



FALL & WINTER BEAUTY: SKINCARE WITH OILS



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The beauty oil trend remains strong. In a 2016 survey of 4,620 Canadian women, more than half (54%) said they use oils from time to time or as part of their regular beauty regimen.

As more people come to understand the benefits of skincare oils, it has opened the door to many new oil products for face, hair and body. The global popularity of Bio-Oil, a specialist skincare oil known for treating scars, stretch marks and uneven skin tone, has helped pave the way for a growing number of moisturizing oils. More recently, the skincare aisles have welcomed cleansing oils.

Lipidol Oils for Daily Skincare

Lipidol is a range of oils for everyday skincare from the makers of Bio-Oil. Lipidol offers cleansing and moisturizing oils for the face and body that are designed to supplement the skin's natural oily layer and increase moisture retention, helping to keep your skin in top condition.

Try a Lipidol cleansing oil to cleanse and remove makeup without stripping the skin's natural oils. Try a Lipidol moisturizing oil to hydrate and lock in moisture, keeping skin smooth and soft. Lipidol oils are non-comedogenic and suitable for sensitive skin.



What the Beauty Expert Says:

Chantel Guertin, a Canadian beauty expert seen on the Marilyn Denis Show, says oils are a great way to leave your skin nourished and glowing. "I love these oils from Lipidol because they moisturize, protect and hydrate." Guertin shares her top Lipidol skincare picks for the fall-winter seasons:



"To combat the drying effects of winter weather, try switching to an oil-based facial cleanser like Lipidol. Typical foaming cleansers contain harsh agents that can strip your skin of moisture, but Lipidol's cleansing face oil hydrates while cleansing. It removes your makeup, and when you add water, it emulsifies and rinses away gently cleansing your face."

"The body heals itself when we are sleeping, so this is a great time to incorporate a skincare oil into your beauty regime. The Lipidol overnight face oil feels luxurious, and when you wake up, your skin looks like you've had a facial."

DID YOU KNOW

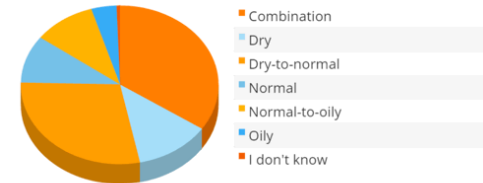
These everyday activities can strip the skin's natural oils:

- Hot water showers and bathing
- Foaming cleansers
- Shaving
- Indoor heating
- Cold, dry weather

Which Skin Types Can Benefit From Oils?

Most Canadian women describe their skin type as combination (34.4%) or dry-to-normal (28.6%). Another 20% are in the normal or normal-to-oily range, while about 12% report dry skin and 4% oily skin.

What is your skin type?



Lipidol oils can provide benefits for all skin types. Beauty expert Chantel Guertin explains: "These oils have a balancing effect on the skin's natural oily layer, providing just what is needed, which makes them a great solution for combination skin. They also help hydrate and soften dry skin, and they won't clog pores, which is often a concern for people whose skin tends to be on the oily side. Lipidol oils are light, non-greasy and gentle on the skin. They protect, lock in moisture and help to maintain healthy skin overall by supplementing the skin's own oils."



WHAT CANADIAN WOMEN ARE SAYING ABOUT LIPIDOL

In a recent consumer trial (January-February 2016), 200 Canadian women of varying skin types tried Lipidol Cleansing Face Oil and Lipidol Overnight Face Oil as part of their skincare routines. Here are some of the reasons they enjoyed Lipidol facial oils:

Lipidol Cleansing Face Oil

Wow, this is like a spa in a bottle. It works great at leaving the skin feeling fresh and clean without the tight feeling I am used to getting after washing my face.

It does a fantastic job breaking down stubborn makeup, and is not at all irritating or drying to my skin—or my eyes.

Face oils are so new to me. It left my face so soft and smooth while actually removing my makeup.

It was so much better than my usual cleansing wipes, this oil literally wiped off all my makeup, even waterproof.

It was not harsh on my face and it removed the dirt and makeup very well! It made my face feel clean and fresh, unlike other brands that have made my face feel tight.

It has been very effective at taking off all of my makeup and leaving my face feeling clean and soft, not tight or dry.

This product has helped me develop a new love for face oils. It did not make my face oily at all and was very gentle...a simple yet effective way of removing makeup or just cleaning the face.

With less than a dime sized drop, the oil was smooth and silky and easy to apply to my face. After splashing a bit of water on my face, the oil emulsified to a light, creamy consistency and I could feel my skin being cleansed.

The cleanser is great for removing makeup without drying out my skin. You don't need to scrub at all.

The texture is very nice and emulsifies easily when you add water. It removes all of my makeup without stripping my skin. My skin feels nice and moisturized, not tight like other cleansers. It has already improved the look of my pores.



Lipidol Overnight Face Oil

I love the way my skin feels the next morning. It is like sleeping with a facial mask.

I feel comfortable using it instead of a moisturizer on its own. I am prone to breakouts and using this oil didn't cause any—if anything, my skin looks softer.

I have combination skin and surprisingly, this did not make my face oily. In the morning, my face feels supple and hydrated. No sign of any oil whatsoever! Provides great moisture and has no messy residue.

I have dry, sensitive skin and not only does it help with hydration, but it does not aggravate my sensitive skin.

For anyone who has dry, aging skin, this product is amazing. It doesn't leave you feeling greasy, but makes your skin feel supple and rejuvenated.

I have been skeptical about oils but I love how it actually felt light and not heavy at all. It also absorbed pretty quickly so I didn't feel or look oily after.

I've never used an overnight face oil before. After the first night, my face felt smoother...it didn't feel greasy or oily. My skin felt soft and my under eyes didn't seem as baggy the next day. I definitely see a difference in my skin.

This product keeps your skin hydrated and helps with dry skin. I have noticed great changes in the texture and appearance of my skin - it's not flaky and feels soft and smooth.

I have super dry skin. It instantly made my skin feel soft, nourished and more comfortable.

The Overnight Face Oil is very easy and quick to apply before going to bed at night. My skin feels soft and looks healthier in the morning.

I was pleasantly surprised to discover that the oil did not feel heavy or sticky. My skin had a nice dewy glow!

I only used it on the dry patches of my face and noticed they disappeared after a few days...would recommend this as a great night moisturizer.



All excerpts are from product reviews by Canadian women in a 2016 Lipidol product trial conducted by:

ChickAdvisor
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5 REASONS TO ADD SKINCARE OILS TO YOUR BEAUTY ROUTINE

1. Lipidol Cleansing Face Oil

Removes dirt and makeup without stripping the skin's natural oily layer or depleting the skin of moisture. Lightly fragranced with Rosemary and Niaouli essential oils. Apply to dry face; dirt and makeup will bind with the oil. Add a little water and continue massaging; the oil will emulsify to form a watery cream that rinses away easily.

2. Lipidol Overnight Face Oil

Supplements the skin's natural oily layer, increasing moisture retention and enhancing overnight rejuvenation. Lightly fragranced with essential oils of Ylang-Ylang and Black Pepper. Apply to face at bedtime.

3. Lipidol Cleansing Body Oil

Washes away dirt without stripping the skin's natural oily layer, leaving skin smooth and soft. Lightly fragranced with Lime essential oil. Apply on wet skin; the oil will emulsify and lather, rinsing away easily.

4. Lipidol After Shower Oil

Supplements the skin's natural oily layer, helping skin to retain moisture while keeping it soft and smooth. Lightly fragranced with Chamomile essential oil. Apply to skin after bathing or showering.

5. Lipidol After Shave Oil

Supplements the skin's natural oily layer that can be stripped away by shaving, helping skin to retain moisture and relieve irritation. Lightly fragranced with Petitgrain essential oil. Non comedogenic and suitable for sensitive skin. Apply to face after shaving.

Lipidol is available at Walmart and walmart.ca (\$8.97 each)



Media Contact

Julie Gagnon
Communications Infrarouge
Phone: 514 713-4381
Email: julie.gagnon@cominfrarouge.com