



BIOLINE
JATÒ

24.7
NATURALBALANCE

**Full time
beauty**

Professional Manual





NO PARABENS

NO SLES / SLS

NO FORMALDEHYDE
RELEASERS

NO MINERAL OILS

NO PARAFFIN

NO DEA
(Diethanolamide)

NO ARTIFICIAL DYES

24.7
NATURALBALANCE

Acts in advance against the causes of skin aging

for a beautiful skin today, and younger tomorrow

A LINE FOCUSED ON PRESERVING BEAUTIFUL SKIN, WITH A VIEW TO SUPPORTING ITS
PHYSIOLOGICAL MECHANISMS. A SUPPLY OF ESSENTIAL ELEMENTS TO ENCOURAGE BALANCED
SKIN AND MAINTAIN ITS YOUTH.



**Zero Impact®
Pack**

*CO₂ emissions are offset by
carbon credits generated by
operations of forests' creation
and protection.*



Essential elements

These are essential substances that influence, in a more or less significant way, most of the physiological processes that take part in the human body and that are also involved in the fundamental mechanisms of the skin.

An essential element can be defined as a substance that cannot be synthesised by the human body, even though it is required for its functioning, but that must be brought in from the outside.

The main essential substances that contribute to beautiful skin are:

- VITAMINS
- MINERAL ELEMENTS
- OXYGEN

vitamins

are bioregulators, that is, they function as catalysts of biological reactions for the correct functioning of the body. The majority of vitamins must be brought into the body from the outside. The vitamins required by the skin are A, Group B, E, C and F.

mineral elements

are inorganic ions, metals and metalloids present in small quantities in all human beings. Some of these are essential for man when they take part, in a unique way, in some biochemical-metabolic activities. Although the essential quantities are small, their supply from the outside becomes fundamental. e.g.: ZINC (Zn) balances the pH of skin and protects against the action of free radicals - Copper (Cu) is a stimulant that strengthens the natural defences of the body and catalyses vitamin C to encourage collagen and elastin synthesis.

oxygen

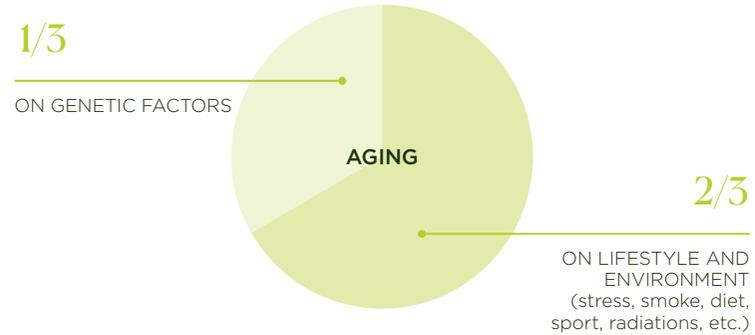
is the most precious element found in nature. The human body is made up of 62% oxygen. The skin (when at rest) needs at least 7% of the total oxygen consumed by the body: 4% for the epidermis and 3% for the dermis*. Skin is oxygenated from the outside through the oxygen carried in the air, and from the inside via capillaries.



Behaviour - Aging

Skin aging does not depend on DNA only, but on our lifestyle above all.

“THE FUTURE OF SKIN DEPENDS ON YOU TOO!”



Each one of us is responsible for one's own aging up to 70% *



(*) Source: 2008 U.S. research, Archives of Internal Medicine / E. Bergamini, Journal of Gerontology.



Preserve the beauty of the skin

Bioline has studied the skin in relation to lifestyle and has identified the 3 main deficiencies of essential elements (indispensable for skin vital mechanisms) caused by improper lifestyles and behaviours.

- STRESS
- POLLUTION
- DIET POOR OF FRUIT AND VEGETABLES
- EXCESSIVE SUN EXPOSURE

VITAMIN DEFICIENCY

Generally, a VITAMIN deficiency can be caused by: pollution, stress, lack of fruit and vegetables and over-exposure to the sun. A vitamin deficiency can make skin look dull, blotchy and lacking in vitality.

- SMOKE
- HEAVY DRINKING
- HOT AND HUMID ENVIRONMENTS
- FREQUENT TRAVELS

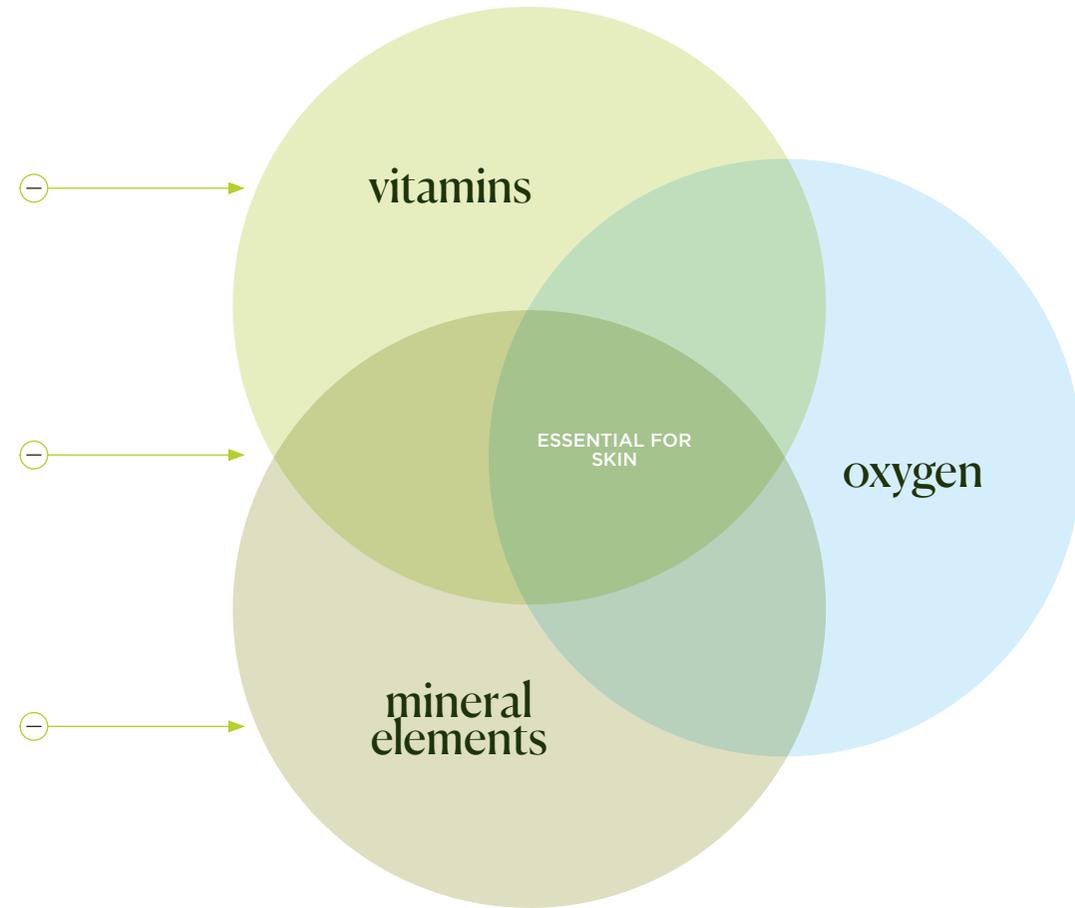
OXYGEN DEFICIENCY

Generally, an OXYGEN deficiency can be caused by: smoking, excess alcohol, closed air-conditioned areas and frequent travelling. There are three types of symptoms that can distinguish asphyctic skin: a greyish complexion caused by bad blood circulation. Imperfections caused by a lack of cutaneous oxygen which prevents the skin from protecting itself against bacteria. Premature aging caused by the decline in cellular turnover.

- GREAT PERSPIRATION (SPORT, SAUNA, STEAM BATH)
- INDOOR AND AIR-CONDITIONED ENVIRONMENTS

MINERAL DEFICIENCY

Generally, a MINERAL ELEMENT deficiency can be caused by: excessive sweating (sport, saunas, steam bath) and hot, humid environments. A deficiency in the main mineral elements causes an opaque, pale complexion; various imperfections are present together with a lack of cellular energy.



A reduction of essential elements caused by a poor lifestyle and bad habits causes premature aging.



Balance the natural equilibrium of the essential elements

with a combination of active principles extracted from plants, gems and flowers to maintain skin natural beauty for a long time.

It is necessary to provide the skin with all the essential elements possible so that they are absorbed and replace those that are lacking.

← REPLENISHMENT



24.7

NATURALBALANCE

APRICOT
ARTEMISIA
BEECH
BILBERRY
CHERRY
CORNFLOWER
CRESS
BLACK CURRANT
DANDELION
ELDERFLOWER
FERN
HAWTHORN
ROSE HIP
KIWI
ALTHAEA
RASPBERRY





One land, its nature

“

Sometimes it is not necessary to go far to discover something marvellous.

Our land, in the heart of Dolomites, donates us a flourishing vegetation and here, in a charming atmosphere where nature has not been touched over the years, precious plants grow.

There are fruits which are indissolubly fastened to the territory more than others.

To realize 24.7 NaturalBalance Bioline has been inspired by such plants which along the centuries have found their natural habitat in Trentino region.

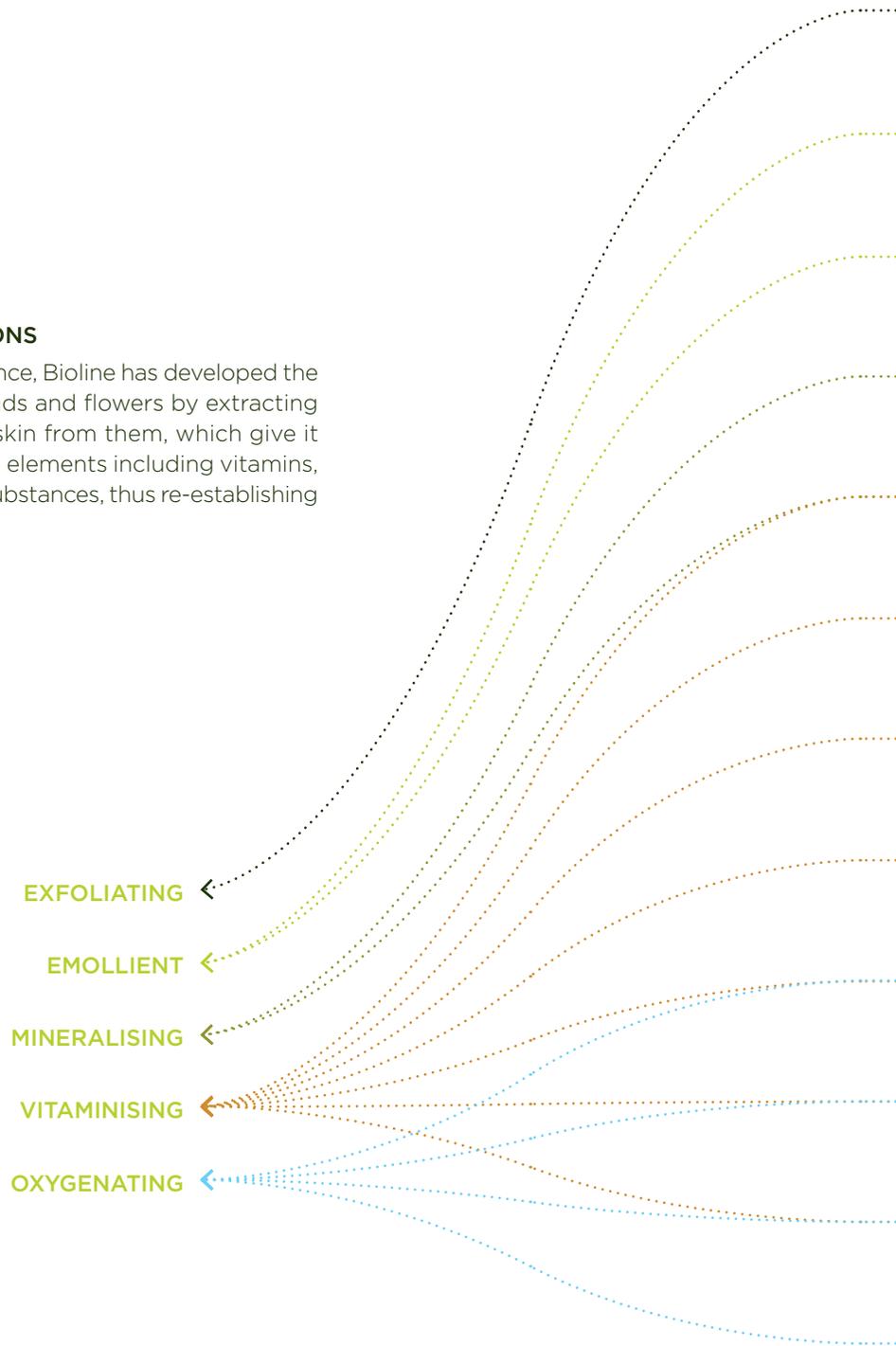
The efficacy of 24.7 cosmetics derives from vegetal world's great energy together with cutting-edge scientific research.

”



PLANTS AND THEIR FUNCTIONS

In this way, with the help of science, Bioline has developed the active ingredients of plants, buds and flowers by extracting the elements required by the skin from them, which give it the correct balance of essential elements including vitamins, mineral salts and oxygenating substances, thus re-establishing its ideal balance.

**APRICOT** [*Prunus armeniaca*]

Kernels used in cosmetics for their smoothing effect.

**ALTHAEA** [*Althaea officinalis*]

The root extracts have emollient, moisturising, softening and protective properties.

**ARTEMISIA** [*Artemisia vulgaris*]

It contains vitamin C and beta-carotene.

It is moisturising and protects the skin from oxidation, preserving its beauty.

**CRESS** [*Lepidium sativum*]

Garden cress is rich in mineral salts and vitamins. Its active ingredients remineralise and vitaminise.

**CHERRY** [*Prunus avium*]

The very high vitamin C content gives it a moisturising and revitalising power for skin.

**HAWTHORN** [*Crataegus monogyna*]

It contains vitamin C and sugars and encourages the vitality of skin. It is refreshing, emollient and softening and acts as a decongestant.

**ELDERFLOWER** [*Sambucus nigra*]

Its flower contains flavonoids, sugars, tannins and vitamins A, B and C.

It is emollient, brightening and nourishing.

**ROSE HIP** [*Rosa Canina*]

Its berries are considered the most concentrated "natural sources" of vitamin C.

It revitalises skin and protects it from external agents.

**RASPBERRY** [*Rubus idæus*]

The fruit is rich in vitamins A and C, citric acid, pectin and fructose. It carries out a protective, vitaminising action and encourages the oxygenation of skin.

**BLUEBERRY** [*Vaccinium myrtillus*]

The fruit, rich in vitamin C, is recognised for its protective properties.

It protects skin from damages of time.

**BLACK CURRANT** [*Ribes nigrum*]

Its leaves carry out a protective, strengthening action on skin.

**BEECH** [*Fagus sylvatica*]

From its buds, a substance with an oxygenating action can be extracted. This substance encourages cellular energy, the maintenance of elasticity and the correct level of skin hydration.



Professional Products



ELDERFLOWER
[*Sambucus nigra*]



HAWTHORN
[*Crataegus monogyna*]

AQUA FLORAL

CLEANSING - MAKE UP REMOVER
elderflower and hawthorn

400ml - 13,5 fl. oz US

Micellar water with a double cleansing and make-up removing action, made from particularly gentle cleansing agents. In a single, quick gesture, it allows to cleanse and remove all traces of make-up and impurities from the face.

Elderflower, Hawthorn (flower), Cherry (fruit), Fern (root) and Cornflower (flower) Extracts, Hyaluronic Acid





RED AND BLACK
BERRIES



CHERRY
[*Prunus avium*]



APRICOT
[*Prunus armeniaca*]

AQUA FRUITS

ENERGIZING LOTION
red berries and cherry

400ml - 13,5 fl. oz US

A vitalising water to spray during the different phases of the professional treatment. It encourages hydration, preparing the skin for future treatments. Skin reacquires all of its vitality.

Raspberry (fruit), Blackcurrant (fruit), Bilberry (fruit), Cherry (fruit), Althaea (root) and Kiwi (fruit) Extracts, Panthenol



PHYTO DUO

GOMMAGE
apricot kernel

200ml - 6,7 fl. oz US

Formula with a double exfoliating action: enzymatic and mechanical; it can be applied as a mask and massaged like a scrub. It refines the grain of the skin and helps maintain a clear, radiant and smooth complexion.

Apricot Kernels, Papaya (fruit) and Pineapple (fruit) Extracts, Sweet Almond Oil





ROSE HIP
[*Rosa canina*]



ARTEMISIA
[*Artemisia vulgaris*]

VITAMIN C+E

NECTAR

rose hip and artemisia

50ml - 1,6 fl. oz US

A beauty serum that encourages the balance of essential vitamins (C, E, provitamin B5). It revives skin natural beauty and boosts skin vitality by reducing the look of signs of fatigue.

Rose Hip (fruit) and Artemisia (top) Extracts, Vitamins C - E, Provitamin B5





ROSE HIP
[*Rosa Canina*]

CRESS
[*Lepidium sativum*]

BEECH
[*Fagus sylvatica*]

CRESS
[*Lepidium sativum*]

MINERALVIT C+E

CREAM
rose hip and cress

200ml - 6,7 fl. oz US

A gentle product that encourages the balance of mineral elements and essential vitamins, guaranteeing an excellent nourishing capability. The product provides the skin with energy, giving it comfort and radiance.

Rose Hip (fruit), Cress (sprout) and Cherry (fruit) Extracts, Vitamins C - E, Provitamin B5, Borrago and Sweet Almond Oil



O₂ MINERAL

GEL-MASK
beech and cress

200ml - 6,7 fl. oz US

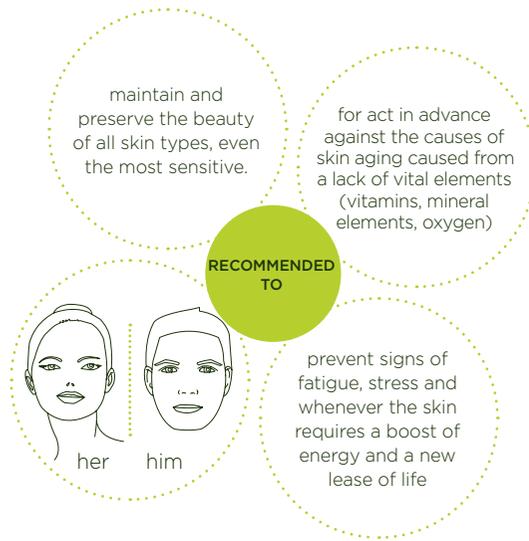
A treatment mask with extra vitality that encourages the balance of skin oxygenation and essential mineral elements. It reduces the look of signs of fatigue for a radiant complexion, a rested face, and revitalised, smooth skin.

Beech (buds) and Cress (sprout) Extracts, Rice Oil





Professional treatment



WHEN TO CARRY OUT THE TREATMENT

- Anytime of the year, alternating with specific Bioline treatments
- Every now and then for a vitaminic, remineralizing and oxygenating beauty action.

DURATION AND FREQUENCY

- For shock action → 5 treatments close together 1-2 treatments a week.
 - As prevention on younger skin → 1 treatment every 2 weeks for 5 sessions.
 - For maintenance → 2-3 sessions a year
- The complete cycle of treatment sessions can be repeated several times at any time of the year.

BEFORE STARTING THE TREATMENT

Welcome Touch

Apply few drops of Bioaroma Softening DEC oil to the forearm, deltoid and trapezius muscle.

Position yourself sideways to the table:

- Massage along the perimeter of the palm of the hand with the thumb, concentrating on the thenar region.
- Massage and gently pull the fingers.
- Fan strokes to the back of the hand using the thenar region.
- Digital micro-kneading on the forearm and arm (supporting the arm).
- With the fingers spread, short traction movements along the paravertebral grooves of the spine.
- With the fingers spread, long traction movements from the paravertebral grooves moving outwards.
- With the fingers spread, long traction movements on the trapezius muscle.
- Repeat all movements on the other side.

Move to the head of the table:

- Short traction movements on the paravertebral grooves of the cervical segment.
- Use three fingers to perform small strokes around the ear (treating the anterior and posterior section of the ear).
- Perform circular closing movements in a anticlockwise direction on the scalp.

PHASE 1

Apply **Aqua Floral cleansing - make up remover** on face, neck and neckline using a cotton pad. Rinse with cotton pads soaked in warm water. Dry the skin with a tissue.



PHASE 2

Apply an even layer of **Phyto Duo gommage** (10 - 15 ml) on face and neck. Leave for 4 to 8 minutes depending on skin type, then massage with circular movements, concentrating on the thickest areas.



Use a tissue to remove the majority of the product, rinse thoroughly with warm water, taking care to remove any product residue.

N.B. For particularly sensitive and delicate skin, leave on face without massaging.

PHASE 3

Staying at the head of the table, spray **Aqua Fruits energizing lotion** on face, neck, and neckline pat lightly until absorbed.



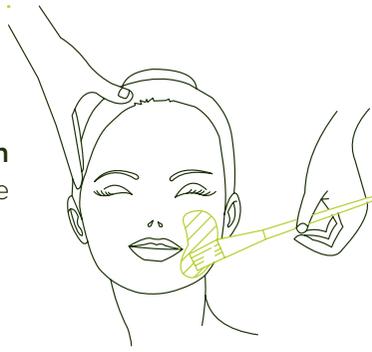
PHASE 4

Apply 2 full pipettes (around 20 drops - 2,5 ml) of **Vitamin C+E nectar** and massage on neckline, neck and face until completely absorbed.



PHASE 5

Using a brush apply 4 - 8 ml of **MineralVit C+E cream** on face, neck and neckline and carry out the Caresse massage manoeuvres.



PHASE 6

Using a brush apply 10 - 20 ml of **O2 Mineral gel mask** on face and neck. Leave for 15 - 20 minutes and rinse thoroughly.



PHASE 7

Staying at the head of the table, spray **Aqua Fruits energizing lotion** on face, neck, and neckline pat lightly until absorbed.



PHASE 8

Finish the treatment by applying 1 - 2 ml of **MineralVit C+E cream**.



WARNINGS

- These are cosmetic products for professional use. Consequently, it is important to carefully follow the directions reported here. The beautician is obliged to notify consumers about the information in the precautions and warnings.
- Before use, we recommend checking the list of ingredients in case of potential intolerances or allergies. For those individuals who are particularly sensitive, we recommend performing a tolerance test by applying the product to the forearm and covering with a plaster for 24 hours.
- After application, ensure the packaging is securely closed and store at room temperature in a dry place away from direct sunlight and heat sources.
- Avoid mixing with different substances or products if not advised in the specific instructions.
- Avoid contact with eyes, mucous membrane and broken or irritated skin or skin affected by medical conditions. In case of eye contact, rinse thoroughly under running water.
- No hazard under normal conditions of use.
- Not to be ingested.
- Keep out of reach of children.





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