



**BIOBALANCE**  
— BACK TO NATURE —

# Brand Codes



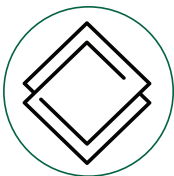
## THE PHARMACIST FORMULA

Developed by Pharmacist Kenan Alpay and backed by his 36 years of pharmacy experience.



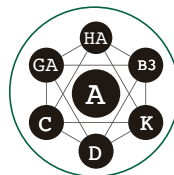
### Solution Oriented

In order to meet women's needs for beauty and a healthy skin, we developed innovative formulations that ensure effective solutions to the skin problems.



### Minimalist-Simple

We adopted the minimalist "less-is-more" approach. Our limited-ingredient formulas are a mixture of the pure, the natural and the new generation's high tech.



### Hero Ingredients

Ingredients like vitamins, acids and peptides, are added in our products in the right combinations and in optimum amounts, they are not barely added to claim them as active ingredients on the label.



### Natural Formula

Contains 70%-99% of natural origin ingredients.



# SUPER TONERS

## 1 SUPER TONER GLOW SKIN C

ETHYL ASCORBIC ACID  
GLYCYRRHIZA GLABRA - HYALURONIC ACID  
Perfect Brightening - Anti-Dark Spot - Anti-Wrinkle  
250ml

It's time to expect more...

2

## SUPER TONER PORE TIGHT

LACTIC ACID 7%  
AHA + BHA + PHA - TEA TREE OIL  
Anti-Acne & Anti-Blackhead  
Evens Skin Tone - Minimizes Pores  
250ml



3

## SUPER TONER RE-FRESHER ROSE

ROSA DAMASCENA FLOWER  
GREEN TEA - HYALURONIC ACID  
Barrier Enhancer - Hydrating  
250ml



4

## SUPER TONER VEGAN COLLAGEN

ACACIA COLLAGEN - AMINO ACIDS  
HYALURONIC ACID  
Volumizes - Firms & Revitalizes  
250ml





# SUPER SERUMS



## 1 SUPER SERUM DEEP PEELING

AHA 10% + BHA 2% + RED ALGAE  
Brightening & Skin Tone Unifying Facial Peeling  
30ml

It's time to expect more...

2

## SUPER SERUM AHA PEELING

GLYCOLIC ACID  
For Clear and Radiant Skin  
30ml



3

## SUPER SERUM BETA SOLUTION

PURE SALICYLIC ACID 2%  
Target Breakouts, Especially  
for Blackheads and Whiteheads  
30ml



4

## SUPER SERUM PORE DOWNSIZER

OLEANOLIC ACID  
Minimizes Pores Size, Sebum & Shine Control  
30ml



It's time to expect more...

5

**SUPER SERUM  
CAFFEINE SOLUTION 5%**

+EGCG+HYALURONIC ACID  
Brightens and Firms Eye Contour  
30ml



6

**SUPER SERUM  
S.O.S. DRYING SERUM**

FOR ACNE-PRONE SKIN  
Pink Calamine-Sulfur-Salicylic Acid-Zinc Oxide  
20ml



7

**SUPER SERUM  
S.O.S. PURIFYING SERUM**

ANTI-BLACKHEAD  
Charcoal Powder-Salicylic Acid-Lactic Acid-Zinc Oxide  
20ml



It's time to expect more...

8

SUPER SERUM  
ADVANCED NIGHT RECOVERY  
RESVERATROL + CERAMIDE NP + VIT C + HA  
Multi Repair & Detoxifying Complex  
30ml



9

SUPER SERUM  
ADVANCED NIGHT RECOVERY EYE  
PHYTO-RETINOL (BAKUCHIOL) + CERAMIDE NP + HA  
Multi Repair & Eye Contour Serum  
20ml



10

SUPER SERUM  
DISCOLORATION FREE  
LUMISKIN 4%  
Dark Spot Corrector, Pigmentation Control  
30ml





BRIGHTENING & ANTIOXIDANT

# PURE VITAMIN C

10%



**11** SUPER SERUM  
PURE VITAMIN C  
L-ASCORBIC ACID 10%  
Brightening & Antioxidant  
30ml

It's time to expect more...

12

## SUPER SERUM HYALURONIC 3D

MULTI-MOLECULAR HYALURONIC ACID 1%  
Youth Activator & Plumps, Lines for Enhanced Fullness  
30ml



13

## SUPER SERUM COLLAGEN-VITAMIN C

PURE COLLAGEN 4.5% + VITAMIN C 0.5%  
Firms & Brightens, Antioxidant  
30ml



14

## SUPER SERUM BIO HYDRATION

PLANT-DERIVED HEMI-SQUALANE 100%  
Dry Oil for Face and Hair  
30ml



It's time to expect more...

15

## SUPER SERUM RETINOL'E

PURE RETINOL 0.3% + VITAMIN E 2%  
High Potency, Lifting & Firming  
30ml



16

## SUPER SERUM NIACINAMIDE-G

NIACINAMIDE 15% + GLYCOLIC ACID 5%  
Anti-Dark Spot, Anti-Wrinkle, Skin Brightener  
30ml



17

## SUPER SERUM GOLD & PEPTIDE 24K

MATRIXYL 2%  
Crow's Feet and Mimic Wrinkles  
Ultra Booster of Collagen I, II, IV, Hyaluronic Acid  
30ml



# SUPER CREAMS



- 1 SUPER PLUMP**  
HYDROLYZED COLLAGEN 3%  
HYALURONIC 3D 1.5%  
Skin Booster - Multi-Depth Hydration  
50ml

It's time to expect more...

2

### SUPER GLOW

3-O-ETHYL ASCORBIC ACID 5%  
FERULIC ACID 1%

Dark Spot Corrector - Brightening, Anti-Wrinkle  
50ml



3

### SUPER HYDRATOR

CERAMIDE NP 0.2% + VITAMIN F 1%  
Deep Moisture, Barrier Booster & Soother  
50ml



4

### SUPER LIFT

PHYTO-RETINOL 1% + L-CARNOSINE 0.2%  
Firming - Blue Light Protection

50ml



It's time to expect more...

5

### SUPER PURE

NIACINAMIDE 5% + ZINC PCA 1%  
Oil Balancing, Mattifying, Pore Tightening  
50ml



6

### SUPER EYE

HYDROLYZED COLLAGEN 3%  
HYALURONIC ACID 1.5% + VITAMIN C 0.5%  
Firming, Brightening, Anti-Wrinkle  
20ml





**-37%**  
DECREASE IN  
WRINKLES\*

# SUPER AMPOULES



## 1 SUPER AMPOULE HIGHLIGHTER PEPTIDE

MATRIXYL 3000 + MATRIXYL SYNTHÉ'6 10%  
Deep Crow's Feet & Mimic Wrinkles, Ultra Booster of Collagen I, II, IV, Hyaluronic Acid  
10 Ampoules x 2ml

\*In-vivo study of MATRIXYL 3000 and MATRIXYL SYNTHÉ'6 twice daily application for 8 weeks.

It's time to expect more...

2

## SUPER AMPOULE ALGAE VITALIZER

GREEN CAVIAR EXTRACT 3%  
Moisturizes Deep Down, Revitalising, Firming  
10 Ampoules x 2ml



3

## SUPER AMPOULE SALMON DNA

D.N.A-GEL 3%, NATURALLY RICH IN HYALURONIC ACID  
Re-Plumping, Firming, Anti-wrinkle, Brightening  
10 Ampoules x 2ml



4

## SUPER AMPOULE VITAMIN C ESTER

ETHYLATED ASCORBIC ACID 15%  
Collagen Booster, Wrinkle Lifting  
Brightening, Dark Spot Corrector  
10 Ampoules x 2ml







It's time to expect more...

5

## SUPER AMPOULE PERFECT GLOW

AZELOGLICINA 10% (AZELAIC ACID+GLYCINE)  
Dark Spot Corrector, Brightening, Porcelain Look  
10 Ampoules x 2ml



6

## SUPER AMPOULE ENZYMATIC PEEL

MANDELIC ACID 10% + KERATOLINE 2%  
Skin Discoloration, Wrinkles, Acne-Prone Skin  
10 Ampoules x 2ml



7

## SUPER AMPOULE ANTI-PHOTO AGING

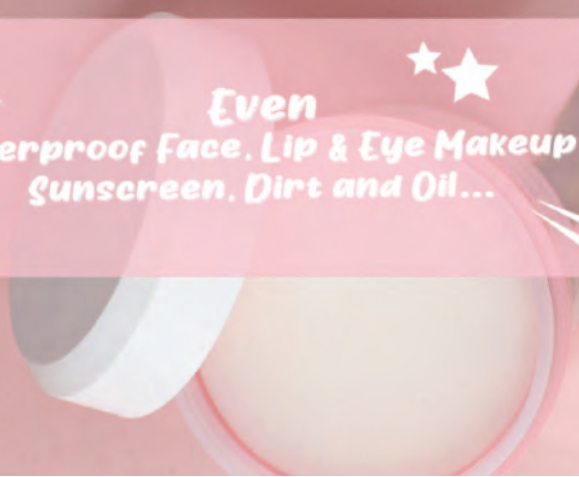
SUPEROXIDE DISMUTASE 0.5%  
Antioxidant, Reduces Free Radical Damage  
10 Ampoules x 2ml



100%  
CLEAN  
IN JUST ONE STEP

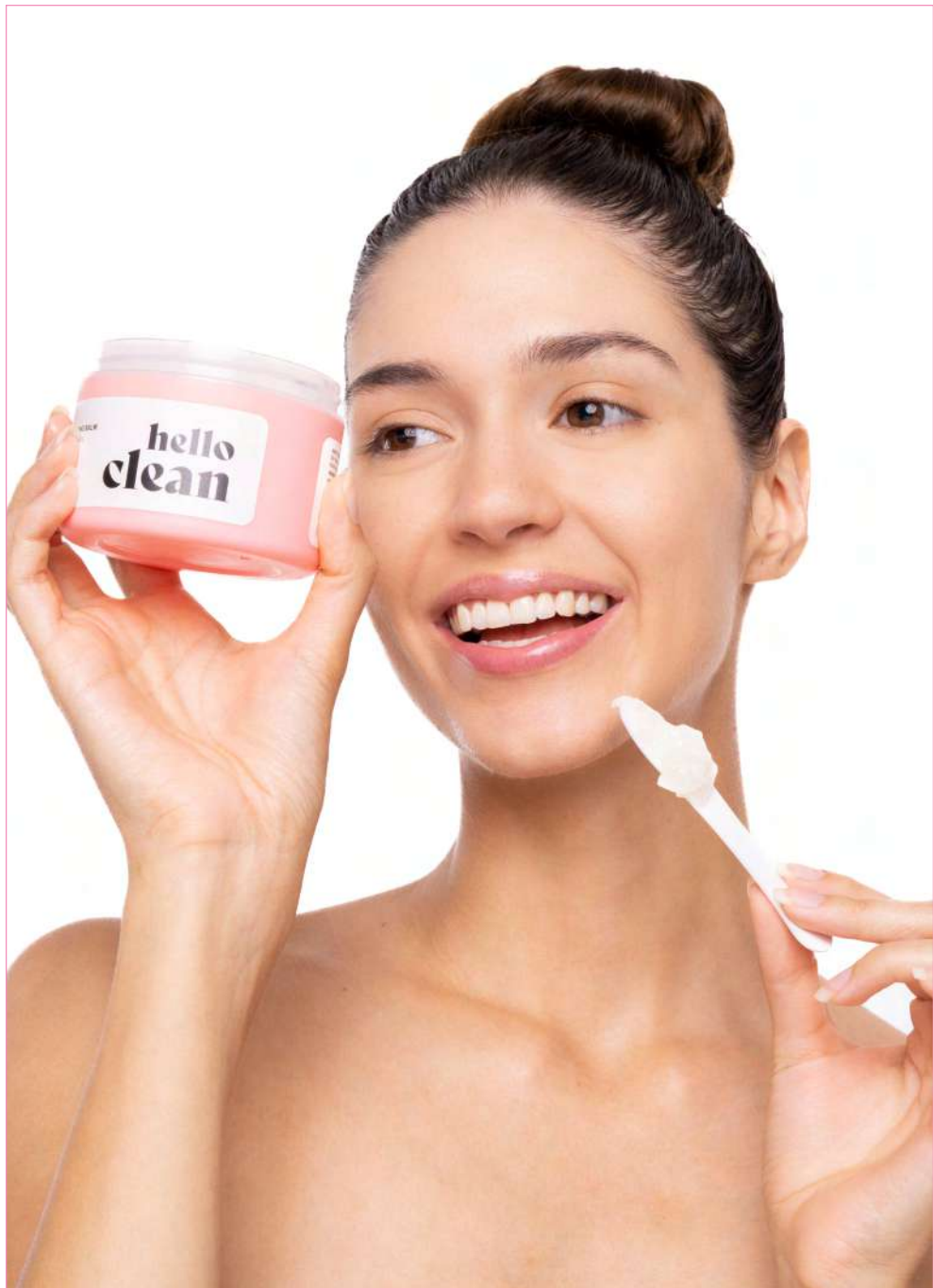


Even   
Waterproof Face, Lip & Eye Makeup.  
Sunscreen, Dirt and Oil...



# 1 HELLO CLEAN NOURISHING CLEANSING BALM

WITH SQUALANE + BISABOLOL  
Removes Even Waterproof Face, Lip, Eye Makeup and Sunscreen  
100ml



It's time to expect more...

2

## HELLO CLEAN PORE DOWNSIZER CLEANSING BALM

WITH OLEANOLIC ACID

Removes Even Waterproof Face, Lip, Eye Makeup and Sunscreen

100ml



3

## HELLO CLEAN DEEP HYDRATING CLEANSING BALM

WITH HYALURONIC 3D

Removes Even Waterproof Face, Lip, Eye Makeup and Sunscreen

100ml



4

## HELLO CLEAN BRIGHTENING CLEANSING BALM

WITH PURE VITAMIN C

Removes Even Waterproof Face, Lip, Eye Makeup and Sunscreen

100ml





# WHITENING CREAMS

- 1 FACIAL WHITENING CREAM**  
NIACINAMIDE, VITAMIN C  
LICORICE ROOT EXTRACT, UV FILTERS  
Visibly Reduces Dark Spots & Restores Skin Radiance  
55ml

It's time to expect more...

2

## FACIAL WHITENING NIGHT CREAM

NIACINAMIDE, VITAMIN C  
LICORICE ROOT EXTRACT, INOSITOL

Visibly Reduces Dark Spots  
& Restores Skin Radiance

55ml



3

## BODY WHITENING CREAM

NIACINAMIDE, VITAMIN C, LICORICE ROOT EXTRACT

Visibly Reduces Dark Shadows on the Intimate Parts of the Body

60ml



4

## STRETCH MARK REMOVER

PALMITOYL CARNITINE, CAFFEINE,  
PANTHENOL, ALLANTOIN, CENTELLA  
ASIATICA EXTRACT

Prevents the Formation of Stretch Marks and  
Fades Red Lines Caused by Stretch Marks

60ml



5

## BRIGHTENING EYE CREAM

OLIGOPEPTIDE, TETRAPEPTIDE-7  
VITAMIN C, NIACINAMIDE, UV FILTERS

Dark Circles and Visible Puffiness

15ml







# DERMA LINE



**1** DERMASEBUM PURIFYING  
MOISTURIZING FACIAL CREAM  
VITAMIN B3 + AHAs + ZINC GLUCONATE  
Sebum & Shine Control  
55ml

DERMASEBUM PURIFYING  
FACIAL CLEANSING GEL  
VITAMIN B3 + AHAs + ZINC GLUCONATE  
Sebum & Shine Control  
250ml



It's time to expect more...

2

## DERMA-AGE REJUVENATING, MOISTURIZING FACIAL CREAM

PUNICA GRANATUM FRUIT EXTRACT  
HYDRATING MINERALS + NIACINAMIDE  
A Daily Care Regimen Against Dull, Tired & Aging Skin



55ml



250ml

## DERMA-AGE REJUVENATING FACIAL CLEANSING GEL

PUNICA GRANATUM FRUIT EXTRACT  
HYDRATING MINERALS + NIACINAMIDE  
A Daily Care Regimen Against Dull, Tired & Aging Skin

3

## DERMASOOTHE SOOTHING, MOISTURIZING FACIAL CREAM

AMINO ACIDS + BISABOLOL + ALOE VERA  
Respects Skin Sensitivity  
55ml



55ml



250ml

## DERMASOOTHE SOOTHING FACIAL CLEANSING GEL

AMINO ACIDS + BISABOLOL + ALOE VERA  
Respects Skin Sensitivity  
250ml

# BODY CARE

**+50%** more hydrated skin in just 3 days.\*

**-17%** reduction in the appearance of **dark spots** after 4 weeks.\*



**1** HAND & NAIL BALM  
ARGAN OIL + CENTELLA ASIATICA  
EXTRACT + VITAMIN C  
Anti-Aging, UV Protection, Whitening Action  
60ml

\*Results were based on a 5-day apparatus-assisted test and a 30-day in-use study in which 30 women used Bio Balance Argan Oil Hand and Nail Balm twice a day.

It's time to expect more...

2

## CRACKED HEEL AND FOOT BALM

ARGAN OIL + CENTELA ASIATICA EXTRACT + VITAMIN C

Effective From the Very First Use

60ml



3

## MOISTURIZING FOOT CARE CREAM

LAVENDER + GINGER + PEPPERMINT

Dry, Rough, Tired and Swollen Feet

60ml





FULL SPECTRUM  
PROTECTION

**1** AKNSUN **SPF 50+**  
MATTIFYING FACE AQUA FUSION  
BLUE LIGHT 360° PROTECTION - WATER RESISTANT  
Sebum Regulator & Anti Shine  
40ml

**365 DAYS - 360°**  
FULL SPECTRUM PROTECTION



It's time to expect more...

2

TINTED MEDIUM AKNSUN SPF 50+

MATTIFYING FACE AQUA FUSION  
BLUE LIGHT 360° PROTECTION - WATER RESISTANT  
Sebum Regulator & Anti Shine  
40ml



3

SUNSPOT SPF 50+  
EVEN TONE AQUA FUSION  
BLUE LIGHT 360° PROTECTION - WATER RESISTANT  
Colour Control & Fades Dark Spots  
40ml



4

TINTED MEDIUM SUNSPOT SPF 50+

EVEN TONE AQUA FUSION  
BLUE LIGHT 360° PROTECTION - WATER RESISTANT  
Colour Control & Fades Dark Spots  
40ml



Broad  
Spectrum  
SPF 50+

UVA & UVB VERY HIGH PROTECTION

SUN  
PROTECTION



**1** BROAD SPECTRUM SUN PROTECTION FACIAL CREAM SPF 50+  
UVA - UVB PROTECTION, WATER RESISTANT  
SUN WRINKLE CONTROL  
For Face, Neck and Decollete  
75ml

It's time to expect more...

2

## SUN PROTECTION MILK SPF 50+

UVA - UVB PROTECTION, WATER RESISTANT  
Provides Intensive Moisture with Allantoin, Shea  
Butter and Panthenol  
150ml



3

## SUN PROTECTION MILK FOR KIDS SPF 50+

UVA - UVB PROTECTION, WATER RESISTANT  
Provides Intensive Moisture with Allantoin, Shea  
Butter and Panthenol  
150ml







**1** WRINKLES & LIFTING  
 MULTI - ACTION SHAPING CREAM-DAY  
 PROBIOTIC LACTOBACILLUS & BIFIDA FERMENT +  
 2% MATRIXYL SYNTHE'6 +HYALURONIC ACID  
 Reduces the appearance of fine lines and deep wrinkles  
 50ml



It's time to expect more...

2

## WRINKLES & LIFTING RESTORATIVE NIGHT CREAM

PROBIOTIC LACTOBACILLUS & BIFIDA FERMENT + 1%  
INOSITOL + 2% MATRIXYL SYNTHÉ'6 + HYALURONIC ACID

Reduces the appearance of fine lines and deep wrinkles,  
strengthens and intensely hydrates the skin throughout the night.

50ml



3

## HIGH POTENCY-FIRMING NECK & DÉCOLLETÉ CREAM

PROBIOTIC LACTOBACILLUS & BIFIDA FERMENT +  
2% MAJESTEM + HYALURONIC ACID

Reduces the appearance of sagging surface on the neck,  
minimizes the appearance of deep horizontal neck folds

50ml



4

## LINE CORRECTOR FIRMING EYE BALM

PROBIOTIC LACTOBACILLUS & BIFIDA FERMENT +  
2% MATRIXYL SYNTHÉ'6 + HYALURONIC ACID

Reduces the appearance of crow's feet, fine lines and  
wrinkles around the eye contour

15ml



It's time to expect more...

5

## WRINKLE LIFTING / FIRMING NEUROPEPTIDE SERUM

PROBIOTIC LACTOBACILLUS & BIFIDA FERMENT +  
3% CALMOSENSINE + 2% MATRIXYL SYNTHÉ'6 +  
HYDROLYZED SODIUM HYALURONATE + HYALURONIC ACID

Reduces muscle contractions responsible for the  
appearance of expression wrinkles.

30ml



6

## RESTORATIVE BEAUTY SLEEP SERUM

PROBIOTIC LACTOBACILLUS & BIFIDA FERMENT +  
2% RESISTEM + 10 ESSENTIAL AMINO ACIDS

Contains Stem Cell Culture that stimulates skin  
defence and repair mechanisms and boosts the skin's  
resistance to aging

30ml



7

## AGE REVERSING INSTANT WRINKLE FILLER

PROBIOTIC LACTOBACILLUS & BIFIDA FERMENT +  
HYDROLYZED SODIUM HYALURONATE +  
HYALURONIC ACID + ACACIA SENEGAL GUM

Smooths Fine Lines And Wrinkles

30ml



SULFATE FREE



HAIR  
CARE

**1** ORGANIC LAVENDER SHAMPOO  
PERFECT FOR LONGER & STRONGER, HAIR ALL HAIR TYPES  
Lavandula Flower Extract & Niacin B3 & Iron  
Grow Healthy  
330ml

It's time to expect more...

2

**ORGANIC POMEGRANATE SHAMPOO**  
PERFECT FOR WEAK, DAMAGED & COLOUR-TREATED HAIR  
Punica Granatum Fruit & Plant Keratin  
Long-Lasting Color - UV Filters  
330ml



3

**ORGANIC CITRUS SHAMPOO**  
PERFECT FOR GREASY HAIR  
Citrus Grandis Fruit & Rosemarinus Leaf Extract  
Perfect Purifying  
330ml



4

**ORGANIC ALOE VERA SHAMPOO**  
PERFECT FOR DRY & BRITTLE HAIR  
Aloe Vera Leaf Juice & Provitamin B5  
Deep Moisture  
330ml



5

**ORGANIC ARGAN OIL CONDITIONER**  
PERFECT FOR ALL HAIR TYPES  
ARGANIA SPINOSA OIL & SHEA BUTTER  
Damage Repair  
330ml

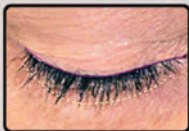




LONGER  
**FULLER**  
**STRONGER**

NATURALLY **3X** MORE VOLUME IN JUST **2 WEEKS**

DAY 0



DAY 30



WIDELASH™ **2%**

6ml





IT IS SUITABLE FOR

**ALL**  
SKIN TONES

PRIMER • FOUNDATION • CONCEALER

+VITAMIN C



30ml

Choose

Your

Mood



LIPOJEN

LIP PLUMPER

It's time to expect more...



SEMI MATTE N°01  
CRYSTAL CLEAR



SEMI MATTE N°02  
NUDE PEACH



SEMI MATTE N°03  
HOT CHOCOLATE



SEMI MATTE N°04  
ROSE VENUS



SEMI MATTE N°05  
PINK LOVE



SEMI MATTE N°06  
LOVE GLOW



SEMI MATTE N°07  
HIGH SOCIETY



SEMI MATTE N°08  
TEMPTATION

5ml



It's time to expect more...



SEMI MATTE N°09  
IBIZA NIGHTS



SEMI MATTE N°10  
HOT RED



SEMI MATTE N°11  
DEEP BERRY



GLOSSY N°30  
SUNSHINE GLOW



GLOSSY N°31  
FLAMINGO LOVE



GLOSSY N°32  
CORAL DREAM



GLOSSY N°33  
TEQUILA SUNRISE



GLOSSY N°34  
FUCHSIA VIBES

5ml



# NUTRIGROW

## 1 ANTI-HAIR LOSS & FASTER HAIR GROWTH SERUMS

FOR ALL TYPES OF HAIR  
Against Androgenetic Alopecia and Telogen Effluvium  
3\*60ml

It's time to expect more...

2

## ANTI-HAIR LOSS & FASTER HAIR GROWTH SHAMPOO

FOR GREASY HAIR

Against Androgenetic Alopecia and Telogen Effluvium

300ml



3

## ANTI-HAIR LOSS & FASTER HAIR GROWTH SHAMPOO

FOR DRY & NORMAL HAIR

Against Androgenetic Alopecia and Telogen Effluvium

300ml



4

## ANTI-HAIR LOSS & FASTER HAIR GROWTH CONDITIONER

INTENSIVE CARE&REPAIR WITH PHYTOKERATIN

Against Androgenetic Alopecia and Telogen Effluvium

300ml





Acne will disappear  
without leaving  
any scarring

# ACNEVIT



It's time to expect more...

1

**ANTI-ACNE  
CLEANSING GEL**  
VITAMIN C RICH ANTI-ACNE COMPLEX  
Against Acne and Oily Skin Problems  
200ml



2



**ANTI-ACNE  
SERUM**  
VITAMIN C RICH ANTI-ACNE COMPLEX  
Against Acne and Oily Skin Problems  
30ml



# EPI SIVA

ENJOY THE BEAUTY OF  
A HAIR-FREE BODY



**1** HAIR REDUCING CREAM  
FOR FACE AND BODY  
Slows Down Un-Wanted Hair Growth  
on Body and Face  
140ml

It's time to expect more...

2

## HAIR REDUCING DEO ROLL-ON FOR WOMEN

Slows Down Underarm Hair Growth  
Prevents Bad Odour

50ml



3

## HAIR REDUCING DEO ROLL-ON FOR MEN

Slows Down Underarm Hair Growth  
Prevents Bad Odour

50ml







# FORSCAR

Minimizes  
Scars

Maximizes  
Confidence



**1** FORSCAR  
SCAR RECOVERY SPRAY  
**GAS-FREE**  
100ml

- Softens, Flattens and Fades Old and New Scars.
- Helps Prevent Formation of Abnormal Scars.

It's time to expect more...

2

## FORSCAR RECOVERY GEL

Softens, Flattens and Fades Old and New Scars. ●

Helps Prevent Formation of Abnormal Scars. ●

10-20ml



3

## FORSCAR SCAR RECOVERY GEL UV SPF 30+

● Softens, Flattens and Fades Old and New Scars.

● Helps Prevent Formation of Abnormal Scars.

20ml



# READ EVA WANJIRU'S FIGHT WITH SCARS

For me, 2019 was a year I wanted to forget in a hurry.

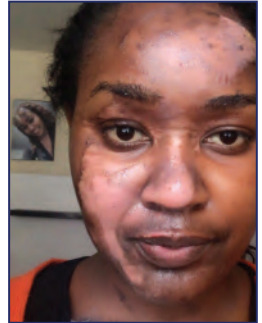
I was going about my household chores in June 2019, and one of these was cooking black beans. I was not new to using the pressure cooker. I finished working on a few things and decided to check that my beans had cooked. Upon touching the black pressure regulator, all hell broke loose. The vapour jumped at me and burnt my face and chest in a flash.

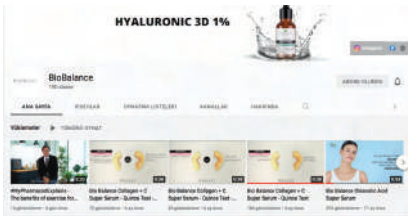
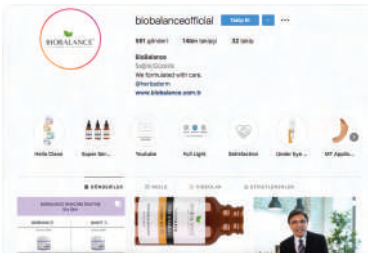
I took one look at myself and what I saw made me scream very hard. I was transferred to a hospital for medical attention. I resumed work after about three weeks, only to face the next uphill task that comes with healing.

My colleagues were supportive, but I still felt like I had lost a part of me. I would buy skin care remedies at pharmacies that I tried for a while but they did not work. I then tried home-based remedies such as applying aloe vera but that still did not work. One day, I was advised to visit Lintons Beauty World where one of the Consultants recommended that I use Forscar Scar Recovery Gel on the burn scars. I bought the gel for about Kshs. 1,800 and started to use it.

I used Forscar Scar Recovery Gel daily for less than 6 months and my skin is now completely healed.

*Eva Wanjiru*





# OFFLINE CHANNELS

AVAILABLE AT +25.000 OFFLINE STORES

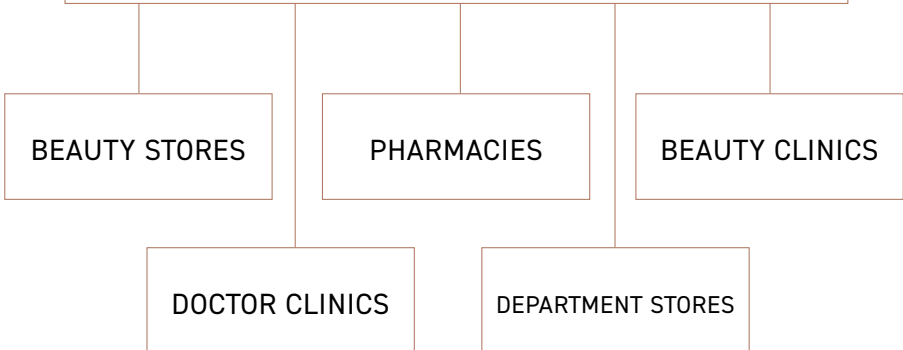
65% OFFLINE	35% ONLINE CHANNELS
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AVAILABLE AT +25.000 OFFLINE STORES

65% OFFLINE	35% ONLINE CHANNELS
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OFFLINE SALES CHANNELS' BREAKDOWN





# TURKISH E-MARKET PLACES

84% OF USERS RE-ORDER\*



\* based on purchasing statistics at our own online store.

# INTERNATIONAL E-MARKET PLACES



# OFFLINE MARKETING



1

GIFT BOX



2

WINDOW DISPLAY



3

OUTDOOR



4

PHARMACY INSERT



5

PRODUCT STAND



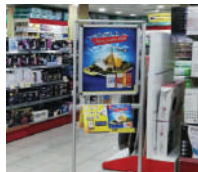
6

DISPLAY STAND



7

LAMPOST



8

PHARMACY POSTER



9

PHARMACY



10

BEAUTY STORES



11

EXHIBITION



12

IN STORE ACTIVATION

# ONLINE MARKETING



1

**BEST NEW SKIN CARE PRODUCT**

◆ **ADONY ABSOLUTE, AMPOULE**  
Adony Absolute Ampoule helps boost the skin's natural turnover cycle. It is formulated with Adony's unique CellActive technology, as well as pure natural ingredients from plants, bioactive peptides, natural hyaluronic acid and niacinamide.

◆ **BIOBALANCE, SUPER SERUM, HYALURONIC 3D**  
This SUPER SERUM, HYALURONIC 3D from Biobalance is part of the Balance's BARRIER BOOSTERS line up of skin care solutions formulated with highly concentrated actives.

◆ **ESPA, ACTIVE NUTRIENTS Yuzu & GINGER CLEANSING SOBBET**  
Yuzu Active Nutrients Yuzu & Ginger Cleansing Sobbet aims to have skin feeling clean and fresh. Combined with ginseng and licorice root oil, it melts away impurities and does so with a natural, healthy-looking glow.

◆ **JANE JARVIS, CIRCADI**  
Circadi is a 100% overnight skin care solution in a high dose release repair paste that supports and enhances the skin's natural overnight repair cycle.

◆ **JAMES READ, CLICK & DRIP**  
These concentrated 'hit the go' formulations get straight down to work on an SPF or antioxidant formulation with powerful natural vitamin complexes, as well as a skin care ingredients to gently to exfoliate and soothe the skin.

◆ **JANE JARVIS, CIRCADI**  
Circadi is a 100% overnight skin care solution in a high dose release repair paste that supports and enhances the skin's natural overnight repair cycle.

2



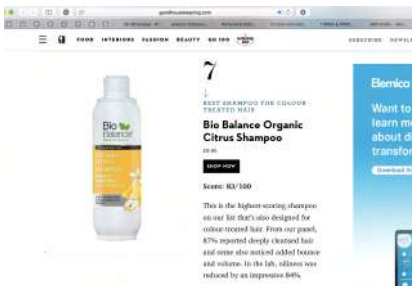
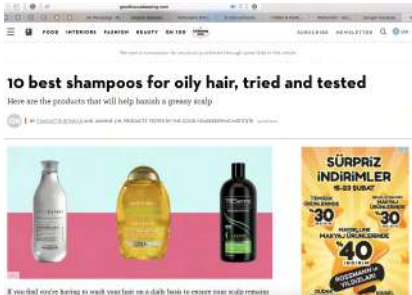
3



HYALURONIC 3D  
SUPER SERUM

UK PURE BEAUTY GLOBAL  
AWARDS FINALIST 2021

# ONLINE MARKETING



<https://www.goodhousekeeping.com/uk/product-reviews/beauty-reviews/g35822358/best-shampoo-oily-hair/>



<https://www.elle.com/uk/beauty/hair/g35884157/best-shampoo-greasy-hair/>

# HELLO CLEAN COMMERCIAL



BACKSTAGE



Sür



Masaj Yap



Yika



## HOW TO USE VIDEOS



%10 PURE VITAMIN C



USE 2-3 DROPS



APPLY MORNING AND NIGHT TO YOUR FACE & NECK



FINISH YOUR DAYTIME SKINCARE ROUTINE WITH SUNSCREEN



# PARIS AWAITS! BE PART OF ONCE IN A LIFETIME OPPORTUNITY TO VISIT THE CITY OF LIGHT, BROUGHT TO YOU BY "AL-DAWAA" PHARMACIES



Posts are displayed in al-dawaa page on Facebook which has about 200,000 followers who are interested in Al-dawaa pharmacies  
<https://www.facebook.com/162127223838766/posts/2094303677287768/>

Posts are displayed in al-dawaa page on twitter which has about 150,000 followers who are interested in Al-dawaa pharmacies  
<https://twitter.com/AldawaaCare/status/1055830093606633473?s=19>

Posts are displayed in al-dawaa page on Instagram which has about 130,000 followers who are interested in Al-dawaa pharmacies  
[https://www.instagram.com/p/BpW9nZWgc3n/?utm\\_source=ig\\_share\\_sheet&igshid=kym7pmlqa41](https://www.instagram.com/p/BpW9nZWgc3n/?utm_source=ig_share_sheet&igshid=kym7pmlqa41)

# ONLINE MARKETING MATERIALS



1

PRIMARY IMAGE



2

SECONDARY IMAGE



3

THIRD IMAGE



4

MP3 VIDEOS

**FOR OILY AND COMBINATION SKIN**

**1. MINIMIZE PORE SIZE**



**2. FIRM SAGGING SKIN, CALM IRRITATION**



**3. BOOST COLLAGEN & HA, INCREASE BRIGHTEN, SOFTEN SKIN**



5

REGIME GUIDE

PRODUCT	TECHNICAL			
	PHASE	MOLECULAR WEIGHT	MOLECULAR WEIGHT	MOLECULAR WEIGHT
MINIMIZE PORE SIZE	1	1	1	1
FIRM SAGGING SKIN, CALM IRRITATION	2	2	2	2
BOOST COLLAGEN & HA, INCREASE BRIGHTEN, SOFTEN SKIN	3	3	3	3
...	...	...	...	...

6

BENEFIT CHART



7

KEY VISUAL



8

KEY VISUAL

E-RETAILER KIT (including primary, secondary photos, product benefits, how to use information and other necessary data) is provided for online stores.

# SOCIAL MEDIA

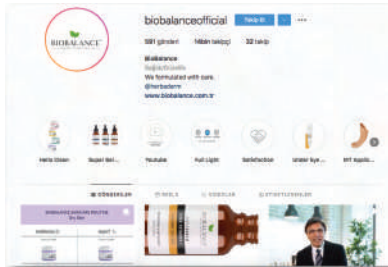
Biobalance is marketed under Herbaderm brand in Turkey



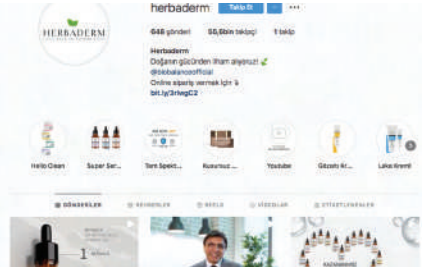
[www.facebook.com/biobalanceofficial](https://www.facebook.com/biobalanceofficial)  
Total Page Follower: 7.5k



[www.facebook.com/Herbaderm](https://www.facebook.com/Herbaderm)  
Total Page Follower: 26.635



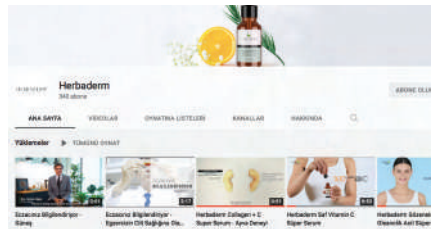
[www.instagram.com/biobalanceofficial](https://www.instagram.com/biobalanceofficial)  
Total Follower: 14k



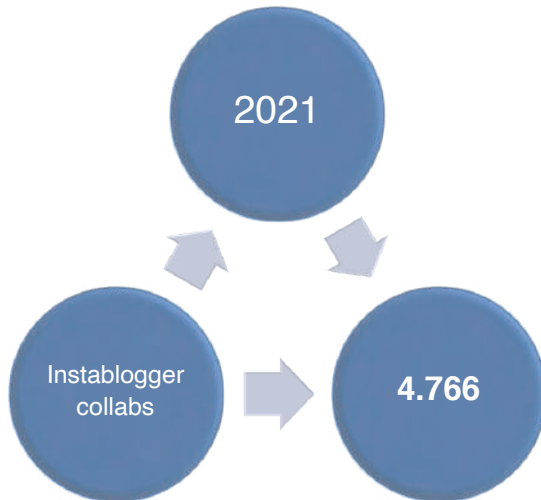
[www.instagram.com/herbaderm](https://www.instagram.com/herbaderm)  
Total Follower: 55.6k



[www.youtube.com/c/BioBalanceofficial](https://www.youtube.com/c/BioBalanceofficial)  
Total Follower: 190

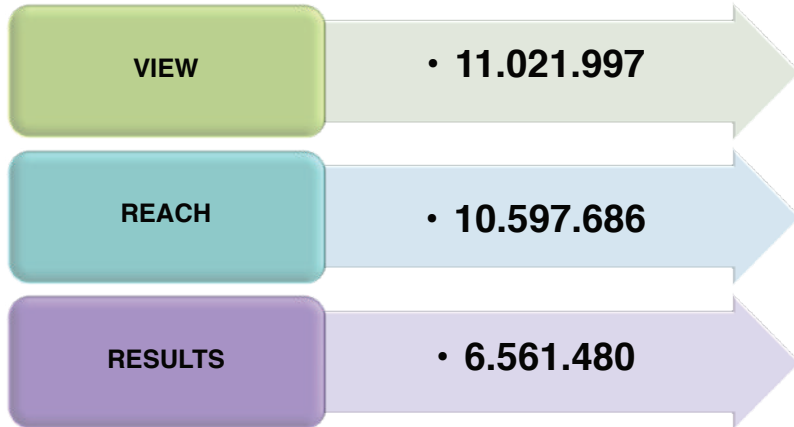


[www.youtube.com/c/Herbaderm](https://www.youtube.com/c/Herbaderm)  
Total Follower: 340



### OUR INSTABLOGGER COLLAB

"In order to increase our brand awareness on digital platforms, we collaborate with Instabloggers, who have a high following..



### SOCIAL MEDIA ADS TOTAL FIGURES

PERIOD: 2021

ADS MODEL: POST PROMOTE, NEWS FEED, VIDEO WIEW ADS

SOURCE: FACEBOOK & INSTAGRAM

**SEVGİLİLER GÜNÜ'NE ÖZEL YARIŞMAMIZ BAŞLIYOR!**

herbaderm • Takip Et

herbaderm Kazanımız @gonul\_beauty olmuştur! Kendisini tebrik ediyoruz.

Üçüne Mecnun'un çölleri aştığı, Ferhat'ın dağları dolduğu aşk... Peki sen aşkın için neleri göze alabilirsin? ❤️

14 Şubat Sevgililer Günü'ne özel aşk dolu yarışmamız başlıyor! Hikayemizin kahramanları Aslı ve Mert'in başına gelenler sizin başınıza gelsin! ve bu aşk hikayesinin finalini siz yazıyor olsaydınız, hangi seçeneği seçeriniz??

A. Düzenimi bozmayı göze alamaz, burada kalırım  
B. Her şeyi göze alıp aşkımla peşinden giderim

Haydi, bu aşk hikayesinin finalinde hangi seçeneği tercih edeceğinizi bizimle paylaşın. Zen Pirlanta 1.500 TL Hediye Çeki, Aşkim Kapişmak'ın imzalı kitabı ve Herbaderm ürünlerini oluşan hediye paketini kazanma şansını yakalayın!

Yarışmamızın kazananı: 14 Şubat saat 21:00'de @akapismak @herbaderm ortak instagram canlı yayınında açıklanacak ve a; dolu bir sohbet sizleri bekliyor olacak...

Yarışmamızı kazanabilmek için;

65.355 görüntüleme  
8 ŞUBAT 2021

**ZEN PIRLANTA HEDİYE ÇEKİ 1500 ₺**

**Aşkim Kapişmak**

**OKUNMAMIS MESAJ**

A JOINT PROJECT WITH A CELEBRITY CALLED AŞKIM KAPIŞMAK.  
([HTTPS://WWW.INSTAGRAM.COM/AKAPISMAK](https://www.instagram.com/akapismak)).  
[www.instagram.com/p/CLEU8QCHJX0](http://www.instagram.com/p/CLEU8QCHJX0)

**ZEN PIRLANTA HEDİYE ÇEKİ 1500 ₺**

**KAZANANIMIZ**  
**gonul\_beauty**

**YEDEK**  
**blblackkrosee**



# WALLPOST COMPETITIONS



In order to increase the interaction rate and number of followers on digital platforms, we regularly organize Wallpost contests every month, prepare interactive contests that promote active participation, and give various gifts.





# YOUTUBE #YourPharmacistExplains VIDEO SERIES



We publish monthly on our Youtube channel. In our #YourPharmacistExplains video series, our founder Pharmacist Kenan Alpay offers our followers the best tips on the secrets of healthy skin.

<https://youtu.be/tQhtTJVZxfI>

<https://www.youtube.com/watch?v=Ptrz9Bv0guE>

# THE MOST EVALUATED PRODUCT IN THE CATEGORY OF EYE CREAM IN TRENDYOL, TURKEY'S LARGEST E-MARKET SALES CHANNEL

The 1st most rated product in the Eye Cream category  
7629 comments

KADIN ERKEK ÇOCUK EV & MOBİLYA SÜPERMARKET KOSMETİK AYAKKABI & ÇANTA SAAT & AKSESUAR

Anasayfa > Kosmetik > Cilt Bakımı > Göz Kremi > Herbaderm Göz Kremi

**MARCO BEHAR**

Göz kremi kategorisinde en çok değerlendirilen ürün

**Herbaderm Göz Kremi 8697711700064**

Satıcı: **Herb BkK Kosmetik**

★★★★☆ 7629 Değerlendirme 35 Sıra & Çarp

-29%

**Sepete Ekle**

Tahmini Kargoya Teslim: 3 gün içinde 120002 İstasyon

Hızlı teslimat yapan satıcı var!

**Kuponlar**

**Öne Çıkan Bilgiler**

- 15 gün içinde ücretsiz iade. Detaylı bilgi için tıklayın.
- Her ürün **BebeKosmetik** tarafından gönderilmektedir.
- İncelikli ölçümler ürünün satış fiyatına satıcı belirlenmiştir.
- Her üründen en fazla 10 adet sipariş verilebilir. 10 adetlik siparişlerdeki siparişler Trendyol sipariş yöntemi haklarını saklı tutar.
- Kampanya fiyatından satılmak üzere 100 adetten fazla stok sunulmuştur.
- Her ürünlerden fazla satıcı tarafından satın alabilir. Ürün Foto ve detay sayfasında tıklayınız!

"+Your products are awesome. I have tried so many brands and you are my favorite serums works awesome and brightening cream really helped my skin. I totally recommend it better than all those high end brands

trendyol

Aradığınız ürün, kategori veya markayı yazınız

KADIN ERKEK ÇOCUK EV & MOBİLYA SÜPERMARKET KOSMETİK AYAKKABI & ÇANTA SAAT & AKSESUAR ELEKTRON

**Göz Kremi Kategorisinde En Çok Değerlendirilen Ürünler**

- Herbaderm Göz Kremi**  
★★★★☆ 7629  
Kargo Bedava
- Dermoskin Göz Çevresi Bakım Kremi 15 ml**  
★★★★☆ 5000  
Kargo Bedava
- Fit & Alive Göz Kremi**  
★★★★☆ 4752  
Kargo Bedava
- L'Oreal Paris Hyaluron Uzmanı Cilt Dolgunlaştırıcı**  
★★★★☆ 3376  
Kargo Bedava
- L'Oreal Paris Göz Kremi**  
★★★★☆ 3200  
Kargo Bedava
- L'Oreal Paris Revitalift Laser X3 Yağlanma Karşı**  
★★★★☆ 2878  
Kargo Bedava
- AVON Göz Kremi**  
★★★★☆ 2841  
Kargo Bedava
- Dermoskin Göz Kremi**  
★★★★☆ 1448



[www.alpaya.com.tr](http://www.alpaya.com.tr)

 /biobalanceofficial

 /biobalanceofficial

 c/biobalanceofficial