BIOLINE JATÒ



BEAUTY SECRET The secret of new youth

Professional Manual







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The secret of new youth

An increasingly positive approach is taken to the passing of time and women of today are no longer scared of terms such as "age" and "wrinkles". They are self-confident, authentic women seeking constant stimuli from the world around them. They don't want to hide their age but make the most of it, calmly taking care of themselves and their appearance according to the **pro-aging**, or "aging well", philosophy. That is why Bioline Jatò, which has looked after male and female skin for over 40 years, is expanding the AGE BEAUTY SECRET line and offering increasingly personalized face treatments to respond to the new needs of women. Innovative formulas safeguard the youth, wellness and health of the skin, protecting it from the harm caused by external agents as well as reinforcing its regeneration and energy reactivation processes. Pure molecules, extracted from plant stem cells using advanced biotechnological processes, are combined with superfoods, natural ingredients rich in nutrients and hi-tech active ingredients such as peptides, providing the skin with everything it needs to function at its best and delay the aging process. In the salon, the Bioline Jatò® System enhances the professional skills of the esthetician and guarantees the best performances from the **PROAGING** SG - Staminal Gold and PREMIUM professional treatments, which are characterized by the stimulating manoeuvres of the Prestige massage. Homecare products offer exclusive effectiveness and sensoriality to enhance the effects of professional treatments and prolong the aesthetic results. More radiant and vital skin will regain **new youth**, day after day.

In the salon:

PROAGING SG - STAMINAL GOLD & **PREMIUM**

- pure molecules
- superfoods
- hi-tech active ingredients



Skin aging

Skin aging is an entirely natural **physiological process** caused by a series of factors that vary in origin, primarily **genetic** (chronological aging) and **environmental** (photoaging).

From the age of 35 onwards, **the effects of the progressive reduction of estrogen hormones** (hormonal aging), which further decline following the menopause, **are also felt.** The skin undergoes **progressive changes** to both its structure and its function: it thins and renews itself more slowly, it is unable to retain water and sebum production is reduced. The result is dry, dehydrated **skin** with impaired barrier functionality: the skin, now more vulnerable, **becomes more susceptible** to environmental agents. Over time, a reduction in structural proteins collagen and elastin will result in a lack of the scaffolding that supports the skin, which consequently loses tone and elasticity.

Wrinkles are accentuated, facial muscles relax and the facial profile undergoes a progressive loss in definition as well as the inversion of what is known as the beauty triangle. Dyschromia, discoloration of the complexion, is **common**, mainly caused by the effects of the sun and hormones.

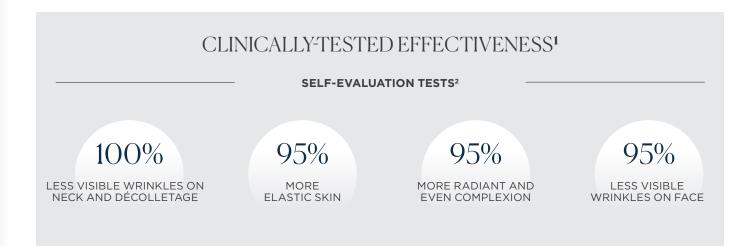
FOCUS: BIOLINE JATÒ® SYSTEM

Developed specifically to meet the beauty needs of all skin types, the Bioline Jatò[®] System is an **exclusive method** that guarantees **the best performance and professional treatment** thanks to its physiologically balanced, **3-step** sequence of manoeuvres that allows the beauty expert to:

- prepare clients' skin to receive the specific active ingredients of the line
- **emphasize** the action of the active ingredients of the various lines
- **prolong** the overall results of the treatments

Proaging SG - Staminal Gold treatment

The innovative treatment with gold light-reflecting particles, formulated to prevent and reduce the look of the first signs of aging.



Premium treatment

The intensive approach par excellence, **reduces the visibility of pronounced wrinkles and skin laxity**, for a more toned and younger appearance.



¹ Clinical test carried out on 20 volunteers with wrinkles and dull skin by an independent body. Professional and homecare products tested: DAILY RITUAL Energy milk-cream cleansing, lotion refreshing, Exfo mask exfoliating, AGE BEAUTY SECRET the oil nourishing, the mask regenerating, the cream dermofondant, the emulsion, the cream, the serum, the eye/lip cream.

² % of volunteers who gave a positive review after 3 weeks (professional PROAGING SG - Staminal Gold treatment and homecare products).

³Clinical test carried out on 20 volunteers with pronounced wrinkles and dull skin by an independent body. Professional and homecare products tested: DAILY RITUAL Energy milk-cream cleansing, lotion refreshing, Exfo mask exfoliating, AGE BEAUTY SECRET the serum triple perfection, the mask ionic energy, the serum-mask stretch effect, the emulsion, the cream, the serum, the eye/lip cream.



THE COSMETIC FORMULATION: innovation, nature and technology

Science and research are the elements that guarantee the constant innovation of Bioline Jatò cosmetics.

Each **Age Beauty Secret** formula is born from the combination of **key molecules sourced from:**

- biotechnology
- nature
- science

which act in perfect synergy to give the skin new youth.

Biotech active ingredients

COSMETICS OF THE FUTURE

Biotechnology applied in the field of cosmetics generates pure molecules using innovative and sustainable procedures that reduce the environmental impact of the formulas.



OLEOSTAMINAL

The first generation of biomimetic oils obtained from the **Stem Cells of Wild Olive⁵ tree**, a plant resistant to drought and high temperatures, which is renowned for its longevity. Thanks to a unique **lipid composition**, known as **Phyto-Lipidic Fractions (PLF)**, it reactivates the skin's energy and radiance.

TOMATO STEM CELLS

A biotech screen that **protects the skin from environmental pollution** and the harmful effects of heavy metals for an advanced defense of skin youthfulness. An extract rich in antioxidants and phytochelatins⁶ which helps to preserve the structure of the skin matrix, **promoting its integrity and elasticity.**

- ⁵ *Wild Olive Stem Cells:* plant cells with exceptional regenerative potential. They can revitalize the skin and provide it with energy.
- ⁶ *Phytochelatins:* natural peptides, produced by various plants, which trap heavy metals, rendering them harmless.

Natural active ingredients

SUPERFOODS, FILL UP ON NUTRIENTS

Fruits, berries and seeds, ingredients with a high vitamin, mineral and nutritional content that are good for the health and wellbeing of the skin.

MORINGA OIL

Moringa⁷, also known as the **"miracle tree"**, is a plant native to the Himalayan areas of India whose seeds provide an oil rich in phytosterols, vitamins and essential amino acids for the wellbeing of the skin. It hydrates and protects the skin from the effects of pollution, UV rays and free radicals.

UNDARIA SEAWEED

Undaria is a brown seaweed native to the Japanese seas, typically eaten on the island of Okinawa, one of the world's five Blue Zones⁸. It is recognized for its multiple properties: it has a brightening action, helps to reduce the look of skin blemishes due to aging, and promotes a visible regeneration.

- 7 Moringa: a plant used both for food and cosmetics. Its use is justified by its nutritional components and by the numerous properties attributed to it.
- 8 Blue Zones: particular places in the world where life expectancy is higher. The secret to the longevity of the inhabitants in these places lies in a healthy lifestyle.

Hi-tech active ingredients

EFFECTIVENESS AND SAFETY

Technological active ingredients, obtained from patented processes, and molecules with targeted actions, such as peptides, respond to the growing demand for safe and effective products.

ENERGY BOOSTER COMPLEX

A unique combination of **vegetable oil with** Stevia and Montpellier Cistus extracts, obtained using an innovative and green Oleo-eco-extraction process⁹. Thanks to the protective power of the three active substances, it protects the skin from the effects of environmental agents, promoting energy and skin vitality.

9 Oleo-eco-extraction: patented extraction technology that allows us to sustainably obtain high purity ingredients without the use of solvents.

BIOACTIVE PEPTIDE (ACETYL HEXAPEPTIDE-51 AMIDE)

An active ingredient of modern conception: biomimetic peptides act by mimicking the action of a natural protein. The Bioactive Peptide mimics the activity of FOXO3a, a protein associated with longevity. Considered the guardian of skin integrity, it preserves the youth of the skin, protecting it from UV rays and pollution.







Proaging SG - Staminal Gold treatment

REAWAKEN THE SKIN'S POTENTIAL FOR YOUTH



Professional products

THE OIL NOURISHING

Wild Olive Stem Cells, Hemp Oil¹¹, Vitamin A

30 ml - 1.0 fl.oz US

A face and neck formula that combines the effectiveness of a serum with the nourishment of a rich oil containing gold lightreflecting particles. A powerful repairing concentrate that restores the skin's lipid balance. Skin is transformed and regenerated, regaining the softness and density of youth.

Shake well before use.

Hemp Oil: obtained from hemp (Cannabis sativa) seeds, it is a vegetable oil rich in essential fatty acids with strong protective and soothing properties. It is essential for the wellbeing of the skin because it prevents dehydration and aging.

THE CREAM DERMOFONDANT

Montpellier Cistus Extract, Moringa Oil, Vitamin E

30 ml - 1.0 fl.oz US

An enveloping face and neck formula enriched with a complex of **vitamins, oils and plant extracts** that ensure the skin is energized, visibly regenerating it. It melts onto the skin like a soft and silky embrace, providing **comfort and wellbeing.**

THE MASK REGENERATING

BIOLIN

LATO

THE MASK

LE MASQUE

Moringa Oil, Vitamin C, Wild Olive Stem Cells

200 ml - 6.7 fl.oz US

A precious gold mask with a memory effect that molds perfectly to the shape of the face and promotes the **gradual release of functional substances** for enhanced effectiveness. The skin is intensely hydrated and glows with renewed **radiance.**



The special texture can solidify at temperatures below 22°C. Store at room temperature (between 23°C and 26°C).

Mix with a clean spatula before use. Close the container carefully after each application.

Premium treatment

COSMETIC EXCELLENCE FOR AGELESS SKIN



Professional products

THE SERUM TRIPLE PERFECTION

Undaria seaweed + Bioactive Peptide + Stem cell extract of Tomato

5x4 ml - 5x0.13 fl. oz US

A serum with the maximum concentration of active substances for triple perfection. Its formula, which is specifically designed to improve the delivery of active substances, **reduces the look of the main imperfections** associated with skin ageing, helping the skin to regain a firmer and **more elastic appearance.**

THE MASK IONIC ENERGY

High concentration of pure Laminaria seaweed extract¹²

5x1 single dose

A revolutionary cosmetic mask, built from a cross linked marine polysaccharide bio matrix film, which acts as a release system. Thanks to its structure, when the polymer is activated, it allows the release of cosmetically active **sodium and calcium ions**. The skin looks smooth, **firmer and more even.**

¹² Laminaria Seaweed: a brown seaweed commonly found in cold ocean waters. This seaweed is known and appreciated above all for its high content of mineral salts with moisturizing and elasticizing properties.

THE SERUM – MASK STRETCH EFFECT

Stem cell extract of Tomato + Bioactive Peptide

5x8 ml - 5x0.27 fl. oz US

Serum with a multi-functional formula, that is applied as -and acts as- a mask on the neck and décolleté. After the application, it extends its function as a serum also on the face where it immediately melts onto the skin, it helps diminishing the look of imperfections associated with skin aging. It restores the natural **radiance** of face and neck, giving them the beauty typical of a young skin.

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Proaging SG - Staminal Gold treatment

CLEANSING SUPERFICIAL CLEANSING

- Remove make-up with **Daily Ritual Gentle eye make-up remover biphasic.**
- Cleanse and tone face, neck and dècolletè with the **Daily Ritual** cleansing and the lotion refreshing according to the skin type.

DEEP CLEANSING

• Exfoliate the skin with **Daily Ritual Exfo mask exfoliating,** apply with a brush 10-20 ml of product on face and dècolletè. Let it work for 4 to 8 minutes. Rinse with warm water.

BIOLINE JATÒ[®] SYSTEM STEP 1 PREDISPOSING TO TREATMENT

- Apply some **Bioaroma Relaxing EQL oil** drops and perform the **Face Beauty Experience Relaxing Touch.**
- Apply a few drops of Bioaroma Energy DRN oil on the main lymph node stations and perform the **Face Beauty Experience Draining Touch.**

BIOLINE JATÒ® SYSTEM - STEP 2 SPECIFIC TARGETED TREATMENT

- **Phase 1** of the **Prestige Massage**: apply a few drops of **Bioaroma Relaxing EQL oil** (optional) and carry out the decontraction and connective manoeuvres.
- Age Beauty Secret the oil nourishing: shake well before use and apply 1 ml (approx. 20 drops) only on wrinkles on the face, neck and décolletage, massage for a few seconds and proceed with **phase 2** of the **Prestige Massage**. Apply the remaining 2 ml (approx. 40 drops) on the face, neck and décolletage and massage until complete absorption.
- **Phase 3** of the **Prestige Massage:** perform the stimulating manoeuvres on the reflex points.







TARGET: first wrinkles, premature aging and loss of radiance.

The specific approach that prevents and reduces the look of the first signs of aging. It nourishes, revitalizes and protects, prolonging the wellbeing of the skin.



• Age Beauty Secret the mask regenerating¹³: apply a thin and even layer of 15-20 ml on the face, neck and décolletage. Leave to work for 20 minutes, then rinse with a damp cloth.

Age Beauty Secret the cream dermofondant: apply 3 ml (approx. 1 dollop) with a brush to the face, neck and décolletage. Massage until complete absorption.

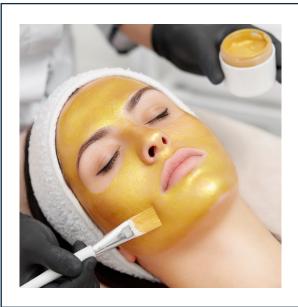
- Phase 4 of the Prestige Massage: carry out the drainage manoeuvres using a few drops of **Bioaroma Energy DRN oil** (optional).
- Finish by carrying out the closing manoeuvres of the **Prestige Massage.**

¹³ The special texture can solidify at temperatures below 22°C. Store at room temperature (between 23°C and 26°C). Mix with a clean spatula before use. Close the container carefully after each application.



BIOLINE JATÒ[®] SYSTEM STEP 3 ENHANCES AND PROLONGS THE RESULTS OF THE TREATMENT

• Carry out the Face Beauty Experience-Firming Touch.



FOCUS: THE MASK REGENERATING

Inspired by **memory technology**, this dynamic mask **changes shape** upon contact with the heat of the skin, creating a uniform and compact layer on the surface of the face for a feeling of extreme comfort. An exclusive formula that combines the regenerating power of **plant stem cells**, an energy booster for the skin, with vitamins and **precious** oils such as **Moringa** and **Acai**¹⁴, to immediately restore vitality and radiance to the skin, visibly reducing the signs of aging.

14 Acai Oil: obtained from the fruits of Euterpe oleracea, a plant typical of the Amazon rainforest. Its berries are considered superfoods as they contain a high amount of antioxidants, fatty acids and vitamins with strong elasticizing and regenerating properties.

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15 It is advisable to store the mask ionic energy in a dry place, sheltered from light and heat sources.

Premium treatment

CLEANSING SURFACE CLEANSING

- Remove make-up with Daily Ritual Gentle eye make-up remover biphasic.
- Cleanse and tone the face, neck and décolleté with the Daily Ritual milk-cream cleansing and lotion refreshing most suitable to the skin type.

DEEP CLEANSING

• Exfoliate the skin with **Daily Ritual Exfo mask exfoliating**, apply about 10-20 ml of product with a brush on the neck and face. Leave to work for 4 to 8 minutes. Rinse with warm water.

BIOLINE JATO® SYSTEM STEP 1 PREDISPOSING TO TREATMENT

- Apply some Bioaroma Relaxing EQL oil drops and perform the Face **Beauty Experience - Relaxing Touch.**
- Apply a few drops of Bioaroma Energy DRN oil on the main lymph node stations and perform the Face Beauty Experience - Draining Touch.

BIOLINE JATÒ® SYSTEM STEP 2 SPECIFIC TARGETED TREATMENT

- Phase 1 of the Prestige Massage: apply a few drops of Bioaroma Relaxing EQL oil (optional) and carry out the decontraction and connective manoeuvres.
- Age Beauty Secret the serum triple perfection: apply 1 ml only on the wrinkles, massage for a few seconds and proceed with phase 2 of the **Prestige massage**. Apply the remaining 2 ml on the face, neck and décolletage and massage until complete absorption.
- Phase 3 of the Prestige Massage: perform the stimulating manoeuvres on the reflex points.
- Age Beauty Secret the mask ionic energy¹⁵: apply the first half, making it adhere to the face. Rehydrate the biomatrix with at least 35-40 ml of Daily Ritual Energy lotion refreshing (starting from the forehead), gently tapping it on with a fine brush until the mask is completely soaked and adheres to the skin. Repeat for the other half of the mask. Leave to work for 20-25 minutes.







BIOLINE JATÒ



TARGET: pronounced wrinkles, skin aging and laxity

The latest generation technology captured in a treatment that promotes the elasticity and firmness of the skin for a visibly younger face with redefined contours.

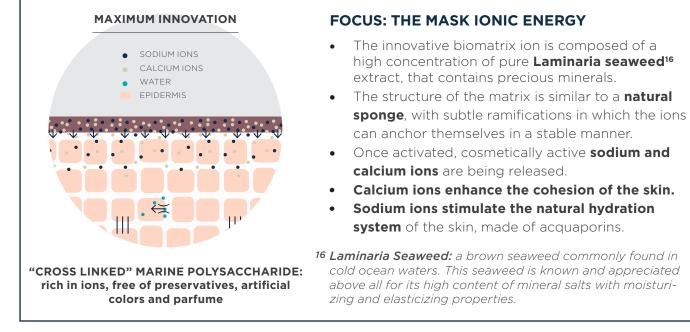


- Age Beauty Secret the serum-mask stretch effect: while the mask ionic energy is on, apply 8 ml of the serum-mask stretch effect on neck and décolleté using a brush and leave to work for 20 25 minutes.
- Remove **the mask ionic energy** starting from the bottom towards the top, dry the skin and massage **the serum-mask stretch effect** first onto the neck and décolleté, extending the product also on the face, until complete absorption.
- Phase 4 of the Prestige Massage: carry out the drainage manoeuvres using a few drops of **Bioaroma Energy DRN oil** (optional).
- Finish by carrying out the closing manoeuvres of the **Prestige Massage.**



BIOLINE JATÒ[®] SYSTEM STEP 3 ENHANCES AND PROLONGS THE RESULTS OF THE TREATMENT

• Carry out the Face Beauty Experience-Firming Touch.



CLINICALLY-TESTED EFFECTIVENESS¹⁷ INSTRUMENTAL RESULTS¹⁸

HYDRATION	up to +68,4%	WRINKLE APPEARANCE	up to -24,6%
	average +32,5%	OF NASOLABIAL	average -8,6%
WRINKLE APPEARANCE	up to -42,3%	WRINKLE APPEARANCE	up to -32,6%
OF EYE CONTOUR	average -16,1%	OF PERILABIAL	average -11,5%

¹⁷ Clinical test carried out on 20 volunteers with pronounced wrinkles and dull skin by an independent body. Professional and homecare products tested: DAILY RITUAL Energy milk-cream cleansing, lotion refreshing, Exfo mask exfoliating, AGE BEAUTY SECRET the serum triple perfection, the mask ionic energy, the serum-mask stretch effect, the emulsion, the cream, the serum, the eye/lip cream.

¹⁸ % of volunteers who gave a positive review after 5 weeks (professional PREMIUM treatment and homecare products).



Homecare products

THE EFFECTIVENESS OF AGE BEAUTY SECRET IS GUARANTEED BY THE EXCLUSIVE COMBINATION OF THE BIOLINE JATÒ[®] SYSTEM, PROFESSIONAL TREATMENTS AND HOMECARE PRODUCTS.



THE EYE-LIP CREAM - 30 ml - 1.0 fl.oz US

Undaria Seaweed, Bioactive Peptide, Tomato Stem Cells

A targeted formula for the eye and lip contour that favors the **facial relaxation**, enhances a **firmer look** and the **elasticity** of the skin, underlining the natural beauty of the eye and lip contour.



THE SERUM - 30 ml - 1.0 fl.oz US

Undaria Seaweed, Bioactive Peptide, Tomato Stem Cells

An excellent serum that gives **triple perfection** to the skin. Its **vitalizing power** is combined with a tailored cosmetic action that gives the skin a perfect look for every occasion.

THE EMULSION - 50 ml - 1.6 fl. oz US



Bioactive Peptide, Undaria seaweed, Tomato Stem Cells, Purslane extract¹⁹

An exceptional treatment that awakens and prolongs the natural beauty of the skin. Characterized by a pleasant and easily absorbed texture, it gives the face a **radiant and compact look and an even complexion.**



Undaria seaweed, Bioactive Peptide, Tomato Stem Cells, Sea



Grape Extract ²⁰

A real high-tech wonder with an ultra-nutrient texture. It awakens the vital code of the skin and **reduces the appearance of signs of ageing**, leaving the facial skin **smooth and velvety** for a timeless beauty.

THE SLEEPING MASK MEMORY EFFECT - 50 ml - 1.6 fl. oz US

Hemp Oil, Wild Olive Stem Cells, Vitamin C



This precious **memory-effect** gold mask that adapts to the shape of the face offers the skin a **gradual-release regenerating treatment**. A thin layer (1-2 ml) is sufficient to **nourish** and **recharge** the skin tissues during sleep, stimulating their natural biorhythms. Upon awakening, skin will be **relaxed**, extraordinarily **soft** and **radiant**.

The special texture can solidify at low temperatures. Keep the product at room temperature and mix with a clean spatula before use.

- **19 Purslane Extract:** Portulaca oleracea is a plant known since ancient times for its numerous beneficial properties. Rich in nutrients, including vitamins, mineral salts and fatty acids, it has antioxidant, protective and hydrating properties.
- 20 Sea Grape Extract: green seaweed, also known as Green Caviar, with a characteristic cluster shape. It improves skin cohesion and hydration, reducing the visibility of wrinkles and skin laxity.

Tips

WHOM TO PROPOSE THE TREATMENTS

- PROAGING SG Staminal Gold treatment: mainly indicated for the first wrinkles, premature aging and loss of radiance. It nourishes and revitalizes the skin, giving it immediate softness and a radiant appearance.
- PREMIUM treatment: indicated for pronounced wrinkles, skin aging and laxity. It relaxes and redensifies the skin, giving the face a more toned appearance, visibly redefined volumes and contours.
- PROAGING SG Staminal Gold and PREMIUM can be alternated according to the specific needs of the skin and the season, at the discretion of the esthetician.
- Suitable for all skin types, also the most delicate.

WHEN TO DO THE TREATMENTS

- In any period of the year, alternating with the specific treatments as proposed in the Bioline Jatò Face Project.
- Once in a while to obtain a most radiant look.
- For special occasions.

DURATION AND FREQUENCY OF THE TREATMENTS

- FOR INTENSIVE ACTION 5 treatments close to one another (1-2 treatments per week).
- AS PREVENTION (PROAGING SG STAMINAL GOLD) for young skin or when preparing for important moments, special evenings, ceremonies: 1 treatment every 2 weeks in 5 sessions.
- FOR MAINTENANCE
 2-3 sessions per year or as proposed by the Bioline Jatò Face Project.

The complete cycle of sessions can be repeated several times in any period of the year. The natural qualities of the formulas may cause slight changes in the color and/or smell of the product, however these do not affect its cosmetic effectiveness.

WARNINGS

These are cosmetic products for professional use and it is therefore important to strictly follow the instructions shown here. The esthetician is required to inform the consumer about the message contained in the precautions and warnings. Before you use the product, it is recommended to check the list of ingredients to be sure you are not allergic or intolerant to any of them. **People who are especially sensitive are recommended to carry out the tolerance test, which consists of applying the product on their forearm and covering it with a plaster for 24 hours.** After applying the product, be sure to properly close the packaging and store at room temperature in a dry place and away from sunlight and heat sources. Avoid mixing with different substances not required by the specific instructions. Avoid contact with eyes, mucous membranes and broken or irritated skin or skin affected by medical conditions. In the case of contact with eyes, rinse with plenty of running water. Not hazardous under normal conditions of use. Do not swallow. Keep out of reach of children.



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BIOLINE SRL MADE IN ITALY

