



Product marketing and packaging description:

Physiogel Calming Relief A.I. Restoring Lipid Balm, 50ml

SHORT PRODUCT DESCRIPTIONS

What is Physiogel Calming Relief A.I. Restoring Lipid Balm?: It is a lipid balm designed to enhance skin's natural protection barrier and aid repair against irritation.

How does it work?: Physiogel Calming Relief A.I. Restoring Lipid Balm contains a maximized concentration of lipids to soothe and relieve dry skin, itching and eczema.

Why choose Physiogel Calming Relief A.I. Restoring Lipid Balm?: Unlike other moisturizing balms, it gets to work in as little as 1 hour, rapidly reducing irritation, itching and dryness.

Who is it for: It is for everyone who wants healthy, youthful and radiant skin, and also combats dry skin conditions.

What are lipids?: Lipids are skin's natural fats. As we age, lipid production declines, meaning the skin takes longer to repair when irritated. Physiogel Calming Relief A.I. Restoring Lipid Balm promotes lipid balance, helping to repair skin and relieve redness.

How to treat dry and irritated skin: With regular application, this lipid balm repairs and protects skin's natural moisture levels. It leaves your skin feeling smooth, healthy and supple.

How to use: Apply Physiogel Calming Relief A.I. Restoring Lipid Balm when needed. Massage deeply into skin in circular motions. Repeat as desired. Always read the label before use.



LONG MARKETING COPY

What is Physiogel Calming Relief A.I. Restoring Lipid Balm?: It is a lipid balm specially designed to actively repair and balance skin's natural moisture levels, leaving skin feeling protected. With regular use, the clinically proven formula effectively moisturizes, restores and promotes lipid balance to leave your skin feeling soft and supple.

How does it work?: Physiogel Calming Relief A.I. Restoring Lipid Balm contains Biomimic Technology with lipids that are similar to those naturally found in the skin's protection barrier. Unlike a regular moisturizer, it can reduce itchiness, redness and irritation in just 1 hour, making it suitable for people with very dry eczema-prone skin.

Why choose Physiogel Calming Relief A.I. Restoring Lipid Balm: This lipid balm is effective as a daily moisturizer, but has a clinically-proven formula to strengthen and nourish the skin in just 1 hour when compared to a standard moisture balm. With its Biomimic Technology, skin receives nourishing lipids that repair and balance its natural barrier, soothing and preventing dry skin conditions like eczema.

Who is it for?: Physiogel Calming Relief A.I. Restoring Lipid Balm is specially designed for everyone who wants to have healthier, softer and more supple skin. Thanks to its high lipid formula and Biomimic Technology, Physiogel Calming Relief A.I. Restoring Lipid Balm quickly and effectively heals and protects upset skin from irritation, eczema and redness.

What causes lipid decline?: Lipids are fatty acids naturally present in the skin. As we age, lipid production declines, weakening skin's natural barrier so it becomes more prone to water loss and irritation. This results in dry, tight, itchy and dull skin.

How to treat lipid decline: Lipid levels in the skin can be restored. When used frequently, Physiogel Calming Relief A.I. Restoring Lipid Balm helps repair and restore skin's moisture barrier by actively soothing and reducing redness and irritation within 1 hour. It is clinically proven to strengthen and nourish skin, leaving it feeling smooth, supple and looking radiant.

How to use: Apply Physiogel Calming Relief A.I. Restoring Lipid Balm when needed. With regular use, Physiogel Calming Relief A.I. Restoring Lipid Balm moisturizes and relieves redness and dry skin conditions, including eczema. Thanks to its Biomimic Technology, lipid levels are restored, leaving healthy, radiant skin. Apply the balm liberally, massaging well into skin. Always read the label before use.

PHYSIOGEL
HYPOALLERGENIC

