

## Chapter 64

Lindsay and her team went to a local farm to help with traditional olive oil pressing. Many viewers in the livestream had never seen this method of pressing oil before.

Lindsay and Wendy helped steam the olive pulp, while Leslie and Elric worked on preparing the mats. The two then took turns operating the large lever to press the oil, which was a bit like ringing a giant bell.

Both the stars and the viewers found the process fascinating.

The farm owner, Jason Stone, chatted with the group as they worked. Leslie asked, "Is olive oil selling well for you?"

Jason smiled and said, "It's alright, we make enough to get by when we take it to the town market."

He then asked, "Have you all tried olive oil before? Do you know its benefits?"

Leslie, Wendy, and Elric shook their heads. "We haven't tried it and don't really know much about it."

Lindsay, however, said, "Olive oil has a unique, pure flavor. It's highly nutritious and often called the 'liquid gold of the Mediterranean.'"

She went on to explain the various culinary uses of olive oil, from salads to frying and baking. "Besides being a staple in cooking, olive oil is great for moisturizing the skin, nourishing the hair, aiding in weight loss, and even reducing wrinkles and improving complexion."

Jason was surprised and impressed. "Miss Summer, you know a lot about olive oil. It's indeed a fantastic product."



Wendy was intrigued by the beauty benefits. "Can olive oil really help with hair and skin care?"

Lindsay nodded. "Absolutely. Olive oil is excellent for hair care. You can use it directly to condition your hair, or..."

She described several methods to use olive oil for hair care and the benefits of each.

"You can also purify it into essential oil for skincare or make lip balm," she added.

Jason chuckled. "We do use olive oil for our hair and skin around here. Making lip balm, though—that's a new one for me. Is it difficult?"

Lindsay replied, "Not at all. You just need olive oil, beeswax, and some vitamin E. Handmade olive oil lip balm is not only moisturizing but also safe for kids and pregnant women."

She suggested to Jason, "I noticed you have several large groves of wild olive trees around here. There are a few families pressing olive oil as well."

"Actually, you could try making essentials and lip balm from olive oil and selling them online," Lindsay suggested. "People really like natural products without chemical additives."

Jason sighed. "We tried selling our olive oil online before, but we didn't get many buyers. Most people prefer to buy from well-known brands. So, we end up selling our oil to buyers at a low price."

Lindsay thought for a moment, then said, "You could use live streaming to sell your products. Show how you press the oil and make the essential oils and lip balm. When viewers see that your process is clean and free of



chemicals, they'll be more likely to buy."

Jason's eyes lit up. "That's a good idea. We take pride in keeping everything clean and natural."

Lindsay asked, "You'll need beeswax to make the lip balm. Are there any beekeepers around here?"

Jason nodded and smiled. "Yes, several families around here keep bees and produce pure honey. The nearby villages also have beekeepers, so we have plenty of beeswax."

"The only thing is, we don't know how to extract essential oils and make lip balm," he added.

Lindsay said, "I can teach you how. But first, you need to get the proper licenses to produce these products legally."

Jason nodded again. "Got it."

Charles was impressed by Lindsay's knowledge. This idea could benefit their show by showcasing positive community development.

He added, "You can use our show's live stream to promote your products. We'll include a link to your live stream during our broadcast."