

Made in Iceland

BIOEFFECT

Experience complete anti-ageing skin care inspired by Nobel Prize-winning science,
powered by revolutionary biotechnology.



BIOEFFECT
The Language of the Skin™



Based on 10 years of
pioneering biotechnology research in Iceland



BIOEFFECT's cellular activators are made in barley plants

BIOEFFECT - The Language of the Skin

Our skin has a voice. It can tell the world our age. It tells how much we've smiled, how much we've laughed or scowled, smoked or sat in the sun.

BIOEFFECT® is a tool which can rewrite the story of your skin. The cellular activators contained in BIOEFFECT are words written in the skin's own language. They are a normal part of the communication network within our skin and act as messengers to the cells, telling them to speed up their renewal process and restore the skin's natural radiance.

BIOEFFECT is the world's first skin care brand to contain cellular activators made in plants.

The unique biotechnology behind BIOEFFECT is based on our understanding of the genetic language. To forge EGF inside the barley seed, we have translated the genetic instructions on how it is made, into the genetic dialect of barley. That way we can instruct the barley plant to make EGF in its seed, which is identical to the EGF in our skin, and which the skin understands as its own.

The bridge between BIOEFFECT's unique biotechnology and beauty is language.

BIOEFFECT is the language of the skin.

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BIOEFFECT

EGF SERUM

Cellular Activating Serum
Restores – Rehydrates – Rejuvenates

e 15ml 0,5 FL.OZ.

6 1234 012 3456



BIOEFFECT
EGF SERUM

For improved appearance
of skin and correction of
skin aging effects

25% of Icelandic women use BIOEFFECT EGF SERUM*

Internationally acclaimed BIOEFFECT® EGF SERUM is a ground breaking anti-ageing serum that delivers visible, dramatic improvements to the skin.

BIOEFFECT EGF SERUM utilises the proven anti-ageing power of EGF to restore your skin's youthful radiance, minimise signs of ageing and rejuvenate the skin's complexion.

- Restores skin's natural radiance
- Reduces the appearance of sun damage, fine lines and wrinkles
- Diminishes dry spots
- Improves and rejuvenates skin tone and texture
- Significantly reduces pore size
- Deeply moisturising and easily absorbed
- Hypoallergenic, only seven ingredients

The best indication of the efficacy of BIOEFFECT EGF SERUM is perhaps the fact that it is used by 25% of Icelandic women over the age of thirty*

BIOEFFECT EGF SERUM is designed to deliver skin-rejuvenating results to all skin types.

How to use:

Smooth 2-4 drops on clean, dry skin on the face and neck every evening, patting gently around the delicate eye area.

**Nationwide study by Capacent-Gallup*

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BIOEFFECT

EGF EYE SERUM

Revitalizing Anti-Ageing Eye Serum
with EGF Cellular Activator

0.6ml 0.20 Fl. Oz.



BIOEFFECT
EGF EYE SERUM
Revitalizing Anti-Ageing Eye Serum
with EGF Cellular Activator

0.6ml 0.20 Fl. Oz.

MUMUKSHU

Envision radiant looking eyes

BIOEFFECT® EGF EYE SERUM is a powerful, revitalizing anti-ageing formula, specifically developed to target the delicate eye area.

The serum comes in a state-of-the-art ampoule that ensures the stability of the precious cellular activators inside, and is dispensed through a roller ball that gives a pleasant, cooling sensation.

- Reduces the appearance of fine lines and wrinkles
- Reduces the look of under-eye puffiness
- Provides radiance and firmness
- Contains no oils, fragrance or parabens

Clinical trials revealed that among 70% of women using the serum there was an increase

in collagen intensity at the eye area, 73% saw improved elasticity, and 70% experienced wrinkle reduction.

The refreshing gel-like formulation immediately rebalances moisture levels leaving the skin looking radiant and firm, while providing long term anti-ageing effect, thanks to the proven cellular activators inside.

How to use:

Remove the cap of the ampoule and gently press the dispenser at its base to release suitable dosage. Apply the cooling roller ball to clean skin around the eyes. Massage gently with fingertips.

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BIOEFFECT

30 DAY TREATMENT

Intensive Anti-Ageing Serum

e3x4ml 0,13 FLOZ.

e3x4ml 0,13 FLOZ.



Intensive anti-ageing boost with three cellular activators

BIOEFFECT® 30 DAY TREATMENT is an intensive anti-ageing boost that will change your expectations to skin care. It contains three cellular activators, EGF, IL-1a and KGF, naturally found in high concentration in younger skin. By re-supplying your skin with these cellular activators, it delivers real noticeable results, renewing the visual qualities of firm, radiant and youthful looking skin.

- Firms and tightens the skin
- Significantly reduces the appearance of fine line and wrinkles – Depth and width is reduced by an average of 34%*
- Restores glow and radiance to the skin

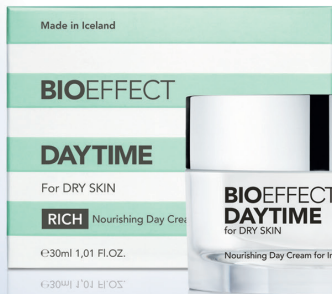
**Double blinded, placebo-controlled efficacy study of 20 women ranging from 30-70 years in age.*

BIOEFFECT 30 DAY TREATMENT is the first and only skin care product to contain three different types of cellular activators natural to human skin and made in plants.

How to use:

Depending on the stage of wrinkle development, optimal results are obtained by using the BIOEFFECT 30 DAY TREATMENT for one to four months a year, whilst continuing use of BIOEFFECT EGF SERUM in between treatment periods.

BIOEFFECT 30 DAY TREATMENT should be used on clean skin every morning and evening for a treatment period of 30 days. After cleansing, apply 3-4 drops to the face and neck and pat gently around the eye area.



BIOEFFECT DAYTIME is available for normal/combination skin and for dry skin.

Nourishing day cream for improved complexion

BIOEFFECT® DAYTIME is a nourishing and effective anti-ageing day cream, specifically developed to work in tandem with the BIOEFFECT EGF SERUM and prolong its night-time activity. Use of BIOEFFECT DAYTIME results in plumper, firmer and fully hydrated skin with a fresh, more youthful appearance. It is quickly absorbed into the skin and is particularly well suited for use under foundation.

- Restores youthful glow
- Works against visible signs of ageing
- Rehydrates and firms the skin
- No parabens

BIOEFFECT DAYTIME contains EGF cellular activator which occurs naturally in human skin and turns on biological processes involved in maintaining radiant looking skin.

BIOEFFECT DAYTIME is available for normal/combination skin and for dry skin.

BIOEFFECT DAYTIME is available in both 30ml and 50 ml jars.

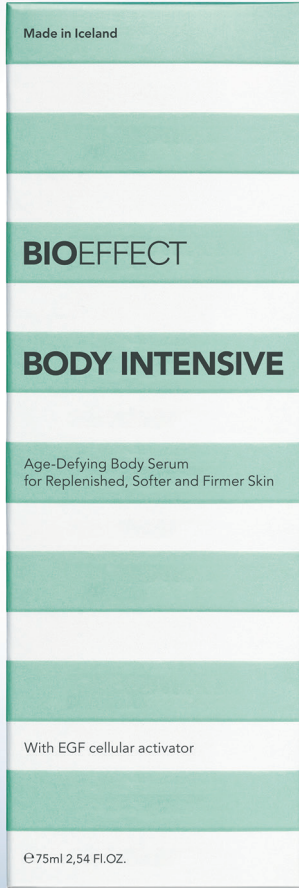
How to use:

Massage BIOEFFECT DAYTIME gently on clean face in the morning.



**BIOEFFECT
BODY
INTENSIVE**

Age-Defying Body Serum
for Replenished, Softer
and Firmer Skin



Made in Iceland

BIOEFFECT

BODY INTENSIVE

Age-Defying Body Serum
for Replenished, Softer and Firmer Skin

With EGF cellular activator

e 75ml 2,54 FL.OZ.

6 3 2 4 5 2 4 1 0 5

Age-defying body serum for replenished, softer and firmer skin

BIOEFFECT® BODY INTENSIVE is a concentrated age-defying body serum that harnesses the proven anti-ageing power of EGF cellular activator to help smooth, soften and firm the skin's appearance. The deeply nourishing formula has been created specifically for body concerns such as dryness and uneven tone, leaving skin looking youthful, supple and cared for.

- Intensely nourishing anti-ageing formula
- Skin feels fully hydrated and soft to the touch; rough areas are dramatically reduced
- Skin's appearance and texture are improved; the body appears firmer, lifted and more youthful
- Oil-free serum without fragrance and parabens

BIOEFFECT BODY INTENSIVE can be used on the entire body but with focus on selected areas of concern, such as the legs or the elbows. It regenerates the skin and is particularly effective on dry and/or, irritated skin, leaving it feeling noticeably softer, smoother and firmer.

How to use:

Apply to clean, dry areas in need of intensive conditioning, massaging in a firm upwards motion

**BIOEFFECT
VOLCANIC
EXFOLIATOR**

Clarifying Exfoliator with
Icelandic Micro-Crystalline Lava



For soft and refreshed skin

BIOEFFECT®VOLCANIC EXFOLIATOR is a clarifying facial exfoliator containing Icelandic micro-crystalline lava, which deep-cleanses and smooths the skin, leaving it feeling soft and refreshed.

Exfoliation with BIOEFFECT VOLCANIC EXFOLIATOR makes it easier for the EGF cellular activator in other BIOEFFECT products to penetrate the skin and exert its effects. The exfoliating particles are of suitable size to gently remove dry and dead skin cells from the surface of the skin.

- Deep-cleanses the skin
- Removes dry and dead skin cells
- Leaves the skin soft and refreshed

The micro-crystalline lava in BIOEFFECT VOLCANIC EXFOLIATOR originates from an ancient lava field in the volcanic Reykjanes peninsula, home of BIOEFFECT'S state-of-the-art greenhouse in Iceland.

How to use:

Apply BIOEFFECT VOLCANIC EXFOLIATOR to clean, moist skin and massage gently with fingertips in circular motions. Rinse the face with warm water. Avoid contact with eyes.

BIOEFFECT VOLCANIC EXFOLIATOR is suitable for all skin types.

For maximum effect, apply BIOEFFECT EGF SERUM or BIOEFFECT DAYTIME to the face after cleansing the skin with BIOEFFECT VOLCANIC EXFOLIATOR.



Plant-made cellular activators, natural to human skin

By harnessing the proven anti-ageing power of cellular activators, the BIOEFFECT® skin care products stimulate the skin's own cell renewal process and replicate the collagen and elastin-boosting effect that naturally occurs within the skin.

Well known to the scientific community, cellular activators are prized for their ability to trigger cell renewal, assist in wound-healing and initiate the production of collagen and elastin. They work as a natural signalling system between skin cells, effectively 'switching on' cell turnover while maintaining the appearance of healthy-looking skin. The discovery of cellular activators earned Dr Stanley Cohen and Dr Rita Levi-Montalcini the Nobel Prize in Medicine in 1986.

The BIOEFFECT skin care products are the world's first to contain human-like cellular activators made in plants.

To produce the cellular activators in barley plants, BIOEFFECT's scientists copied the genetic information on how to make cellular activators from human skin into barley. The resulting barley plants produce human-like cellular activators within their seeds.

The barley is cultivated in volcanic pumice and watered with pure spring water in state-of-the-art greenhouses in Iceland. The patent-pending green biotechnology ensures that the BIOEFFECT products contain cellular activators of maximum purity, activity and stability

GALA SPA Awards 2013

European Bioetchnology Awards 2013

Danish Beauty Awards 2013

“The beauty world’s best kept secret”

- EVENING STANDARD 2013

“The Serum everyone is talking about”

- ELLE DENMARK 2013

As seen in:

VOGUE BAZAAR TATLER ELLE InStyle COSMOPOLITAN **marie claire** GLORIA