

SUPERIOR CATEGORY



EARTH'S PUREST OFFERINGS

HOLISTON

EXTRA VIRGIN

OLIVE OIL

LIMITED

EDITION



UNFILTERED OLIVE OIL



COLD

EXTRACTION



PRODUCT of GREECE

EARLY

HARVEST



OUR STORY

THE JOURNEY

HEALTH CLAIMS

CONSTANT RESEARCH

OUR VISION

PAGE **EARTH'S PUREST OFFERINGS** NO 3



OUR STORY

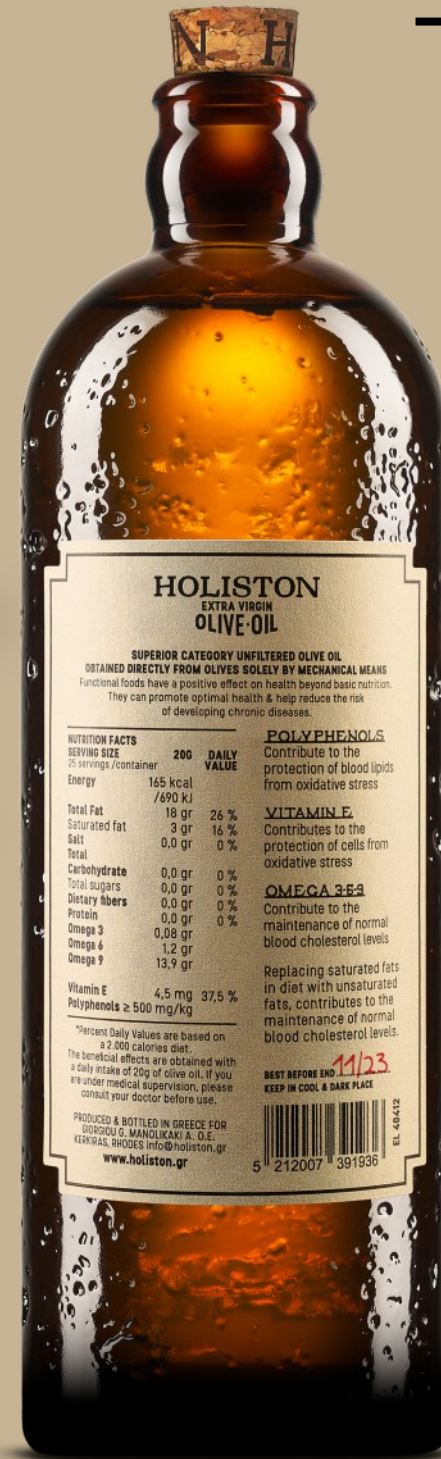
We knew that the olive oil we were growing for our personal use was special. Just like the Greek land from which it derives. But that is not the beginning of the story.



Mother Earth ↗

Our story begins on the sunlit island of Rhodes, out of a personal need: when some serious health problems arose in our family circle, we did not sit back but rather seek to address these issues in a holistic way of life, beyond the usual pharmaceutical approach. This is our philosophy, and we believe that a holistic view of our everyday life is the solution to multiple problems that plague modern man.

Combining the passion of our grandparents and the respect with which they treated the Rhodian land, and our expertise in the fields of environmental science and agronomy, we proceeded to chemical analyses and confirmed what we already knew: that the quality of the raw material and the organic way of cultivation we followed creates an extra virgin polyphenolic olive oil that offers multiple and overwhelming health benefits.



LIMITED EDITION

PRODUCT OF GREECE

STAGES PRODUCTION

NO 5

EARTH'S PUREST OFFERINGS

PAGE

THE JOURNEY

The destination has value thanks to the journey.

When we say that Holiston is different from other polyphenolic olive oils on the market, it's because we know every stage of its production.

WE HAVE ESTABLISHED 6 STRICT RULES FROM ITS GROWING STAGE TO THE MOMENT IT'S ON THE SHELF.

Producing an olive oil with Holiston's characteristics requires deep knowledge and delicate handling, and the only traditional simple process cannot be considered. Even if our product has not yet been certified as organic (certification is in progress), we stand firm in organic olive grove management and oil milling, following exclusively natural ways of fertilizing and fighting olive fruit diseases.

**CULTIVATION,
THE ORGANIC →**



The harvesting process is of the essence for us, and one of the stages that separate us from other olive oils on the market. We proceed to harvest the olives by hand when they are still green. We then thoroughly separate each fruit by hand, discarding those that are of poor quality. This is a time-consuming process that few mills today choose to follow, but for us, it is essential. Even though we know we sacrifice quantity, quality will always come first. At the same time, we make sure that the harvest is always done in conditions of low humidity and temperature. Subsequently, the olives are transported to the mill within hours in special crates.

**HARVESTING,
THE HANDMADE →**

PRODUCT OF GREECE

SUPERIOR CATEGORY

UNFILTERED OLIVE OIL



**OIL MILLING,
THE BENEFICIAL →**

The milling process is also the one at which - and that is a rule - the beneficial properties of the olive oil are lost. With this in mind, we try to reduce the rate of loss as much as possible - and we succeed. How? Thanks to our fully modernized and state-of-the-art two-phase mill and the use of all the necessary techniques, such as cold pressing, our olive oil manages to retain not only its aromas, but also a significant part of its properties.

**FILTERING,
THE NATURAL →**

It is customary for most olive oils to be filtered before storage. We choose to be different, leaving the product in Inox tanks for as long as necessary, so that it can be filtered by the natural method, with the assistance of gravity alone. Subsequently, the clean part is decanted into another tank, so that in the final product we find a concentration of 20-30% more polyphenols, which would be removed by the filtration process.



**STORAGE,
THE CRUCIAL** →



Despite their overwhelming advantages, unfiltered olive oils have a significant disadvantage, as they lose a large part of their beneficial properties and if not stored properly they may develop defects. Again, prioritizing quality over quantity, we place the olive oil in Inox containers inside refrigerated chambers as to achieve the longest shelf life, ensuring the least possible loss of properties and that you consume the same olive oil of the day of production, no matter how long it has been. This is a technique that very few mills around the world apply, and which we take very seriously.



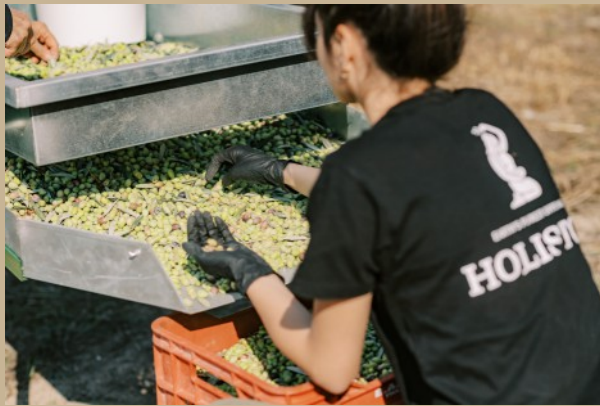
**PACKAGING,
THE PROTECTIVE** →

**IN EVERY
PACKAGE
OF HOLISTON,
ALWAYS LIES
ITS OPTIMAL
VERSION.**



Our packaging is not only stylish but is the result of careful consideration. First, our box has double walls to ensure complete safety in transport, 0% solar transmittance and complete insulation against heat. The colored bottle also contributes to this purpose, protecting against solar radiation and during the use of the product after removing the box. With a carefully considered and elegant appearance, the packaging stands out both externally and for its beneficial contents.

HEALTH CLAIMS



There are olive oils, and then there is Holiston. When we say our product is special, it's because we know we can prove it in practice.

POLYPHENOLS

VITAMIN E

Holiston is an extra virgin unfiltered polyphenolic olive oil, which belongs more in the category of functional foods than the olive oils we already know. This is true because it covers not one, but 5 health claims from EU regulations.

OMEGA-3



OMEGA-6

But we don't stop there. Holiston also contains squalane, an organic compound that is produced by our bodies but degrades over the years, leaving our skin rough and exposed to external hazards.

OMEGA-9

PAGE **HEALTH CLAIMS** NO 8

POLYPHENOLS

Holiston is one of the few extra virgin olive oils that has such a high concentration of polyphenols, which is due to our specialized production methods and the high quality of our olive groves. What we have achieved is to offer a product that protects our body, acting as a natural medicine - both preventively and in the fight against diseases.

- How do polyphenols help us with?
- Shielding the immune system
 - Protecting against cardiovascular disease
 - Having anti-inflammatory properties
 - Improving allergic symptoms
 - Controlling blood sugar levels
 - Shielding the digestive system
 - Protecting the nervous system
 - Slowing down aging
 - Combating obesity
 - Having a strong antioxidant activity
 - Having strong anti-cancer properties
 - Having effective antimicrobial activity
 - Promoting bone and joint health
 - Preventing brain disorders and promoting our mental health



OMEGA 3-6-9

Omega-3 fats have several important functions, including:

- Improving heart health.
- Supporting heart health
- Weight control
- Fighting inflammation

Omega-6 fatty acids:

- Play a key role in our immune system.
- They provide essential energy

Omega-9 fatty acids are beneficial in fighting inflammation.

As omegas are commonly found in fish and seafood, Holiston is an ideal source of these fatty acids for those who are vegan.

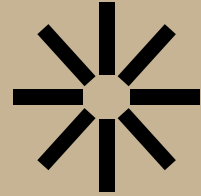
VITAMIN E

As vitamin E is found in high concentrations in Holiston, its consumption shields our body in multiple ways:

- Reduces the risk of heart disease
- Reduces the risk of cardiovascular disease
- It promotes skin health
- Helps prevent oxidative stress

CONSTANT

We continue to learn all the time and invest in research, which starts at the cultivation stage and ends in each person's health. And all over again.



Taking advantage of our background in agronomy and environmental science, we constantly perform chemical analyses of our product to make sure that every Holiston on the shelf remains the best on the market and delivers on all the health benefits it promises. Because in every pack of Holiston, lies its optimal version, every time.

Our belief is that we don't know everything.

RESEARCH





OUR VISION

LIMITED EDITION

Our goal is to establish ourselves in the minds of consumers, helping them to adopt a holistic lifestyle. A phrase attributed to Hippocrates is "Let medicine become your food and let your food become your medicine".



This saying is the driving force behind Holiston. We want to make the lives of our fellow human beings better, and that's what motivates us every day.

Holiston has already been awarded by prestigious international organizations, but that's not enough for us.



INFO@

HOLISTON.GR



With respect to nature, we got back to hand picking practices and chose our best olives, producing a premium, enriched olive oil from an early harvest.

Our holistic approach, expertise and dedication, gave life to a nurturing product which goes beyond quality and taste and becomes a functional food.

Rich in aromas, elegant flavour and with 5 health benefits, it touches the properties of an elixir of life. Following mother earth's guidance, we created the abode of the purest element the greek lands have to offer.

**PRODUCED & BOTTLED IN GREECE FOR GIORGIU
G. MANOLIKAKI A. O.E. KERKIRAS, RHODES**