

Geneva Laboratories, Ltd.

Introduction: Bio-Oil is a specialist skincare oil that helps improve the appearance of scars, stretch marks and uneven skin tone. It is currently available in +125 countries, winning 332 skincare awards worldwide. Bio-Oil has become the No.1 selling scar and stretch mark product in 24 countries since its global launch in 2002.

To ensure regulatory compliance - different countries have unique artwork detailing the authorized distributor in that country. Different trade marks are also used in some countries:

- Bi-Oil - in Austria, Czech Republic, Germany, France, Slovakia & Switzerland
- Bioil - in Japan

Reputation & intellectual property:

Bio-Oil has developed a strong and trusted reputation around the world. The Bio-Oil trade marks are registered in over 160 countries, in addition to its various copyrights and substantial common law rights. The Bio-Oil brand owners are driven by their purpose to provide a product of superior quality to their consumers globally. They are committed to protecting their consumers from being duped into buying products of an inferior quality from questionable sources.

Enforcement of IP rights:

The Bio-Oil brand owners are a member of eBay VeRO program. They are monitoring eBay regularly. Listings for products that are found to infringe the Bio-Oil brand IP rights will be removed and traders will be notified. The brand owners, in the interests of their trusting consumers, have a zero tolerance approach to counterfeiters and will vigorously enforce their rights both civilly and criminally, to the fullest extent of the law.

Cautionary:

There is no conclusive way to guarantee the genuineness and quality of Bio-Oil products sold online. The best way to ensure the authenticity of the Bio-Oil product is where such is purchased from any one of the authorized retailers detailed at: <http://www.bio-oil.com/en-us/retailers/index>