

1990 saw the birth of a remarkable project, the creation of the Dr Baumann Bionome Cosmetic Company by Dr Ernst W. Henrich and Dr Thomas Baumann out of a real concern for the well-being of people, the environment and animals. A new kind of skincare was created, one that respected dermatological, health and safety issues putting the criterion of tolerance and effectiveness at the centre of product development. Every ingredient that was harmful to the skin or even questionable was avoided and only those ingredients that were skin compatible were used. High standards were set for the beauty industry and a new commitment was made to families everywhere, commitment to ethical skincare.

This new **Bionome** standard required products to conform to strict ingredient specifications, namely to be: free of chemical sunscreens, chemical preservatives, mineral oils, and oxygen, colorants, fragrance and animal derivatives. Only substances similar to or identical to those found naturally in our bodies and skin were used to create the Dr Baumann Products. The advantage of skin identical or skin compatible substances and vitamins is that they do not create allergic reactions and have a positive effect on the appearance and health of the skin.

With an enduring love and respect for nature the decision was taken to avoid any use of paper packaging for the products. Packaging does not make the product more effective or more tolerated by the skin. This is the company's ongoing commitment to the preservation of forests and the protection of the environment. Indeed all the money saved on the packaging was invested in quality ingredients. The higher percentage of active ingredients used in every product guarantees a visible difference in the skin in just 3-5 weeks!

Unchallenged SkinIdent-A First

In 2003 following 15 years of research the SkinIdent range was finally introduced. **SkinIdent is still the only completely skin identical product range in the world.**

This" piece de resistance "remains unchallenged throughout every highly competitive market. There is simply nothing like it anywhere. Thanks to the Dr Baumann Company founders Dr Ernst Henrich and Dr Thomas Baumann the bar has been raised on what constitutes safe healthy products forever.

The Magic of Multilayer Liposome's

Liposome's and nanosomes are two ingredients capable of treating all layers of the skin including the Dermis. They resemble the Phospholipids that constitute the cell membranes and 59 % of the inner content of the cells .They transport valuable vitamins, fatty acids and moisture wherever it is needed in the skin

Dr Baumann developed Multilayer Liposome's using up to 12 layers thus ensuring that essential valuable ingredients can treat the skin at all levels. The **Dr Baumann Bionome Multi Active Liposome's** are able to measurably increase the moisture content of one's skin by an astounding 100% in just 7 days! As they are also capable of transporting everything into the skin including, chemicals, colorants, fragrance and perfumes, it is essential to avoid any irritation to the skin by only using skin friendly **Dr Baumann** products in your daily treatment routine. The irritation caused by non Bionome ingredients can lead to skin allergies, dermatitis and other more serious illnesses.

Healthy Body Healthy beautiful Skin

Healthy nutrition is essential for a beautiful youthful looking skin. For those busy lives and rushed meals Dr Baumann recommends food supplements to counteract a poor diet and treat the skin from within. Dr Henrich recommends a vegetarian diet to support a healthy skin.



It's all good when it's all Bionome

Bionome products are only truly effective if used exclusively. What is the point of using a cream with skin friendly ingredients if your tonic and cleanser are full of chemical preservatives e.g. parabens, colorants, perfumes and other undesirable ingredients? What is the point of safe face care if you used fragranced, chemical filled body and hair products? What is the good of safe products for you if your babies, toddlers and teens are using a cocktail of ingredients that are suspect or downright dangerous? There is just no excuse if you have alternatives and Dr Baumann should be everyone's alternative. 400 products constitute the Dr Baumann Skincare Lines so finding your ideal treatment combination is easy.

Start with the Essentials for You and your Family

For You

- Dr Baumann Cleansing Milk Or
- Dr Baumann Facial Tonic
- Dr Baumann Sensitive or Intensive Cream (according to your skin type and condition)
- Dr Baumann Body Lotion
- Dr Baumann Cleansing Gel
- Dr Baumann Multi Active Liposome of your choice
- Dr Baumann Eye Cream or Dr Baumann Eye Gel

It's a new start for a beautiful skin

For the Man in your Life

- Dr Baumann Cleansing Gel-(great for shaving with)
- Dr Baumann Shampoo (you can share)
- Dr Baumann Deo mild or strong
- Multi Active Liposome Light OR Multi Active Vitamin E+C
- Dr Baumann Hair Revitalizing Lotion.

For Teenage Skin

- Dr Baumann Cleansing Gel
- Dr Baumann Multi Vitamin Fluid OR
- Dr Baumann Facial Tonic for (normal to oily skin)
- Dr Baumann Active Care and Zinc Cream (for acne and problem skins)

For Babies and Toddlers

- Dr Baumann Baby Cream
- Dr Baumann Nanny Cleansing Lotion
- Dr Baumann Baby Cleansing Lotion

Dr Baumann Bionome - so much more than natural!

Your personal guarantee from Dr. Baumann Bionome Cosmetics; A visibly more beautiful skin in just 3-5 weeks!

Irresistible offers from Dr Baumann

WITH A PURCHASE OF:
Dr. Baumann cream for SENSITIVE Oily and Normal Skin 30ml Valued at R549 you will receive a SkinIdent Facial Cleanser valued at R179 FREE OF CHARGE. You save R179 - This is a 33% discount

WITH A PURCHASE OF:
Dr. Baumann Beaucaire cream INTENSIVE MEDIUM for normal skin, 50ml Valued at R475 you will receive a Dr. Baumann Cleansing Milk Special 75 ml valued at R228 FREE OF CHARGE. You save R228

For the Man in your Life WITH A PURCHASE OF:
Dr. Baumann Intensive Lotion 75ml, Valued at R494 you will receive a Dr. Baumann Cleansing Gel 75 ml valued at R133 FREE OF CHARGE. You save R133 - This is a 27% discount

For Teenage Skin WITH A PURCHASE OF:
Dr. Baumann Multi-Vitamin Fluid 75 ml Valued at R532 you will receive a Dr. Baumann Cleansing Gel 75 ml valued at R133 FREE OF CHARGE. You save R133 - This is a 25% discount

Available from 31 January to 5 February or while stocks last

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