

## ABSTRACT

The diploma thesis explores and shows some effects of olive oil on people's wellbeing, as they have been studied in recent times. It is examined to be a very beneficial food for the organism, and because of its composition, it can give a boost and power to the immune system, especially to people with a very weak immune system. It can also be divided into some specific categories according to the composition, acidity and cultivation of the fruit. Some general characteristics of olives and olive oil will be mentioned. About olives, we will analyze the early procedures such as the cultivation, cooling and flowering, some qualitative characteristics and the variety of olives. The basic categories will be analyzed including Extra Virgin olive oil, Refined olive oil and-so-on, the concentration of each type and what they include, the quality and lastly the way olive oil should be present in the market meaning the standardization, the packaging and the marking. In addition, the chemical composition of olive oil will be mentioned such as phospholipids, hydrocarbons, carotenoids, chlorophylls, vitamins, tocopherols, sterols triterpenoid alkaloids and phenols. Also, it contains some antioxidants like flavonoids, carotenoids, natural and synthetic antioxidants. The role of antioxidants will also get attention, due to their significant importance. It is established that olive oil has beneficial outcomes in our organism and prevents it from countless disorders. Diseases including diabetes, rheumatoid arthritis, cancer, cardiovascular system illness and metabolic syndrome will be analyzed in more detail. In the experimental part comes of a questionnaire, 50 people were called to participate and to describe how as the consumers deal with the presence of olive oil in their lives and their believes about its importance, the cost, the type of olive oil they choose, and many more details.