

L'EXPERIENCE

BEAUTE

BIO<sub>2</sub>YOU

SANS ÂGE

**BIO<sub>2</sub>YOU**

## L'ENERGIE DE L'ARGOUSIER DANS UN SOIN NATUREL DE LA PEAU

*NATUREL*

Sans alcool

Sans parabènes, sans paraffine, sans silicone,  
et sans produit d'origine animale

Les compositions Bio2You à **l'argousier** sont élaborées à partir de formules ultra-pures, suivant une forte éthique écologique.

En puisant dans la nature notre source principale de beauté, et en innovant, nous sommes parvenus à concevoir des produits de haute qualité qui procurent un confort physique et émotionnel à la peau.

Nous sélectionnons uniquement les meilleures plantes, beurres, extraits de fleurs et huiles essentielles pour sublimer nos produits.



# *Super Aliment*

## L'ARGOUSIER

- ◆ Tous les produits Bio2You contiennent de l'**argousier**
- ◆ L'argousier est l'un des fruits parmi les plus équilibrés naturellement.
- ◆ Il contient plus de 190 ingrédients actifs et nutritifs, tels que :

- ◆ Vitamines A, B, C, D, K, P
- ◆ Omega 3, 6, 7, 9 ( Acides gras essentiels)
- ◆ 42 lipides
- ◆ Acides organiques
- ◆ Acides aminés
- ◆ Acide folique
- ◆ Tocophérols
- ◆ Flavonoïdes
- ◆ Phénols
- ◆ Terpènes - Tanins
- ◆ 20 éléments minéraux





## *Super Aliment*

### L'ARGOUSIER

Détoxifie de l'intérieur

Répare de l'intérieur

Brille de l'intérieur

Embellit de l'intérieur

Adoucit et régénère la peau en profondeur



## DEVELOPPEMENT DE PRODUIT

Forte implication du pôle R&D

Etude des derniers développements scientifiques

Tests en vue d'obtenir les produits les plus efficaces pour le soin des peaux touchées par les effets du vieillissement



## CE QUE LES SPECIALISTES EN DISENT

Le célèbre Docteur OZ, médecin aux Etats-Unis encense l'argousier qualifié de « *fruit miracle* ». Il encourage l'usage de l'huile d'argousier pour préserver la jeunesse et la beauté de la peau. Il montre comment l'utiliser sur le visage en prévention des rides et la recommande en application cutanée à raison d'une fois par jour.

Kristine Azarjana, dermatologue et médecin généraliste : « *La ligne soin de la peau à l'argousier BIO2YOU est vraiment bien pensée avec une formule unique issue d'ingrédients naturels régénérateurs pour la peau. L'équilibre de la composition convient très bien face aux désagréments du quotidien, au stress et à l'environnement qui impactent notre peau* ».

Brenda Leijtag, Bio2You Pays-Bas : « *Je suis enthousiasmée par Bio2You parce que j'ai eu tout au long de ma vie des problèmes de peau. Depuis que j'utilise Bio2You, en plus d'être saine, ma peau paraît plus jeune, plus éclatante. Le volume d'affaires de Bio2You croît rapidement au Pays-Bas. Je recherche maintenant un emplacement pour un magasin, et suis convaincue que nous y aurons beaucoup de clients* ».





## GAMME DE PRODUITS

Soins de la peau et anti-âge

Cheveux \* Corps \* Bébés

Femmes \* Hommes

Cadeaux \* Accessoires

Compléments alimentaires, Thés, Jus

Une incroyable expérience  
beauté avec Bio2You





# POSITIONNEMENT & DISTRIBUTION

Marché semi-sélectif

Soin de la peau

Anti-âge

Soin du cheveu



# POSITIONNEMENT & DISTRIBUTION

Marché de la grande  
consommation

Hygiène buccale

Soin du corps

Soin du cheveu

Compléments alimentaires & Thés



## LES AVANTAGES A COLLABORER AVEC NOUS

### PRODUITS

A base d'un superfruit, l'argousier

Produits vendeurs

Simple d'utilisation

Produits efficaces de grande qualité

Développement continu de la gamme

Constants efforts de R&D pour mettre au point les formules les plus efficaces

### SUPPORT

Equipe professionnelle, réactive et dévouée avec une expérience de l'international

Forte implication du fabricant (Testeurs, échantillons, cadeaux)

Formation produit & service client

Assistance au marketing

Existence de magasins franchisés ambassadeurs de la marque



## DESIGN

Les produits Bio2You ont été nominés au classement des **meilleurs design** de produits de Lettonie



# DISTRIBUTION

Les ventes se font principalement dans les pays suivants

- En Lettonie – dans plus de 300 magasins :

Stockmann

Grands magasins Debenhams

Pharmacies

Magasins de produits naturels, vente en ligne

Drogueries

Grandes surfaces alimentaires

- 15 pays d'Europe occidentale

Les magasins franchisés sont implantés en :

Lettonie

Estonie

République Tchèque

Arabie Saoudite

Nous souhaitons développer notre marché !



## Les célébrités aiment Bio2You

Bio2You a bénéficié d'une large couverture dans la presse et les magazines de beauté en ligne. Les masques Bio2You ont paru dans le Top 10 de plusieurs magazines tels que The Sun, Zest, Ok etc.



Kimberley Walsh aime les soins de la peau et la ligne anti-âge à l'argousier bio Bio2You !

L'ancienne célébrité du groupe Aloud Star a affirmé « Je suis impressionnée par le masque Peau radieuse Bio2You (£24,95). Ce produit éco-friendly à l'argile contient de nombreux ingrédients naturels qui adoucissent, rajeunissent et hydratent la peau ».



La présentatrice télé Philippa Forester recommande l'argousier biologique Bio2You.



Styliste reconnue en Allemagne

# National Vegetarian Week 20 - 26 May 2013

## It's Not Rocket Science – It's Surprisingly Simple



National Vegetarian Week 2013 runs from the 20 - 26 May and is setting out to prove that going veggie is surprisingly simple. Visit [www.nationalvegetarianweek.org](http://www.nationalvegetarianweek.org) and discover the delicious answer to the question 'but what do veggies eat?'. Try out seven mouth-watering, fuss-free recipes and view a gallery of everyday food photos, all created by ordinary vegetarians.

- Liz O'Neill, Head of Communications at the Vegetarian Society, said, "Going vegetarian is fun, tasty and seriously rewarding, and there's never been a better time to enjoy a meat-free lifestyle. Our world is complicated enough and this one, surprisingly simple change will benefit your health, the environment and animals. It's not rocket science, it's just delicious." It's surprisingly simple to get involved in National Vegetarian Week 2013: just visit the website for inspiration and ask your suppliers what they've got on offer.
- Deck the halls - dress your physical and virtual environment up for National Vegetarian Week (NVW) 2013. The Vegetarian Society has posters, banners, flyers and packs available to order or download at [www.nationalvegetarianweek.org](http://www.nationalvegetarianweek.org).
  - Try out a recipe: online there are seven new, tasty and surprisingly simple recipes for you to try out, all created by real veggies who use them all the time.
  - Host an event like a tasting, a talk or put up a special display. Run a promotion on veggie products. Visit the NVW site for ideas and inspiration.
  - Go veggie for the week - visit the NVW site for information on how to go and stay veggie for the week - order a Going Veggie guide and check out all the recipes and info available.
  - But what do you eat? - If you are vegetarian you can upload your fuss-free veggie food pictures to show variety and tastiness.
  - Ultimate Beans on Toast - the most basic of meals is a perfect example of a veggie dish that even non-veggies enjoy. The NVW website features beans on toast images sent in by the public - with their own veggie twist.

## Bio2You Commended In FreeFrom Skin Care Awards

Bio2You's Organic Skin Mask with Seabuckthorn and Hyaluronic Acid has been commended in the Face Care ("Take Off") category of this year's FreeFrom Skincare Awards 2013. The ground-breaking facial mask became one of just a handful of skincare products to receive a coveted "Commended" from judges of the highly respected awards.

The FreeFrom Skincare Awards were founded to encourage and reward manufacturers of skincare products that are 'free from' many of the allergens, chemicals, additives and artificial fragrances associated with skin sensitivities and health concerns.

Now in their sixth year, competition was fierce for each of the 10 categories comprising this year's awards, with the number of entries up by 30% compared to 2012.

As in 2012, assessing the range of products entered proved a challenge for the journalists. "It's always difficult, as there are many criteria for our judges to consider," said Alex Gazzola, awards coordinator and deputy editor of *SkinHitter.com*. "For instance, their natural and 'free from' qualities, the level of beneficial ingredients, their effectiveness, functionality, innovation, ease of use, value for money and packaging. We are also always particularly concerned about clarity of ingredient information, especially in conveying the presence or absence of allergens or other additives that many seek to avoid."

Bio2You's Ian Smith added: "We are delighted that Bio2You's Organic Skin Mask has been recognised by this year's FreeFrom Skincare Awards. We have worked hard to ensure that our complete range is free from unnecessary additives such as SLS and parabens, as well as alcohol, artificial colours and animal by-products, while retaining both their efficacy and skin-boosting benefits."



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# Women's fitness

**SLIM & SEXY NOW!**

**FIT IN 4 MINS! TONE UP, FAST!**

**IS FATIGUE MAKING YOU FAT? Fight back!**

**How to... Beat any health drama**

**BEACH BEAUTY HOLIDAY THE GORGEOUS WAY**

**8**

**10 FLAT-BELLY FOODS**

**SHAPE UP IN 2 WEEKS!**

**Bikini body countdown**

**LAST DAY OF OUNCES + 3 PLUS**

**TOP 5 Face Masks**



## The Beauty boost get-gorgeous glossary

**Hyaluronic acid**  
A familiar name across a number of brands, this powerful ingredient boosts cell regeneration and instantly plumps and smoothes.

Hyaluronic acid is an essential moisture-binding protein and binds up to 100 times its weight in water, so it's a great skin hydrator. Or, if you'd rather choose a more natural skin care ingredient, try aloe vera.



**TRY: pH Advantage AM/PM Hyaluronic Infusion, £70, [www.bio2you.co.uk](http://www.bio2you.co.uk); BIO2YOU Organic Antiaging Sea Buckthorn Cream with Hyaluronic Acid & Arginine, £24.99, [www.bio2you.co.uk](http://www.bio2you.co.uk)**

# Beauty BLITZ

Check out these beauty must-haves to keep your face and body looking fresh and fabulous this summer...

### SOFT AND GENTLE



**Nads Sensitive Hair Removal Cream, (£10.99). Soaks**  
If you're preparing to bare on your frock this month, this painless hair removal cream will leave your pins feeling silky smooth in minutes. The in-shower exfoliating sponge foams neatly into the bottle - perfect for packing into your suitcase, so you can stay hair-free throughout your beach week. The cream contains soothing honey and chamomile, so it's gentle on even the most sensitive of skins.

### RADIANT SKIN

**Bio2You Organic Skin Mask, £24.95, [www.bio2you.co.uk](http://www.bio2you.co.uk)**

Prep your skin ahead of your sunbathing vacation with this unique face mask. It's made with a combination of natural ingredients, such as organic seabuckthorn oil, honeysuckle, mandarin, hyaluronic acid and almond oil, to name but a few, and is set to leave your complexion glowing with renewed radiance, free from dead cells and deeply moisturised - ideal for boosting dull-looking skin.



# ZEST

SOURCED BY MOTHER NATURE...

ZEST'S NATURAL SKINCARE COLLECTION



### BIO2YOU'S ORGANIC SEABUCKTHORN RANGE IS UNIQUE AND AMAZING!

Our award-winning range will delay the signs of ageing with high quality, natural ingredients. Bio2You Organic Seabuckthorn contains over 190 bio-active ingredients including antioxidants, 18 amino acids, 14 vitamins and essential fatty acids omega 3, 6, 7 and 9. Our gentle, effective formulas combine tried and tested herbs and modern ingredients such as Hyaluronic Acid to protect and hydrate your skin, making it appear smoother and more radiant. Our unique, high quality products prevent wrinkles and premature ageing, particularly around your face and eyes. Our products are completely natural, free of parabens, SLS, alcohol, colours and not tested on animals, use responsible harvesting methods to preserve both the plants and environment. For more information visit:

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# Bodyfit

Get in shape today!

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IT'S GATS TO A YOUNGER YOU!

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Reduce your cholesterol to shed the Summer Skin Sorted!

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1 RESPECT MY BODY AT 40!

4 in 1 year! 100% fitness!

2013 100% fitness!



## Bio2You

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