

**Bio**   
**Balance**®  
**Back to Nature**

**see** THE  
**results**  
WITH YOUR OWN  
**EYES**





Bio   
Balance®  
Back to Nature

If the eyes are the  
windows to the soul,  
the surrounding skin  
is the frame



Bio   
Balance®  
Back to Nature

Fragile and sensitive, that frame is a visible reflection of our tiredness, worries, stress and sleepless nights.



Unfortunately, that frame can develop puffiness and dark circles due to genetics, lifestyle and dietary changes as well as the aging process



Dark circles, bag and puffiness can make the face as a whole look aged, worn and tired.

**ABOUT THE COLOR  
AND APPEARANCE  
OF EYE ZONE**

HOW IT OCCURS?

## **DARK CIRCLES**

Slow microcirculation results in less oxygenated blood and hence a bluish appearance. This contributes to formation of the unsightly ring under the eye.

HOW IT OCCURS?

HOW IT OCCURS?

HOW IT OCCURS?

## **DARK CIRCLES**

However, rings of a blackish-brown color are considered different since they are darker than the complexion of the remainder of the face. This type of ring is due to local hyperpigmentation associated with cutaneous deposit of melanin or iron.

HOW IT OCCURS?

HOW IT OCCURS?

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## **DARK CIRCLES**

The Darkness get worse when skin starts to thin as we get older, exposing more of the underlying color of blood vessels near the surface.

HOW IT OCCURS?

HOW IT OCCURS?

HOW IT OCCURS?

### **PUFFINESS**

We all have small amounts of fat, tissue and muscle under the eyes that shift downward or bulge outward as we get older. With time, the fat pads under the eyes can start to protrude. Once there is a change in the overlying tissue support in front of the fat, it starts to come through as bags, which make the under-eyes puffy.

HOW IT OCCURS?

HOW IT OCCURS?

**WHY DARK CIRCLES AND PUFFINESS  
ARE ON THE RISE**

**HEREDITY**

**01**

Dark circles under the eyes can appear in childhood, and are often an inherited trait. Some children will outgrow them, but others will not.

**ALLERGIES**

**02**

Nasal congestion can dilate the blood vessels that drain from the area around our eyes, causing them to darken.

**AGING**

**03**

As we get older, our skin becomes thinner and the blood vessels becomes more visible.

**SLEEP DEPRIVATION**

**04**

Sleep deprivation is the most common cause, and the easiest to prevent, but Oversleeping can also cause dark eye circles.

**IRON DEFICIENCY**

**05**

Iron deficiency can prevent the blood from carrying sufficient oxygen to eye tissues. This results in less oxygenated blood and hence a bluish appearance.

**LIFESTYLE**

**06**

Excessive smoking or drinking alcohol and coffee can contribute to under-eye circles.

**SKIN  
PIGMENTATION  
ABNORMALITIES**

**07**

The skin around the eyes is thinner, which is why blood vessels are more readily visible through it. For this reason, irregular distribution of the melanin can cause dark circles to appear beneath the eyes.

**SUN**

**08**

Sun exposure encourages our body to produce more melanin which can cause dark, brown rings under eye.

**SALT**

**08**

Excess salt in the diet causes fluid retention throughout your body—including underneath your eyes.

# The powerful association of 2 matrikines

**Palmitoyl Oligopeptide**

**Palmitoyl Tetrapeptide-7**

**with**

**N-hydroxysuccinimide (NHS),**

**Chrysin, Niacinamide and**

**Vitamin C.**

# REVERTS & PREVENTS DARK CIRCLES AND PUFFINESS

“Doesn’t conseal them with pigments”





● ————— **VIBRANT, FRESH AND YOUNGER  
LOOKING EYES IN JUST 4 WEEKS**

● ————— **REDUCES DARK CIRCLES AND  
VISIBLE PUFFINESS**

● ————— **HELPS PREVENT FURTHER  
DARKENING**

● ————— **PROVIDES UV PROTECTION**



- ——— **PARABEN FREE**
- ——— **PETROLATUM FREE**
- ——— **PARAFIN OILS FREE**
- ——— **GENETICALLY MODIFIED INGREDIENTS FREE**
- ——— **PHTHALATES FREE**
- ——— **FORMALDEHYDE FREE**
- ——— **HYDROQUINONE FREE**

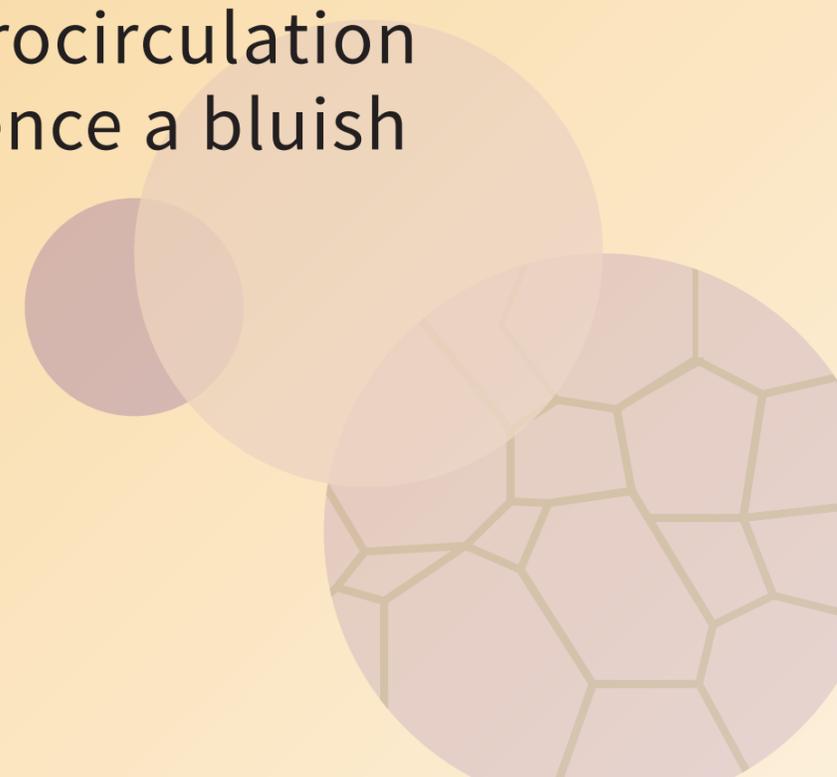
## ACTION **1**: REVERSE THE DAMAGE



**Active Ingredients:** Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7

**How they help:** Reinforce firmness and tone of the eye area

As it is explained on previous slides, rings under the eyes are directly associated with the status of the underlying vascular network. Slow microcirculation results in less oxygenated blood and hence a bluish appearance.



## ACTION 1: REVERSE THE DAMAGE



Activating the local micro-circulation is thus an initial approach in order to reduce appearance of dark circles. Therefore strengthening skin density is essential in order to better support the microvascular network .

Palmitoyl Oligopeptide , Palmitoyl Tetrapeptide-7 help activation of the local micro-circulation by reinforcing firmness and tone of the eye area.

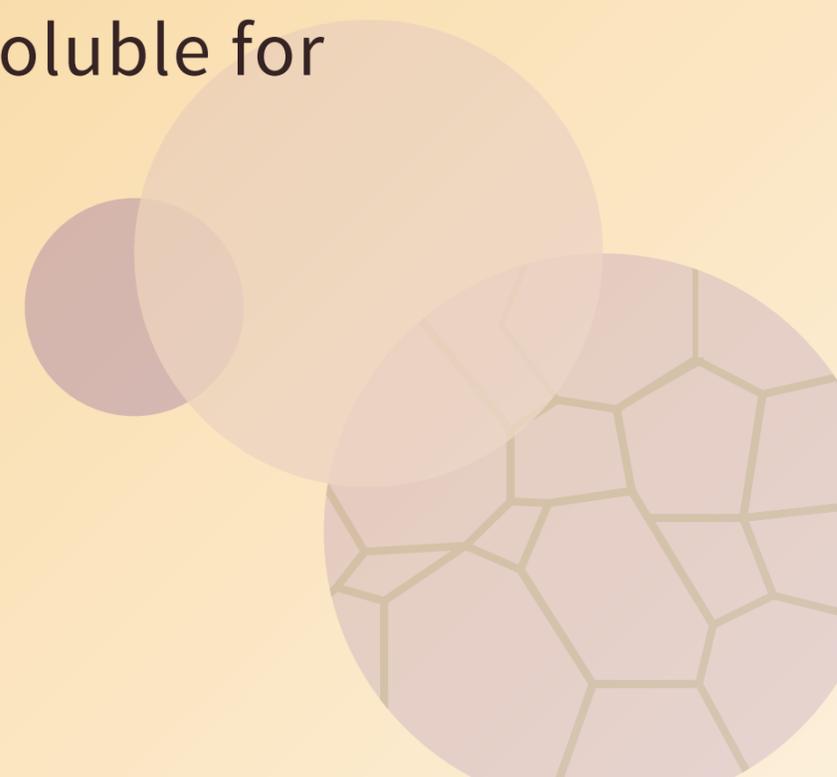
These matrikin peptides decreases the fragility of the skin around the eyes and strengthen the dermal matrix supporting the microvascular network.

## ACTION 1: REVERSE THE DAMAGE



**Active Ingredients:** Chrysin and N-hydroxysuccinimide  
**How they help:** Bind iron and clears bilirubin. Dark circles are due to the accumulation of hemoglobin and its coloured degradation products (biliverdin, bilirubin and iron) in the dermis and epidermis.

Chrysin strongly stimulates the expression of the enzyme (UGT1 A1 ) involved in the clearance of bilirubin and N-hydroxysuccinimide makes the iron soluble for elimination.



# ACTION 1: REVERSE THE DAMAGE



The ability of N-hydroxysuccinimide and Chrysin to bind iron and to stimulate the expression of the enzyme (UGT1 A1 ) is proven by in-vitro studies.

Cells in culture are incubated for 3 days with Chrysin. The gene expression for UGT1A1 is determined by RT-PCR.

**Chrysin is thus an excellent inducer of UGT1A1, the enzyme catalyzing bilirubin conjugation.**

		UGT <sub>1</sub> A <sub>1</sub>
Reference		100
Chrysin	7.8 μM	247%*
Chrysin	11.8 μM	600%**

\* : Mean result for (n = 2 tests)

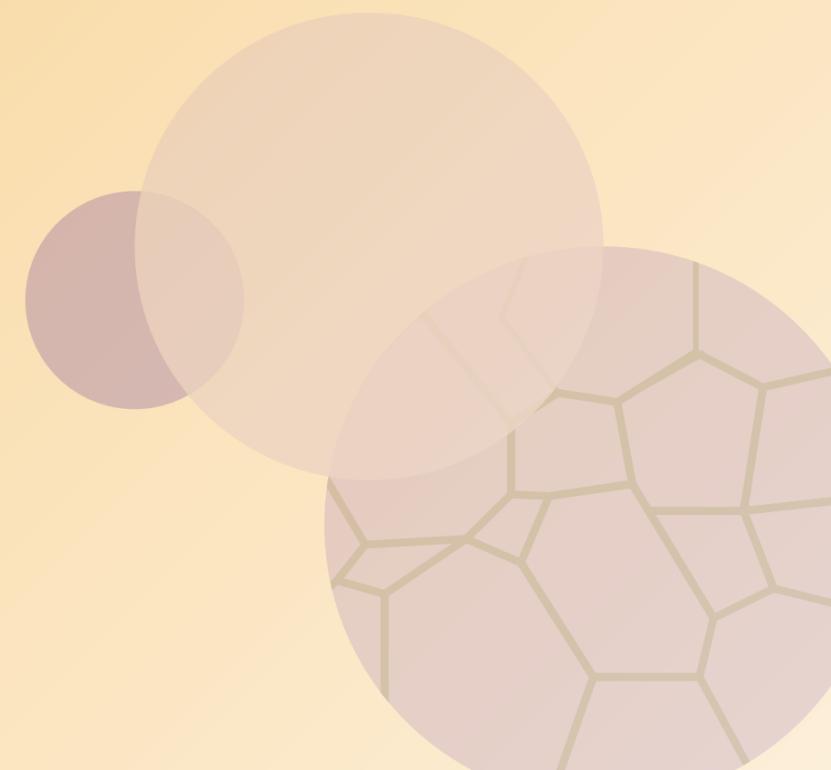
\*\* : Mean result for (n = 4 tests)

## ACTION 1: REVERSE THE DAMAGE



**Active Ingredients:** Niacinamide and Vitamin C

**How they help:** Irregular distribution of the melanin can cause dark circles to appear beneath the eyes. Niacinamide and Vitamin C effectively lightens dark circles caused by hyperpigmentation.



## ACTION 2: PROTECTS SKIN AGAINST SUN INDUCED DARK CIRCLES



Excessive sun exposure intensifies dark circles.

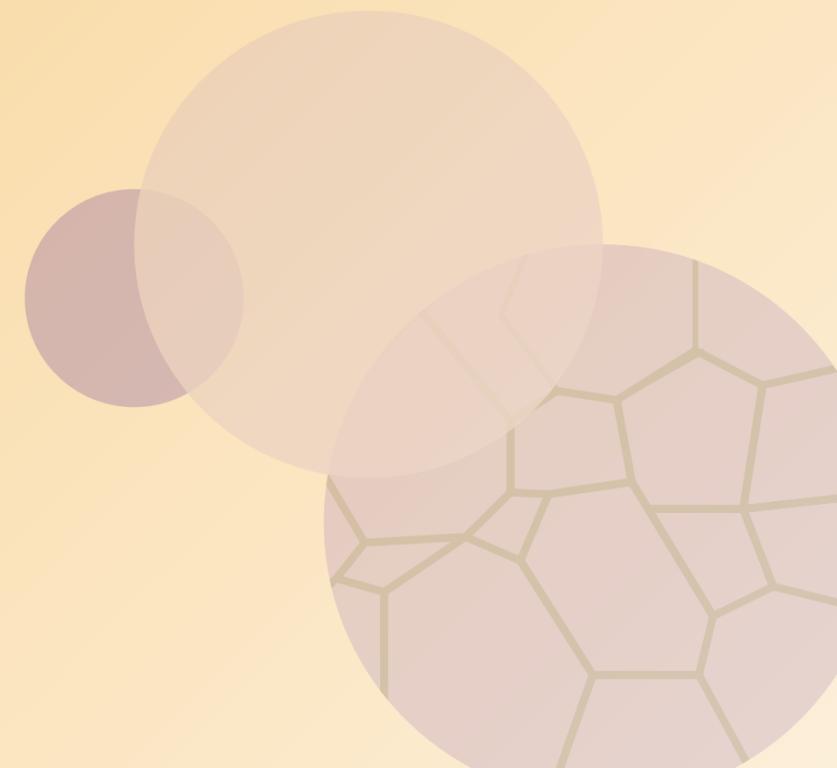
Additionally, Sun exposure produces free radicals which may result in cellular damage to the delicate skin in the eye area leading to wrinkles and sagging skin.

Bio Balance Eye Brightening Cream contains mineral filters in order to protect eye area against further darkening and sun induced wrinkles and lines.

**Special Note:** It is suggested to protect eye area from the sun at all times with sunglasses.

**ACTION 3:** Butyrospermum Parkii Butter, Cera Alba, Glycyrrhiza Glabra Root Extract, Centella Asiatica Extract, Rosmarinus Officinalis Leaf Extract, Allantoin, Vitamin E and Panthenol

Unmatched, powerful combination of natural ingredients moisturizes eye area, improves firmness and helps reduce the look of fine lines and wrinkles around the eyes.



# Unmatched, powerful combination of active ingredients with;

Palmitoyl  
Oligopeptide

Palmitoyl  
Tetrapeptide-  
7

N-hydroxysu  
ccinimide

Chrysin

Niacinamide

Sodium  
Ascorbyl  
Phosphate

Titanium  
Dioxide

Rosmarinus  
Officinalis  
Leaf Extract

Glycyrrhiza  
Glabra Root  
Extract

Butyrospermum  
Parkii Butter

Centella  
Asiatica  
Extract

Cera Alba

Tocopheryl  
Acetate

Allantoin

Panthenol

# EFFICIENCY STUDIES

The efficiency of Bio Balance Eye Brightening Cream has been evaluated by in-use studies conducted at Dr. Kozijeh Laboratories in Poland.

# EFFICIENCY STUDIES

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## PROTOCOL

30 females took part in the study at the age of 25 – 45 years old..

Subjects are asked to apply Bio Balance Eye Brightening Cream twice a day on clean and dry eye area for 8 weeks.

No side effect has been observed.

The measurement of color was performed before the test, after 14 days and 8 weeks after application.

The Measurement of skin color is analysed by Miravex - Antera. 3D.



**60%**

of participants satisfied with visible reduction of dark circles

**70%**

of participants satisfied with visible reduction of puffiness

**76%**

of participants agreed that Bio Balance prevented further darkening

**-21%**

reduction in color of dark circles

# 56-day placebo-controlled clinical trial

The efficacy study of HALOXYL™ and placebo, was conducted in a group of female volunteers presenting with violet rings under their eyes in France.

22 female volunteers applied to the contour of one eye a gel containing Bio Balance Patented Active Complex HALOXYL™ for 56 days against placebo on the other one.

The anti-dark circle effect is assessed by image analysis and measurement of the colour parameters (L,a,b system) by a specific software.

Under eye dark circles  
reduced for  
**72%** of participants



## How to get the maximum benefit from Bio Balance Eye Brightening Cream in order to correct dark circles and puffiness?

- The cause of the dark circles and puffiness should be stopped if it is possible.
- Bio Balance Eye Brightening Cream should be used regularly.
- Eye Zone should be protected from the sun with protective clothes such as hat and eyeglasses during treatment. Bio Balance contains mineral UV filters and its ingredients are friendly with sun. However staying away from the sun is imperative in order to prevent triggering of melanin production.

## **HOW LONG DOES IT TAKE TO SEE RESULTS?**

Efficiency studies of both active ingredients and finished product proved that results are visible in just 4 weeks.

Individual results may change.



## **HOW TO MASSAGE EYE AREA TO REDUCE PUFFINESS AND DARK CIRCLES:**

Put enough amount of cream on your fingers to create glide.

Close your eyes and use your ring fingers on each hand and draw circles around your eye area 10 times to promote microcirculation.

Then, starting in between the eyes, pinch your eye brows, all the way out to their ends.

