



# COMPANY PROFILE

**BIOFOR**  
PERSONALIZED COSMETICS

# BIOFOR PERSONALIZED COSMETICS MORE THAN BUSINESS

BIOFOR is the leading professional skin care company in Israel. The company is engaged in the development and marketing of therapeutic cosmetic solutions for aesthetic skin problems. The products are included in the category of Cosmeceuticals.

The company was founded in 2006 by Ronit Segev, BSc, MA, biologist, and skin researcher, engaged, for about 20 years, in research and development of solutions for skin treatment.

The company has developed therapeutic products for the treatment of:

- Hyperpigmentation
- Signs of aging
- Acne and post-acne
- Scars and texture imperfections
- Skin care and restoration

Biofor products are concentrated, active, and target oriented. They are designed to achieve fast and visible results in a short time. Our products require a professional, in-depth skin analysis, based on the individual skin condition and lifestyle.

BIOFOR skin therapists will show the customer how to achieve the healthiest skin, address any concerns and give them the personalized customized product and treatment recommendations.

BIOFOR Products are available exclusively via cosmetologists who have undergone appropriate training.

BIOFOR leads the field of Personalized cosmetics, following the global trend of personalized medicine.

BIOFOR has developed a unique global method, for genetic and personalized adaptation of cosmetics per patient, - GSE.

After diagnosis, the unique products guidelines will be adapted to each individual and will be monitored closely by the cosmetologist until desired results are achieved.

BIOFOR accompany each of the clinics and aestheticians providing them with advanced professional training and complete support.

Biofor's most important product is knowledge. Biofor possesses extensive and in-depth knowledge of the physiology of the skin and the behavior of active ingredients, of the correct and established ways to improve the appearance of the skin. This knowledge is available to our cosmetologists through many channels: a variety of professional booklets on all topics, lectures and tutorials, webinars, professional conferences, and online support in solving current problems.

BIOFOR is known as a leader in treatment outcomes, as documented and photographed at our gallery

–See our website: [www.biofor.co.il](http://www.biofor.co.il)

These results were possible due to the thorough understanding of skin conditions, and a lot of crucial information provided by the experts of BIOFOR to the skin therapists.

BIOFOR products are in compliance with the highest international standards:

GMP, ISO 22716:2007 and EU certified.



# A BRIEF INTRODUCTION TO OUR PRODUCTS

## SKIN REJUVENATION & ANTI-AGING

Biofor skin renewal products are highly active, concentrated, and designed to provide results in a relatively short time. The peeling products contain a high concentration of hydroxy acids, with or without retinol, combined with soothing ingredients and antioxidants. The anti-aging category also includes gentler products based on biomimetic peptides and innovative firming ingredients that do not irritate the skin. Biofor has developed unique products that are compatible with dark skin tones (Fitzpatrick 4-6), as well as ones intended for fairer skin. Biofor's exfoliating products focus on skin recovery concurrent to the intensive peeling processes, to provide a convenient and pleasant user experience, and an esthetic appearance throughout the treatment.

Renewal | Firming | Boosts luster | Smooths skin texture | Evens skin tone |  
Smooths fine lines



## HYPERPIGMENTATION & LIGHTENING

Biofor has a wealth of experience treating various types of hyperpigmentation disorders, and for all skin tones. Hyperpigmentation treatment protocols includes a large variety of treatment protocols at the clinic, and mainly for home use. Each client receives a unique combination of products, which they will often be required to change throughout the treatment according to the treatment's progress, season, and more. Treating hyperpigmentation with Biofor's products is smart, simple, and based on science and abundant tried and tested successes. Each treatment will include peeling, coupled with regulating pigment production levels, at a proportion that was precisely adapted to the pigmentation and the client's individual characteristics. At the clinic, the treatment will include peeling according to the skin tone, season, sensitivity, and more.

Melasma | Post inflammatory hyperpigmentation | Solar lentigo | Mixed hyperpigmentation



## PROBLEMATIC SKIN \ ACNE

Biofor's acne treatments are based on azelaic acid and on skin disinfecting, balancing, recovery, and soothing ingredients. The treatment is mostly done at home and includes 1-4 customized products per client. Biofor has a wealth of experience and in-depth understanding of all acne conditions. We are the only ones who have established treatment protocols according to the degree of inflammation, on a scale of 1 (mild inflammation) to 4 (severe inflammation). The treatment is simple, since most of the population treated for acne is in a young age bracket. However, it is quick and powerful.

Papules and pustules | Comedones | Pimples and post-acne scars | Red and inflamed skin



## SKIN CARE AND RECOVERY

Our skin care preparations include serums (renewal and anti-aging serum, vitamin C serum, fatty acid, and vitamin serum); various moisturizing creams, alpha hydroxy soapless soap; sunscreens; eye cream; body serum. For skin care products, an emphasis was placed on pleasant textures and gentle fragrances, coupled with ingredients that heal the skin and help maintain moisture levels and healthy functioning.

Long-lasting hydration | Maximal protection against solar radiation | Peptide and antioxidant serum



## PERSONALIZED COSMETICS

**BIO LOGIC is a series of products based on an innovative therapeutic approach which enables the skin therapist to provide personalized skin treatment.**

In line with the trend in medicine in recent years - the development of personalized medicine - (molecular medicine, or pharmaco-genetics), cosmetic skin care also requires similar approach. That is: a deep understanding of the skin, Of the unique characteristics of the patient himself, the activity of cosmetic ingredients and of the ways to bring a change in the appearance and behavior of the skin. In order to achieve perfect skin care results, the treatment must be adapted to all the important variables associated with the patient.

Each and every patient has a different and unique set of genetic traits, of environmental influences, lifestyle, and different skin condition. Combining this data for each patient will allow us to decide what ingredients the skin will need.

**BIOFOR has developed the GSE method for personalized skin care:**

**A method of studying and deepening the patient's skin qualities, choosing the ideal combination of ingredients for him, and preparing a customized and accurate preparation. The skin properties we diagnose belong to three main categories: Genetics | Skin condition | Environment**



## TRIPLE MEN

The **BIOFOR TRIPLE MEN** series includes three products dedicated for men. The products have been specially formulated for male skin -for its special needs and comfort.

The products nourish the skin and hair, while maintaining their health and best appearance— Aesthetic, well groomed, Fresh! Leaves a pleasant masculine scent.

**Sooths skin irritations | Long-lasting hydration | antioxidant and anti-aging activity | Fresh masculine scent**



## A FEW PERSONAL WORDS FROM THE COMPANY'S FOUNDER

Dear partner,

I am proud to offer you our expertise, the result of 20 years of research and development. As I'm sure you know, knowledge and clinical understanding are key to delivering results.

As a researcher with a scientific background, I've spent years studying skin esthetics and active ingredients and technologies through clinical studies as well as hands-on experience. I have written dozens of articles that have been published in professional journals, and I have also authored a book that is a cornerstone in the professional cosmetics industry. I lecture at conferences, and I am considered as a professional authority when it comes to treating aesthetic skin problems.

It is my pleasure to share this wealth of knowledge with my colleagues, and to support and empower.

Biofor's products are highly active and powerful. They are sold exclusively to skin professionals, - and are not available online or in stores.

Every partner we work with will need to maintain professional sales channels and maintain a high level of professional fit of products. That is, sales solely through professionals.

Along with these highly concentrated products, we also provide ongoing support and guidance.

Our training department is at your service through various channels.

Our main leading product is knowledge - understanding how to achieve results.

BIOFOR empowers the cosmetologist in many ways, far beyond professional knowledge. It is important for me to empower the cosmetologist as a business owner as well, so that her clinic becomes a thriving and financially profitable business. I do my best to provide her with tools for a better understanding of marketing, sales, and business management.

I personally and BIOFOR as a company, work with high integrity and treat with great respect, transparency, and sincerity every cosmetologist who works with us.

As for you, as our partner,

We also provide excellent branding and marketing aids, promotional offers, and beautiful packages. We do all of this to support your team and your customers to promote and sell as much as possible.

I have made it my personal goal to increase awareness of professional cosmetology.

My dream is for us to elevate professional skin care profession together, so that cosmetologists become the default choice when considering treatments for acne/hyperpigmentation/skin rejuvenation, rather than off-the-shelf products or medical solutions.

To achieve this, we all need to maintain a standard of excellence. It's my pleasure to play my part in this by sharing my knowledge and advice thanks to my scientific background and extensive hands-on experience. I'd love to welcome you as our partner!

We are your home for knowledge, professional, business & personal support, and leading results for your customers.

**Ronit Segev, Bsc, MA ,  
biologist and developer  
of skin solutions**

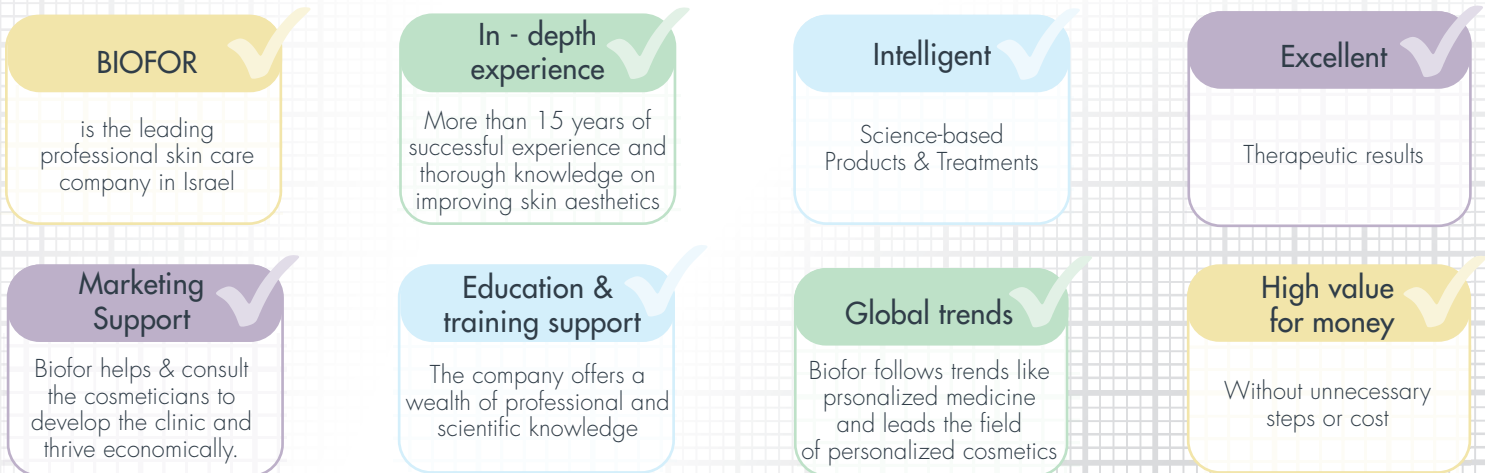


# OUR PARTNERS ENJOY THE FORMULA FOR SUCCESS

The results of the most recent survey conducted by a research company among hundreds of cosmeticians, show that BIOFOR is the leading professional cosmetics company in Israel!  
Cosmeticians chose BIOFOR with the highest satisfaction level of:

- Achieved excellent therapeutic results
- Professional trainings and knowledge
- Efficient, quick Customer service & support

Taking care of customers and providing effective products, education and services that best meet their needs are the keys that are crucial to our mutual success.



We are striving for a long-term relationship with a distributor who share BIOFOR DNA with the unique values & professional approach.

Our partners are professional distributors with a direct channel to licensed Skin care therapists, cosmetologists, estheticians, and aesthetic clinics who have:

- Ongoing activity at the professional skin care market
- Experience with import process and required local registration
- High quality brands / products portfolio
- Ability to establish market foundations for BIOFOR Brand
- Professional team and facilities to support this unique market & its special needs:

Training | Sales | Customer service | Warehouse | Marketing

**LET'S GET TO KNOW EACH OTHER BETTER: [EXPORT@BIOFOR.CO.IL](mailto:EXPORT@BIOFOR.CO.IL)**



# BIOFOR

PERSONALIZED COSMETICS

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**BIOFORGENE**  
Changing the future of your skin



**BIOLOGIC**  
Your skin. Your formula.

**BIOFORMEN**  
PERSONALIZED COSMETICS

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