

## CERTIFICATION MARK FOR EXTRA VIRGIN OLIVE OIL

Areas and registration numbers of the IQO trademark worldwide:

- **EUROPEAN UNION:** No. 018699393
- **ITALY:** No. 302022000028619
- **INTERNATIONAL:** No. 1674930 in the United Kingdom
- **USA:** No. 79346173

## THE NVS ALGORITHM (NUTRITIONAL VALUE SCORE)



### ORIGIN AND COLLABORATION

- The **NVS Algorithm** is the result of collaboration between Dr. **Filippo Conticelli** and the **University of Florence**.
- Developed in collaboration with the **NEUROFARBA** and **DAGRI** departments.



### PRIMARY OBJECTIVE

- To create an **objective and universal certification scheme for extra virgin olive oil (EVO)**, based on chemical parameters with recognized nutraceutical properties and the ability to reduce sensitivity to oxidation during shelf-life.



### DEVELOPMENT AND DURATION

- After nearly two years of research, the **Nutritional Value Score (NVS)** for extra virgin olive oil (EVO) was developed.
- The **NVS** algorithm assigns a **score from 0 to 100** to the nutritional and chemical profile of the analyzed extra virgin olive oil (EVO).
- It provides a **scientific, transparent, fast, and intuitive analysis** of the product.



## SCIENTIFIC RECOGNITIONS

The NVS algorithm recently gained **international scientific recognition** with the publication of the article *"Chemical Data and Relationship for a scoring Algorithm of Extra Virgin Olive Oils Nutritional Value"* in the **Molecules** journal on January 21, 2024, authored by Lorenzo Cecchi, Filippo Conticelli, Bruno Zanoni, et al.

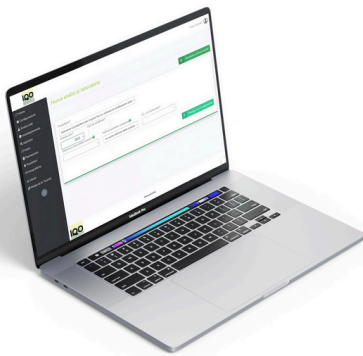
# WHAT DOES IQO DO?

The certification mark **IQO Index Qualitatis Oleum** is registered in over thirty EU and non-EU countries. Using the **NVS algorithm**, it issues certificates of nutritional and chemical suitability for batches of extra virgin olive oil (EVO) compliant with **IQO** standards. Through collaboration with the legal partner **Bugnion S.p.A.**, a **Usage Regulation** has been filed, granting the use of the **IQO** mark to all EVO oils with a minimum score of **80/100** in the **NVS algorithm**. This criterion ensures not only compliance with **IQO's** chemical-nutritional excellence parameters but also alignment with **EFSA** guidelines for nutraceutical EVO oil, with minimal presence of molecules antagonistic to good conservation.



## CHEMICAL ANALYSIS

- **Partner:** ISVEA Laboratories, Poggibonsi, Siena, Italy
- **Accreditation:** ACCREDIA in accordance with UNI CEI EN ISO/IEC 1702
- **Sample Retrieval:** National Italian territory: within 48 hours at home (excluding islands, estimated 72 hours)
- **Swift Reporting:** Guaranteed within five working days.



## THE IQO DIGITAL PORTAL

For certification, we leverage the **IQO Portal**, a dedicated digital tool. The process is entirely **digital and remote**, eliminating the need for physical presence. Creating a business profile is quick and free, providing access to exclusive features such as a complimentary assessment of extra virgin olive oil's suitability for **IQO** certification, ordering new analyses for oil batches, and initiating bottling sessions for **IQO**-certified oil with **IQO stamps**.



## TRACEABILITY THROUGH THE IQO LABEL

For each bottle certified with the **IQO Index Qualitatis Oleum** mark, an adhesive label is issued, compliant with food labeling regulations and designed in collaboration with **Etichettificio Jolly** to ensure **authority and traceability**. Collaboration with Etichettificio Jolly allows for customized labeling solutions. Through the sophisticated **IQO Portal**, every phase of the certification is recorded in a specific digital timeline. All information, such as the certificate date, bottling details, and **IQO** score, is instantly accessible through the **IQO** label. Each individual bottle can be **traced anywhere and instantly**.

