

beU
BY
ORGANO

FAQ

1. What Is It?

beU by Organo is a natural skincare line that will revitalize your appearance with ingredients that nourish healthy skin. The formulas have been expertly curated from New Zealand.

2. What products are there in the beU line?

The beU product line has been designed as a system to help you: Cleanse, Restore and Moisturize with 4 products.

Manuka
CREAM

CLEANSER

A gentle cream cleanser that removes makeup, or the impurities of the day while leaving skin soft and hydrated.



Jojoba
ANTI AGING

SERUM

This luxurious serum contains organic oils to soften, hydrate and protect the skin with moisture. Leaves the skin softer, refreshed helping to diminish the appearance of fine lines and wrinkles. Perfect under makeup or on its' own.



Bee Venom
ANTI AGING

MASK

Nature's alternative to anti-aging treatments. The magical ingredient of Bee Venom supports the natural production of elastin and collagen in the skin, for firmer, younger-looking skin.



Retinol
ANTI AGING

MOISTURIZER

A natural, gentle cream that helps firm, tighten and diminish the appearance of fine lines and wrinkles with this gentle, but effective moisturizer.



3. Does the Bee Venom Mask tingle ?

You may experience some tingling which is completely normal. Don't be concerned if you don't feel tingling – everyone is different – this amazing product is still working hard for you. It's not suitable for those allergic to bee stings.

4. What is the difference between a Serum and a Moisturizer?

Our Jojoba Anti Aging Serum works by feeding all the amazing ingredients into deeper layers of the skin. A moisturizer has larger molecules than a serum which means it will not penetrate into the skin as deeply as the Serum. We suggest you apply our Jojoba Anti Aging Serum before your beU moisturizer for a double dose of hydration and added benefits.

5. How can Manuka Honey seize acne?

Honey's natural antioxidant and antimicrobial properties can help protect the skin while supporting depleted skin by balancing your skin's pH level and removing dead cell debris to keep skin clean and fresh. It's anti-inflammatory effect can decrease local inflammation caused by acne. As an antibacterial, Manuka honey leaves fewer bacteria to infect pores and cause breakouts, while also speeding up the healing of existing acne due to its low pH.

6. Why isn't there Gold in the Jojoba Serum?

Jojoba Serum is a botanical extract that is made from gentle Organic Jojoba Oil. We call it "Liquid Gold" because of the rich gold colour of the serum. This powerhouse is a natural hydrator made from all natural ingredients. With anti-aging properties of Pomegranate Oil and Betain that are effective in supporting collagen production, all the while helping protect skin from harmful pollutants and allergens. This Gold standard product does it all, leaving skin smooth and feeling rejuvenated.

7. Why are water based cream moisturizers better than mineral oil moisturizers?

Mineral oil is an odorless oil derived from Petroleum that may contain toxins and is not good for the skin. Cream moisturizers that combine mineral oil and paraffin can actually damage the skin barrier, increase water loss and clog pores. beU moisturizers do not contain mineral oil or paraffin and they are 100% natural.

8. What is the difference between water based cream moisturizers and oil based moisturizers?

A moisturizer is an essential part of any skin care routine regardless of skin type but let's break down the difference between the two most common types:

Water based moisturizer uses water to deliver ingredients and can be more beneficial as it won't clog pores as water doesn't bind itself to skin as easily and stick inside pores. It also can be quite lightweight and bouncy. Water based moisturizers may absorb faster by the skin which is great for quick makeup application.

However, oil based moisturizers use oil to deliver ingredients and are rapidly gaining popularity due to the protective layer of moisture it provides. By protecting your skin's lipid barrier (outer skin), it protects your inner layers of skin from pollutants, dry air and UV rays by sealing in moisture. If you try an oil based moisturizer, let the product absorb well before applying make-up. Note, a little goes a long way, so be sure to spread it gently.

9. Is there Ganoderma in beU Skincare?

Although Ganoderma is our core treasure, we want to give you more treasures from the earth. So when we discovered the New Zealand formulations for our beU skincare line we knew it was right for Organo. Made from natural sources, this line delivers powerful skin-caring ingredients from the earth. Tried and tested by a strong following of women, our formulations have a history of anti-aging results. But, Ganoderma also has significant benefits for the skin and wherever it makes sense. Ganoderma will be added in future product formulations to give you the most effective products possible.

10. Why is beU different?

The line is formulated to deliver results with proven natural ingredients. beU by Organo cleanses, moisturizes, and restores, improving the appearance and texture of your skin. The appearance of fine lines and wrinkles diminish to reveal a more radiant, ageless, youthful glow. Designed to work with your skin's natural production of elastin and collagen, it revitalizes skin to help you look and feel your best.

- / Natural
- / Hypoallergenic
- / Ph balanced
- / Enriched with Antioxidants
- / Targets the appearance of fine lines and wrinkles
- / Supports the skin's revitalization
- / Contains all natural ingredients that deliver results including Manuka honey, Bee Venom, Aloe Vera, jojoba oil, and more
- / Not tested on animals
- / Paraben and Sulfate-Free

11. How do I use the beU skin care line?

Cleanse

Start by gently cleansing with the **beU Manuka Cream Cleanser** in the morning to refresh and awaken skin. Use at night to gently remove makeup and leave skin feeling refreshed.

Restore

Apply the **Jojoba Anti Aging Serum**, by gently massaging 2-3 drops into the skin. Allow to absorb before applying moisturizer or makeup.

After cleansing, apply a thin layer of **Bee Venom Mask** to face and neck (do not blend in) and leave for 20 minutes. (Do not use if allergic to bee stings. You may feel tingling). Remove with damp cloth. You can also leave it on overnight for additional benefits. Avoid contact with eyes. Avoid sun exposure while using this product. (Use 2 - 3 times weekly).

Moisturize

Next, apply the **Retinol Anti Aging Moisturizer**. At night, the actives in this moisturizer work while you sleep, during your body's natural replenish and renew cycle to help reduce the appearance of fine lines and wrinkles.

For best results – please use a spatula with the creams. Bacteria on your hands and fingers can harm the power of the products.

12. What are the benefits of using the beU Skin Care line?

This power packed skin care line will help you

- / Diminish the appearance of fine lines and wrinkles
- / Soften and hydrate
- / Improve texture and tone
- / Help revitalization for younger looking skin
- / Tighten and tone
- / Plump and hydrate
- / A Concentrated formula – a little goes a long way

13. Who can use it?

The beU skin care line is great for all skin types. For those with acne prone skin, it can help defend against the bacteria that causes inflammation and redness. For dry skin, it softens and hydrates. For the appearance of fine lines and wrinkles, it makes skin feel and look younger and more radiant. For dull skin it helps improve skin cell turnover to reveal a better, more radiant skin.

14. Is it safe for pregnant women to use the Retinol moisturizer? Is our Vitamin A safe for pregnant women?

Despite the low risk suggested by studies, experts suggest pregnant women avoid applying vitamin A-based formulations to their skin during pregnancy. Be sure to check with your doctor if you're pregnant or planning to become pregnant before using.

15. What are the key ingredients?

Manuka Honey

Manuka Honey contains extraordinary properties that help retain the skin's moisture. Honey's natural antioxidant and antimicrobial properties help to protect the skin while supporting the skin's ability to rejuvenate and refresh depleted skin. Our Organic Manuka Honey is harvested in the South Island of New Zealand.

Jojoba Oil

Jojoba (pronounced ho-ho-ba) is a botanical extract of the seed of the jojoba tree (*Simmondsia chinensis*). Technically, it is not actually an oil, but rather what is called a wax ester. Why do we care? Because out of all the compounds in nature, this wax ester is the most like human skin oil (sebum).



Bee Venom

Bee venom is a complex combination of chemical substances produced by the worker and queen honey bees. The venom is used together with parts of the bee's anatomy (called the "sting apparatus") to sting intruders in defence of the honey bee colony.

Bee venom is harvested in a way that does not harm the bees. It is collected on a sheet of glass that has a gentle electrical current that encourages the bees to emit venom. The venom is collected and the bees return to their hive, unharmed.

Retinol (Vitamin A)

The development of fine lines and wrinkles on your face is a natural part of the aging process. These signs of aging are accelerated by lifetime exposure to ultraviolet rays, a process known as photoaging. As you smile, laugh or frown, over time your skin also forms dynamic wrinkles.

Aloe Vera

Aloe Vera extract is known for its soothing powers. Its extract has antibacterial and antifungal activities and is known for its healing powers. Helps to reverse scarring and speed healing. Aloe is also an excellent treatment for skin conditions such as burns and eczema.

Shea butter

Shea butter made from the nuts of Karite Nut trees, also known as Mangifolia, that grow in the semi-arid Savannah regions of West and Central Africa. Shea butter is sometimes called "women's gold," because extracting the butter from the nuts gives employment and income to hundreds of thousands of rural African village women.

Vitamin E (alpha tocopherol)

Vitamin E (alpha tocopherol) is an anti-oxidant that helps support skin health. Vitamin E oil acts as an antioxidant and helps skin retain its moisture.

Sugar Cane (alpha hydroxy acid)

Alpha hydroxy acid for a younger looking skin. These are naturally appearing acids found in fruits and plants.

Rose Geranium Oil

Helps soften and hydrate skin, to help minimize the appearance of fine lines and wrinkles.

Bilberry

Bilberry can help enhance the look, feel, and overall beauty of your skin. It also contains antioxidant properties known to protect the skin against damage from free radicals.

16. Why Skin care?

Your skin is the largest 'organ' in your body and plays a vital role in your overall health, and appearance. If you have a poor diet, your skin will reflect that. By combining the best of Organo - coffee and tea with Ganoderma, the support of DX and with the energy of XT - you can now reap the benefits from Organo on the outside. Get healthier, from the inside out.

17. Alpha Hydroxy Acids are believed to be photosensitizers. Will using beU Retinol Moisturizer cause some issues during the summer time?

If you want to improve your skin then looking at ingredients like retinol and hyaluronic acid is a must. If your current skincare concerns include fine lines, wrinkles, pore size uneven skin tone and texture then Retinol Anti Aging cream is a great solution.

Retinol is a form of Vitamin A, an ingredient that promotes skin renewal and enhances collagen production (which starts to decline in your early 30's.) as well as improving the appearance of fine lines and wrinkles; retinol can also reverse some of the side effects of sun damage.

You shouldn't wear Retinoids during the day because they increase your risk of sunburn - this is one of the biggest myths out there.

It is true that retinoids break down in sunlight, which is why they are bottled in opaque packaging and are ideal for both day and night. They do not make your skin more prone to sunburn. This misconception came about in some early studies, people described putting on a retinoid, walking in the sun and started burning. But that redness is likely related to heat exposure. Clinical studies have shown definitively that retinoids do not lower the MED - or minimal erythema dose, of human skin, which is the amount of UV light you can take before the skin burns,

However, there is an easy answer, have the client use a sunscreen, or choose another product. Also, people may confuse the Retinol A that is used by skin specialists for treatment, which of course is stronger than the % of retinol in our beU product.

Simple rule - when in doubt, leave it out.

18. Some people encounter irritation or redness when exposed to certain doses of Retinol. What is the percentage of Retinol in the beU moisturizer?

We have 1% Retinol in the beU Retinol Anti Aging Moisturizer.

One would find recommendations to go for 0.2-0.3% retinol, and to take it slowly, and graduate to higher concentrations as the skin adjusts. But the more potent "treatment" creams that deliver the best results are at 1%.

The gentleness factor also is driven by the type of Retinol that is used, and other ingredients in the cream. beU is all natural and is effective and gently on the skin.

It is always safe to ask people to try on their wrist or their jawline, especially if they've experienced some reaction to Retinol in the past.

19. Is beU Gluten Free?

Yes.

20. Some people have extreme allergic reaction to corn or corn derived ingredients. Is beU free from corn or corn-derived ingredients?

Yes.



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