

BEAUTY, SKIN CARE

Demeter-certified cosmetics with OliPhenolia®

Something that was once considered useless is now considered a breakthrough: with OliPhenolia®, Fattoria La Vialla has developed an active ingredient that not only regenerates the skin but also redefines confidence in natural cosmetics. The award-winning Tuscan cosmetics range combines agricultural authenticity with scientific innovation – sustainable, Demeter-certified and with proven effectiveness. What lies behind the name is more than just a positive sensation: it is a transparent and uncompromising “Farm to Face” philosophy that protects biodiversity and rethinks beauty in a new way. Those looking for natural cosmetics with antioxidants will find no empty promises here, but authentic craftsmanship – directly from the farm into the jar. Welcome to a new era of skin care with Fattoria La Vialla.

by Mabel Neumann 19/09/2025



The containers for the OliPhenolia creams are made with recycled glass and filled by hand directly at Fattoria La Vialla – something rare, even among Demeter-certified natural cosmetics brands. Photo: PR

Cosmetics with OliPhenolia: an active ingredient from olive mill waste water

The key ingredient in Fattoria La Vialla's OliPhenolia cosmetics does more than just nourish the skin: it is hydroxytyrosol, one of the most powerful plant antioxidants known. It is extracted from the bitter “fruit water” that remains after cold pressing the olives. Once considered waste, today it forms the basis for a range of highly effective biodynamic skin care products. Fattoria La Vialla's natural cosmetics harness this potential not only to achieve visible results, but also as a statement: for sustainable natural cosmetics from Italy that close cycles and respect resources. The natural extract has anti-inflammatory, antioxidant and protective properties, without containing any synthetic additives. It also gives the skin elasticity, hydration and a healthy, radiant appearance. OliPhenolia proves that it is not necessary to invent active ingredients, we just need to rethink them. This is a real milestone, especially in the field of Demeter-certified natural cosmetics.

OliPhenolia cosmetics: traditional wisdom meets modern science

The idea for the OliPhenolia biocosmetics did not originate in a laboratory, but in the heart of Tuscany. More precisely, in the kitchen of Nonna Caterina, the grandmother of the founding family.

She used to drink olive fruit water, a residue from olive oil production, as a daily elixir. This long-standing habit was the starting point of a scientific journey for Fattoria La Vialla. The effects of the bitter extract have been studied in collaboration with international universities, including Cambridge – with impressive results.

Something that has long been held to be true has now been scientifically proven: natural cosmetics with antioxidants improve the skin's health, strengthen cell structure and promote regeneration.

OliPhenolia from Fattoria La Vialla combines tradition with modern research in an authentic, effective and natural way. It is going back to the essentials, to what really works.



The Fattoria's grape pomace and olives form the basis of two fundamental active ingredients used in the range, because Fattoria La Vialla only uses by-products from wine and olive oil production, thus creating a closed, resource-saving cycle. Photo: PR



"OliPhenolia Intensive Serum" contains as much as 90% of biodynamic ingredients, an exceptionally high amount even for Demeter-certified cosmetics, because the sourcing, cultivation and production process all comply with strict biodynamic guidelines. Photo: PR

Demeter-certified natural cosmetics: extremely high standards, rarely achieved

Natural cosmetics that are Demeter-certified are a rarity anywhere in the world, and Fattoria La Vialla is one of the few brands that meets the rigorous standards in every phase. In fact, Demeter means much more than just "organic": the requirements for cultivation, processing and ingredients are subject to the strictest biodynamic criteria. Consequently, all the active plant ingredients in the OliPhenolia cosmetics come from a closed cycle, from the olive tree to in-house packaging. No synthetic additives, no anonymous suppliers, no compromises. Instead: controlled origins, certified purity and maximum traceability. In particular for high-quality natural cosmetics without microplastics and parabens, the Demeter seal is a visible sign of transparency and responsibility. And while many products focus on labels, Fattoria La Vialla focuses on the contents – because true quality is not something that you stage, but something you live. The result: a rare combination of tradition, nature and certified skin care expertise.

“Farm to face” cosmetics: traceability instead of raw material roulette

Fattoria La Vialla’s “Farm to face” beauty products demonstrate in an exemplary way what natural cosmetics with genuine origins are all about. The majority of the ingredients come directly from the Fattoria – grown, harvested and processed using biodynamic methods. There are no anonymous sources of raw materials, no middlemen, no compromises. This transparency characterises the entire production chain, from the olive tree to filling the jars. The result is a range of high-quality natural cosmetics without additives, that not only is good for the skin, but is also a model of sustainable agriculture. Every drop of OliPhenolia embodies the care of a family-run business and the transparency of its genuine origins. This is a strong signal, especially in a sector that often hides behind promises. In this case “Farm to face” implies trust that can be seen, felt and traced. A range of natural cosmetics with antioxidants that is both sincere and effective.



The ripe olives are cold-pressed directly at Fattoria La Vialla, in order to be able to preserve the olive fruit water, which is the basis of the active ingredient OliPhenolia.
Photo: PR

Natural sustainable cosmetics from Italy: beauty with a system

At Fattoria La Vialla, anyone interested in Italian sustainable natural cosmetics will discover much more than just high-quality products. The farm is certified climate positive, it produces in a resource-friendly manner and ships its products in ways that reduce emissions – right down to the recyclable packaging. But the commitment doesn’t end with the CO2 balance sheet: in addition to olive oil, Fattoria La Vialla also uses grape seeds, skins and pomace, which are transformed into scrubs or active antioxidant ingredients, consistently expanding the concept of upcycling. The result is a range of natural biodynamic cosmetics that come from a closed cycle: ecological, transparent and studied down to the smallest detail. In this way the harvest becomes an active ingredient, waste products a valuable resource, and skin care an act of responsibility. The combination of Demeter-certified natural cosmetics, biodynamic farming and effectiveness is rare – and as a result, award winning. Because here beauty is not created at the expense of nature, but working with it.



All the products in the “OliPhenolia” range are produced directly at Fattoria La Vialla in small batches: each label is attached and checked by hand. Photo: PR

Fattoria La Vialla’s natural cosmetics – a couple of the OliPhenolia face and body care products:



"OliPhenolia Facial Scrub" from Fattoria La Vialla, 50 ml



"OliPhenolia Intensive Serum" from Fattoria La Vialla, 20 ml



Fattoria La Vialla won the Green Product Award in 2025 for its sustainable natural cosmetics line – and was also the first Demeter-certified brand to receive the Sustainability Pioneer of the Year Award, in 2024. Photos: PR

OliPhenolia from Fattoria La Vialla: honoured for its philosophy rather than hype

Even natural cosmetics increasingly follow trends. Not Fattoria La Vialla – with OliPhenolia, is consistently taking a different path. Instead of making hasty promises, the brand prioritises long-term effects, and instead of a wide range of products, on deliberately focused care. This approach has been honoured with several accolades: The "Sustainability Pioneer Award 2024" for ecological circular economy and holistic responsibility. The "Clean Beauty Excellent" seal, synonymous with the highest quality and dermatological tolerability. "Overall Champion" at the Free From Skincare Awards 2023 for the OliPhenolia Intensive Serum, thanks to its hypoallergenic formula, simplicity and remarkable effectiveness. These accolades do not just honour quality, but also an attitude – a philosophy that thinks of beauty in cycles, without neglecting either the skin or the environment. It is not just about cosmetics made with olive fruit water. This is about the future of natural cosmetics: minimalist, regenerative and radically honest – and recently a winner of the "Green Product Award 2025".

"Green Product Award 2025" for the OliPhenolia cosmetics range: excellent skincare with certified origins

More than 1,500 entrants from 60 different countries – and Fattoria La Vialla was honoured with the award for its OliPhenolia cosmetics. The "Green Product Award 2025" in the Personal Care category is not just an acknowledgement from the sector, but also confirmation of an approach that has long been considered a niche: uncompromisingly biodynamic, fully traceable and making no concessions in terms of skin tolerability. The international jury does not just evaluate the ingredients, but also the level of innovation, production method and social impact. The fact that a Demeter-certified range is successful in this context shows how much standards have changed. Customers and specialist juries no longer evaluate natural cosmetics on the basis of promises, but on their proven effects, genuine transparency and commitment to circular economy. This is exactly what OliPhenolia embodies. The award is therefore not just a label – it is a sign, for all those who want to know which cosmetics not only work, but also do what they promise.



Fattoria La Vialla's OliPhenolia won at the Green Product Awards in the Personal Care category, thanks to up to 90% biodynamic ingredients, complete absence of allergens and Demeter certification.