



THE LOVABLE WORLD BRAND OF ORGANIC COSMETICS

OUR MISSION is to give

The very best of Nature's beautifying and healing power for You!

Would you like to learn the secret of BIOLA?

How did we earn our partners and customers trust?



High quality proven face and body care products for all skin types, for all ages, with excellent price/ value ratio: **Biodynamic** cosmetic products certified by Demeter International e.V. and **Certified Organic** products certified by Biokontroll Hungária Nonprofit Kft. (HU-ÖKO-01) together with Natural Skin Care products.

Why the BIOLA products are so effective?



Effective - Complex support with numerous (450) medicinal herbal extracts and natural ingredients

Why BIOLA is different?



Innovation – Combination of the latest results of Dermatology and Biochemistry with the millennial, traditional naturopathy, supporting the human, the nature and environment conscious protection

Could this be the reason why, approx. 95% of our customers return? We think YES!



How can we contribute to your success?

Factors that differentiates us and our products from the competitors:

Unique selling point (USP)

- ✿ We are pioneers in developing certified natural cosmetics in Hungary (since 1990).
- ✿ We produce and distribute such **certified organic** cosmetic products certified by BIOKONTROLL, HU-ÖKO-01 under brand names of **BIGLA**, **BIGLA PROFESSIONAL**, **EVERYOUNG ORGANIC LUXURY SKIN CARE** and **HIOLA** (since 2006).



- ✿ Additionally: we manufacture by the Demeter International e.V certified (since 2009) **Demeter® biodynamic cosmetic products** under the brand name **EVERYOUNG BIODYNAMIC SKIN CARE**, and the **EVERYOUNG ORGANIC PLUS SKIN CARE** (among ingredients labelled) products containing **Demeter®** ingredients from certified Biodynamic production.



- ✿ Our **EVERYOUNG PROFESSIONAL ORGANIC SKIN CARE** product line is certified by BDIH/IONC (since 2015) has been constantly expanding and we started its market introduction in 2017. The certification is according to the recently introduced **COMOS STANDARD**, which corresponds to the European Natural Cosmetics Certification Regulation.





BIOLA presents your skin

Hungarian Certification Body BIOKONTROLL Hungária Nonprofit Kft. (HU-ÖKO-01) requires in the Organic Products -after deducting the added water and minerals - 95 % of the 90 % agricultural content need to be certified organic ingredient. (Different from other European Certification Body Requirements - requires sometimes four times more organic content.)



In our natural products like NATURISSIMO and NATURISSIMO PROFESSIONAL there are **between 10-35% certified organic ingredients**



In our products, there are **very high amount - approx. 450 - of different bioactive herbal ingredients** with complex (many herbs with specific effects and natural ingredients) **specific and effective** formulas and with **unique recipes for every skin type**.



Customer satisfaction is very high **more than 95 % of them are returning customers**.



We have wide HOME use and Professional product range **more than 370 notified products in the EU - Cosmetic Product (CPNP) database**.





CEO DR. VIOLA GYOVAI

is a biologist, **candidate of the Hungarian Academy of Sciences**. She **has been developing** cosmetic active ingredients and **product recipes** for more than **30 years** (since 1985).

Currently we deliver besides the Hungarian, Irish, Spanish, Lithuanian and other EU export markets **4 000 - 6 000 units/product/month** from **several kinds of products** developed by us through our **Canadian** wholesale partner to **North American hotels**. These Natural, Organic and Biodynamic products satisfy our returning customers in **11 countries in 3 continents**.

Awards



In 2008, the University of Texas at Austin [IC2 Institute] and ValDeal Inc. organised a competition. Dr. Viola Gyovai was selected amongst the 28 **most promising intellectual works** for developing the first Hungarian organic cosmetic product family.

1st place in the competition of the Excellent Hungarian Cosmetic Products in 2010.

Bács-Kiskun County Chamber of Commerce **Innovation Award in 2012**.

On the Malaysian edition of **Harper's Bazaar Magazine Beauty Awards 2015** competition, a BIOLA Organic Blackthorn Cleansing Milk was the **best of the Milk / Cream Cleanser** category.

European **HEALTH & SPA AWARDS** (2015)- Winner in **BEST PRODUCT INNOVATION** category with my SPRIT skincare by BIOLA.

Our **Organic Lavender Baby Bath** was shortlisted among the **TOP 3 Best New Skincare Products** in The Natural Health Expo2016 – Dublin.

Catalogues:

Naturissimo HOME (Natural)

BIOLA HOME (Bio)

Baby-mammy (Bio + Natural)

EVERYOUNG Biodynamic Skin Care -

Demeter Certification (Biodynamic)

Dr. Ganolife - with *Ganoderma Lucidum Mushrooms* (Bio + Natural)





BIOLA „Story”

Our company's predecessor was founded in 1990, since 2011 under name BIOLA Organic Cosmetics Ltd. we develop and manufacture cosmetics and personal care products.

The **head of the company Dr. Viola Gyovai, biologist, and candidate of the Hungarian Academy of Sciences** develops cosmetics since 1985. **Combining science and traditional beauty care we support the conscious health preservation of the people, nature and the environment.**



Dr. Viola Gyovai so tells you about the beginning:

My father, in my childhood, told many stories about the herbs' wonders. I listened intently the way in which he was speaking with special respect for nature.

“That was when my vocation began and I felt that my definite chief aim should be the application of the herbs and nature's gifts in dermatology and beauty care!”

My first astonishment:

*With the use of my first facial cosmetic product gift, step by step the whole surface of my face inflamed. During the next three months I went to see a beauty therapist, dermatologist, but my skin condition did not change. My face became a battlefield of deep inflammatory processes. Is there any natural solution? I asked myself, and then **I turned for help toward the beautifying power of the herbs.***

*After a month, the result was obvious, and after that I decided that I help to reach this miracle for others too. After completing the biology degree at the University of Science became my dear hobby the **development of cosmetic active ingredient compositions and product receptions.***

*Throughout my doctoral dissertation, I read many surprising professional experiments on cosmetic ingredients. At this point I realized that all new wonders of chemistry are not worth to use in skin care products. In addition, it became clear to me that **during the product development it is important to consider the long-term dermatological, toxicological results of the active ingredients as well as the experience of the millennial, traditional naturopathy.***

*Studying the criteria systems of the natural and organic cosmetics, I had to come to realize that there are serious reasons **why substances should be avoided in the development of skin care products from toxicological and skin physiological point of view** and not to mention, - to protect our environment. At this point I became convinced that **I want to give people the very best and the most natural and cleanest active ingredients of herbs they could have in order to keep their healthy skin conditions or restore them if necessary.** I would like to do all this with the enthusiasm and the good intentions that I have inherited from my father, for which I will always be grateful.*

*We have gathered **committed and enthusiastic team** around us; **bio raw material producer farmers, ecologically conscious beauty care product manufacturer colleagues, and eco-friendly dealers,** who contribute almost, like a family to our common goals.*

We are all dedicated to give people the very best of Nature's beautifying and healing power!

BIOLA Biokozmetikai Kft.

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Best regards,

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