

# IMMUNOCOLOGIE®



BRAND BOOK

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ONE  
*our* DNA

# *our* FOUNDER

For Karen Ballou, clean and effective skincare isn't just a notion, it's a necessity. Several years ago, Karen successfully battled Hodgkin's lymphoma. As she recovered from the ravages of chemo, she yearned for a natural, nourishing, and effective skincare solution. It was then that the idea for Immunocologie was born.

Karen has more than 30 years of experience as a beauty executive. She is also an esthetician and educator, an ingredient and formulation expert, a nutrition and skincare guru, and, following her diagnosis and recovery, an ardent believer in the importance of building a healthy immune system. Her story of creating a wellness brand truly started with her own wellness journey.

Immunocologie is the culmination of Karen's quest to create an incomparable clean line that nourishes skin from the outside in. The plant- and mineral-based products are meticulously crafted from ethically sourced, sustainable ingredients from around the globe. They are free of artificial ingredients, parabens, phthalates, sulfates, mineral oil, formaldehyde, fragrance, and color. With Immunocologie, all skin types are safely and effectively nourished and balanced, resulting in healthy, bright, radiant skin. Immunocologie is a lifestyle brand for all humanity that empowers the skin's barrier to function at its healthiest.



## CONVERSATIONS *with* KAREN

Karen Ballou is a mom, wife, businesswoman, connector, and healthy living enthusiast. Her new video series features informational and inspiring conversations with Karen and other influential members of the wellness world. She tackles topics like ingredients, clean beauty, nutrition, fitness, health, wellness, and more.







## *our* DIFFERENCE

At Immunocologie, our mission is to empower the skin to function at its healthiest. We integrate science and technology with sustainable principles to create masterful products that produce incomparable results. Immunocologie is:



### CLEAN

No artificial ingredients, parabens, phthalates, sulfates, mineral oil, formaldehyde, fragrance, or colors are used in any of our products.



### EFFECTIVE

Patented skincare technology, VITAL OLIGO SCIENCE, delivers our unique blend of vitamins and minerals to where it is needed most.



### DETOXIFYING

Active, natural, cold-pressed, fermented, and raw ingredients are formulated to support the skin's natural defenses and skin barrier to function with increased vitality and radiance.



### PLANTS & MINERALS

Every product in the line is created with ethically harvested and sustainable plants, which provide vitamins, and minerals found in our clays. Each formulation is infused with Earth-energized ingredients.



# *our* COMMITMENT TO PEOPLE *and* *the* PLANET

Sustainability and social responsibility are a fundamental part of Immunocologie's DNA. There is, and has always been, integrity behind the brand.

- Each of our ingredients are sourced in accordance with the Fair Trade Act and the Nagoya Protocol, an international framework that sets some of the highest standards for sustainable and socially equitable business practices. For example, in Burkina Faso, where we source three of our primary ingredients, 150 tons of fruit are harvested every 18 months. This is offset by Immunocologie replanting the same amount between harvests. Water and natural resources are managed and co-owned by the local communities. Scholarships, grants, school supplies, and higher education opportunities are provided to the families of our farmers. When our program was initiated in 2011, just six students were enrolled in locals schools. Now, more than 2,000 students have been enrolled in education.
- Our custom violet glass bottles protect products from damaging light, which preserves ingredients naturally and helps to preserve the smell, color, and bioenergy of our products.
- Our formulations were thoughtfully crafted in Europe, but we recently moved production to an organic lab in Maryland to support US-based business and diminish our carbon footprint.
- Our boxes and shipping materials are all made from recycled materials.







TWO

*our* INGREDIENTS &  
*our* SCIENCE

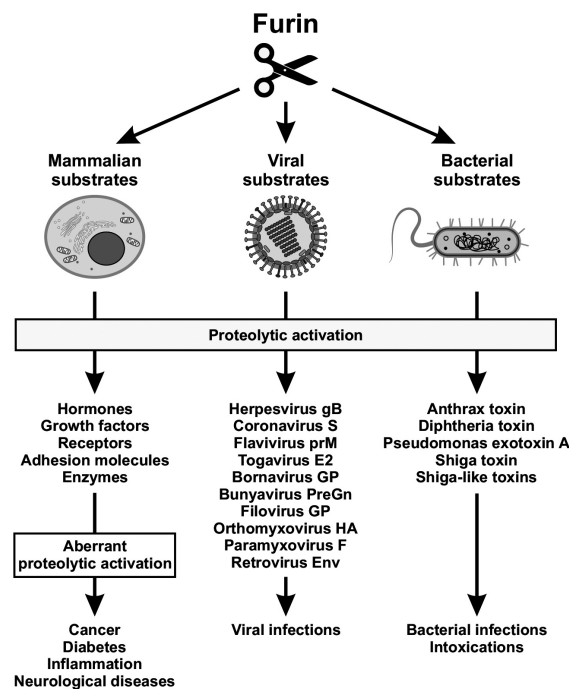
# our STAR INGREDIENT

## French Green Clay Fusion

The natural detoxifying power of French Green Clay lies at the heart of Immunocologie's approach to skincare. Carefully blended with our plant-based ingredients using our patented technology, the wealth of minerals in **French Green Clay Fusion** creates a vital foundation for each of our products.

As one of the most mineral rich compounds in the world, French Green Clay Fusion detoxifies, extracts impurities, reduces free radical activity, visibly reduces the size of pores, and provides essential nourishment to the skin.

### PROVEN PROTECTION, POWERFUL NOURISHMENT



A recent authorized lab test confirmed Immunocologie's Vital Ionic Mist, made with French Green Clay Fusion, inhibits the activity of furin, an enzyme that is key for many bacteria and viruses to enter in human host cell. As such, the mist tested positively for strengthening the skin barrier and microbiome and protecting it from harmful bacteria, viruses, and microbes that can land on the skin.



# *our* INGREDIENTS

Our ingredients are selected for their natural benefits, effectiveness, and purity from partners in Africa, Europe, North America, India, and the rainforests of South America. Strictly adhering to the Nagoya Protocol and the Fair-Trade Act, we use sustainable and ethically sourced ingredients, including:



## **FRENCH GREEN CLAY**

(MONTMORILLONITE  
CLAY)

**France**

As one of the most mineral-rich and detoxifying clays in the world, Montmorillonite Clay contains copper, zinc, iron, and magnesium, which play vital roles in skin health and performance.



## **BURGUNDY GRAPESEED EXTRACT**

**France**

A natural antioxidant, grapeseed defends against free radicals that age the skin. It also gently exfoliates, and deeply nourishes.



## **AFRICAN DESERT DATE SEED OIL**

**Burkina Faso**

Cold-pressed and rich in nourishing essential fatty acids and saponins that reduce inflammation, this oil helps regenerate and replenish. It penetrates quickly, leaving no greasy residue.



## **HIBISCUS ESCULENTUS FRUIT EXTRACT**

**Colombia**

This potent antibacterial ingredient is traditionally used in Ayurvedic remedies promotes healing and prevents uneven pigmentation.



## **SNAIL SECRETION FILTRATE EXTRACT**

**France**

This ethically sourced extract is packed with hyaluronic acid and antimicrobial peptides that stimulate collagen and elastin production to counteract the visible signs of aging.



## **BAOBAB TREE SEED OIL**

**Burkina Faso**

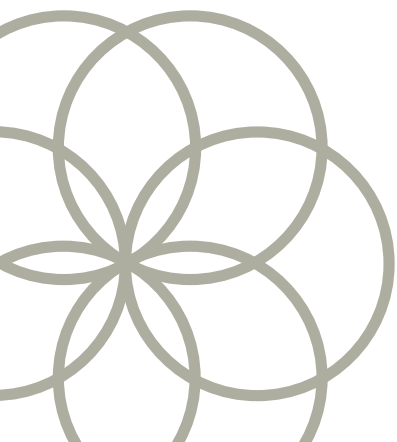
An anti-inflammatory and deeply moisturizing oil, baobab is rich in Omega-3, -6, and -9 fatty acids. It nourishes the skin without congesting or clogging pores.

# our DELIVERY

**VITAL OLIGO SCIENCE** is our patented, all-natural delivery system that systematically shuttles ingredients to exactly where they are needed in the skin. It is strategically based on the proven science of using minerals that are vital to our body.

VITAL OLIGO SCIENCE leverages the way raw earth minerals are naturally dispersed within French Green Clay. It simultaneously eliminates the need for synthetic ingredients while reducing inflammation and effectively transporting the vitamins and minerals vital deeply into the skin.

Rather than sitting on the outer layers of the skin, our natural, cold pressed and sustainably sourced actives penetrate to where they are needed most, where they adapt to the skin's unique needs and promote more healthier skin from the very first application. Minerals, nutrients, and antioxidants reduce inflammation and leave every skin type detoxified, balanced, and radiant.



*"Immunocologie has always created a skin defense system, but this is now the new normal"—Karen Ballou*







THREE

*our* PRODUCTS

# CLEANSE *and* EXFOLIATE



## CLEANSING LOTION

3.4 oz

**\$65**

Our gentle, nourishing anti-inflammatory cleanser helps replenish and regenerate skin for a brighter, balanced complexion.



## EXFOLIATING LOTION

3.4 oz

**\$52.50**

Exfoliating and nourishing, our cleanser stimulates skin's natural collagen production for a healthy, even, and radiant complexion.



## VITAL IONIC MIST

3.4 oz

**\$60**

This detoxifying, mineral-rich, soothing and hydrating spray protects and promotes skin wellness.



## VITAL CLAY

3.4 oz

**\$105**

Deeply detoxifying, our mineral-rich mask is infused with three different earth clays and 12 essential minerals to purify the skin and leave it hydrated and glowing.



# NOURISH *and* FIRM



## HYALURONIC SERUM

1 oz

**\$135**

Soothing, fast-absorbing, and deeply hydrating, our serum boosts the skin's natural moisture levels, calms inflammation, and softens fine lines and wrinkles.



## FACE SERUM OIL

1 oz

**\$120**

This nourishing dry oil is formulated for daily use and combines nutrient-rich essential oils to plump, hydrate, and soothe the skin for a firmer, younger-looking, more radiant complexion.



## SUPER 7 ELIXIR

1 oz

**\$195**

The powerful blend addresses the major signs of aging—fine lines, wrinkles, discoloration, dullness, dryness, dehydration, and uneven texture.



## EYE CONTOUR SERUM

0.5 oz

**\$100**

Formulated to reduce the appearance of fine lines and wrinkles, this serum tightens and lifts the skin around the eyes for immediate, visible results.

# HYDRATE *and* MOISTURIZE



## DAY PROTECTION

1.7 oz

**\$140**

This nourishing and protecting creme hydrates the skin and reduces the appearance of fine lines and wrinkles.



## NIGHT PROTECTION

1.7 oz

**\$160**

Skin is hydrated and repaired overnight with this protective product that reduces the appearance of fine lines and wrinkles and creates a more-youthful, even, and radiant complexion.



## OXYGEN TREATMENT CREME

1.7 oz

**\$125**

This overnight detoxifying mask sweeps away dead skin cells and stimulates the skin's natural collagen production, diminishing the appearance of dark spots for a radiant, clean, and clear complexion.



## INTENSE EYE CREME

0.5 oz

**\$95**

Rich in antioxidants and minerals, this firming and toning cream instantly brightens the area under the eye to reduce puffiness, dark circles, and wrinkles.



# SPECIALTY PRODUCTS



## BODY SERUM

4 oz

**\$110**

Light to the touch but deeply moisturizing, this dry oil is intended for full-body application and leaves the skin silky smooth, radiant, and restored.



## VITAL CLAY SPOT TREATMENT



0.5 oz

**\$40**

This fast-acting spot treatment is specially formulated with three different rare-earth clays and 12 essential minerals to help draw impurities from the skin, target blemishes, and reduce inflammation.

# our COLLECTIONS

To make homecare easier and more affordable, Immunocologie has introduced five skincare collections. Four products and a focused treatment protocol make these thoughtfully curated collections a perfect choice for brand enthusiasts looking for a simple solution for radiant skin.

COLLECTION	STEP 1	STEP 2	STEP 3	STEP 4
<p><b>BLEMISH COLLECTION</b></p>  <p>\$325</p>	<p><b>VITAL CLAY MASK</b> <i>Detoxifies / Balances / Hydrates</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Reduces pore visibility</li> <li>• Anti-inflammatory properties soothe irritation</li> <li>• Softens, hydrates, and improves texture</li> <li>• Helps identify skin areas in need of increased nourishment and support in areas where Vital Clay dries faster</li> </ul>	<p><b>EXFOLIATING LOTION</b> <i>Exfoliates / Balances / Revitalizes</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Brightens and exfoliates dead skin cells without irritation</li> <li>• Detects the skin's pH and adapts accordingly</li> <li>• Softens and hydrates the skin for improved texture</li> <li>• Reduces the visibility of enlarged pores and hyper-pigmentation</li> </ul>	<p><b>VITAL IONIC MIST</b> <i>Hydrates / Balances / Nourishes</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Hydrates the skin throughout the day</li> <li>• Helps reduce redness and inflammation</li> <li>• Can be used to set makeup</li> <li>• Ideal for use on planes to protect, hydrate, and detoxify the skin</li> </ul>	<p><b>HYALURONIC SERUM</b> <i>Hydrates / Plumps / Soothes</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Two sizes of the hyaluronic acid molecule pull water from outside and inside your body to plump the surface of your skin</li> <li>• Contains anti-inflammatory properties to soothe irritation</li> <li>• Reveals a plumper, firmer complexion</li> </ul>
<p><b>COMBINATION SKIN COLLECTION</b></p>  <p>\$240</p>	<p><b>CLEANSING LOTION</b> <i>Cleanses / Rejuvenates / Balances</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Naturally and effectively cleanses the skin</li> <li>• Rejuvenates the complexion by sweeping away dead skin cells</li> <li>• Balances the skin's pH</li> <li>• Stimulates micro-circulation for a brighter complexion</li> <li>• Nourishes for optimal skin performance</li> </ul>	<p><b>EXFOLIATING LOTION</b> <i>Exfoliates / Balances / Revitalizes</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Brightens and exfoliates dead skin without irritation</li> <li>• Detects the skin's pH and adapts accordingly</li> <li>• Softens and hydrates the skin for improved texture</li> <li>• Reduces the visibility of enlarged pores and hyper-pigmentation</li> </ul>	<p><b>VITAL IONIC MIST</b> <i>Hydrates / Balances / Nourishes</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Hydrates the skin throughout the day</li> <li>• Helps reduce redness and inflammation</li> <li>• Can be used to set makeup</li> <li>• Ideal for use on planes to protect, hydrate, and detoxify the skin</li> </ul>	<p><b>DAY PROTECTION</b> <i>Hydrates / Protects / Lifts &amp; Firms</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Promotes a brighter, more even complexion</li> <li>• Stimulates natural hyaluronic acid for increased hydration</li> <li>• Smooths and softens the appearance of fine lines and wrinkles</li> <li>• Soothes irritation, lifts, and firms</li> </ul>



# our COLLECTIONS

COLLECTION	STEP 1	STEP 2	STEP 3	STEP 4
<p><i>DRY SKIN COLLECTION</i></p>  <p>\$290</p>	<p><b>CLEANSING LOTION</b> <i>Cleanses / Rejuvenates / Balances</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Naturally and effectively cleanses the skin</li> <li>• Rejuvenates the complexion by sweeping away dead skin cells</li> <li>• Balances the skin's pH</li> <li>• Stimulates micro-circulation for a brighter complexion</li> <li>• Nourishes for optimal skin performance</li> </ul>	<p><b>EXFOLIATING LOTION</b> <i>Exfoliates / Balances / Revitalizes</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Brightens and exfoliates dead skin without irritation</li> <li>• Detects the skin's pH and adapts accordingly</li> <li>• Softens and hydrates the skin for improved texture</li> <li>• Reduces the visibility of enlarged pores and hyper-pigmentation</li> </ul>	<p><b>VITAL IONIC MIST</b> <i>Hydrates / Balances / Nourishes</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Hydrates the skin throughout the day</li> <li>• Helps reduce redness and inflammation</li> <li>• Can be used to set makeup</li> <li>• Ideal for use on planes to protect, hydrate, and detoxify the skin</li> </ul>	<p><b>FACE SERUM OIL</b> <i>Hydrates / Firms / Nourishes</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Hydrates with oils and extracts</li> <li>• Leaves a visibly plumper, firmer complexion</li> <li>• Contains anti-inflammatory properties to soothe irritation</li> <li>• Smooths and softens fine lines and wrinkles</li> </ul>
<p><i>OILY SKIN COLLECTION</i></p>  <p>\$300</p>	<p><b>CLEANSING LOTION</b> <i>Cleanses / Rejuvenates / Balances</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Naturally and effectively cleanses the skin</li> <li>• Rejuvenates the complexion by sweeping away dead skin cells</li> <li>• Balances the skin's pH</li> <li>• Stimulates micro-circulation for a brighter complexion</li> <li>• Nourishes for optimal skin performance</li> </ul>	<p><b>EXFOLIATING LOTION</b> <i>Exfoliates / Balances / Revitalizes</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Brightens and exfoliates dead skin without irritation</li> <li>• Detects the skin's pH and adapts accordingly</li> <li>• Softens and hydrates the skin for improved texture</li> <li>• Reduces the visibility of enlarged pores and hyper-pigmentation</li> </ul>	<p><b>VITAL IONIC MIST</b> <i>Hydrates / Balances / Nourishes</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Hydrates the skin throughout the day</li> <li>• Helps reduce redness and inflammation</li> <li>• Can be used to set makeup</li> <li>• Ideal for use on planes to protect, hydrate, and detoxify the skin</li> </ul>	<p><b>HYALURONIC SERUM</b> <i>Hydrates / Plumps / Soothes</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Two sizes of the hyaluronic acid molecule pull water from outside and inside your body to plump the surface of your skin</li> <li>• Contains anti-inflammatory properties to soothe irritation</li> <li>• Reveals a plumper, firmer complexion</li> </ul>
<p><i>SENSITIVE SKIN COLLECTION</i></p>  <p>\$325</p>	<p><b>CLEANSING LOTION</b> <i>Cleanses / Rejuvenates / Balances</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Naturally and effectively cleanses the skin</li> <li>• Rejuvenates the complexion by sweeping away dead skin cells</li> <li>• Balances the skin's pH</li> <li>• Stimulates micro-circulation for a brighter complexion</li> <li>• Nourishes for optimal skin performance</li> </ul>	<p><b>VITAL IONIC MIST</b> <i>Hydrates / Balances / Nourishes</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Hydrates the skin throughout the day</li> <li>• Helps reduce redness and inflammation</li> <li>• Can be used to set makeup</li> <li>• Ideal for use on planes to protect, hydrate, and detoxify the skin</li> </ul>	<p><b>HYALURONIC SERUM</b> <i>Hydrates / Plumps / Soothes</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Two sizes of the hyaluronic acid molecule pull water from outside and inside your body to plump the surface of your skin</li> <li>• Contains anti-inflammatory properties to soothe irritation</li> <li>• Reveals a plumper, firmer complexion</li> </ul>	<p><b>DAY PROTECTION</b> <i>Hydrates / Protects / Lifts &amp; Firms</i></p> <p><b>KEY BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Promotes a brighter, more even complexion</li> <li>• Stimulates natural hyaluronic acid for increased hydration</li> <li>• Smooths and softens the appearance of fine lines and wrinkles</li> <li>• Soothes irritation, lifts, and firms</li> </ul>



FOUR

*our* EXPERTS



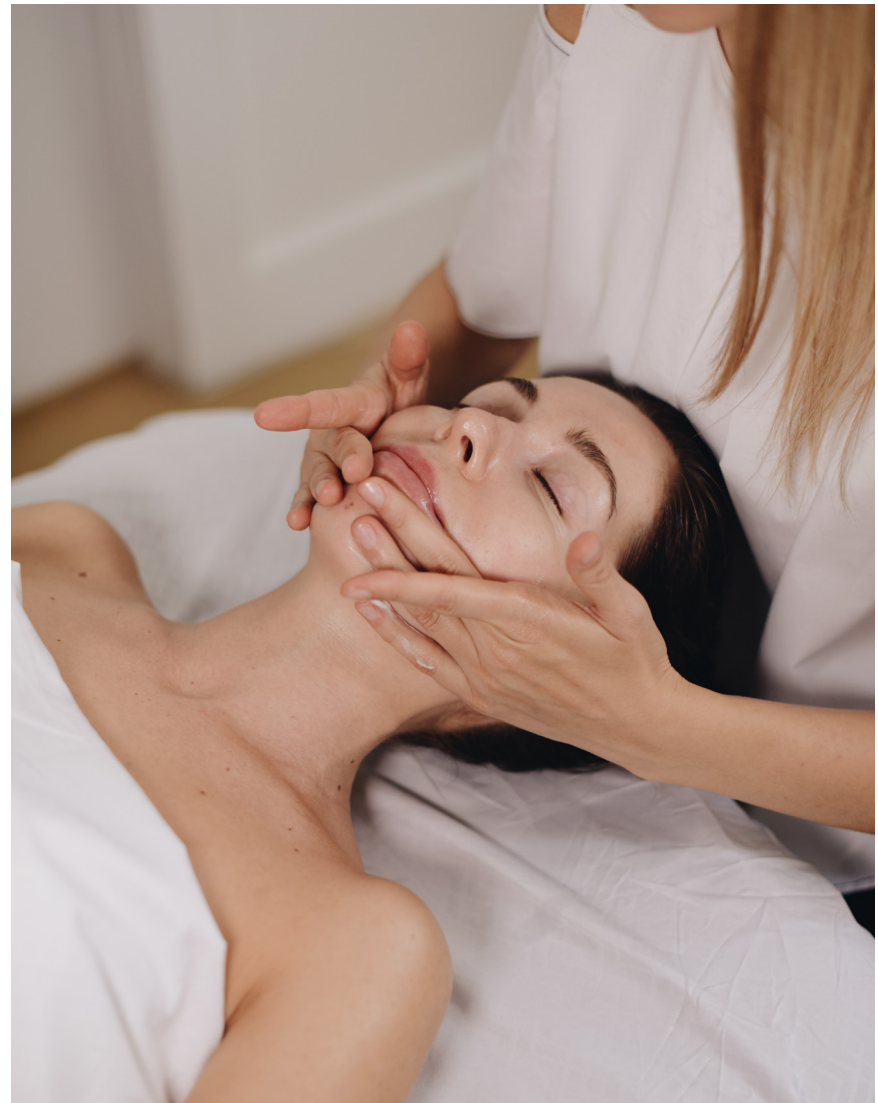
# *meet the* IMMUNOCOLOGISTS

Immediately upon purchase, every Immunocologie client will be paired with a personal, professional skincare strategist as part of our new Immunocologist program.

This professional skincare expert, who has been personally vetted by Karen Ballou, will provide one-on-one instruction about individualized skin type and skin concerns and create a program that perfectly addresses each client's needs. Immunocologist are the ultimate skincare advocates and will help clients achieve their skin goals by providing them with advice for the best products, routines, technique, and more to create beautiful, nourished skin from the outside in.

## **PROGRAM PARTICIPANTS RECEIVE:**

- Personal & ongoing consultation
- Access to a board of wellness coaches, including nutritionists, fitness experts, acupuncturists, and more
- Dedicated newsletter with original content, including special and exclusive editions of the Conversations of Karen video series
- Participation in an active skincare community of fellow Immunocologie enthusiasts





FIVE  
*our* TRIBE





## our USERS

Immunocologie users become lifetime devotees. According to Karen Ballou, “To help clients feel good and see change is a personal journey and a highlight for me.”

“Karen, your background is what attracted me to the products. I am thankful you took the time to research and manufacture such clean products. I am committed to only using clean products on my face and body, but at age 59, I also need products that go beyond just being green and also deliver results. Thank you for your dedication to clean products that deliver for more mature skin.”—*Deb*

“I am 35 with quite a plethora of health issues that have impacted my skin. I’ve been using your product for a month, and I am so intensely grateful. You have made my confidence grow and my skin glow. I have never been more proud of my skin and my ability to go makeup free.”—*Blair*

“My favorite products are the Vital Ionic Mist with lots of skin-loving mineral-rich clays and Night Protection, a rich night cream. Both have been keeping my skin glowing, regardless of the sleepless nights.”—*Vikki*

“I woke up to my skin having a panic attack, so I gave it some TLC with my favorite Immunocologie face mask. It changed my life, and I think everyone needs it.”—*Morgan*

# *our* PARTNERS

Prestigious spas, retailers, and online outlets around the world have partnered with Immunocologie.

Apthorp Pharmacy NEW YORK CITY

Carillion Miami Wellness Resort FL

Cult Beauty LONDON

Fab Fit Fun

Fortnum+Mason LONDON

Green Line Beauty HOLLYWOOD, CA

Haus of Hanz BROOKLYN, NY

Ikigai Global

Kima Center for Physiology & Wellness NEW YORK CITY

Madison Apothecary NEW YORK CITY

Maison 10 NEW YORK CITY

New London Pharmacy NEW YORK CITY

Noor Beauty Shop ITALY

Olivela

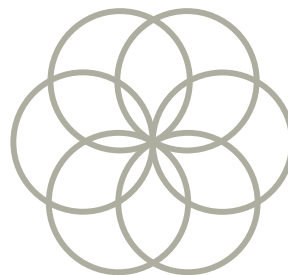
Standard Dose

State of Beauty GERMANY

The Salon Project at  
Saks Fifth Avenue NEW YORK CITY

The Well NEW YORK CITY

Unifying Health Center HOUSTON



*“Creating a brand that identifies with every person is my mission”—Karen Ballou*



# *our* RECOGNITION

Immunocologie has been featured and honored by  
acclaimed global publications and beauty experts.

**allure**

american spa

**BRIDES**

**BYRDIE**

**Daily Mail**

**DEPARTURES**

**E L L E**

**Esquire**

**FINANCIAL TIMES**

**Forbes**

GET THE GLOSS  
EXPERT HEALTH AND BEAUTY

**GLAMOUR**

**GRAZIA**

**QUEL  
HOMME**

  
**REFINERY29**


**Spa & Wellness)**  
mexicaribe

**STELLA**

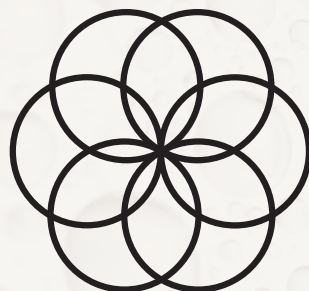
**STYLIST**

**totalbeauty**

**VOGUE**

WELL  GOOD

**WWD**



# IMMUNOCOLOGIE®

[www.immunocologie.com](http://www.immunocologie.com)

