

BlueWhite

DEAD SEA MINERALS



THE LOWEST POINT ON EARTH



ROXO

Dead Sea Secrets

In keeping with the reputation of “House of Roxo”, the creator of unique and luxurious beauty, all BlueWhite products for facial and body care, are formulated to exacting international standards. They are abundant with natural sea salts, restorative herbs and aromatic oils.

The Dead Sea has been recognized for thousands of years for its miraculous powers of health, beauty and skin regeneration. The unique properties, the **Dead Sea Secrets**, lie in the wealth of regenerative minerals found in its waters. More than two millennia ago, Aristotle wrote about the amazing properties of the Dead Sea, whose waters and salts were imported by the wealthy inhabitants of Rome. Mark Anthony conquered the Dead Sea for his beloved Cleopatra, who used it as her private spa and built pharmaceutical and cosmetic manufacturing plants on its shores, the remains of which may still be seen today.

Situated at the center of the Great Syrian-African rift valley that stretches the length of Israel and beyond, the Dead Sea is the lowest point on the earth (400 meters or 1,320 feet below sea level). It is flanked by the Judean Mountains to the west, the Hashemite Kingdom of Jordan and the Mountains of Moab to the east, the Jordan Valley and Sea of Galilee to the north and the Negev Desert and the Red Sea to the south.

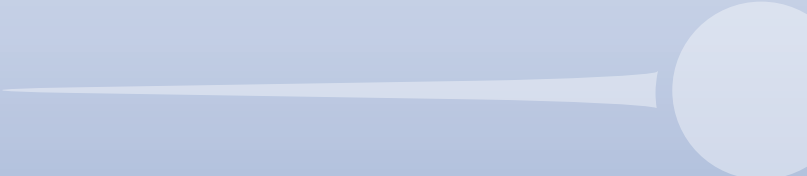
Over the years, millions of people have visited to the Dead Sea to enjoy the exceptional benefits of its waters, salt and mineral-rich mud, and continue to do so to this day. This includes thousands of visitors from around the world who come regularly for pure skin pampering and rejuvenation. BlueWhite brings this tradition directly to you!

Sincerely,
Dr. Fred Rosengart
CEO / Managing Director
Roxo Ltd.

Forever Young

The BlueWhite brand was launched in 2010, with a vision of combining a world class formulation with precious, natural ingredients from the Dead Sea region. We made it our mission through our carefully crafted product line, to share the information, the ingredients and the daily routines that help our users to achieve their loveliest skin tone. Our formulations are designed specifically to satisfy their passion for beauty and wellness and their wish to stay forever young and healthy. Our goal is to meet our users' expectations of the highest quality products and safety in every respect. Central to our vision is our commitment to excellence. All BlueWhite products comply with international standards and all manufacturing is performed in licensed laboratories under the most stringent quality control conditions.

The waters of the Dead Sea contain 21 minerals. Many of them cannot be found in any other region or ocean. The BlueWhite Dead Sea minerals are recognized for imparting a relaxed feeling and nourishing the skin. A signature element of the Dead Sea is black mud, a homogeneous mixture of Dead Sea minerals from the shoreline as well as the earth. Indulging in a black mud, face and body wrap has both therapeutic and cosmetic benefits. The rich minerals and the mud's tightening action, promote circulation by increasing the supply of oxygen to the skin and removing toxins. Thus toning and firming up skin tissues leaving the skin glowing and youthful looking. Dead Sea Mineral Mud cleans, purifies, and restores the skin's natural minerals.



ACTIVE INGREDIENTS

Some Important Things You Need To Know

Dead Sea Minerals

The Dead Sea is unique in that its waters have a mineral concentration 10 times more than seawater. This high concentration plays a major role in the healing powers and the overall effects of products containing Dead Sea salts and minerals.

Health Properties of the Dead Sea

The Dead Sea, located at the lowest point on earth has, over millions of years, become a vast storehouse for the globe's richest deposits of concentrated minerals. Found in its thermal and sulfur springs and in the black mud of the seabed, each has remarkable properties and are essential for skin metabolism, especially as an anti-aging remedy, as the body produces fewer minerals and cell regeneration slows. Well-known Dead Sea minerals are Potassium, Sodium, Bromine, Magnesium, Boron, Zinc, Calcium and Strontium.

Benefits of Dead Sea Mud

Dead Sea mud has an extraordinary capability to absorb fats and grime, making it perfect for clarifying dull, clogged or oily skins. Its gentle, natural exfoliating action removes dead skin cells and boosts renewal of new cells. Our products are formulated with Dead Sea mud and minerals that have been crystallized by the sun and collected on the beaches and from rare deposits in the waters of this truly unique lake.

Aromatic Oils

Aromatic oils, used to cleanse and soothe the body, enter the skin via the tissues and thus filter through to the circulatory system. They are effective care away, to treat a wide range of complaints and conditions caused by stress and tension. Essential oils are strongly scented herbal concentrates extracted from flowers, fruits, herbs, leaves, stalks, roots, resin and tree bark. They are used to soothe inflammation, infection and pain, as well as for relaxation. Basic Oils are plant oils used on the body, face and hair and to which essential oil extracts are added. Our products contain following vegetable oils: almond oil, jojoba oil, avocado oil and wheat germ oil. These oils are absorbed by the skin, leaving it soft and with a velvety feeling.

Natural Formulations Focused On You


“BlueWhite, Dead Sea Minerals” is a luxury and sophisticated skin care collection based on the latest advanced biotechnology with natural formulations that comply with international standards. All products are hypoallergenic tested and contain an allergen-free fragrance. Furthermore, they are paraben and formaldehyde free. Our products are not tested on animals.

The “BlueWhite, Dead Sea Minerals” product range offers skin care products with the best combined active ingredients in accurate blends and are truly recommended for most varying complexions and skin concerns.

Spoil yourself with BlueWhite’s spa products that pamper and indulge, skin care products that cleanse, buff and moisturize and body care products that revitalize, soothe and leave your body beautiful.

BlueWhite’s facial skin care products prevent signs of aging and enhance youthful skin wellness by reducing wrinkles, eliminating fine lines and tightening tissue.

The new and fabulous Body Serum represents a unique dimension in natural skin care. This powerful anti-cellulite product penetrates and affects all layers of the skin, while strengthening and firming it.





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PRODUCTS

For Most Varying Complexions and Skin Concerns

Day Cream 50ml

A versatile lightweight day cream that moisturizes and nourishes, can be used as a makeup base. Formulated with a UV radiation filter, it helps the skin retain its proper moisture content throughout the day.

- **Directions:** Apply Day Cream to your face every morning after using Cleansing Gel and Toner. Follow with Eye Cream.

Night Cream 50ml

A finely balanced Night Cream formulated to act effectively during sleep when the body is resting and cell renewal is more vigorous.

- **Directions:** Every night, apply to thoroughly cleansed and toned skin using gentle upward massaging movements.

Gel Cream SPF 15 50ml

A multi-active daytime *Gel Cream* moisturizer. Can be used as a makeup base. Formulated with a UV radiation filter (SPF). Ensures that the skin retains its proper moisture content throughout the day.

- **Directions:** Apply Gel Cream to your face every morning after using Cleansing Gel and Toner. Follow with Eye Cream.

Eye Cream 15ml

A rich, active, fast-acting Eye Cream for the delicate skin around the eyes. Firms, tones, tightens and helps to restore the texture of skin around the eyes where the first signs of aging are revealed.

- **Directions:** Pat on gently in the morning and evening after cleansing the eye areas with Cleansing Gel, then tap lightly until fully absorbed.

Eye Serum 15ml

This sophisticated Eye Serum promotes cell renewals and strengthens skin flexibility, resilience and tone. It lightens the eye area, reduces puffiness and gives a smooth, homogenous, luxurious look and feel to the eye contour.

- **Directions:** Apply to cleansed eye area every morning and evening. Makeup may be applied immediately.

Face Serum 30ml

This regenerating Face Serum promotes the cells renewal process and intensively strengthens the skin's flexibility, resilience and tone. The skin is dramatically rejuvenated and replenished, feeling smooth, healthy and pampered.

- **Directions:** Apply a few drops every morning to thoroughly cleaned skin, using gentle circular movements until completely absorbed. Follow with Day Cream.

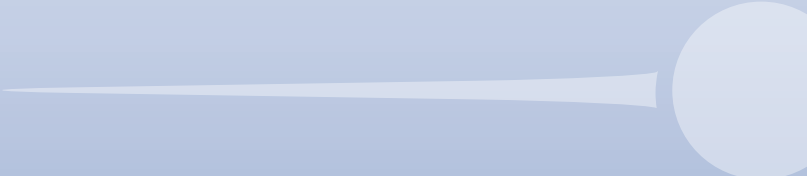
Beauty Mask 100ml

A remarkable Dead Sea Beauty Mask created to deliver instant results, helps stimulate blood circulation, refines and shrinks pores. Isolates the skin from the environment, stimulates blood circulation and oxygenizes the skin.

- **Directions:** Spread generously on the face, avoiding the eye area. For normal skin: allow to work for 5 minutes. Then rinse well with warm water, eliminating any residue with Toner; follow with Day Cream in the morning and Night Cream at night.

Cleansing Gel 200ml

Gentle, ultra-fine Cleansing Gel for face and neck. Removes dead skin cells, thoroughly cleanses and absorbs epidermal oil and prepares skin for further treatments. Refines and gives skin a velvety texture.

- **Directions:** Apply to the face mornings and evenings. Using circular motions, massage gently until grime and makeup dissolve. Rinse off with lukewarm water. For best results, follow with Toner and Day Cream in the morning and Night Cream at night.
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Toner 200ml

This effective Toner removes oil, grime and all residue. Restores the skin's pH balance, tightens pores and detoxifies the skin. Contains no oily substances, only Dead Sea salts and aromatic essences.

- **Directions:** After using Cleansing Gel, moisten cotton pad with Toner and blot the face. For best results, follow with Day Cream in the morning and Night Cream at night.

Makeup Remover 150ml

A Makeup Remover that lifts away grime that comes from harmful environmental factors, including soot, dust, and sand. Removes cosmetic residue, especially makeup. Gets rid of pore-clogging secretions – (sweat and oil).

- **Directions:** After using Cleansing Gel and Toner, moisten cotton pad with Makeup Remover and blot the face. For best results, follow with Day Cream in the morning and Night Cream at night.

Body Serum 250ml

A new and unique dimension in natural skin care. This powerful Body Serum affects all layers of the skin while strengthening and firming it. Our exquisite formula deeply penetrates, balances skin deficiencies, and firms and tightens skin tissue.

- **Directions:** Apply this Body Serum after bath or shower into your hand or directly onto body and smooth into skin using circular motions.

Body Cream 200ml

A special Dead Sea formula for our Body Cream, mixed to nourish and moisturize the body. This light, non-sticky moisturizing cream quickly penetrates the skin to make it feel soft, smooth and supple all over.

- **Directions:** As the Body Cream is massaged into skin, circulation is improved. The look and feel of the skin take on a radiant new life. This cream hydrates for so long that daily use may even be unnecessary.

Body Lotion 250ml

A lightly textured Body Lotion that is swiftly absorbed by the skin. Excellent for areas prone to excess dryness, such as knees and elbows, refreshes, moisturizes and nourishes, ensuring skin stays flexible.

- **Directions:** For maximum improvement in look and feel of body skin, apply over the Body Serum. Give special emphasis to drier areas such as hands, elbows, knees and feet.

Shower Gel 250ml

A clear, softening Shower Gel that is gentle enough for daily use and with natural emollients that replace moisture lost through exposure to the elements. Cleanses the body and leaves skin with a cared-for, pampered, supple feeling that lasts all day.

- **Directions:** Apply Shower Gel to a wet body and massage well, then rinse off with lukewarm water.

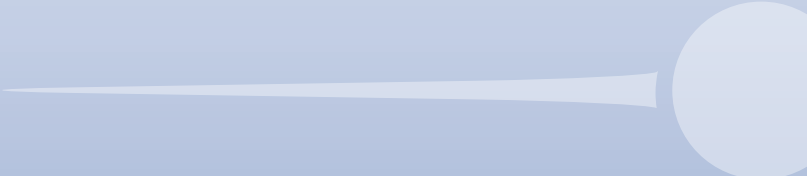
Hand Cream 100ml

A wonderful Hand Cream to protect against damage, drying and cracking, caused by water exposure. Provides immediate relief for dry, chapped hands. Absorbed instantly. Leaves hands soft and pleasant.

- **Directions:** Use Hand Cream morning and evening, after bathing or showering, and after washing hands during the day. Apply daily to protect skin from dryness and cracking.

Foot Cream 100ml

This rich Foot Cream softens dry patches and cracks on the soles of the feet; moisturizes and deodorizes the entire foot. Replaces the protective substances lost by dry, chapped skin, leaving them deodorized and wonderfully soft.

- **Directions:** Apply at least twice daily. Before going to bed, smooth generously over feet, then wrap them in plastic cling-wrap (or a sock) and leave until morning.
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