

DISCOVERING GENEEO: THE ULTIMATE SKIN REJUVENATION TREATMENT

Why it works & Why you need it



OXYgeneo™

A non-invasive, pain-free facial that delivers instant, long-lasting results like you've never seen before.

Written by Bonnie Hayhoe

FOREWORD

Thank you for downloading my E-Book - Discovering Geneo: The Ultimate Skin Rejuvenation Treatment.



Bonnie Hayhoe

Geneo is a game-changer in the world of skin treatments. In this book, we will explain what the Geneo is, and the treatments available so you understand how it can help you achieve your ultimate skin goals.

As the owner of Beauty Worx, I acquired my initial Geneo device in the early months of 2022. As word quickly spread about the remarkable transformations our clients experienced, the demand for our Geneo Treatments surged then resulting in fully booked treatments, back to back!

I am extremely proud to offer Geneo treatments in our skin studio as the treatments are results driven, while using cutting edge technologies this treatment assures our continued success with this.

CONTENTS

04

ABOUT GENEEO

What is an Oxygeneo

05

WHAT IS TRIPOLLAR RADIO FREQUENCY

How does it work?

06

WHAT IS OXYGENEO

Why is exfoliation and oxygeneo important

07

HOW DOES OXYGENEO WORK

What is the Bohr effect and how does it work for my skin

08

WHICH POD ARE YOU

Selecting the right pod to target your concerns

09

WHAT IS ULTRASOUND

How Ultrasound infusion works

10

THE TREATMENT EXPERIENCE

Wh you can expect during your Oxygeneo 4-in-1 Super Facial

11

WHY CAN'T I GET AN OXYGENEO

All the Contraindications of the Oxygeneo Super Facial

12

BEFORE AND AFTER PHOTOS

See for yourself the amazing results our clients have had

16

REVIEWS

Read what our clients have had to say about their treatment

17

TREATMENTS AVAILABLE

In Salon treatment options

18

PACKAGES

Finance Options

About Geneo

What is an Oxygeno?

Simply put, a Geneo is the Machine that powers 4 AMAZING technologies into one super facial.

Geneo offers its users the opportunity of effective treatments through encouraging the natural processes of skin rejuvenation. The power of natural **Oxygenation**, complemented by the anti-aging effect of **Tripollar Radio Frequency**, both further enhanced by **Ultrasound**, offer you the valuable advantages of immediately visible skin improvement and long-term rejuvenating effects.

Geneo is the only device on the market offering a unique combination of advanced technologies using four essential elements:

1. Tripollar Radio Frequency
2. Exfoliation
3. Oxygenation
4. Infusion

Together these elements work to deliver unparalleled results that work on the outside and inside of the skin.



Geneo with 3 handpieces.

TRIPOLLAR RADIO FREQUENCY



TRIPOLLAR RADIO FREQUENCY (RF) TECHNOLOGY IS AN INNOVATIVE, PROPRIETARY 3RD GENERATION TECHNOLOGY

Heats both superficial (dermal) and deep (hypodermal) layers while treating the body and face. The focused TriPollar RF – due to its high density – enables the use of low energy, thereby providing immediate and long-lasting results. The deep heating encourages the production of collagen and elastin, resulting in tighter and smoother skin

How does it work?

Our safe and effective radio-frequency (RF) skin tightening technologies can restore the skin's elasticity and firmness. Using RF energy, volumetric heat is delivered to the skin, causing collagen fibers – the key structural component of the skin – to contract, delivering immediate skin tightening results. In parallel, the heating process causes fibroblast cells – the cells responsible for collagen production – to produce new collagen. This results in restored elasticity, dermal volumising and firmness and long-term skin tightening. You will notice immediate facial skin tightening and long-term skin rejuvenation. Treatments are simple, non-invasive, painless and convenient 'walk-in, walk-out' procedures that do not interrupt your daily routine.

The heat generated during the RF treatments causes controlled damage to the different layers of the skin, encouraging natural healing processes and production of collagen, which results in the reduction of wrinkles. Treatments are quick and convenient 'walk-in, walk-out' procedure, delivering immediate and long-term wrinkle results.



OXYGENEO



This revolutionary process starts with exfoliation to remove impurities and smoothes the skin, followed by oxygenation due to a physiological reaction in your skin. Finally a nutrient infusion that nourishes your skin deeply.

Harnessing natural oxygen molecules from within, by triggering the Bohr effect, the skin is oxygenated and refreshed. The increase in oxygen on the skin surface contributes to younger and healthier-looking skin, increases the blood flow and the natural metabolic processes. In addition to the elevated oxygen levels in the skin, Oxygen Neo gently exfoliates the skin surface and active ingredients are introduced to treat various skin conditions. The treatments result in smoother and revitalized skin, with immediate and long-term effects.

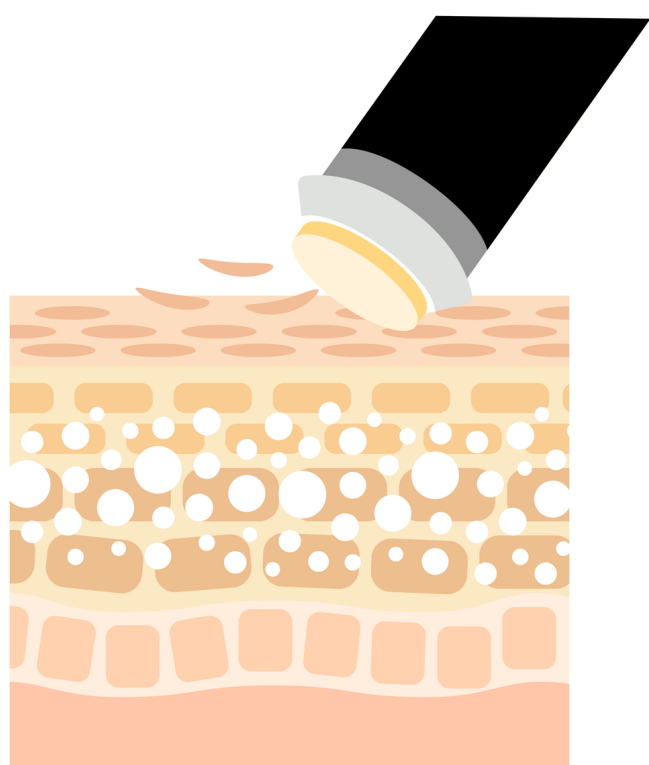


The Benefits of Oxygen Neo and Exfoliation

The combination of Oxygen Neo and exfoliation, along with the Bohr effect, offers a range of benefits for the skin:

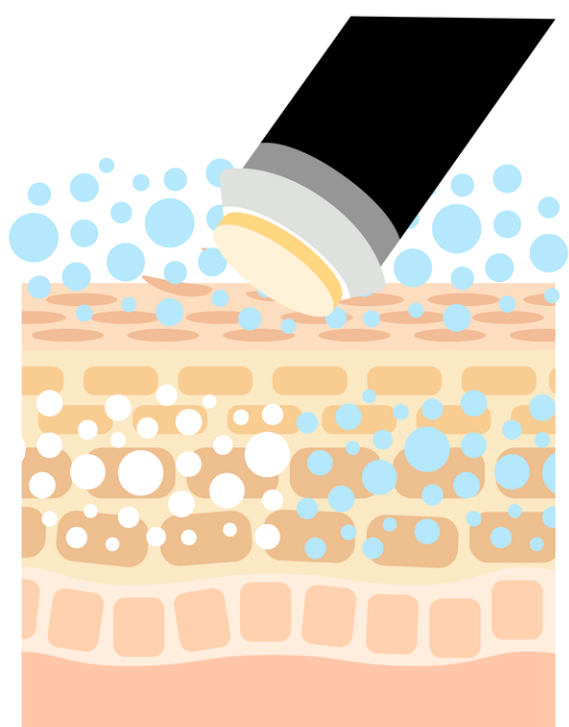
1. **Enhanced Exfoliation:** The innovative exfoliation process of Oxygen Neo removes dead skin cells effectively, preparing the skin for optimal nutrient absorption.
2. **Increased Oxygenation:** The Bohr effect stimulates oxygenation in the skin, boosting the skin's natural rejuvenation process.
3. **Effective Infusion:** Oxygenation enhances the skin's ability to absorb nutrient-rich serums, resulting in deeper and more impactful infusion.
4. **Visible Results:** Oxygen Neo and exfoliation work harmoniously to promote a radiant and revitalized complexion, with improvements in texture, tone, and overall skin health.

How does Oxygeneo Work?



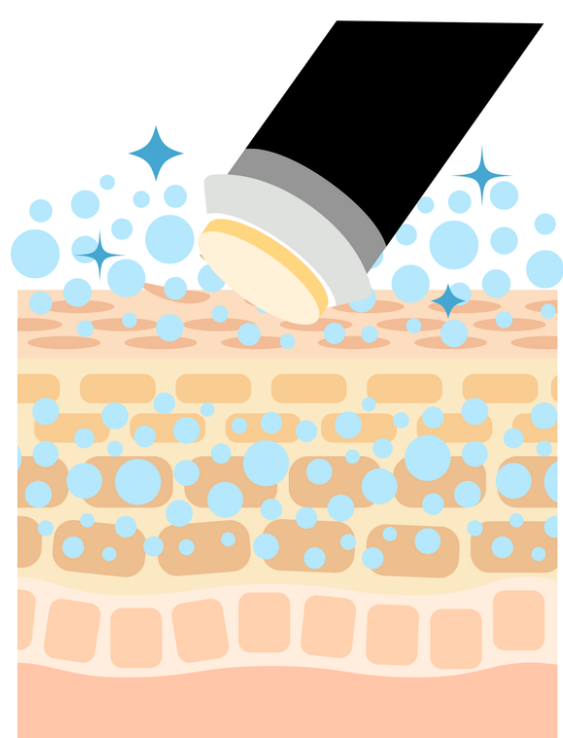
Exfoliation: The Oxygeneo treatment begins with gentle exfoliation, removing the outermost layer of dead skin cells and impurities. Unlike typical exfoliation, Oxygeneo uses a patented Capsugen that reacts with the treatment gel to produce carbon dioxide-rich bubbles on the skin's surface. This exfoliation process prepares the skin for optimal absorption of nutrients in the subsequent stages.

EXFOLIATION



Now comes the magic of the Bohr effect. As the Oxypod produces the carbon dioxide-rich bubbles during exfoliation, it triggers a natural response in the body known as the Bohr effect. The Bohr effect stimulates an increase in blood flow and oxygen supply to the treated area. This oxygen-rich environment boosts the skin's metabolic rate and enhances the skin's ability to absorb and utilize nutrients effectively. This is a critical factor in the overall success of the Oxygeneo treatment, as it ensures that the following steps of the treatment are even more impactful.

OXYGENATION



The next stage involves oxygenation, where the skin benefits from increased oxygen supply, promoting cellular renewal and a radiant complexion. The infusion process then follows, where nutrient-rich serums are applied to the skin's surface. As the skin is in its oxygenated state, it becomes more receptive to the infusion of active ingredients, allowing them to penetrate deeply into the epidermal and dermal layers. This deep infusion addresses specific skin concerns, such as hydration, anti-aging, and pigmentation, resulting in visibly rejuvenated and nourished skin.

NOURISHMENT



4 - IN - 1 SUPERFACIAL

THE FACIAL OF THE FUTURE

Our 4-in-1 Super Facial redefines facial treatments by combining the innovative OxyGeneo treatment with advanced **TriPollar Skin Tightening Radio Frequency** and **Ultrasound Product Infusion**.

Combining ground-breaking concepts in skincare biology, chemistry and technology within one little capsule. Each Geneo Treatment is formulated with **highly effective, natural ingredients to target specific skincare concerns**. With a treatment for every age, skin type and season, discover which treatment is right for you.

The Oxygeneo treatment offers the benefits of each ingredient, carefully selected for the formulations, like Bamboo charcoal, Red Algae, Vitamin C, Aragan and Jojoba oils, Vitamins, Antioxidants, and Peptides, as well as the combined effect of the ingredients in both the OxyPod and the Serum, which together create a powerful effect, dedicated to specific skin types and needs.

Which POD are you?



For oily skin

BALANCE

Charcoal Facial

Fight acne & reduce oil production

KEY INGREDIENTS:

- Bamboo Charcoal - Detoxifying
- Mandelic Acid - Accelerates cell turnover
- Camu Camu - Antioxidant



For skin brightening

ILLUMINATE

Vitamin C Facial

Brighten uneven skin tone & texture

KEY INGREDIENTS:

- Stabilised Vitamin C - Skin brightening
- Prickly Pear - Antioxidant & moisturising
- Carrot Extracts - Smoothing & anti-ageing



For signs of ageing

REVIVE

Red Algae Facial

Diminish signs of ageing & increase firmness

KEY INGREDIENTS:

- Red Algae - Antioxidant, nourishing, detoxifying
- Retinol - Anti-ageing
- Caffeic Acid - Antioxidant



For skin rejuvenation

DETOX

Green Tea Facial

Protect from environmental damage & soothe irritated skin

KEY INGREDIENTS:

- Green Tea - Antioxidant, anti-ageing
- Copper Gluconate - Collagen synthesis, wound healing & skin regeneration
- Marula Oil - Hydrating, rich in protein



For dry skin

HYDRATE

Blue Spirulina Facial

Enhance moisture retention & improve skin metabolism

KEY INGREDIENTS:

- Blue Spirulina - Hydrating, anti-inflammatory
- Vitamin B3 - Improves skin texture
- Lactobionic Acid - Non-irritant chemical exfoliant



For skin firming

GLAM

Pure Gold Facial

Firms & hydrates the skin for new levels of rejuvenation & vitality

KEY INGREDIENTS:

- Pure Gold - Lifting, plumping & glams
- Precious Oils - Improves barrier function, nourishing & strengthening
- Silk Amino Acids - Strengthening & moisturising

Ultrasound



Ultrasound Infusion is an innovative skincare technique that employs low-frequency sound waves to drive nutrient-rich serums deep into the skin. This non-invasive treatment effectively enhances the absorption of active ingredients, delivering powerful hydration, anti-aging properties, and targeted solutions to address various skin concerns.



How Ultrasound Infusion Works: The Ultrasound Infusion process starts with the application of specialized serums containing beneficial vitamins, antioxidants, and other skin-nourishing ingredients. These serums are carefully selected to address specific skin issues, such as hydration, fine lines, and uneven texture.

Once the serums are applied, the Ultrasound Infusion device is gently glided over the treated area. The device emits low-frequency sound waves, creating micro-vibrations on the skin's surface. These vibrations open up micro-channels within the skin, temporarily loosening the cell structure. This phenomenon is known as "sonophoresis."

The Benefits of Ultrasound Infusion

Ultrasound Infusion offers a range of benefits, making it a versatile and valuable treatment in the world of skincare:

- **Enhanced Absorption:** The sound waves enhance the absorption of serums, ensuring that key nutrients and beneficial ingredients reach the deeper layers of the skin, where they can have the most significant impact.
- **Increased Hydration:** The infusion of hydrating serums helps to replenish and retain moisture within the skin, promoting a supple and plump complexion.
- **Targeted Solutions:** Customized serums can be used to address specific skin concerns, such as fine lines, wrinkles, pigmentation, and acne, tailoring the treatment to individual needs.
- **Non-Invasive and Painless:** Ultrasound Infusion is a gentle and non-invasive procedure, with no downtime or discomfort, making it suitable for various skin types.
- **Skin Rejuvenation:** By stimulating the skin's natural repair processes, ultrasound Infusion helps improve skin texture, tone, and elasticity, resulting in a revitalized and youthful appearance.

THE TREATMENT EXPERIENCE

Discover this super treatment with minimal discomfort and downtime.



TRIPOLLAR RADIO FREQUENCY

Described by our clients as a Hot Stone Massage for your face. The Tripollar gel is thinly and evenly distributed across your face. The handpiece then glides across the skin in tight circles until the skin is heated to 40 degrees and then the circle will slowly expand across the area. (Note the central inbuilt thermometer measures the skin's temperature during the entire treatment to ensure maximum safety.) The clients face is divided into 3 sections (each cheek and the forehead) which are treated one at a time. The appropriate time for this treatment is 20 minutes.

EXFOLIATION

According to your skin concern a Geneo Capsugen, a specialized capsule (looks like a giant Fruit Tingle!) and a Primer Gel are selected. The Gel is evenly distributed over your face to give the capsule glide. Once the treatment starts you feel a slight vibration as the capsule oscillates. The exfoliation is very gentle, removing the outermost layer of dead skin cells and impurities and prepares your skin for optimal absorption of active ingredients. This step primes your skin, leaving it fresh, smooth..



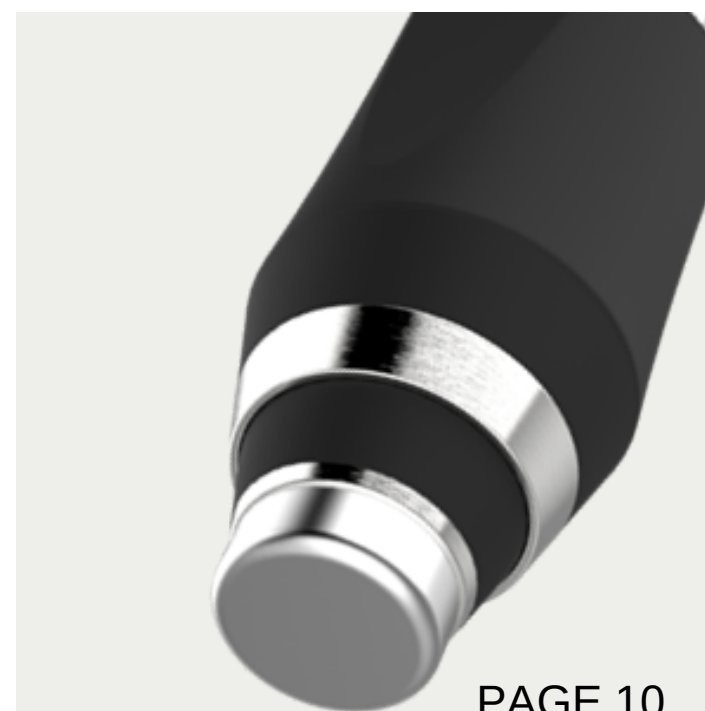
OXYGENATION

During the exfoliation process the specialized capsule reacts with the treatment gel to produce an abundance of carbon dioxide-rich bubbles. As these bubbles gently burst on the skin's surface, a remarkable phenomenon occurs. (the Bohr effect) The body interprets this reaction as a trigger to deliver oxygen-rich blood and you may feel a soothing warmth as blood flows to the area. The process is not only effective but also relaxing, leaving you with a radiant, smooth, and rejuvenated glow from within.



ULTRASOUND

In the final stage, the Geneo treatment uses Ultrasound with a targeted serum which infuses nutrient-rich serums deep into your skin. The exfoliated and oxygenated skin is now more receptive to these potent serums, allowing the active ingredients to penetrate deeply and effectively address specific skin concerns. The Ultrasound treatment is a lovely facial massage that leaves your feeling relaxed and your skin offers immediate radiance and long-term benefits



WHY CAN'T I GET AN OXYGENEO

We strongly recommend that clients who present with any of the medical conditions in the contraindications list below should not undergo the OxygenEO Treatment.

CONTRAINDICATIONS

- Under 18 years of age.
- Current or history of skin cancer or pre-malignant moles.
- Pregnant or nursing.
- Any active skin conditions within the applied area, such as sores, eczema, rash, fragile, swollen, burnt or injured skin, active acne, rosacea, dermatitis, psoriasis, or active Herpes Simplex.
- Take precaution when treating over areas of active acne, avoid areas of severe active acne.
- Rash as well as excessively/freshly tanned skin.
- Vascular disorders such as: telangiectasia, varicose veins, thrombosis, phlebitis in the applied area.
- Severe concurrent disease such as: un-controlled diabetes, nervous diseases, epilepsy, lupus, cardiac disorder and cancer. In such cases, consult the treating physician.
- If any aesthetic procedure has been performed recently in treated area such as mesotherapy, peeling, resurfacing or recent use of products such as Accutane or Retin A
- Known allergies to cosmetics or other products, or experienced severe allergic reactions like hives.
- Impaired immune system due to immunosuppressive diseases such as AIDS and HIV or use of immunosuppressive medications.
- History of skin disorders such as keloid scarring, abnormal wound healing, as well as very dry and fragile skin.
- Any surgical, invasive, ablative procedure in the treatment area before complete healing.
- Pacemaker or internal defibrillator, implanted neurostimulators or any other internal electric
- system.
- Metal implants in the treatment area.
- History of bleeding coagulopathies or use of anticoagulants.
- Patients whose condition could be negatively affected by heat.
- Patients with a history of diseases
- stimulated by heat, such as recurrent Herpes Simplex in the treatment area
- Patients having diminished or exaggerated perception of temperature changes.

PRECAUTIONS

- Patients taking medications, herbal preparations, food supplements or vitamins that might cause fragile skin or impaired skin healing such as prolonged steroid regime, Isotretinoin (Accutane), tetracyclines, or St. John's Wort.
- Patient having any medical condition that might impair skin healing.
- Aesthetic procedures in the treatment area, such as: fillers, gold/plastic threads, fat implants.
- Patients undergoing frequent skin resurfacing or chemical peelings or other aesthetic procedures
- that may cause sensitive, fragile or thin skin.
- Patients having predisposition to excessive allergic reactions such as hives, shortness of breath
- etc.
- Patients having allergic reaction to glycerin.

BEFORE / AFTERS

The amazing results on our clients

WRINKLE REDUCTION

1 X Oxygeneo Treatment



Before



After



Before



After

BEFORE / AFTERS

The amazing results on our clients

WRINKLE REDUCTION

1 X Oxygeneo Treatment



Before



After



Before

After

BEFORE / AFTERS

SKIN REJUVENATION

3 x Oxygeneo Treatments



Before



After



Before



After

BEFORE / AFTERS

BODY TREATMENTS

1 x Oxygeneo Treatment



Before



After



Before

After

REVIEWS

See what our clients are saying about the
Oxygeneo

“

client TESTIMONIALS

"The Oxygeneo definately defined and lifted my jawline and made my skin tighter and it is glowing.

I am addicted to this treatment"

M a r e e . S

“

client TESTIMONIALS

The 3-in-1 Oxygeneo Super Facial is AMAZING!! Bonnie, Clace and the team are so accomodating and friendly. I had the please of Clace doing my facial and she is an absolute gem. Do yourself a favour ladies and book in for a treatment. You won't be disappointed

A m y . A

“

client TESTIMONIALS

Thank you for the lovely treatment, the outcome today is even better than I anticipated. I really appreciate you suggestions on products and other treatments to boost my skins heath. I would 12/10 recommend this treatment and the clinician who worked on me.

K a t e . W

TREATMENTS

In Salon Treatment Options

OXYGENO 4-IN-1 SUPER FACIAL

Our transformative treatment combines exfoliation, oxygenation, nutrient infusion, and gentle skin tightening. Say goodbye to concerns like aging, pigmentation, and dehydration. Embrace The ultimate skin renewal experience.

\$249

MELASMA BRIGHTENING OXYGENEO

Our specialized treatment targets melasma, utilizing exfoliation, oxygenation, and nourishment to reduce pigmentation and and promote an even, glowing complexion. For this treatment, we don't use Tripollar Radio Frequency to ensure optimal results for melasma concerns

\$199

TEEN BALANCING OXYGENEO

Your Teen's Skin's Best Friend! Our specially curated treatment combines deep cleansing, oxygenation, and gentle exfoliation to address teenage skin concerns. Bye-bye, breakouts and excess oil; hello, balanced, fresh skin!

A complexion that shines with confidence.

\$129

PACKAGES

Check out our amazing discounts on packages.

We are also offering **Aglow Facial Payment Plans**.

These plans are a convenient way for you to enjoy advanced facial treatments while spreading the payments over manageable instalments.

It's beauty and self-care made flexible and accessible, ensuring your skin gets the pampering it deserves without straining your budget.

3 x Oxygeneo get 10% off = \$672

Aglow \$112 x 6 fortnightly payments

Buy 6 Oxygeneo get 20% Off = \$1329.60

Aglow 99.60 x 12 fortnightly payments

3x CIT + 3x Oxygeneo = \$1262.40

Aglow \$102.25 x 12 fortnightly payments

Now is the time to get the skin
YOU WANT!

INVEST IN YOUR SKIN.

IT'S GOING TO REPRESENT YOU FOR A VERY LONG TIME.

About the Author

Bonnie Hayhoe studied her Diploma in Beauty Therapy in 2005. Working for herself as a partner in Beauty Worx for 10 years with her mum, she then purchasing the salon as a sole owner in 2016.

Since finding her passion for skin about 5 years ago, Bonnie has dedicated her time to further her studies in skin and skin conditions. This has resulted in her passion for skin evolving and wanting to delivers results based skin treatments in her salon.

Being a Finalist for 4 years running for the Australia Beauty Industry Awards has cemented Beauty Worx in the esteemed "Skin Expert" category in the industry.

When Bonnie isn't transforming her client's skin she is spending valuable time with her husband and their 4 children.

