

# GROUNDBREAKING OXYGENATION SKINCARE TECHNOLOGY: OXYGENEO

How Geneo's Patented Technology Shifts our Perspective on Skincare

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## SUMMARY

This white paper explores an effective alternative to skin rejuvenation with oxygenation. Through patented technology, used in step one of Geneo's three step treatment, OxyGeneo uses the bodies natural mechanism to release oxygen singlets from it's blood and plasma to produce a surge of oxygen and enhance absorption of beneficial ingredients. Promoting long-lasting and glowing skin. OxyGeneo infuses natural therapeutic ingredients to effectively address problem areas on the skin. This report will draw insights and offer new skin care solutions through OxyGeneo, a treatment with demonstrated efficacy from studies alongside expert knowledge.

## A NEW PLAYER: GENEO

### 3 TECHNOLOGIES, 1 INNOVATIVE SKINCARE PLATFORM

Every Geneo facial delivers highly effective ingredients through the Geneo OxyPod technology and Geneo serum, combining nourishing ingredients with 3 clinically proven technologies.



### STEP 1: OXYGENATION

OxyPods Create Oxygen-WITHIN  
The Skin — Not Just On The Skin

The oxygenation process promotes exfoliation and enhances the penetration of ingredients into the skin. Our unique, natural Geneo OxyPod, which holds a specific combination of active ingredients in their suspended state, reacts with the Geneo Primer Gel, creating a gentle, non-invasive exfoliation. Their synchronized effect is based on innovations in biology, chemistry and technology. The resulting bubbly, CO2 rich environment on the skin's surface, triggers the body's natural, physiological process of increased oxygen levels internally. When the oxypod and primer gel combine, desincrustation occurs as increased levels of oxygen are carried to the surface of the skin. The skin is then softened and prepped for extractions and other corrective treatments.

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## STEP 2: ULTRASOUND

Ultrasound Waves Stimulate And Condition The Skin For Treatment.

In the next step of the facial, Ultrasound heat waves stimulate micro-vibrations in the skin, delivering instant smoothing results on the surface. Small vibrations increase the permeability of the skin's innermost layer of the epidermis. The basal cells in this layer, continually divide, pushing older ones up towards the surface of the skin, where they eventually shed. Lending to beneficial cell turnover.



## STEP 3: NEO-MASSAGE

Finish With A Relaxing, Nourishing Massage.

The facial finishes with the Neo-Massage step, locking in the power of Geneo and increasing circulation. The neo-massage step delivers instant reduction in redness and puffiness as well as diminished appearance of acne, while further deeply infusing the active ingredients of the Geneo Serum. The massage head also provides increase blood flow while relaxing facial muscles and pressure points to diminish unwanted expression lines.



## WHY OXEGENATION?

A question that you may be asking yourself is, why oxygenate the skin when we come in contact with O<sub>2</sub> every second of our lives? Oxygen is disseminated through our lungs to touch every inch of our bodies, including our integumentary system. Just like all of our organs, our skin needs to breathe to absorb the essential vitamins and nutrients to survive. For instance, a wound relies on oxygen to maintain cellular function, create new blood vessels and stimulate growth factors, to heal the skin. After a long flight, you may be wondering why your skin is left dry and dehydrated, its because lower oxygen levels negatively impact our skin. Our skin desperately needs oxygen to function properly and to maintain healthy properties. Direct contact with oxygen touching our skin is only so effective, as true results come from leveraging the body's internal production of O<sub>2</sub>.





## OXYGENEO BENEFITS

Starting with the first step, Geneo's patented OxyGeneo technology oxygenates the skin from within, triggering the body's natural process of increased oxygen levels internally, while optimizing exfoliation and enhancing absorption throughout the rest of the treatment.

### EXFOLIATION

Targeted ingredients in their dormant state in the Geneo OxyPod are more potent than in serum form. When the Geneo OxyPod ingredients react with the Geneo Primer Gel, they create a gentle, non-invasive exfoliation, while triggering oxygenation INSIDE the skin.



### OXYGENATION

Geneo's patented oxygenation process triggers the body's natural, physiological process increasing oxygen levels internally. Oxygen is carried to the surface of the skin where the increased levels of oxygen prep the skin for maximum absorption throughout the rest of the facial treatment.

### NOURISHMENT

Geneo OxyPod contain highly effective ingredients in their suspended state, such as Vitamin C, Ferulic acid, Niacinamide, Kojic acid, and Bamboo charcoal that are specifically formulated to benefit the skin for each of our Geneo facial treatments. The OxyPod ingredients are more effectively infused into the recently oxygenated and exfoliated skin during our OxyGeneo process

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## OXYGENEO APPLICATION

Geneo's OxyGeneo treatment is used to target and diminish skin concerns over time and can also be used in conjunction with a variety of additional cosmetic procedures. This can enhance overall skin tone and texture to promote glowing and youthful-looking skin. The Geneo facial is a three-step treatment which includes a patented primer gel, OxyPod, and treatment serum to address each step of the system, OxyGeneo, ultrasound and neo-massage.

OxyGeneo combines the unique synergy of oxygenation and exfoliation infused with essential active ingredients to improve the overall look and feel of the skin's texture. It is deemed to be an enhanced option to traditional facial methods by maximizing the body's production of O<sub>2</sub> cells from the inside out. What makes Geneo's technology so unique is that it is a gentle, non-invasive treatment that can be customized to any skin type, season, age, and gender. The Geneo device itself offers a creative approach to skincare solutions, and is used to target a variety of skincare needs such as acne, dehydrated skin, uneven skin tone, fine lines and wrinkles.



### THE BOHR EFFECT IN ACTION

Increased levels of CO<sub>2</sub> on the surface of the skin will send signals to the body to send oxygen rich blood to the affected area.

"The Bohr Effect causes the muscles and tissues to release more oxygen when CO<sub>2</sub> levels rise. This helps deliver oxygen to metabolizing tissue. This process is important because it enhances delivery of oxygen to the muscles and tissues where metabolism is occurring, and carbon dioxide is being produced, delivering oxygen where it is most needed."

[LEARN MORE ABOUT  
THE BOHR EFFECT](#)

## OXYGENEO STUDY

A study was conducted on 11 healthy subjects on different areas of the body to measure the effect that OxyGeneo has on blood perfusion and tissue CO<sub>2</sub> and O<sub>2</sub> levels. Measurements were performed prior to the treatment, immediately after and 15 minutes after a 10-minute OxyGeneo facial. 14 subjects underwent 1-6 OxyGeneo treatments.



### MEASURING OXYGEN LEVELS

When massaging skin tissue, the effect is usually an increase in blood perfusion and a decrease in the skins tissue CO<sub>2</sub> and increase in O<sub>2</sub> due to a higher level of oxygen rich blood supply.

### EVALUATION OF TISSUE CO<sub>2</sub> AND O<sub>2</sub> LEVELS

OxyGeneo treatment resulted in an increase of about 12% in CO<sub>2</sub> immediately after the treatment with an increase in blood flow. 15 minutes after the treatment, the O<sub>2</sub> level rose about 18% above control levels. This phenomenon can be explained by the high content of carbonated micro bubbles released to the skin surface following the contact of the oxypod and primer gel.

### EVALUATION OF BLOOD PERFUSION

The high CO<sub>2</sub> introduced to the tissue induced a release of O<sub>2</sub> from the red blood cells, which increased the tissue oxygen content in the treatment area while returning CO<sub>2</sub> content in the area to normal. Blood flow is increased in the surrounding tissue inducing dilatation of blood vessels and capillaries while supplying the area with O<sub>2</sub> rich blood. This process increases skin oxygenation from within using the body's natural increased metabolism.

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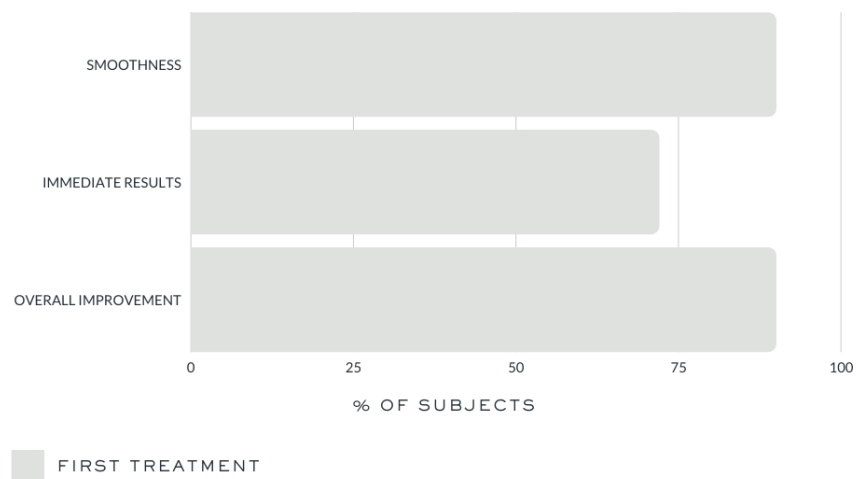
## RESULTS AND SATISFACTION

The study revealed that there was a significant increase in oxygen to the skin's tissue with a simultaneous increase in blood perfusion. The combination of both the OxyPod and the primer gel signal the body to send oxygen rich blood flow to the treated area through the Bohr effect, which aids in skin revitalization and improves the skins overall elasticity overtime.

In addition, the unique texture of the oxypod mimics a micro-dermabrasion which triggers a light peeling of the skin, which allows for better infusion of the active ingredients deep into the epidermis.

The increased circulation and oxygenation in the treated areas enhances absorption, and allows the ingredients to target specific skin concerns such as fine lines, wrinkles, dull texture and tone. After just one Geneo treatment, individuals saw overall improvements of the skin through brightness, reduction of wrinkles and fine lines, smoother texture and minimize pores. These results were collected from state-of-the-art imaging platforms to capture the finest details on the skins surface. It was also revealed that there was a substantial increase in the level of oxygen penetrated through the skin. Among all of the subjects, the treatment was rated as satisfactory in producing impactful results.

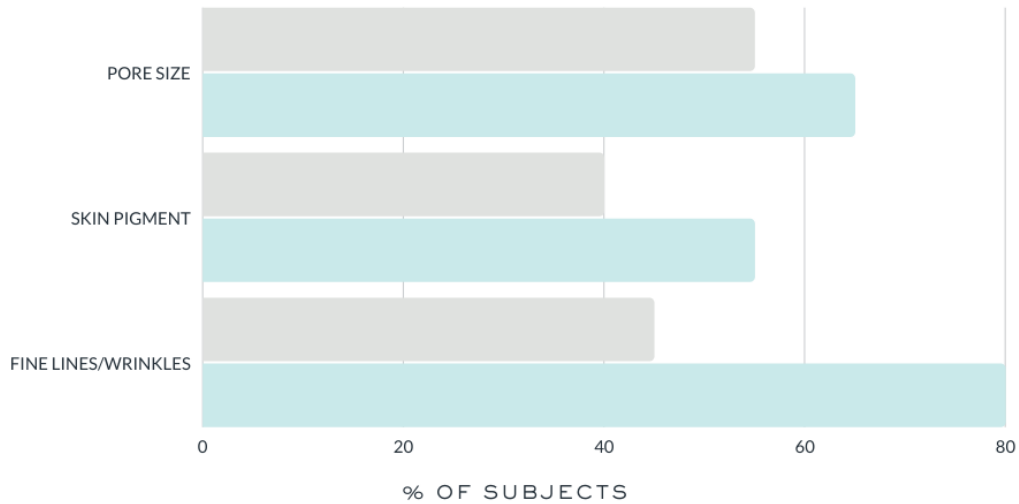
### OVERALL SATISFACTION AFTER ONE GENEIO TREATMENT



Subject satisfaction graph of skin conditions following the first OxyGeneo treatment. Results demonstrate a rated improvement in subject satisfaction of skin.



## OVERALL SATISFACTION AFTER A SERIES OF GENEO TREATMENTS



Subject satisfaction graph of skin conditions following a series of 6 weekly OxyGeneo treatments. Results demonstrate a rated improvement in subject satisfaction of skin.

**71%**

SAW A REDUCTION  
IN WRINKLES AND  
FINE LINES AFTER  
ONE GENEEO  
TREATMENT

**90%**

NOTICED  
IMPROVED  
RADIANCE AND  
BRIGHTNESS ON  
THEIR SKIN AFTER  
A SERIES OF  
ILLUMINATE  
TREATMENTS

**80%**

SAW AN  
IMPROVEMENT IN  
SKIN'S TEXTURE  
AFTER  
RECEIVING A  
GENEO  
TREATMENT

# BEFORE AND AFTER RESULTS



**BEFORE**

**AFTER**

Female, 50 years old. Two weeks after 6 treatments. Wrinkles decreased by 55% compared to the baseline. Visia Wrinkles evaluation, light green = fine wrinkles, dark green; deeper wrinkles



**BEFORE**

**AFTER**

Female, 29 years old. Two weeks after 6 Illuminate treatments. Significant improvement in skin texture and skin tone.



**BEFORE**

**AFTER**

Female, 33 years old. Two weeks after 6 Revive treatments. Wrinkles decreased by 42% compared to the baseline. Visia Wrinkles evaluation, light green = fine wrinkles, dark green; deeper wrinkles



**BEFORE**

**AFTER**

Female, 50 years old. Two weeks after 6 Illuminate treatments. Significant improvement in skin texture and skin tone.

## CLOSING

Through proven results, Geneo's OxyGeneo technology increases oxygen within the skin for more effective nourishment and improvement to overall appearance. It can be utilized as a stand-alone or a combined treatment with cosmetic procedures to enhance long-lasting results. Geneo's patented OxyGeneo technology, combines natural and healing ingredients to interact and encourage the release of CO<sub>2</sub> which produces an oxygen rich environment for the skin to flourish. This synchronized effect is used in conjunction with exfoliation and nourishment to target specific skin care needs. Geneo reveals that there are many ways in which skin rejuvenation can be achieved naturally and sustainably. OxyGeneo technology demonstrates that there are techniques we are still yet to uncover about the human body. With an over saturation of treatment options and products on the market, it is the optimal time to simplify, and begin further exploration into how our bodies can serve ourselves naturally.



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