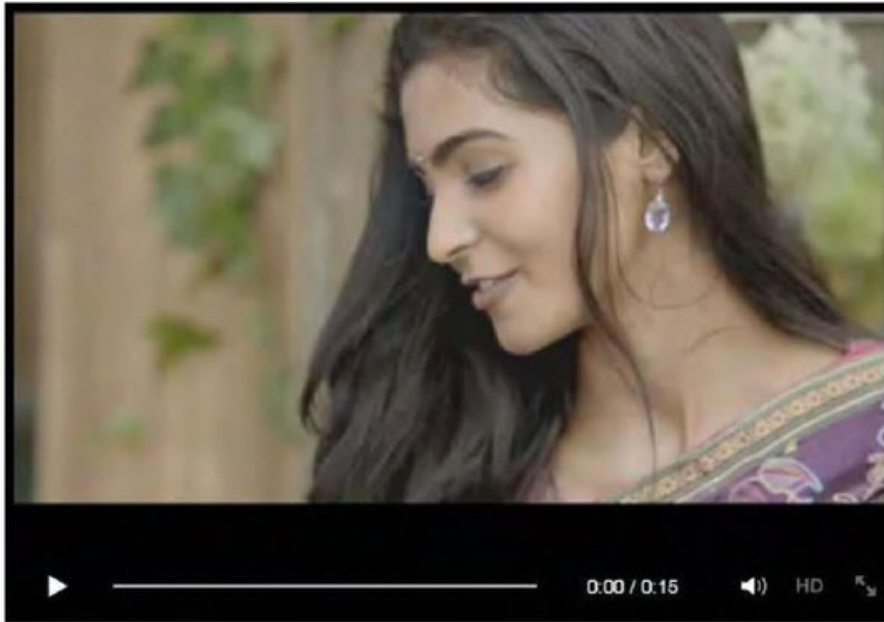


Bio-Oil

Launch & Sustenance







Bio-Oil



No. 1 selling
Scar and Stretch Marks
product in
17 countries*



"I was first introduced to Bio-Oil after I cut my leg while hiking. A friend recommended using Bio-Oil as soon as the wound had healed and I am so grateful for her advice! Thanks to Bio-Oil, the scar is now just a faint line which I rarely think about. Then, 3 or 4 weeks later, I decided to try it on my face - I've been an outdoor person and my skin feels much smoother and looks positively radiant! Well, my skin feels much smoother and looks positively radiant! Needless to say, Bio-Oil now has a permanent place in my cabinet!" Phiroza

Bio-Oil® is a specialized vitamin product formulated to help improve the appearance of scars, stretch marks and uneven skin tone. Its unique formulation, which contains the skin-nourishing ingredients PurCellin® OIL, is also highly effective for regaling and rejuvenating skin. For comprehensive product information and results of clinical trials, please visit www.bio-oil.com. Bio-Oil is available in select cities and countries as an MRP of ₹199 for 50 ml. Individual results may vary.
*As per independent studies in respective territories. Based on customer perception.

The print ads were published in reputed magazines like Femina, Child, Stardust, HT Brunch, Aval Vikatan, Swati, Mother & Baby, Child, Elle, Filmfare, Good House Keeping, Grihshobha, Health & Nutritions, Hello, New Women, Parent India, Prevention, Sanada, Sudha, Times Life, Women's Health.

Bio-Oil

"My mum and my mother-in-law were both very protective and caring throughout my pregnancy, and were continually giving me advice. Both of them suggested Bio-Oil. Even after the pregnancy they were telling me to keep using it. And I still am day and night."

Savarni with Taha

No. 1 selling Scar and Stretch Marks product in 17 countries

Bio-Oil helps reduce the possibility of pregnancy stretch marks by nourishing the skin's elasticity. It should be applied twice daily from the start of the second trimester. For comprehensive product information and details of clinical trials, please visit www.bio-oil.com. Bio-Oil is suitable at pregnancy and essential mothers of the recommended waiting period of four (4) weeks. Individual results may vary. Not for therapeutic studies in pregnant women. Based on customer perception.




Bio-Oil

M

**No. 1 selling
Scar and Stretch Marks
product in
17 countries***

"Bio-Oil worked so well for me in my first pregnancy that when I became pregnant a second time I knew I didn't have to worry too much about stretch marks. I used it twice a day on all my 'pregnancy problem areas' and the results were fantastic! I've had two daughters in two years and I don't have any stretch marks to show for it. Bio-Oil really is amazing! Naturally I tell everyone about it - It's always the first piece of pregnancy advice that I pass on!"

Shantana with Abigail

Bio-Oil helps reduce the possibility of pregnancy stretch marks by increasing the skin's elasticity. It should be applied twice daily from the start of the second trimester. For comprehensive product information, the use of the natural product, please visit www.bio-oil.com. Bio-Oil is not a substitute for medical advice and should not be used in place of professional medical advice or treatment. Individual results may vary. *See independent studies in respective countries. Based on consumer perception.




Bio-Oil

M

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"There are a lot of things to think about when you have a twin pregnancy... and stretch marks were definitely something I worried about! I had a friend who was pregnant at the same time as me, and we both used Bio-Oil twice a day, from about 8 weeks. It just worked so well, leaving the skin smooth and supple, and stretch mark free at the end! I would definitely recommend Bio-Oil to my friends... in fact my sister has just become pregnant and I've made sure she uses it everyday!"
Althea



Bio-Oil helps reduce the possibility of pregnancy stretch marks by increasing the skin's elasticity. It should be applied twice daily from the 12th week of pregnancy onwards. For comprehensive product information, please visit our website: www.bio-oil.com. Bio-Oil is not suitable for closed skin, please wash away the oil after use. Bio-Oil is available in pharmacies, but several retailers at the moment do not stock it. The price of Bio-Oil is £12.99, but it is available for £9.99 when you buy it from the website. The price of Bio-Oil is subject to change without notice.



Bio-Oil

M



Get an expert touch to all your skin related problems from
Dr. Rashmi Shetty, Specialist, Non Surgical Aesthetic Medicine.

Bio-Oil® is a specialist skin care product formulated to help improve the appearance of scars, stretch marks and uneven skin tone. Its unique formulation, which contains the longpenetrating ingredient PurCellin Oil™, is also highly effective for ageing and dehydrated skin. For comprehensive product information and results of clinical trials, please visit www.bio-oil.com. Bio-Oil is available in select cities and outlets at an MRP of ₹999 for 500 ml. Individual results may vary.

*As per independent studies in respective territories. Based on customer perceptions.





Bio-Oil





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	No. 1 selling Scar and Stretch Marks product in 17 countries*	
		
	*As per independent studies in respective territories. Based on consumer perception.	
	Visit www.bio-oil.com	

Bio-Oil

Will help improve the appearance of

- Scars
- Stretch Marks
- Uneven Skin Tone

Also recommended for

- Ageing Skin
- Dehydrated Skin

KEY INGREDIENTS

Peptide Oil
Enhances skin elasticity, making skin soft and supple. It also helps to improve skin texture, making skin soft and supple.

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Apply Bio Oil from Second trimester to areas prone to stretch marks

Breast

Lower Back/Abdomen

Buttocks/Hips

Thighs

Visit www.bio-oil.com

HOW TO APPLY?

Apply Bio Oil daily for a minimum of 3 months. Massage in a circular motion till fully absorbed.

Bio-Oil

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Bio-Oil



Backdrop - Front Panel & Pillar Branding

Front Panel



Pillar Branding



Bio-Oil

Bio-Oil

No. **1** selling
Scar and Stretch Marks product in 17 countries*

Visit www.bio-oil.com
www.facebook.com/BioOilIndia

*As per independent studies in respective territories.

NOW IN INDIA

© 2014 APRI, 2014

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Scar and Stretch Marks
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17 countries*

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NOW IN INDIA

© 2014 APRI, 2014

“Yummy Mummies...”
Event



"Yummy Mummies" Contest on Facebook

The screenshot shows the Bio-Oil India Facebook page. The header features the Bio-Oil logo, a photo of a couple, and a product shot of Bio-Oil bottles. Below the header, the page is divided into sections: PEOPLE (33,858 likes), ABOUT (Bio-Oil is a specialist skincare product...), PHOTOS (a grid of 12 images), and VIDEOS (a video player). The main content area displays a post from Bio-Oil India dated May 1, 2014, announcing the 'Yummy Mummy Contest' winners. The post includes a large photo of a woman holding a baby and a collage of smaller photos of other winners. The post has 129 likes and 2 shares.

Bio-Oil

The No.1 Scar and Stretch mark product in 17 countries* is **NOW IN INDIA!**

Bio-Oil India
Health/Beauty

33,858 likes

ABOUT

Bio-Oil is a specialist skincare product formulated to help improve the appearance of scars, stretch marks and uneven skin tone.

PHOTOS

VIDEOS

Bio-Oil India added 11 new photos to the album: **#YummyMummyContest Winners!**
May 1, 2014 · 📍

Get ready to be photographed by professionals. Following are the contestants who made their way to glory.
Top 12 mummy winners selected by the Bollywood Mommy Shipa Shetty!
Congratulations 'Yummy Mummies'!

Like · Comment · Share

129 people like this.

2 shares

Bio-Oil

"Yummy Mummies" Contest Winner's Photo shoot



Bio-Oil

"Yummy Mummies" Award's Calendar



Bio-Oil

M

Actor/Celebrity Shilpa Shetty in the Yummy Mummy event



Bio-Oil

