

The Best of the Best

From Dr. Baumann



DR. BAUMANN
SkinIdent[®]

The perfection of beauty care

Why bionome quality is important for you and your skin

“Bionomie” is the source and inspiration for the name Bionome skin and beauty care. Bionome clarifies the difference between traditional cosmetics and the specific quality standards involved in the creation of the Dr. Baumann cosmetics. With great dedication and determination, the maximum health, beauty and protection of the skin was envisaged with complete adherence to dermatological knowledge and a high regard for the ethical responsibility to people, animals and our environment. In regard to this we want to completely and clearly differentiate ourselves from the often loosely used and sometimes misused terminology “natural cosmetics”. Some natural ingredients can also create serious allergic reactions and cause premature aging and many forms of skin disease. In many cases there are also chemical synthetic ingredients such as preservatives to be found in so called “natural products”. In order to make these ingredients appear to be more user friendly ingredients such as Parabens, Sodium Benzoate and Potassium Sorbate are often wrongly positioned as “nature identical”. Giving a feeling of false security to the consumer. “Nature identical” only means that these substances can be

found in minute quantities in nature. The fact that a chemical preservative is termed “nature identical” has nothing to do with how it will be tolerated when applied to the skin. The vision and understanding of the owners of the Dr. Baumann Cosmetic company Dr. Thomas Baumann Cosmetic Chemist and Ernst W. Henrich, MD regarding the quality, tolerance and most effective skincare in the interest of a healthy and beautiful skin and consumer protection rights goes much further. “Natural” in general has no advantage to the skin, other than if your skin and your immune cells recognise the substance as a natural component of the skin. The often used slogans “nature for the skin” and “natural product for the skin” must **be rejected as a result of** the newest findings. We must start to respect and harmonise with the “nature of the skin” by selecting only recommended **skin friendly** ingredients for use in cosmetic and hair care products. Regarding adhering to the “nature” of our body, only substances that are produced by our bodies are skin and body identical and are therefore not rejected by our immune system.

The bionome quality standards

Dr. Baumann SkinIdent® takes the bionome quality standards of **skin-friendliness, animal-friendliness and environmental friendliness** to a new level:

■ **Optimal safety against allergies and therefore the best potential for visibly beautiful skin:**

1. SkinIdent® contains **exclusively** skin-related ingredients and vitamins (as allergies are caused by exogenous substances).
2. SkinIdent® contains **no** substances listed as allergens in the IVDK's “Investigation into the prevalence of environmental contact allergies” commissioned by the National Environmental Agency in 2004.

■ **Free of preservatives**

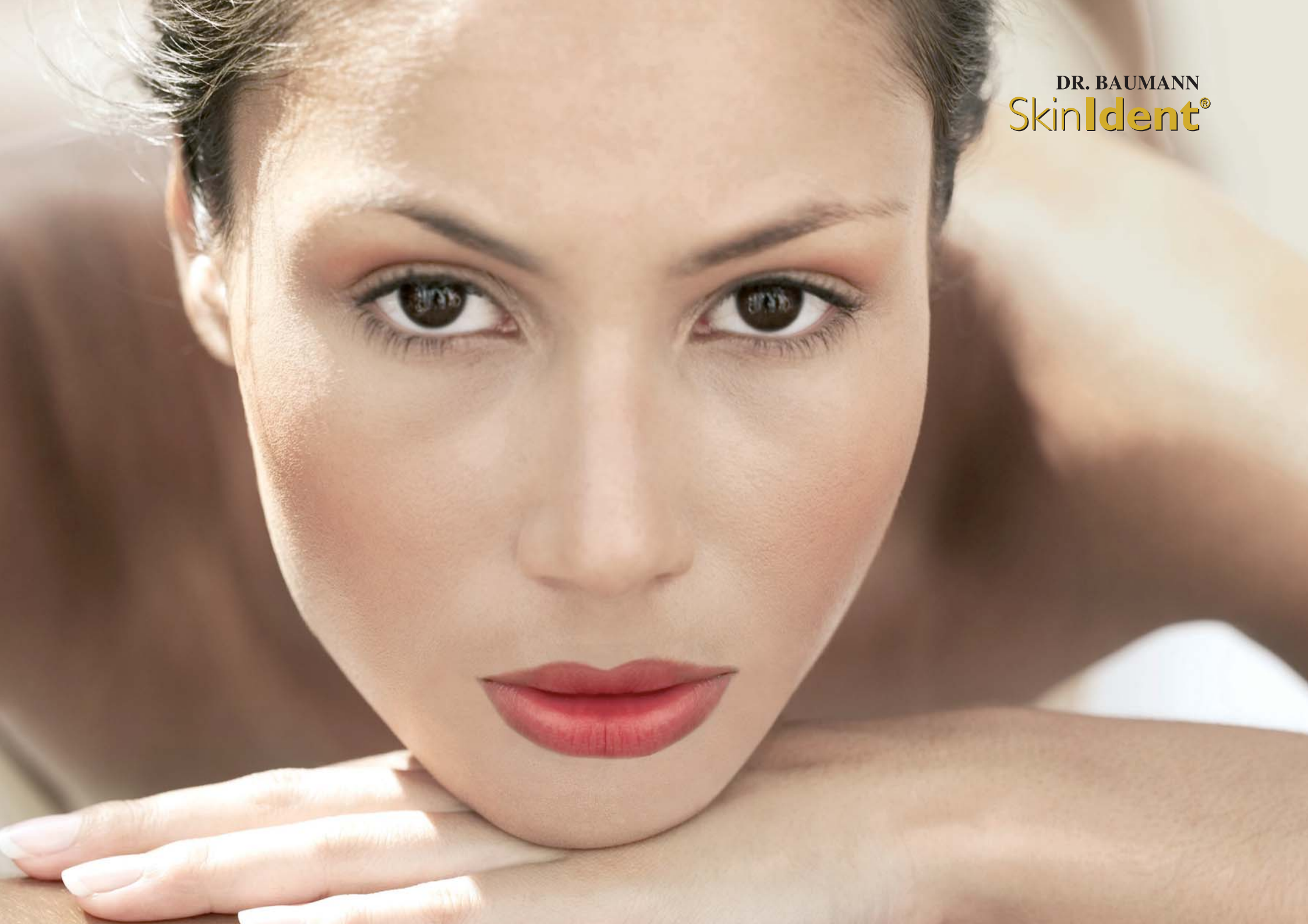
■ **Free of perfume, fragrances and essential oils**

■ **Free of mineral oils**

■ **Free of substances from killed animals**

■ **No wasteful packaging**





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Why the development of Dr. Baumann SkinIdent® is important for you and your skin

Dermatological facts:

1. Foreign substances cause allergic reactions in the skin.
2. Substances endemic to the skin do not cause allergic reactions (Exception: certain autoimmune diseases).
3. Allergies are on the increase and are therefore creating problems in the population.
4. A skin care product can only be the most effective if optimal compatibility is achieved.

Dr. Baumann SkinIdent® is the **first** and as of the printing of this catalogue (June 2006) also the **only** complete skin care line in the world comprised exclusively of skin-identical ingredients and vitamins. Skin-identical means that these substances exist naturally in one's skin and are recognised by the immune system as endemic to the body. This new concept has **advantages for you and your skin which can be directly seen and felt**. Therefore, through the best possible compatibility the effectiveness of your daily skin care routine will be guaranteed in the long term

and avoid the risks posed by allergenic substances. What was previously not predictable was which cosmetic ingredients would result in an allergic reaction in the skin; the **first logical step is to avoid dermatological allergy triggers** such as perfume, essential oils, fragrance, preservatives and other allergenic foreign substances. Your Dr. Baumann SkinIdent® cosmetologist, as an expert on healthy skin-care, will inform you about cosmetic ingredients.

“Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away.”

Antoine de Saint Exupery



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More beautiful skin through holistic care

The importance of using the right products at home

SkinIdent® products give you a whole new perspective on caring for your skin. During a consultation our trained cosmeticians are able to select the right SkinIdent® products for you according to your skin's need and the season. DR. BAUMANN cosmeticians are experts on healthy and effective skincare.

The skilled personnel at your DR. BAUMANN cosmetic institute are not only experts on the treatments offered at the institute but also especially on planning your home skincare regime. Consider that a 1-2 hour treatment at a cosmetic institute cannot correct what has been caused through incorrect skin care at home.

Cosmetic treatments at the institute and home skincare must be coordinated in order to achieve the best possible results with your skin. Professional treatments are only the initial starting point from where skincare must be continued and perfected at home with the correct products.

Correct daily skincare at home is of crucial importance for the continued healthy condition of your skin. When it comes to skincare at home you can trust in the recommendations of your DR. BAUMANN cosmetic institute and in SkinIdent®.

Beauty from within – The importance of a healthy diet for optimal skincare

The importance of a healthy diet for a beautiful skin cannot be stressed enough. Scientific studies show how spectacular the health benefits of a meat-free diet are. An example is shown in a relevant policy document published in 2003 by the ADA (American Dietetic Association) and the DC (Dieticians of Canada) collectively on the Health benefits of vegetarian and vegan diets. Many of the most renowned dieticians in the USA and Canada are members of these associations. The ADA alone has around 70,000 members.

In this official policy document it states:

“Well planned vegan and other forms of vegetarian diets are appropriate for all phases of the life-cycle, including pregnancy, lactation, early and later childhood and adolescence. Vegetarian diets offer a range of benefits.”

“It is the position of the American Dietetic Association (ADA) and the Dieticians of Canada (DC) that a sensible, well-planned vegetarian diet is conducive to good health and suitable for meeting nutritional needs, as well as a being a healthy way of preventing and treating certain illnesses.”

“It is the responsibility of dieticians to support and strengthen interest in vegetarian diets.”

One of the most recognised and renowned German dieticians Prof. Claus Leitzmann from the University of Gießen is also clear on the subject:

“Studies with people living vegan lifestyles which are being carried out across the world show that vegans are on average healthier than the general population. Body weight, blood pressure, cholesterol, kidney function and general state of health are by and large worse in the normal population. In addition to these positive aspects a vegan diet is less damaging to the environment (liquid manure and methane from animal farming), developing countries will become more independent (no import of animal feed) and animals will be more humanely treated. Therefore the breeding of livestock, animal farming, transportation of animals and animal experiments will be reduced or can be completely eradicated.”

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Products and areas of application

Gentle SkinIdent® facial cleansing – the perfect preparation for skincare

Cleansing Milk

This high-quality cleansing milk removes sebum as well as impurities from the skin. It cleanses the skin in an extremely gentle way. Valuable substances such as vitamin E, hyaluronic acid and lecithin also have gentle nourishing characteristics. The *Cleansing Milk* should be followed by the *Facial Tonic*. Both SkinIdent® products compliment each other so that your skin is perfectly prepared for the skincare product which follows. Also available in travel size.

Facial Tonic

This toner refreshes and cleans skin pore-deep. Provitamin B5 and hyaluronic acid provide ideal “pre-care” for your skin and prepare it for the SkinIdent® products to follow. *Facial Tonic* perfectly compliments SkinIdent® Cleansing Milk. Please always use both products together so that your skin can benefit from the synergistic effect of both products. Also available in travel size.

Highly effective SkinIdent® basic care with multilamellar liposomes – the basis for perfect skincare

A range of scientific studies have demonstrated the outstanding effect of liposomes. They boost the skin’s moisture retention, carry other skin-friendly substances such as vitamins into the skin and work against blemishes and impure skin through their high concentration of polyunsaturated fatty acids

(vitamin F). Liposomes are ingenious, skin-friendly, multi-functional active substances and are therefore considered by the DR. BAUMANN research team as essential for effective beauty care.

Liposome Super

The leading-edge liposome product from Dr. Baumann SkinIdent®. It fulfils every wish. *Liposome Super* merges the benefits of both *Liposome Ceramide* and *Liposome Vitamin*. *Liposome Super* delivers additional impact through valuable phytosphingosine, which is of great importance for good skin functioning. *Liposome Super* is the perfect skincare product for every skin type and skin problem.

Liposome Ceramid

This valuable skincare product features multilamellar liposomes as well as urea, ceramides, hyaluronic acid and vitamin E. Thereby the protective barrier of the epidermis is strengthened and the moisture content of the skin is greatly increased. Vitamin E actively protects the skin from environmental stressors such as UV-rays. *Liposome Ceramide* is suitable for all skin types. It is especially recommended for dry skin where the barrier function of the horny layer of the skin has broken down. The skin’s barrier function can be damaged by incorrect skin care, environmental factors, the skin’s natural aging process, medication etc.

Liposome Vitamin

Through a high concentration of multilamellar liposomes, vitamin E, provitamin B5, vitamin A, vitamin C, biotin or vitamin H, allantoin and hyaluronic acid the skin is supplied with moisture, protected and actively replenished. *Liposome Vitamin* is suitable for all skin types. It is particularly recommended for prematurely aging skin which requires protection from environmental stressors and at the same time needs regeneration and moisture. *Liposome Vitamin* is also successful when applied to blemishes and impure skin.

Application of SkinIdent® liposome treatments

For oily to normal skin it is adequate to only apply one of the three liposome products, especially in warm climates. For normal to dry skin, especially in cold climates, after the application of a liposome product skin should be cared for and pampered with one of the six SkinIdent® creams described below.

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Products and areas of application

SkinIdent® skin creams – perfecting skincare

All SkinIdent® facial care creams can be applied to the skin without the prior application of a liposome product. However, it is highly recommended that one first apply a SkinIdent® liposome product because the multilamellar liposomes and other valuable ingredients are fantastically effective. Liposomes

do not only greatly improve the skin's moisture content but also aid the penetration of other skin-friendly substances. You will be elated when you see how your skin benefits.

Ceramid Cream for oily and normal Skin

A wonderful cream for oily to normal skin. It contains valuable ingredients such as ceramides, urea, lecithin and hyaluronic acid to strengthen your skin's barrier function and protect the skin from drying out.

Ceramid Cream for dry Skin

This fantastic cream contains the same valuable ingredients: ceramides, urea, lecithin and hyaluronic acid to strengthen the skin's barrier function and protect the skin from drying out. However this cream is much richer and is therefore especially suitable for dry skin.

Vitamin Cream for oily and normal Skin

This high-quality cream contains vitamins E, A, C, biotin (vitamin H) and provitamin B5 which simultaneously protect and replenish the skin. These are supported by lecithin, allantoin and hyaluronic acid. It is ideal for oily to normal skin.

Vitamin Cream for dry Skin

The higher oil content in this marvellous cream is perfectly suited to dry skin which needs effective protection and simultaneous replenishment. Contains vitamins E, A, C, biotin (vitamin H) and provitamin B5 together with hyaluronic acid, allantoin and lecithin.

Super Cream for oily and normal Skin

A leading-edge SkinIdent® product, *Super Cream* incorporates the benefits of *Ceramide Cream* and *Vitamin Cream* in one product. Active ingredients such as ceramides and lecithin strengthen the skin's protective barrier so that moisture content is optimised. Valuable phytosphingosine is vital for good skin function and adds to the distinctiveness of this product. Rejuvenating and protecting vitamins E, A, H and provitamin B5 make the skin supple and beautiful. Recommended in conjunction with *Liposome Super*.

Super Cream for dry Skin

Super Cream for dry skin was also designed as a **leading-edge SkinIdent® product** for acute requirements. The high lipid content cares for dry skin. SkinIdent® *Super Cream* combines all the outstanding attributes of *Vitamin Cream* and *Ceramide Cream* as it contains high concentrations of the valuable substances found in both creams (for example vitamins, ceramides, lecithin, etc.). Phytosphingosine, a substance vital for a good skin function, rounds off the list of ingredients. You will be thrilled with the results if you apply *Liposome Super* before *Super Cream*. Your skin will be grateful.

Important information: Due to the high concentration of active substances in SkinIdent® products they are particularly rich. Therefore use only approx. 1/4 of the amount that you would usually use of other skincare products.

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ÖKO-TEST:
Vitamin Cream
Test result, assessment
Very Good

Products and areas of application

SkinIdent® – gentle care of the eye area

Eye Cream

A real treat, not only for the especially delicate eye area prone to wrinkles but also for all skin types. The skin in the eye area is protected by vitamin E and replenished by provitamin B5, allantoin and vitamin A. Lecithin, hyaluronic acid and urea ensure optimal moisture content and boost the appearance of this delicate region so that the expressive eye area can come into its own. Using this product in combination with the *Eye Gel* is very beneficial and most effective.

Eye Gel

Provides ideal oil-free moisture for the skin around the eye area. The mild ingredients are perfect for this area as effectiveness and compatibility can be combined in an optimal manner. Application of this oil-free *Eye Gel* to clean skin provides the eye region with care and replenishment. Afterwards *Eye Cream* can be applied and gently massaged in.

SkinIdent® ampoules – a powerful treatment for quick results

Specific quality criteria: SkinIdent® products exclusively contain active substances and vitamins found naturally in the skin.

Vitamin E, A, Lipids

Perfect protection through natural vitamin E, replenishment through vitamin A and outstanding strengthening of the skin's barrier function through lipids endemic to the skin. A real advantage for any skin, essential for skin over 35.

Hyaluron-Urea

Hyaluronic acid and urea are two extremely important moisture factors for the skin. Results in an unbelievably strong and lasting effect, especially in conjunction with SkinIdent® liposome products and masks.

Vitamin C, H, D-Panthenol

Skincare ampoules are taken to a new dimension. Protective vitamin C together with biotin (vitamin H, important for the healthy functioning of the skin) and replenishing provitamin D-Panthenol have a lasting effect on your skin.

Lecithin-Ceramid

Lecithin und ceramides are two very crucial aspects of the skin's barrier function and health. The barrier function of the skin's outer layer ensures that the skin retains moisture and fends off environmental pollutants. These ampoules strengthen your skin's natural functions.

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Products and areas of application

SkinIdent® masks – the perfect addition

SkinIdent® masks are a real spa experience for your skin from the comfort of your home. Enjoy and relax – regularly.

Liposome-Vitamin-Ceramid Mask

Multilamellar liposomes enhance the moisture content of your skin; ceramides strengthen the skin's barrier function. Allantoin and provitamin B5, vitamin E, vitamin A and vitamin C protect and rejuvenate your skin, so that it looks noticeably firmer. Your skin receives everything it needs from this valuable mask. Treat your skin to this extraordinary mask regularly.

Cream Mask for normal and dry Skin

Precious lipids care for your skin and make it wonderfully soft. Vitamin E protects your skin while provitamin B5 and allantoin rejuvenate. Hyaluronic acid optimises moisture content. You will be amazed at how pleasant and soothing this mask is when used regularly.

Well cared-for skin is simply more attractive

Body Lotion

SkinIdent® *Body Lotion* is suitable for all skin types and should be applied after every bath or shower to protect the skin and supply it with moisture. Skin-friendly lipids such as lecithin and cholesterol, together with hyaluronic acid and urea, pamper the skin. Moisturising assists in the rapid build up of

skin flora which is destroyed by showering and bathing and re-establishes the skin's natural pH value. Provitamin B5 and vitamin E protect your skin and improve its moisture content. As a result you will be able to enjoy healthy and attractive skin. Also available in travel size.

A deeper, nourishing suntan without the sun

Self Tanning

SkinIdent® Self Tan is ideal for anyone who despite avoiding the sun doesn't want to miss out on a glowing tan. SkinIdent® Self Tan is also perfectly suited to those who do not spend too much time in the sun but who still want

a deep tan. An even tan is best achieved when *Self Tanning* is applied directly after the application of a SkinIdent® liposome product. Well cared-for skin is simply more attractive.

A note on makeup

After the application of Dr. Baumann SkinIdent® please use makeup products with dermatologically safe ingredients only. The DR. BAUMANN team has set new bionome quality standards for its makeup products which even fulfil the requirements of makeup artists. Your cosmetic institute will gladly advise you.

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Our policy

For over 18 years the cosmetic chemist Dr. Thomas Baumann and medical doctor and authority for natural healing Dr. Ernst W. Henrich, have been pursuing their goal of developing bionome skincare products in a class of their own. From the start they have worked according to a clear tried and tested concept: the medical doctor and natural healing expert provided input on what is best for the skin and the cosmetic chemist used these guidelines in his lab accordingly to develop products. The result was the leading-edge DR. BAUMANN bionome products available today.

Dr. Henrich and Dr. Baumann have also become well known as authors of the reference book "Die Bewertung kosmetischer Inhaltsstoffe anhand der INCI-Bezeich-

nungen" (An evaluation of cosmetic ingredients based on the INCI identification system). Already published in its 4th edition, this work offers experts and interested end users useful information about rating cosmetic products according to their ingredients. The bionome quality standards are the result of continuous, systematic and ambitious research on what benefits the skin and people's overall health.

For years DR. BAUMANN COSMETIC GmbH has supported child and animal welfare projects worldwide. DR. BAUMANN COSMETIC GmbH will also continue to aid state and non-profit organisations' child and/or animal welfare programmes in the future, financially and through personal effort. You can find some of these projects on our website www.Dr-Baumann.com.



Dr. Thomas Baumann



Dr. Ernst W. Henrich

With best regards from your DR. BAUMANN institute:

Warning, please note: Only purchase our products from authorized cosmetic institutes following a consultation with trained staff, not on the internet via an online shop. Sales through online shops are strictly forbidden in our terms and conditions. By making unauthorized purchases on the internet you stand the risk of purchasing imitation or inferior quality products. We refuse to guarantee products which are bought on the internet via an online shop.