

# Bio-Oil® Product Information





Bio-Oil is a specialist skincare product formulated to help improve the appearance of scars, stretch marks and uneven skin tone. Its unique formulation, which contains the breakthrough ingredient PurCellin Oil™ is also highly effective for ageing and dehydrated skin.

Bio-Oil has won 72 skincare awards and has become the No.1 selling scar and stretch mark product in 11 countries since its global rollout began in 2002.

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## Uses

### SCARS

Helps improve the appearance of both new and old scars.

### STRETCH MARKS

Helps reduce the possibility of stretch marks forming during pregnancy, teenage growth spurts and periods of rapid weight gain, and helps improve the appearance of existing stretch marks.

### UNEVEN SKIN TONE

Helps improve the appearance of pigmentation marks and blemishes caused by hormonal fluctuations, skin lighteners or excessive sun exposure.

### AGEING SKIN

Helps smooth and tone ageing and wrinkled skin on both the face and body.

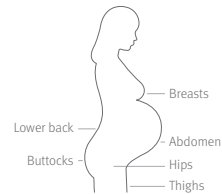
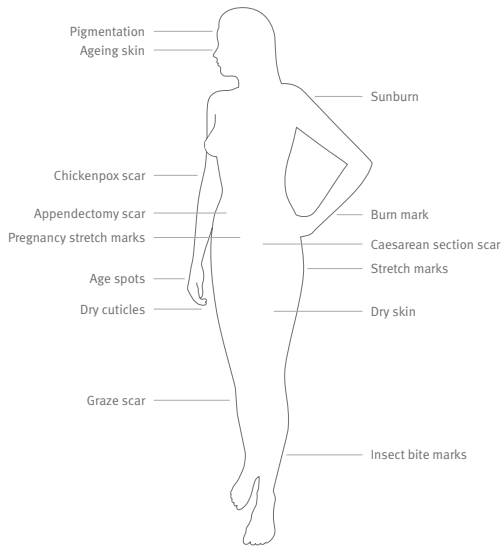
### DEHYDRATED SKIN

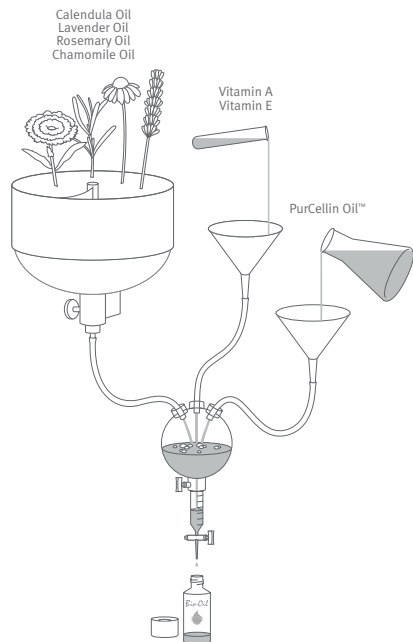
Helps supplement the skin's natural oils, stripped away by factors such as extreme weather, water with a high chemical content, frequent bathing and the drying effects of central heating and air conditioning.

## Application

Bio-Oil should be applied to the affected area twice daily for a minimum of three months. Please note that scars are permanent in nature, and although Bio-Oil is formulated to help improve their appearance, it can never remove them. Results will vary from individual to individual.

During pregnancy, Bio-Oil should be applied from the start of the second trimester to areas that are prone to stretch marks.





## Formulation

The Bio-Oil formulation is a combination of plant extracts and vitamins suspended in an oil base. Oil, being oxygen-free, allows the plant extracts and vitamins to retain their potency.

Bio-Oil contains the breakthrough ingredient PurCellin Oil™, which changes the formulation's overall consistency, making it light and non-greasy. This ensures that the goodness contained in the vitamins and plant extracts is absorbed into the skin.

Bio-Oil has undergone safety assessments in accordance with the Regulation of the European Parliament and of the Council on Cosmetic Products. The toxicological profile, chemical structure, level of inclusion and total level of daily exposure of each ingredient used has been assessed and deemed safe for use (including for use by pregnant women).

## Key ingredients

### VITAMIN A

Vitamin A promotes the formation of new collagen and assists in skin renewal, helping to increase elasticity and improve the skin's texture and tone.

### VITAMIN E

The most widely used antioxidant in skincare products today, Vitamin E assists in the maintenance of healthy-looking skin, protecting it from the effects of free radicals which cause skin damage and premature ageing. Vitamin E also increases the moisture content of the epidermis, making the skin soft, smooth and supple.



### CALENDULA OIL

Calendula Oil has cell regenerative effects and can be used to treat sensitive, damaged or sunburnt skin. It reduces inflammation and can be used to combat minor skin infections, rashes and superficial irritation.



### LAVENDER OIL

Lavender Oil is known to have skin conditioning properties, it provides a calming and soothing benefit and is also a natural antiseptic.



### ROSEMARY OIL

Rosemary Oil helps to invigorate and condition the skin, it also has soothing properties and mild antiseptic effects.



### CHAMOMILE OIL

Chamomile Oil is an anti-inflammatory, providing soothing and calming benefits to the skin, and is particularly beneficial for sensitive skin.

### PURCELLIN OIL™

PurCellin Oil™ reduces the thickness of the formulation, improving its application and spreadability and making Bio-Oil readily absorbed by the skin. It also acts as an emollient, making the skin soft, smooth and supple.

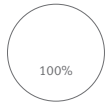
## Clinical Trials



### SCARS

92% of subjects showed an improvement in the appearance of their scars after 8 weeks. There was a continuous improvement over the duration of the study, with statistically significant results noted as early as week 2.

(proDERM, 2010)



### STRETCH MARKS

After 8 weeks, 100% of subjects showed an improvement in the appearance of existing stretch marks.

(proDERM, 2010)



### UNEVEN SKIN TONE

The appearance of uneven skin tone improved over the duration of the trial, with 93% of participants showing an improvement after 6 weeks.

(MEDUNSA, 2005)



