



24.7
naturalbalance

**FULL TIME
BEAUTY**



BIOLINE JATÓ
research and beauty



Zero Impact® Pack

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

NO PARABENS

NO SLES / SLS

NO
FORMALDEHYDE
RELEASERS

NO MINERAL
OILS

NO PARAFFIN

NO DEA
(Diethanolamide)

NO ARTIFICIAL
DYES

24.7

ACTS IN ADVANCE AGAINST
THE CAUSES OF SKIN AGING

naturalbalance

for a beautiful skin today, and younger tomorrow



THE FUTURE OF OUR SKIN DEPENDS ON US



Clara Macchiella Corradini, Bioline-Jatò R&D

“

Beauty as health and wellbeing

We do believe that taking care of oneself must become an universal right, an accessible way to love oneself.

Creams and serums must be more than ever like a tailor-made dress, a targeted treatment in connection with the environment, the activity, the lifestyle.

Product identity must tell us from where and how they come from, as well as it has to define their creator's contribution since they were conceived.

We would like to celebrate the “Beauty Day”, a one-year-long day in which beauty is way of being rather than appearance.

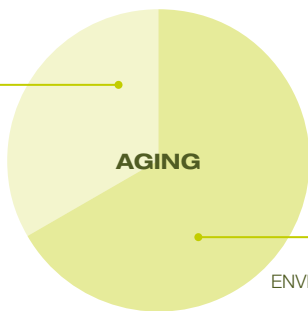
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BEHAVIOUR-AGING

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

1/3

ON GENETIC FACTORS



AGING

2/3

ON LIFESTYLE AND
ENVIRONMENT (stress, smoke,
diet, sport, radiations, etc.)

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



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

GREAT PERSPIRATION (SPORT, SAUNA,
STEAM BATH)

HOT AND HUMID ENVIRONMENTS

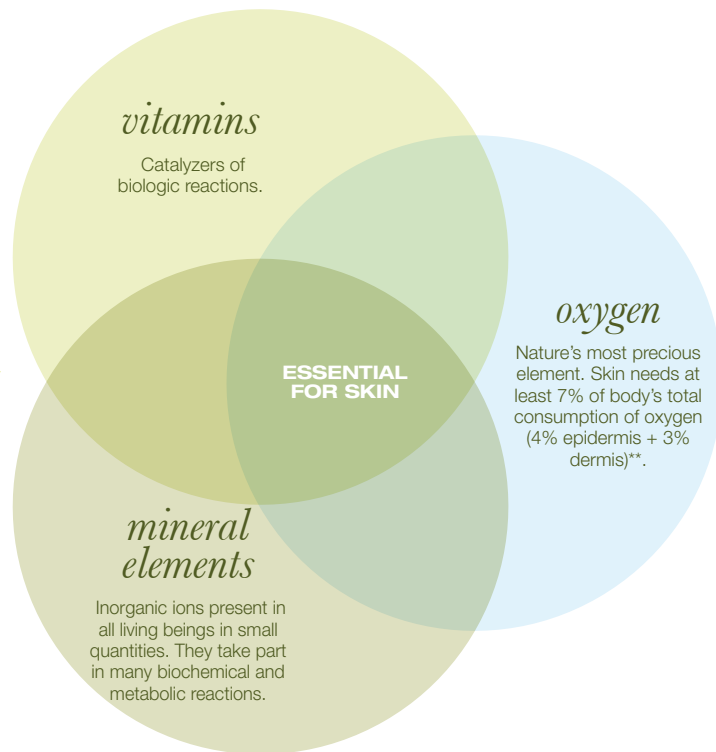
SMOKE

HEAVY DRINKING

INDOOR AND AIR-CONDITIONED
ENVIRONMENTS

FREQUENT TRAVELS

DEFICIENCY



It is meant as essential an element which cannot be synthesized by human organism but has to be supplied from outside, such as vitamins, oxygen and mineral elements.

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

REPLENISHMENT



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



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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.

”

Menu

By taking into the due consideration the individual and its environment, Bioline also respects the feeling between them to guarantee the best performance of products.

This new approach to earth will allow people re-discover all benefits they can take from it to improve well-being also in terms of beauty and health and enrich tables with those herbs and fruits our ancestors picked up every day from earth in a mutual sound and fond relation with it.

The fruits of Trentino land are brought out not only in creams, but in a menu to enjoy, as well.





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HOME CARE
PRODUCTS

“A gentle ritual”

AQUA FLORAL

Cleansing – make up remover
elderflower and hawthorn

200ml

Double action formula: it cleanses and removes make-up and impurities from the face giving freshness and radiance. Suitable for all skin types, even the most delicate.

Apply to the entire face using a cotton pad.
Rinse and spray AQUA FRUITS.



ELDER FLOWER [*Sambucus nigra*]

Softening, illuminating and nourishing effect.



HAWTHORN [*Crataegus monogyna*]

It encourages skin vitality. With refreshing, emollient and soothing effect.



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“A cloud of freshness”

AQUA FRUITS

energizing lotion
red berries and cherry

200ml

Revitalizing aqua spray:

- it tones after cleansing
- it refreshes skin at any time of the day
- it prepares skin before applying following cosmetics

Suitable for all skin types, even the most delicate.

Spray on face and neck, after cleansing with AQUA FLORAL, before applying the cream, and at any time of the day whenever the skin requires. Do not rinse.



RED AND BLACK BERRIES

They provide protective and vitaminizing function and encourage skin oxygenation.



CHERRY [*Prunus avium*]

Moisturizing and revitalizing effect on the skin.



“A velvety smoothness”

PHYTO DUO

gommage
apricot kernel

100ml

Dual action (enzymatic and mechanical) exfoliating formula: apply like a mask and massage like a scrub. It improves the texture of the skin and helps to maintain a clear, radiant and smooth appearance.

Apply 1-2 times a week to face and neck. Leave for 4-8 minutes, depending on skin type. Massage and rinse thoroughly with water.



APRICOT [*Prunus armeniaca*]

Kernels are used in cosmetics for their smoothing effect.



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“A concentrate of energy”

VITAMIN C+E

nectar
rose hip and artemisia

50ml

A beauty serum which encourages the balance of essential vitamins (C, E, pro-vitamin B5).

Enhanced with extracts of Artemisia and Rose Hip Fruit, it revives skin natural beauty and energy and boosts skin vitality by counteracting signs of fatigue.

Apply morning and evening to well cleansed face, neck and décolleté, before the specific cream.



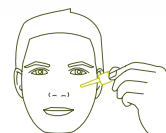
ARTEMISIA [*Artemisia vulgaris*]

It provides a moisturizing action protecting the skin from oxidation and preserving skin beauty.



ROSE HIP [*Rosa canina*]

Rich in vitamin C, it revitalizes skin and protects it from external agents.



“A whisper of pure air”

BOTANICAL O₂

cream
beech and red berries

60ml

A blend of natural ingredients giving the skin a new lease of life for a radiant appearance. It encourages the balance of oxygenation of the skin helping to reduce signs of fatigue and stress.

Apply morning and evening to the face, neck and décolleté.

Suitable for all skin types - recommended for those who spend time in indoor/air-conditioned environments, travel frequently or smoke.



BEECH [*Fagus sylvatica*]

It favours skin oxygenation and energy.



RED AND BLACK BERRIES

They provide protective and vitaminizing function and encourage skin oxygenation.



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“A recovered brightness”

PHYTOMINERAL

cream

cress and althaea

60ml

An authentic daily diet for the skin. It encourages the balance of essential mineral elements reviving skin vitality. It keeps the skin radiant and fresh.

Apply morning and evening to face, neck and décolleté. Suitable for all skin types, especially for those who play sport, take saunas/Steam baths or live in hot and humid environments.



CRESS [*Lepidium sativum*]

Re-mineralizing and vitaminizing.



ALTHAEA [*Althaea officinalis*]

Softening, moisturizing, soothing and protective properties.



“A charge of vitality”

VITAMIN C FUSION

cream
hawthorn and rose hip

60ml

Beauty emulsion favouring the balance of essential vitamins (C and E) and revitalizing skin. It encourages skin elasticity for a tonic and bright aspect.

*Apply morning and evening to face, neck and décolleté.
Suitable for all skin types . Recommended for those who
expose frequently to sun, live in polluted environments
and has a diet poor of fruit and vegetables.*



HAWTHORN [*Crataegus monogyna*]

It improves skin vitality. Refreshing, soothing and softening effect.



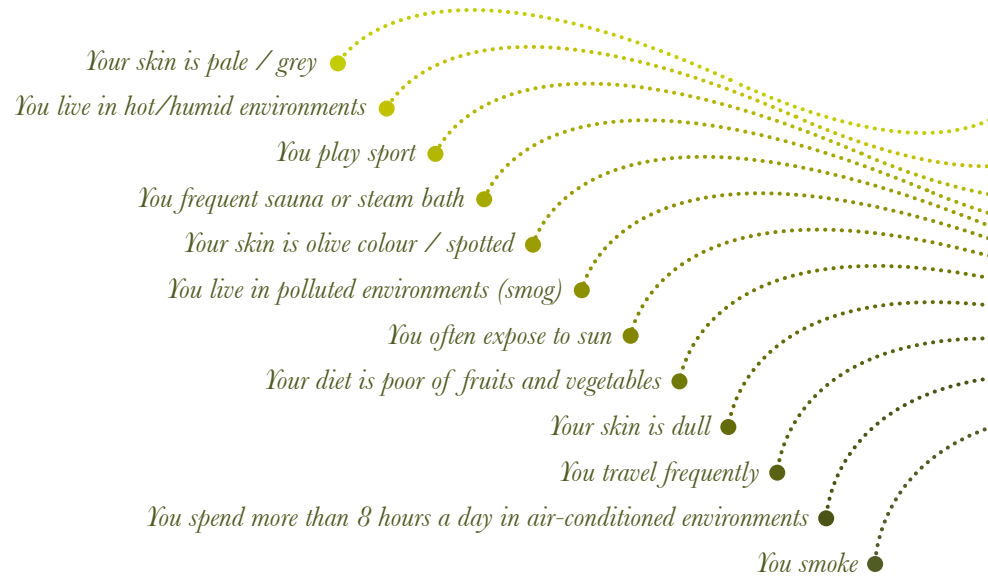
ROSE HIP [*Rosa canina*]

Rich in vitamin C, it revitalizes skin and protects it from external agents.



VITAMIN, OXYGEN, MINERAL ELEMENTS WHAT YOUR SKIN ASKS FOR?

Discover it following the lines which best represent you



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PHYTOMINERAL

cream

cress and althaea

To maintain its brightness and freshness and gain a clear, radiant complexion your skin needs to balance the essential mineral elements.

VITAMIN C FUSION

cream

hawthorn and rose hip

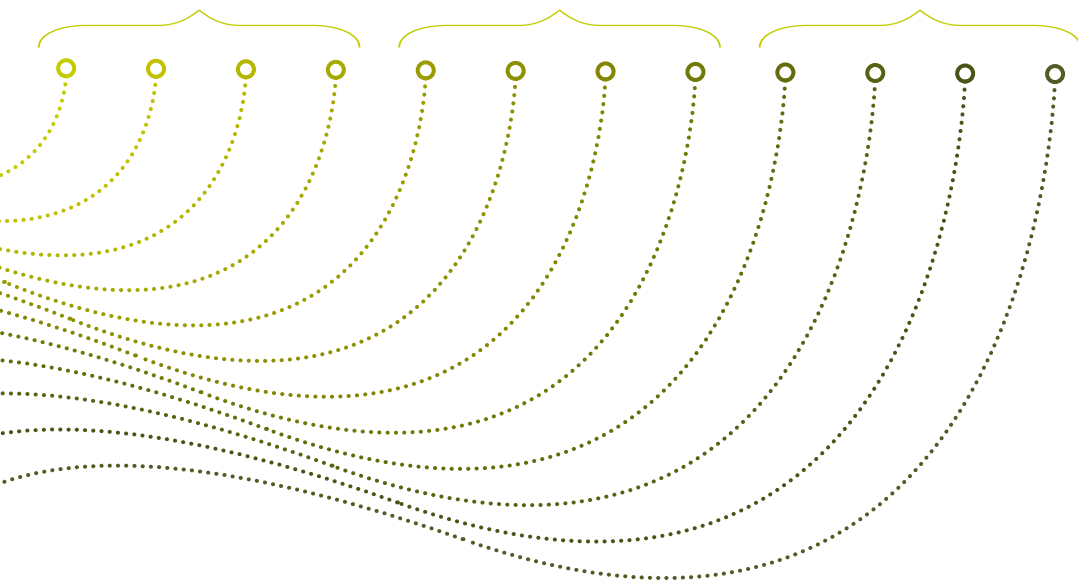
To restore a toned and radiant appearance your skin needs a beauty pool which balances the essential vitamins to revitalize skin.

BOTANICAL O₂

cream

beech and red berries

To help reducing signs of fatigue and stress your skin needs to balance its oxygenation with a lashing of vitality.



Follow the lines corresponding to your characteristics and identify which product recurs more frequently



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