going to talk about health and wellness.”

Bridge: *“Because inside the olive are natural molecules that act more like therapeutics than ingredients — and we’ve built simple ways to bring them to the world.”*

- **Opener:** “This story doesn’t start in a lab — it starts in an orchard thousands of years ago.”

Bridge: *“The ancients understood olives had power, but modern science has revealed exactly why — and how we can finally unleash its full potential.”*

- **Opener:** “What if one of the most important health discoveries of our time isn’t new at all — it’s ancient?”

Bridge: *“Oliabo is taking something timeless and finally giving it the platform and precision it deserves.”*

- **Opener:** “Some companies sell products. We’re here to reveal a discovery.”

Bridge: *“And when you see it for yourself, you’ll understand why Oliabo isn’t just a business — it’s a story waiting to be told.”*

- **Opener:** “This isn’t a story about olives and olive oil. It’s a story about what the olive tree has been hiding.”

Bridge: *“Because behind the fruit and its oil are unique polyphenols with profound effects on the brain, the heart, and the body.”*

- **Opener:** “High-quality olive oil is the secret to the Mediterranean diet... but that’s only half the story.”

Bridge: *“The real secret is in the unique olive tree-derived polyphenol compounds — and Oliabo is here to bring this secret out into the open.”*

- **Opener:** “You probably think of olives and olive oil as food... but in a few minutes, you’ll see them as longevity and opportunity.”

Bridge: *“That’s what makes this moment so powerful — it’s not just about health, it’s about a movement.”*