

Music Icon Olivia Unveils Aivilo, a Revolutionary Wellness Brand Fusing Artistry with Scientific Innovation

True beauty begins from within. Confidence, Health, Restful sleep and vibrant energy all stem from how we treat our body. If you don't take care of your body from within, it will show on the outside.



Revolutionary Wellness Brand Fusing Artistry with Scientific Innovation

Celebrated recording artist Olivia, known to millions as “The First Lady” of soulful music, today announced her much-anticipated entry into the beauty and wellness space with the launch of Aivilo. The new brand, developed in a landmark collaboration with biotech innovators Fame Health Labs, offers a unique approach to wellness rooted in the concept of looking inward to unlock one's natural vitality.

Aivilo—Olivia's name spelled backward—is the culmination of the artist's lifelong personal journey toward holistic health. It represents a philosophy of self-reflection, balance, and empowerment. The brand's debut collection is designed to integrate seamlessly into a daily wellness practice.

"For me, music has always been a way to process the world and connect with my own spirit. Aivilo comes from that same place. It's about creating daily rituals that nourish you from the inside out, so you can perform at your best, whether you're on a stage or just navigating your daily life. It's the harmony to my melody, and I'm incredibly proud to share it."

The inaugural Aivilo line features a curated selection of targeted supplements, including Aivilo Sleep for restful nights, Aivilo Immune Drops for daily defense, and Aivilo Beauty for Skin, Hair & Nails Care... cultivating radiance from within. To provide a comprehensive wellness foundation, the brand is also launching curated sets like the Aivilo Sleeping Beauty Bundle.

The full Aivilo collection, including the Sleep & Immune Support Bundle and the Defense & Glow Bundle, is now available for purchase exclusively at AiviloSkincare.com.

About Olivia, The First Lady: Olivia is an award-winning artist and public figure whose music has inspired a generation. With her signature blend of soul, strength, and vulnerability, she has cemented her place as a powerful voice in entertainment. As a cultural leader, she now extends her influence to the world of wellness with the launch of Aivilo.

About Aivilo: Aivilo is a beauty and wellness brand founded by the artist Olivia. It is dedicated to creating premium, science-backed supplements and wellness bundles that promote holistic health, inner balance, and outer radiance, inspiring individuals to begin their wellness journey by looking inward.

A WORD ABOUT OUR PARTNERS

About Fame Health Labs: Fame Health Labs is a forward-thinking research and development company specializing in creating innovative, safe, and effective health and wellness products through the synergy of nature and biotechnology.

About Life Plus Institute: The Life Plus Institute is a Wellness Partner of Aivilo. The institute is a thought leader in the field of human vitality, conducting and promoting research into holistic practices that enhance longevity and quality of life.



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