

Made in Iceland

BIOEFFECT

Árangursrík markaðssetning og mikilvægi vörumerkjastefnu

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ORF and BIOEFFECT

- ORF Líftækni established in 2001
- BIOEFFECT ehf. established 2009
- First product launch – EGF Serum 2010
 - Used by 30% of Icelandic women within the first year
- 2010 launched in DK and UK
- Number of employees 40
- Working with distributors

BIOEFFECT – a unique story

- Ten years of biotechnology research
- Cellular activators, natural to human skin
- Green high-tech products from barley
- Made in Iceland
- Clinically proven results
- Great user reviews



PR is key to BIOEFFECT's success

- For building and supporting brand awareness among users and sellers
- Allows us to stick out in an overcrowded market
- Cheap marketing
- Reinforces current fans
- Supports word of mouth
- Opportunity to contact resellers
- Directly drives sales



Praised by beauty experts

Made in Iceland
BIOEFFECT





The new science of beauty

As skincare technology moves into the future, a remarkable new anti-ageing serum emerges from Iceland, says Frith Thomas

Imagine using only two drops of a product every night, as part of your skincare regime, and seeing amazing anti-ageing results. A new Icelandic serum on the market is claiming to do just that, and women across the world are loving it, some calling it genius in a bottle.

The product is called Bioeffect EGF Serum, and its magic ingredient, epidermal growth factor (EGF), is a protein or cellular activator that occurs naturally in skin, but lessens as we grow older. As an ingredient in a skincare product, EGF is possibly the most potent anti-ageing agent available. It's

known for its ability to rejuvenate skin by speeding up the rate at which skin cells renew themselves. Simply put: applied to ageing skin cells, it can make them behave like younger ones. Scientists across the world have been creating EGF for some time, producing it in animal cells and in modified *E. coli* bacteria. What makes

Bioeffect's EGF so remarkable is that it's derived from plants, in the most pure way imaginable, in an Icelandic greenhouse. Iceland is a tiny island country in the North Atlantic Ocean, just south of the Arctic, but what it lacks in size, it certainly

makes up for in raw and natural beauty. Locals say that if you get lost in a forest there, all you need to do is stand up. That's because, as one of the most volcanic regions in the world, trees are sparse in the vast, open, moon-like stretches of black, volcanic rock. The landscape is rugged and wild, with spouting geysers, clear, blue rivers, and air more crisp and clean than you can imagine. It's in this setting that a group of Icelandic scientists are growing barley plants. In volcanic ash and fed by spring water, to create a serum that's been heralded as miraculous.



Where it all started...

In 1986, the Nobel Prize in Medicine was awarded to two scientists who discovered a protein vital to skin health – a cellular activator later named EGF. Soon after, scientists began creating EGF, mainly for use in the field of medicine, producing it in animal cells or in modified *E. coli* bacteria.

Fast forward 15 years, and a team of Icelandic scientists, led by Dr Björn Órvar, find a way to create a purer form of EGF inside the seeds of the barley plant, chosen not only because it's so good at producing and protecting proteins in its seeds, but, more importantly, because barley is a biologically isolated system.

'An amazing 30% of Icelandic women use it'

Dr Órvar's team soon discovered that the EGF they created has remarkable effects on human skin, and so this group of

scientists, the most unlikely marketers of a cosmetic product, developed Bioeffect, the first skincare range in the world to contain cellular activators made in plants.

Meeting them to witness, first-hand, how the serum is made, I'm struck by how forthright they are – and passionate about a product they believe has extraordinary results. Icelandic women clearly agree – upon launch of the serum in 2000, take-up was immediate and, today, an



Dr Björn Órvar and his team pioneered the production of EGF in a plant

astounding 30% of Icelandic women over the age of 30 use it. It rapidly achieved success in Europe and the US, too, with reviewers hailing it as a 'miracle product'. World-leading skincare authority and dermatologist Dr Ronald May says of Bioeffect: 'It's the most impressive topical agent I've seen in my 30 years of practice.'

Remarkable skincare

The exceptionally pure production of the EGF means it can be used in a more potent, concentrated form in the serum. You use only two drops at night to trigger cell renewal, mimicking the effect EGF has naturally in young skin. Used every night, it can improve skin tone by reducing blemishes and dark under-eye circles and stimulate collagen growth for firmer skin, and less fine-lines and wrinkles. It also significantly reduces pore size and softens skin by helping it hold more moisture, so dull skin looks more radiant

and glowing. A complementary range of products has also been developed, including the Daytime cream, Body Intensive serum and EGF Eye Serum.

In a day and age where consumers are becoming more concerned about what goes into products, it's heartening to know Bioeffect has only seven ingredients. It's also hypoallergenic, paraben- and fragrance-free, so is suitable for sensitive skin.

Bioeffect EGF Serum is a product that represents the future of scientific skincare in the way it repairs and replenishes ageing skin. Such is the team's passion for the serum that they welcome anyone who comes to Iceland to visit their facilities for a tour. If you can't make it, don't worry – pour your skin a pure drink of this Icelandic serum and watch it be transformed. www.bioeffect.co.uk

resembling a giant plant nursery, where the barley, a mini-factory in itself, works to produce the EGF inside its seeds. Even more monumental is the cutting-edge technology that Dr Órvar's team employs to achieve top results. They use

renewable geothermal energy for heating, and a new generation of low-energy-consuming LED light to cultivate the barley – technology that's been used by NASA as part of their plans to grow plants on board manned missions to Mars.

Icelandic people have an innate respect for their environment, and working in harmony with natural resources is

an intrinsic part of their culture. It's a country of science and discovery, producing scientists who are both passionate about research and respectful of their surroundings. It's the reason the Bioeffect team is so proud of their modern, green biotechnology, and of their ability to use the label 'clean skincare products'.

'Our barley is only fed pure nutrients, which means water from our greenhouse is given and safe to drink,' says Dr Órvar. 'The plants also take up more carbon dioxide than they release, producing a very low carbon footprint.'



Barley is grown in a state-of-the-art greenhouse (below), which is heated and lit by renewable geothermal energy

Behind the scenes...

The state-of-the-art greenhouse, where the Bioeffect team grow and cultivate their barley, stands alone in the vast, open, moon-like Reykjavík peninsula. Using green biotechnology, the barley is grown in nutrient-laden volcanic pumice and watered with pure spring water. The amount of nutrients each plant receives is tightly controlled through an advanced hydroponic watering system. It's an impressive set up, with the greenhouse

beauty insight

Example: Woman & Home, S-Africa, 2014



Read more on Bioeffect's EGF Serum and other products in the range – log on to womanandhomemagazine.co.za



Edwina Ings-Chambers, beauty editor of The Sunday Times Style Magazine:

„In the end, what is most important is that this stuff works. And it really does. It deserves its word of mouth. It deserves its cult status. Don't believe me? Well, you're just a few drops a day away from changing your mind.“

PR launches

- PR launches
 - PR visits to Iceland
 - One-on-one interviews
 - In-store events
 - Press releases
-
- Focus on “founder-story” efficacy and technology
 - Complicated products – training material is vital
 - Selection of the right PR-agents, journalists, locals etc.



BIOEFFECT Brand Manual collaboration

- Strategy Agency
- Distributors
- Customers
- Employees



Becoming a global skin care brand

- We must understand the inherent brand values of BIOEFFECT to ensure consistent and valuable brand equity around the world
- The values of BIOEFFECT are the building blocks of our brand. They bolster our efforts in terms of sales, R&D, product development and everything we do.
- Our brand manual ensures that we inject our values into our communication with integrity and consistency
- The brand manual harvests key understandings of our products and the consumer, and gives everyone in the value chain a crash course on our brand profile.
- It is important that everyone working with BIOEFFECT understands the essence of BIOEFFECT.
- The brand manual deciphers the personality and creative universe that we will continue to share with the world.
- It will help us to move forward and to continue improving the way we do business, as a premium, one-of-a-kind global skin care brand.



Who we are: Born in Iceland, made by scientists

Where we exist: Premium, innovative scientific skin care

How we behave: Pragmatic, results-driven business with integrity

What we offer: Efficacy and purity through biotechnology

How we do it: Modern formulations using barley-production method

The Brand Essence

- To develop pure, active products
- To work with the skin's biology
- To rejuvenate the skin's complexion
- To counteract signs of ageing
- ***The most rejuvenating anti-ageing skin care made from biotechnology***

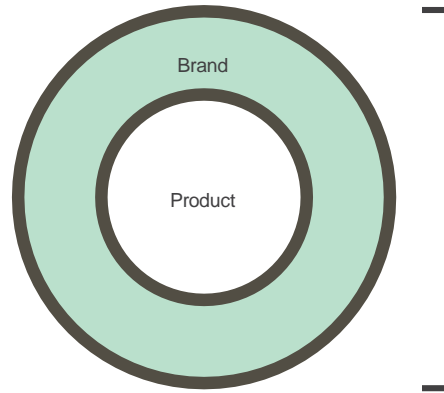
The Brand Ambition

- Is to become a leading anti-ageing skin care brand
- How will we achieve our brand ambition ?
 - Through innovation and strong R&D
 - Making products designed to adress signs of ageing
 - Focus on areas where we can make a difference for consumers
 - Building brand awareness through methodical and consistent efforts
 - Leveraging our biotech expertise to refine our powerful formulas
 - Staying true to our identity and our roots

The Strategy

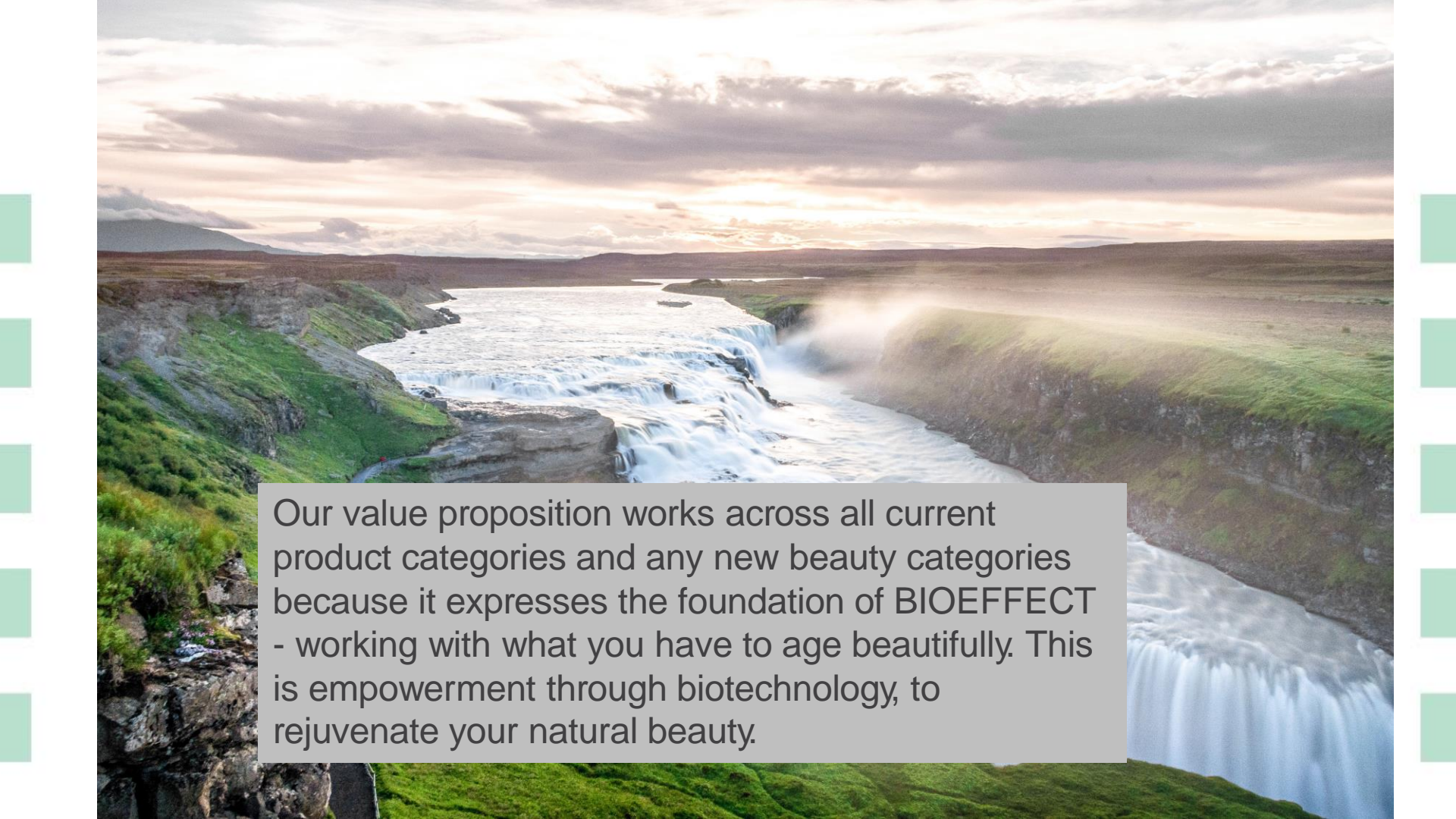
Creating a unique brand position

- The skin care market is saturated with thousands of brands which claim to work
- Our burden is to claim a unique position that drives credibility and proves our unique or competitive advantage
- Biotechnology is the most crucial and important pillar of BIOEFFECT
- By leveraging the biotech roots of BIOEFFECT, we can differentiate ourselves from the competition



The better we are at defining what makes BIOEFFECT unique, the stronger our products will become.

In a market as crowded as ours, it is critical that we add another layer of value to our products that goes beyond fulfilling the basic physiological human needs. We strive to fulfill human desires, which is a pre-condition of any business working in the beauty and skin care industry.



Our value proposition works across all current product categories and any new beauty categories because it expresses the foundation of BIOEFFECT - working with what you have to age beautifully. This is empowerment through biotechnology, to rejuvenate your natural beauty.

The Communication guidelines



Marketing Mix



Key Tone of Voice values

- **GENUINE**

We speak honestly about our products and their benefits. Consumers should perceive sincerity in all of our messages. We are respectful and transparent.

- **INTEGRITY**

We are trustworthy on account of our biotech expertise. Our tone should stress believability and dependability through scientific proof. Integrity matters.

- **THOUGHTFUL**

We care about our customers and their success with our products. They turn to us for real results, which is a responsibility we take seriously.

Key Tone of Voice values

- **SMART**

We dignify our customers by speaking to them intelligently and logically. We must be thought provoking to get their attention and stand out from the rest.

- **SIMPLICITY**

We distill our scientific advantage in a straightforward manner.
Our formulations are powerful, yet contain as few ingredients as possible
— our tone is equally candid.



Communication Hierarchy

EMPOWERMENT



confidence, rejuvenation

ICELAND



natural, purity

BIOTECHNOLOGY



efficacy, integrity

ANTI-AGEING



factual, category

Visual style

The combination and crossover of:

BIOEFFECT PRODUCTS

THE GREENHOUSE

THE LABORATORY

ICELANDIC NATURE

form our key visual style.

Italy

Norway

UAE

Now Japan

Available at around 1000 outlets in 27 countries

Made in Iceland
BIOEFFECT

- High-end department stores
- High-end perfumeries
- Spas and skincare clinics
- Premium online sites
- Airlines and dutyfree
- Pharmacies



Made in Iceland
BIOEFFECT

Geothermal greenhouse with negative CO₂ footprint





Takk fyrir