Born in Sweden. Built on trust.

Brand story

OLY is a food-supplement brand born in Sweden and built on Swedish values: products that are clean, reliable and easy to trust. From the beginning the focus has been on quality, transparency and carefully selected ingredients.

The idea is simple. What the bottle says is what it contains. OLY does not use proprietary blends that hide the dose, and a Certificate of Analysis is available per batch.

As demand grew, the brand expanded beyond Sweden – first to the Netherlands, where it built its European presence, and from there across the EU. Today OLY supplies pharmacies, health stores, gyms, clinics, online retailers and distributors, and ol-y.com is available in 23 languages.

The operation has grown; the principles have not: reliable products, clear documentation and long-term partnerships. Invoices and contracts are issued by OLY Europe LTD.

We apply the same thinking to our public reporting. Our reports use public data, show their sources and state their limits – and they disclose where OLY itself appears in the data.

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