

ARE ANTI-AGING TREATMENTS FOR ME?

Yes, they're for everyone, man or woman, 30 or 55, whether you're just beginning to see changes in your face, or you've been looking for a way to restore skin overall. Getting older isn't the only thing that can age your skin; skin is faced with challenges every day that impact its health—like stress, the environment, lack of sleep or changes in diet. So we like to think of them as “pro-wellness” treatments, rather than “anti-aging.”

WHAT'S SPECIAL ABOUT THESE PRODUCTS?

They're about wellness, rather than “correcting” skin. We combine revolutionary science with a healthy-skin approach, so the emphasis is not on turning back time, but on helping you live confidently, and expressively. To do that, we've developed a unique compound—the BioCé[®] Peptide—that does amazing things for skin: smoothing, restoring, and helping reactivate your skin's own natural defenses, so you feel more vibrant. When you're happy in your skin, it shows on your face; it's a glow. We know, because we use the products too, and see the results every day.

WHAT IS THE BIOCÉ PEPTIDE?

It's a powerful, plant-based compound that's the first of its kind, created in Switzerland at one of the most advanced labs in the world. It harnesses the active parts of plant cell walls to deliver three essential skin functions: reducing free radicals, activating skin's cellular DNA repair, and boosting collagen renewal. No other formula combines all three, and we use it in every one of our products. (For more of the story, see our brochure, or www.bioceyourlife.com.)

WHAT KIND OF RESULTS CAN I EXPECT FROM BIOCÉ?

You'll notice positive results right away, in how your skin looks and feels. We don't promise to erase some percentage of fine lines in a certain number of days, but we do promise you that you'll see your skin differently. To learn how each of our products contributes to overall skin health, see our brochure.

DOES IT WORK ON ALL SKIN TYPES? WHAT ABOUT MEN'S SKIN?

BioCé is designed to adapt to your skin type—both women's and men's skin—but BioCé is not an acne treatment; if you have severe acne, you should check with your doctor before starting any skincare regimen.

SHOULD I USE THE PRODUCTS AS A SYSTEM?

Ideally, yes. BioCé is a complete solution, so each formula reinforces the effectiveness of the others, while delivering its own benefits. And since BioCé is designed to balance the specific needs of your skin—whether it's dry, combination or oily—we've created a quick guideline, by skin type, for using the products together. Just visit www.bioceyourlife.com and download the product regimen guide from our FAQs page.

IS THERE A SPECIFIC WAY I SHOULD APPLY THEM?

Yes, there is a rule of thumb. You should always smooth products on gently, in an upward, circular motion, so you're increasing circulation, but not pulling on the skin. Apply over your face, neck and even under your eyes, morning and night. One exception: don't use the Restorative Cream Mask on or around your eyes.

DO ANY OF THE PRODUCTS REMOVE EYE MAKEUP?

No, our Rehydrating 2-in-1 Cleanser & Toner removes makeup from the face, but shouldn't be used as an eye makeup remover.

IS IT SAFE TO USE BIOCÉ IF I'M TAKING PRESCRIPTION SKIN MEDICATION?

It's always smart to speak with your doctor before starting any skin care regimen if you're taking prescription medication. Be sure to bring the ingredient list (on the package) with you.

WHAT'S IN YOUR PRODUCTS?
WHAT'S NOT?

We're very careful with what goes in our products, because they're going on your skin.

WHAT'S IN BIOCÉ: Vitamins like E, A and B3, minerals like hematite and zinc, plant actives, rich natural emollients, moisture attractors like hyaluronic acid, and plant-based exfoliators like alpha-hydroxy acids.

WHAT'S NOT IN BIOCÉ: Animal or animal-tested products, benzene, comedogenics (pore cloggers), formaldehyde-releasing ingredients, fragrance, irritants, nano-particles, nitrosating ingredients, PABA, parabens, PEGs, petrolatum/mineral oil, phthalates, sodium lauryl/laureth sulfate, and toluene. (For more info, see our Glossary.)

WHAT ARE ALPHA-HYDROXY ACIDS (AHAs)?

Don't let the word "acid" fool you; they actually have conditioning effects, and are completely safe on skin. They're entirely natural acids, derived from fruit sugars or milk. In high concentrations, they could be irritating to skin, but our products are formulated to maintain skin's natural pH. Please note, though, AHAs may increase skin's sensitivity to sun and the possibility of sunburn, so you should use sunscreen and limit sun exposure while using products that contain it.

WHAT ARE PARABENS AND PEGs AND WHY ARE THEY BAD?

Both parabens and PEGs (polyethylene glycols) have been linked to breast cancer and other serious illnesses. Yet parabens are still the most widely used preservatives in cosmetic products, and PEGs are regularly used as emollients or emulsifiers, even in "natural" skin care. BioCé uses only plant- and other naturally based ingredients for those reasons. Plus, our product containers are airtight—thanks to our airless pump system—eliminating the need for extra preservatives and ensuring our active formulas stay effective, both before and after opening.

WHY ISN'T THERE SPF IN THE PRODUCTS?

SPF absorbs deeply into the skin, and can interfere with the products' ability to reduce free radicals. Also, SPF must be reapplied every two hours in order to be effective (not reapplying can actually be worse for the skin than not applying in the first place). But yes, SPF is an important part of skin health, which is why we're creating a separate SPF product.

DO YOU TEST YOUR PRODUCTS ON ANIMALS?

Never. Our products are created according to the highest safety, quality and ethical standards and then go through a series of biological, toxicological and dermatological lab tests to ensure they're safe and effective to be used on your skin.

I'VE NEVER HEARD OF BIOCÉ. HOW DO I SAY IT AND WHO MAKES IT?

BioCé (pronounced by-OH-chay) is a Trump Network brand. The Trump Network™ has invested a great deal in wellness, and skin care is the next logical step.

WHERE CAN I GET MORE INFORMATION OR SAMPLES?

For quick answers, visit our website at www.bioceyourlife.com, or talk to your Trump Network representative directly if you'd like to sample the products or just hear more.

WHAT IS HYPERPIGMENTATION?

It is the development of an area that is darker in color than the surrounding skin. Skin color is determined by several factors including the genetic regulation of melanogenesis (melanin), the most important pigment in the skin.

WHAT ARE THE CAUSES OF HYPERPIGMENTATION?

The most common causes for hyperpigmentation (brown spots or change in skin color) are sun exposure, medication and melasma, which is a condition that affects primarily pregnant women and women taking birth control pills. Another common cause is called post-inflammatory hyperpigmentation, which is a darkening that can occur after an injury to the skin, such as acne or a burn. A dark patch will mark the area where the skin has healed.

WHAT ABOUT THE SUN AND HYPERPIGMENTATION?

Sitting in the sun is not recommended for overall skin health. Always protect the skin from sun exposure since ultraviolet light darkens skin—especially areas already affected by hyperpigmentation. Even one minute of unprotected sun exposure will affect skin prone to this.

Before going in the sun, use a broad spectrum UVA/UVB product, reapply it every two hours, and pick a product based on skin type, time planned outside, shade and cloud cover. Look for products with ingredients like Zinc, Titanium dioxide or Avobenzone and avoid anything with Oxybenzone, Vitamin A (retinyl palmitate), powders and sprays.

DO TOTAL BODY RENEWAL PRODUCTS FOLLOW THE SAME HIGH STANDARDS AS THE OTHER PRODUCTS FROM THE LINE?

Yes, all the Total Body Renewal products are made in Switzerland. They contain safe and effective ingredients that are not tested on animals. In addition, our products do not contain harmful chemical ingredients like Polyethylene glycol (PEGs) and parabens. All of our products are non-comedogenic, in other words, they don't clog pores.

DO TOTAL BODY RENEWAL PRODUCTS CONTAIN THE PATENTED BIOCÉ PEPTIDE?

Yes, Rehydrating Body Wash, Replenishing Body Lotion and Renourishing Hand Cream contain our exclusive patented BioCé peptide, which decreases the production of free radicals, helps with DNA repair and boosts the synthesis of new collagen.

CAN TOTAL BODY RENEWAL PRODUCTS BE RECOMMENDED FOR BOTH MEN AND WOMEN?

Yes, all of the products in our exquisite BioCé line are designed for men and women.

WHEN IS THE BEST TIME TO USE TOTAL BODY RENEWAL PRODUCTS AND IN WHAT ORDER?

Use Rehydrating Body Wash in the shower or bath, then follow with the Replenishing Body Lotion. The body lotion is also great to use after sun exposure. The Renourishing Hand Cream should be used every time you wash your hands or when hands feel dry due to excessive activity, as the often-exposed skin of hands needs to recover from daily aggressions and free radicals.

WHAT IS THE FRAGRANCE IN THE REHYDRATING BODY WASH?

The Body Wash fragrance is a blend of orange, lemon and grapefruit essential oils. Together they create a refreshing and appealing scent for both women and men.

CAN I DRESS RIGHT AFTER USING REPLENISHING BODY LOTION OR DO I HAVE TO WAIT FOR IT TO DRY?

The body lotion goes on smoothly and absorbs fast without leaving a greasy residue.

WHY USE BODY LOTION AT ALL?

Most adults can benefit from regular moisturizing of the skin due to climate, allergens, sun and other pollutants.

ARE TOTAL BODY RENEWAL PRODUCTS SAFE FOR PREGNANT OR NURSING MOTHERS?

BioCé only uses the safest ingredients (which means no harmful chemicals or irritants). As with using any body or skin care product while you're pregnant or nursing, it's always wise to check with your doctor should you have any concerns.

Ingredient benefits based on both *in vivo* and *in vitro* testing on raw materials.

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