

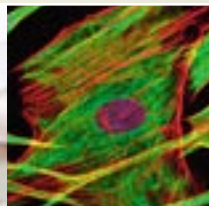


EGF



BIOeffect™ Serum

Restores
the skin's
natural
glow



EGF BIOeffect™ cellular activator in a serum

EGF BIOeffect™ Serum contains, EGF cellular activator, which enhances natural rejuvenation of the skin. Cellular activators are proteins natural to human skin, important for maintenance and repair of skin cells. With age, the level of activators drop, resulting in fine lines and wrinkles. When applied regularly, the EGF BIOeffect™ Serum reverses this process with dramatic improvements to skin appearance and texture. This enables the skin to utilize its very own mechanism for repair from within to obtain a younger look, avoiding more radical procedures like Botox and corrective surgery.



EGF BIOeffect™ Serum

- *Inspired by medical research*
- *Derived from patented technological innovations*
- *Biotechnologically advanced*
- *Awarded plant technology*
- *The only plant derived EGF in cosmetics*
- *Created in pure Iceland*
- *Approved and tested by dermatologists*
- *Dermatologically tested*
- *Hypoallergenic*
- *No preservatives*
- *No colorants*
- *No animal testing*

Facelift in a bottle

To obtain the best results apply 2–4 drops of EGF BIOeffect™ Serum daily to face, around eyes and neck, after cleansing the skin in the evening. This gives your skin the opportunity to improve from within while resting. A simple one step protocol makes it easy to use.

EGF BIOeffect™ Serum can also be applied to other parts of the body, for rejuvenation effects or alleviations of dry spots.

Purity and safety in unique formulation

The quest for purity, sustainability and minimum chemical interference was a driving force in the creation of EGF BIOeffect™ Serum, resulting in a safe and effective product with less than ten ingredients: *Glycerine, Aqua, Calcium Chloride, Sodium Hyaluronate, Tromethamine, Alcohol and EGF.*

It's science made simple!



EGF BIOeffect™ Serum

For improved appearance of skin and correction of skin aging effects. Restores natural glow to your skin creating a feeling of wellness and beauty.

- Innovative Cosmetics – notable results
- Both natural and scientific rejuvenation
- Quickly gives radiant look
- Contains hyaluronic acid for filling effects
- Rejuvenates skin
- Moisturizes skin
- Improves complexion
- Suitable for all skin types

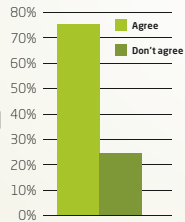
EGF BIOeffect™ Serum

Survey on EGF BIOeffect™ Serum shows that the serum effectively gives younger and fresher appearance¹

- EGF BIOeffect™ Serum restores the appearance of youthful skin, by improving skin tone and complexion.
- The positive effects of EGF BIOeffect™ Serum correlate with the EGF content of the serum.
- A regular and repeated use of EGF BIOeffect™ Serum results in various improvements on skin; dry spots disappear, dark circles around eyes diminish and some skin problems are relieved.

EGF BIOeffect™ Serum rejuvenates skin

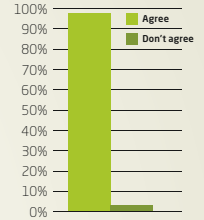
Findings from the survey show that EGF BIOeffect™ Serum improves skin complexion. A large majority of participants agree that their skin looks younger after only a few weeks of regular use. Therefore it is claimed that EGF BIOeffect™ Serum regains a look, which was lost. The results are more apparent for younger skin; the results are faster for the age group of 30–50 years, than the age group of 50–70 years.



My skin looks younger since I started using the EGF BIOeffect™ Serum.

EGF BIOeffect™ Serum gives a certain glow and freshness to skin

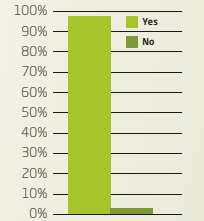
An astonishing 98% of participants agreed that by using the serum daily the appearance of their skin felt and looked healthier and with an improved tone and texture and certain freshness. EGF BIOeffect™ Serum moisturizes the skin, gives it a more even complexion, and with time the skin obtains a younger look.



I have noticed that my skin appears healthier since I started using EGF BIOeffect™ Serum.

A number of other signs of youthfulness were noted with regular use of EGF BIOeffect™ Serum

The survey revealed that regular use of EGF BIOeffect™ Serum has a general positive impact on the skin. The product proves exceptionally good for sensitive skin; 30% of participants in the study had sensitive skin or skin problems and agreed that the EGF BIOeffect™ Serum was of great help. Some participants, with serious skin problems such as psoriasis and eczema, experienced dramatic alleviation of symptoms. Less serious problems like dry spots, uneven colour and dark lines around eyes diminished or disappeared. This is reflected in the fact that 98% of participants would recommend the serum to a friend.



Would you recommend the EGF BIOeffect™ Serum to your friends?

¹According to a survey of 72 volunteers, who applied EGF BIOeffect™ Serum regularly, and answered a survey about its performance. The age of participants was from 28–72 years; the survey was performed during the period of December 2009 to January 2010.

Opinion of EGF BIOeffect™ Serum users

Professionals are happy with the performance of EGF BIOeffect™ Serum

Helga Sigurbjörnsdóttir, a beauty saloon owner with over 30 years of experience in the industry, has been using EGF BIOeffect™ for some time, together with two of her clients. She was asked to monitor their skin, and give feedback on the serum's performance. After 3 weeks her comments are:



"I have been using the EGF BIOeffect™ Serum as a night serum for several weeks. The serum gives me a great feeling and I call it "Golden drops", because it makes my skin glow. I can mark a difference in the appearance of my skin (combination skin) it appears to be firmer. I only use two drops, which is sufficient for great effect. I have also been following two sisters. I can see notable improvements on both of them, but the improvement is more dramatic for the younger one (51), her skin tonus has improved, it's firmer, redness around the nose has become less apparent and spider veins have decreased. I can mainly see a difference around the eyes and mouth of the older one (60), fine lines have decreased and the skin is firmer. I have also tested the product on a person with extremely sensitive skin and very prone to allergic reactions; she did not show any signs of allergic reactions to the product. Therefore I can recommend the product for all skin types. Of course there will always be individuals for whom this product is not suitable, like every other product.

I would recommend the use of EGF BIOeffect™ Serum as a night serum; this is how the golden drops work best."

I could see the effects of the serum almost immediately from the first day. My skin became smoother and firmer, with wrinkles less apparent. I think it increases the success to apply the serum with many strokes.

(Unnur, 43 years)

After I started using EGF BIOeffect™ daily, I am confident with my look, the softness of the skin is incredible. I feel good, because now I know this is the best I can possibly look. **(Gulla, 50 years)**

Ever since I was a teenager, I have used concealer make-up on my skin. After around 2 weeks of using the EGF BIOeffect Serum, I caught myself in leaving the house without the concealer make-up! This stuff is incredible!

(Jóhanna, 35 years)

My skin is now softer. Dry spots have disappeared. Now I am the person with the freshest look! **(Ásta, 37 years)**

The EGF BIOeffect™ Serum has been a pleasant experience for me. I have been looking for something to apply around eyes, which makes me feel good and look better. I would definitely recommend the EGF BIOeffect™ serum to all my friends.

(Hrafnhildur, 33 years)

I can see great improvements in my skin. It no longer develops rashes or itching, I still have some white surface pimples, which is probably because the skin was too thin and needs now to recover. Now my skin is more elastic and the feeling is better.

(Hildur, 29 years)

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BIOeffect™ Serum

Wellness and beauty

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- Moisturizes skin
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Based on awarded Biological Innovation

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COSMETICS