

# BIODERMA

LABORATOIRE DERMATOLOGIQUE

THE DERMATOLOGICAL  
GESTURE  
FOR HEALTHY SKIN

## Sensibio H<sub>2</sub>O

The *Original* cleansing micellar water  
Soothes & respects the skin's balance.

SENSITIVE SKIN

Clinically tested  
on sensitive skin



BIOLOGY AT THE SERVICE OF DERMATOLOGY

Learn more about NAOS, French ecobiology company,  
founder of BIODERMA, on [www.naos.com](http://www.naos.com)



THE  
E

1 BOTTLE  
SOLD EVERY  
SECOND IN  
THE WORLD.



Nowadays, our relationship to beauty products has changed. We are trying to reduce our consumption for a more sustainable planet but also to simplify our lives with products that are easy to use and effective.

More than 25 years ago, Bioderma created micellar water, a disruptive innovation: the first no-rinse cleanser directly inspired by skin lipids for a better tolerance of sensitive skin.

Sensibio H2O is a product with a history.  
**A story for you.**  
**A story that is passed on.**  
**A story that lasts.**

# 1 WHAT IS MICELLAR WATER?

Micellar water is the fresh and watery solution based on water enriched with cleansing agents, that under specific concentration, create micelles. **These micelles will act as a magnet** to catch make-up, pollution and other impurities and leave the skin pure and fresh.

In Sensibio H2O, **the original micellar water**, the pharmaceutical grade water and cleansing agents, inspired by the biology of skin cells to be in perfect affinity, guarantee **the incomparable balance of efficacy and tolerance**, even for the most sensitive skin.

# 2 WHAT ARE THE BENEFITS OF MICELLAR WATER?

Sensibio H2O micellar water is more than a simple cleanser, it allows 3 actions to restore the natural balance of the skin:

- 1 - Removes 99%<sup>1</sup> of makeup, pollutant particles and pollen.
- 2 - Soothes the skin after 7 days for 97% of women.
- 3 - Reduces unpleasant sensations permanently.

Regularly and clinically tested on sensitive skin, Bioderma micellar water is **the first micellar water prescribed by dermatologists in France.**<sup>3</sup>

95% OF THE  
MICROBIOME  
PRESERVED<sup>4</sup>

# 3 WHAT ARE THE RIGHT GESTURES?

Sensibio H2O micellar water is **a very simple product to use:**

- 1 - Soak a washable cleansing pad with Sensibio H2O
- 2 - Leave on for a few moments to optimise effectiveness
- 3 - Cleanse face & eyes with circular movements
- 4 - No need to rinse!

# 4 HOW TO INTEGRATE IT IN A ROUTINE?

Sensibio H2O micellar water is **the first dermatological step for your skin.** It can be used **in the morning** to remove physiological impurities accumulated during the night and give a fresh start to the skin, and **in the evening** to remove make-up, pollution, and all environmental impurities accumulated during the day and to soothe the skin after all day of aggressions that it faced. Discover the rest of Sensibio range of products for a complete routine.

<sup>1</sup>Evaluation of make-up remover efficacy on 10 subjects - Clinical evaluation of the cleansing effect against particles modeling atmospheric pollution on 11 subjects - Clinical evaluation of the cleansing efficacy toward pollen particles, test on 20 volunteers.  
<sup>2</sup>Use test, % of satisfaction on 30 subjects. <sup>3</sup>Sell-out IQVIA Prescription, FY 2020. <sup>4</sup>Clinical evaluation of the effect on the skin microbiota after 24 to 28 days of use, on 20 subjects.



# SENSIBIO'S PERFECT ROUTINE

1



Sensibio H<sub>2</sub>O eye  
to remove waterproof  
eye make-up

2



Sensibio H<sub>2</sub>O  
to cleanse and  
soothe the skin

3



Sensibio Defensive  
to hydrate and  
soothe the skin