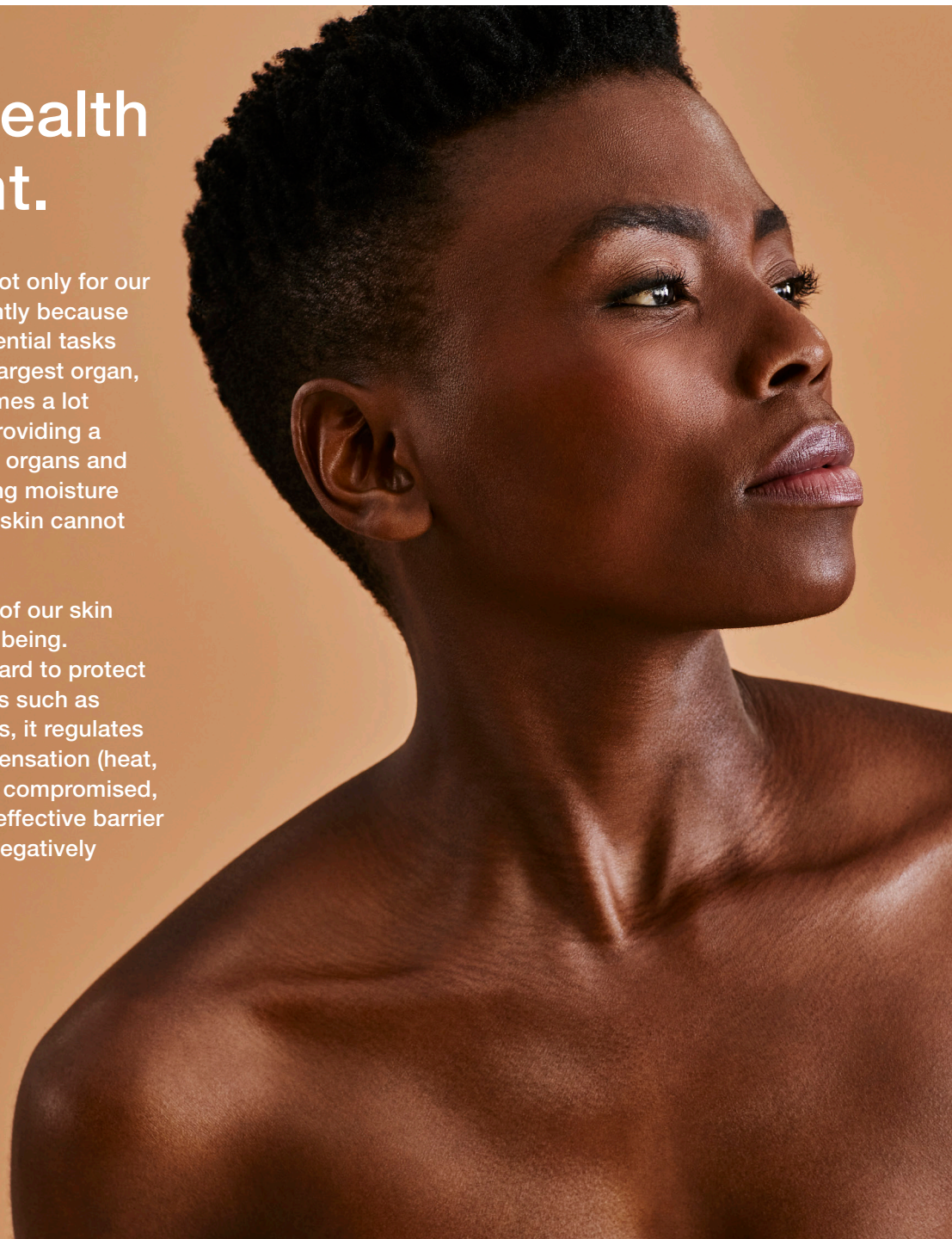


Why skin health is important.

Our skin's health is important not only for our appearance, but more importantly because the skin performs so many essential tasks for our bodies. The skin is the largest organ, and with being the biggest, comes a lot of responsibility. Whether it's providing a protective barrier between vital organs and the outside world, or maintaining moisture balance, the importance of the skin cannot be overstated.

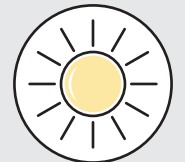
The condition and appearance of our skin is key to overall health and wellbeing. When healthy, our skin works hard to protect us from environmental stressors such as irritants, allergens and microbes, it regulates our temperature and gives us sensation (heat, cold, touch pain). But when it's compromised, the skin's ability to work as an effective barrier is impaired, which in turn can negatively impact our general health.



There are many factors – both internal and external – that affect the skin's condition and influence how it looks and feels.



Genetics.



UV radiation.



Hormones.



Extreme temperatures.



Medical conditions.



Washing too frequently.



Certain medications.



Harsh products.

Today's approach to skin care is often that of "problem-solution" – we are not treating our skin properly from the start and are then trying to fix it further down the line. Skin exists in a constant state of growth, with old cells dying as new cells are formed. Our skin is affected by every aspect of our lives, from what we eat to where we live. Healthy skin is better able to fight the signs of ageing, heals much faster and helps prevent potential diseases. Skin plays such an important role in protecting our bodies, it is essential we look after it as best as we can.

Tips for healthy skin.



Cleanse.

Use lukewarm water and gentle oil-based cleaners. Avoid hot showers and harsh soaps as they strip the skin's natural oily layer.



Moisturise.

Use high-oil skincare to supplement the skin's natural oily layer and lock in essential moisture.



Protect.

Apply sunscreen with a SPF of at least 30+ every day to protect skin against harmful UVA and UVB rays.



Hydrate.

Drink at least 2L of water a day to keep skin hydrated from within.



Healthy diet.

Eat a skin-beneficial diet, foods rich in vitamin C and zinc. Eat fresh fruits, vegetables, sufficient protein and healthy fats. Try limiting sugar and processed foods as much as possible.



Exercise.

Exercise helps to improve the circulation of oxygen and nutrients in the skin, and releases toxins through sweat.



Sleep.

Get enough quality sleep. Skin rejuvenates and repairs itself mostly while you are asleep.

Discover the power of oil.

The future of skincare lies in the past. It's the next big thing that's always been around – oil. Oil is nature at its most nurturing and is scientifically proven to restore and maintain skin health. Oils have played a vital role in skincare since ancient times, but over the years oil-based skincare has taken a back seat, as cheaper and less effective water-based products have flooded the skincare market.

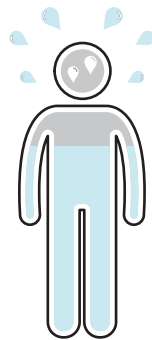
The science behind why skin needs oil.

The simple truth is that healthy skin contains up to 30% moisture and to keep our skin from losing that moisture we need oil. Because oil locks in moisture to help skin function. Moisture facilitates enzyme activity in the skin, and enzyme activity is responsible for healthy skin functionality – everything from what skin looks and feels like, to how it repairs and regenerates itself, and even to its strength and resilience.

Skin by design loves oil, and has its own natural outer oily layer to lock in moisture; the problem is that everyday exposure to the elements and daily washing strips away skin's protective oily layer, allowing moisture to escape. And because skin's moisture comes from within, lost moisture simply cannot be replaced by applying moisture onto the skin.

So, what can you do? The first step in caring for skin is to stop it losing moisture. And the best way to do this is by supplementing skin's natural oily layer by using oil in everyday skincare. Oil mimics skin's natural oils, so when oils are applied to the skin, they are easily absorbed and assist in effectively nourishing, restoring and protecting skin's own natural outer oily layer.

And what does all this mean? It means that only high-oil skincare can effectively improve skin health because oil locks in moisture and gives skin life.



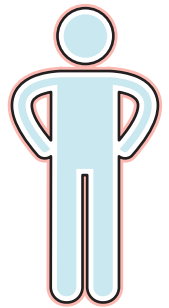
Your body and skin lose water daily from exposure to the elements, artificial heating & daily washing.



Water loss can lead to dehydration of the body & skin.



Drink 2L of water every day to stay hydrated on the inside.



Use high-oil skincare to stay hydrated on the outside.

Discover healthy skin through Bio-Oil's high-oil specialist skincare solutions.

No brand understands the relationship between skin and oil better than Bio-Oil. It's why they've pursued and perfected high-oil skincare solutions that work with skin to help keep it healthy for more than 30 years, and why they'll never stop.

The Bio-Oil research team, led by Justin and David Letschert, are committed to taking skincare to the next level, continually introducing innovative high-oil products that are formulated for results.

Rooted in science and inspired by nature, each product in the Bio-Oil range is clinically proven and designed to effectively work with the skin to deliver optimal skin health. The range consists of Bio-Oil Skincare Oil, Skincare Oil (Natural) and Bio-Oil Dry Skin Gel to address and meet the biggest skin concerns in South Africa; scars, stretch marks, and dry, dull skin.



Bio-Oil's range of specialist skincare oils have been clinically proven to reduce the appearance of scars and stretch marks.

Bio-Oil Skincare Oil and Skincare Oil (Natural) are light, non-greasy and absorb easily. They help boost skin's elasticity by keeping it supple and hydrated, and promote skin regeneration by supporting and restoring damaged skin.



Dermatologically tested.



Paraben, preservative & phthalate free.



Not tested on animals.



Halal & Kosher certified.

www.bio-oil.com [@BioOilza](https://www.facebook.com/BioOilza) [@BioOil_za](https://www.instagram.com/BioOil_za)



Bio-Oil Dry Skin Gel is a specialist dry skin product. Its revolutionary high-oil gel formulation provides immediate relief, and intense, long-lasting moisturisation. 100% active and 100% effective, this breakthrough formulation absorbs easily and is clinically proven to effectively restore persistent dry skin and relieve the symptoms of psoriasis and eczema, such as dryness, itching and flaking by nourishing and conditioning it.

Bio-Oil gives skin what it needs, so that you can discover healthy skin through the power of oil, every day.