

OLVEA

TM



TrueShea

OLVEA launches the **TrueShea™** brand, covering all its **pure, natural and sustainable Shea butters!**



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**TrueShea™: The Shea Butter Experience**

From sources you can trust



INCI name *Butyrospermum Parkii* (Shea Butter)

Applications



TrueShea™ gathers OLVEA's **100% natural** Shea butters **produced locally** in Burkina Faso (West Africa) and refined in France, in its state-of-the-art **eco-refinery**.

Established in Burkina Faso since 2008, OLVEA has developed a unique sustainable and **fully integrated supply chain**: from the fruit harvested by thousands of women in the bush, to the refined shea butter delivered worldwide to its customers.

TrueShea™ is a **natural and pure Shea butter**, which features the most advanced specificities with the highest purity and **quality standards**.

TrueShea™ is an ingredient of choice for a **unique experience** and the **preferred sustainable Shea solution**.

By formulating your products with TrueShea™, you will be part of this **True Adventure!**

**OLVEA offers a complete range of natural Shea butters:**

- ◆ TrueShea™
- ◆ TrueShea™ Organic
- ◆ TrueShea™ Fair Trade
- ◆ TrueShea™ Fair Trade & Organic

**Harvesting fruit**  
in Burkina Faso (West Africa)



## TRUE SUSTAINABLE SUPPLY CHAIN



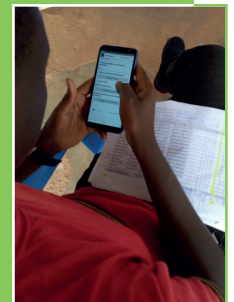
### Local operations:

- **Direct procurement** of the Shea nuts from farmers' organizations: transparent and long-term relationships embodied by collaboration protocols guaranteeing a sustainable commercialization
- **Crushing** of the Shea kernels in Burkina Faso (Africa)
- **Logistics optimization** and lower transported volumes



### Full traceability:

- **Transparency and quality control** of the supply chain, from the **harvested fruit** to the **refined butter**
- Collectors' **mapping** and nuts' **traceability** (*Management Information System*)



**100%**  
full tracability

### Partnerships and certifications:



**Crushing**  
in Burkina Faso (West Africa)



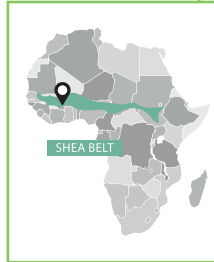
**Eco-refining**  
in Normandy (France)



## TRUE NATURALITY

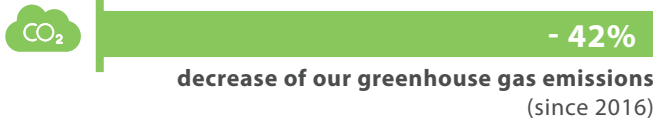


Shea trees naturally grow in **Africa**, in the heart of the **Shea Belt** (Burkina Faso)



Produced with a **low carbon footprint**:

- TrueShea™ **Life Cycle Analysis** (dated 2019)



Attested by third parties:

- Fair Trade certified (Fair for Life by Ecocert)
- Organic certified (by Ecocert)



### Check your Shea!

Natural claims	TrueShea
<b>Solvent free</b> (extraction)	YES ✓
<b>Free from chemical separation</b> (fractionation)	YES ✓
<b>Free from chemical processing</b> (hydrogenation)	YES ✓
<b>100% natural index</b> ISO 16128	YES ✓
<b>COSMOS approved*</b>	YES ✓



## TRULY INCLUSIVE



**Social and economic development** for thousands of women in West Africa (Burkina Faso)



**Human capital development:**

- economic inclusion
- capacity reinforcement
- women empowerment



**Improvement of the livelihood** and quality of life of rural women and their communities:

- Financial support for medical care** (health expenses, supply of hospital beds, disease detection)
- Schooling support:**



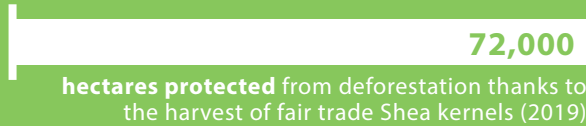
\*raw material verified by ECOCERT GREENLIFE, conform to the COSMOS Standard

# TRUE NATURAL RESOURCES STEWARDSHIP



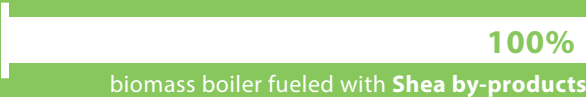
## Shea parklands protection:

- Reforestation and protection of natural resources



## Shea kernels crushing locally in Burkina Faso:

- In our green plant: solar panels, bioclimatic architecture, **upcycling** (by-product valorization)



- In an **environmentally-friendly way**:

- with **renewable resources**
- with a **low carbon footprint**
- supply of **improved cookstoves** to reduce firewood consumption and hence deforestation



## Eco-refining and responsible processing in our state-of-the-art plant in Normandy (France).



# TRULY RESPONSIBLY SOURCED

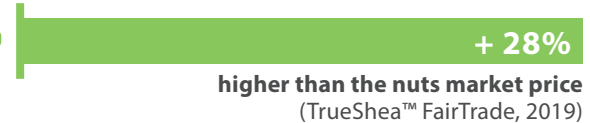


## Positive impact on local economy: contribution to the socio-economic development in West Africa

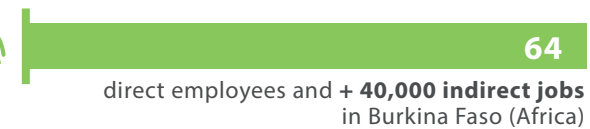
- Financing of a **Fair Trade Development Fund** to support collective projects:
  - improvement of individual skills, environmental impact, livelihoods
  - supply of new equipments



- **Fair pricing policy** for the purchase of the fair trade Shea nuts:



## Creation of jobs and local development



## Income diversification and security:

Production of Sesame Seed oil since 2018 at OLVEA Burkina Faso, providing succeeding activities to the collectors.



	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	
Shea	HARVEST		COMMERCIALIZATION										
Sesame					HARVEST		COMMERCIALIZATION						