



## Vitamin Retailer February 2015

<b>Vitamin Retailer</b> THE VITAMIN SUPPLEMENT INDUSTRY'S LEADING MAGAZINE	<b>Bioforce USA</b> 6 Grandinetti Dr., Ghent, NY 12075 Phone: (800) 641-7555; (518) 828-9111 Fax: (888) 798-7555; (518) 828-9813 E-mail: rwebb@bioforceusa.com Website: www.bioforceusa.com
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### Herbatint—Innovation in Motion

**H**erbatint redefines natural permanent hair color ... again! In the early days of the industry, Herbatint marked the beginning of a new era with the introduction of the first effective alternative to chemical-laced hair dye products. The product, made to the highest standards of Italian manufacturing craft, became an instant success in health food stores around the country. Now, four decades later, Herbatint is once again redefining what it means to be a natural permanent hair color with a startling array of important innovations.



- *Betula alba* (birch)—Protects and nourishes the hair while coloring.
- *Pheum palmatum* (rhubarb)—Protects the scalp and intensifies shine.

#### 60 Million Consumers

Sixty Million Consumers, France's leading consumer-testing organization, confirmed that after testing 15 mass-market and three natural hair color brands for performance and safety, potential irritation, sensitization, mutagenic risks, carcinogens and reproductive toxins, Herbatint was the only hair color product to receive a positive rating.

Clairol and L'Oreal earned her recognition as a true master colorist. Today, Dufour works exclusively for Herbatint, sharing key coloring techniques and product information. Dufour is available for telephone consultations Monday-Friday, 10 a.m. to 4 p.m.

#### Home of Europe's Most Trusted Natural Brands

Herbatint is proud to be distributed by Bioforce USA, the premier supplier of quality natural products from Europe. Bioforce leads the natural product market with clinically researched, socially responsible products from our European partners in Austria, Germany, Italy, and Switzerland.

Bioforce brands include:

- Herbatint - Permanent Haircolor Gel and Hair Care Products (Italy)
- Annemarie Börlind - Innovative and socially aware natural skin care brand: Aquanature, System Absolute, ZZ Sensitive, Rose Dew, LL Regeneration, Combination Skin, NatuRoyale and Purifying Care (Germany).

- A.Vogel - The world's best researched natural brand (Switzerland).
- Bionorica - Sinupret Kids Syrup and Sinupret Adult Tabs, and Brochipret, clinically tested natural respiratory and immune support products (Germany).
- Sanhelios - Curbita, European pumpkinseed oil and supports healthy bladder function.
- Secure Denture Adhesive. The healthy denture adhesive (Austria) Herbatint's unprecedented success is evidence of our growing commitment to continue to bring natural products of the highest quality, safety and efficacy to the U.S. market.

#### Innovation That Reflects Core Values

Herbatint has recommitted itself to its core values around safety, efficacy and sustainability with several important innovations that directly benefit the consumer. Recently completed, third-party dermatological testing makes Herbatint the only permanent hair color proven safe for people with sensitive skin. And the company is now pleased to announce that the herbal extracts in Herbatint are subject to ongoing third party certification as being both non-GMO (genetically modified organism) and organic. And the effectiveness of Herbatint's hair color can in many ways be attributed to these herbal extracts. Here's how they work:

- *Juglans regia* (walnut)—Intensifies and purifies the color.
- *Limnathes alba* (meadowform seed oil)—Stabilizes the color for long lasting results.
- *Cinchona calisaya* (bark)—Fortifies and equalizes color.
- *Hamamelis virginiana* (witch hazel)—Rich in flavonoids and essential oils.
- *Echinacea angustifolia* (purple coneflower)—Hydrates and purifies the hair shaft.

#### Haircolor Reinvented

Herbatint's new, fresh, sophisticated look continues to offer the finest ingredients and the most natural color, and complete coverage and natural alternative for gray hair as well. From the first application, Herbatint covers gray completely, while protecting hair structure.

- Herbatint Permanent Haircolor Gel:
- Rich, natural formula
  - Dermatologically tested
  - Certified non-GMO
  - GMP (good manufacturing practice) compliant
  - Vegan Society approved
  - Recyclable and biodegradable packaging
  - Up to two applications per box
  - On-call master colorist

#### Herbatint Master Colorist

Marie Therese Dufour, Herbatint master colorist, is regarded as one of the leading hair colorists in both Canada and the U.S. Dufour's wealth of knowledge and experience with

