



12th August 2024, Puszczkowo, Poland

## **Fulvic Acid Explained.**

I am particularly excited to introduce you to one of my favourite Oio Lab products — FULVIC IONIC Mineral Face and Scalp Toner. This toner is designed to nourish and revitalise both skin and scalp, thanks to its formulation infused with fulvic acid and fermented minerals.

I've been fascinated by fulvic acid for the past five years, primarily because of its ability to deliver essential trace minerals that are often missing from today's over-processed soils.

This unique ingredient is derived from layers of nutrient-rich earth that have been compressed over millions of years. It is sourced from mineraloid veins across North America and extracted through a patented process that isolates the mineral-rich material from humic substances.

As a result, a fulvic ionic mineral complex is obtained. Most importantly, it is a highly bioavailable complex —meaning it is easily recognised and assimilated by our bodies, including our skin. This complex contains up to 65 types of ionic minerals, making it an essential component that helps to restore a balanced skin environment and microbiome.

## **The Science Behind Fulvic Acid.**

There is a substantial body of research that suggests that fulvic acid acts as a crucial vehicle for transporting nutrients, thanks to its ability to penetrate cell walls and mitochondrial membranes. This process enhances the bioavailability of ingredients, making fulvic acid a powerful catalyst in your skincare routine.

Simply put, it provides your skin with a wealth of minerals, significantly boosting the effectiveness of your entire skincare regimen. This alone is a good enough reason to make this toner a regular part of your daily routine. It also played a factor in our decision to include it in FULVIC IONIC.

Delving deeper into science, fulvic acid has undergone numerous clinical testing, including in vivo double-blind placebo studies, which have shown its effectiveness in improving hair and skin parameters. Additionally, numerous in vitro studies have confirmed its positive impact on cellular health by stimulating mitochondrial activity, offering anti-inflammatory and anti-glycation effects, and enhancing the production of type I collagen and hyaluronic acid.

Despite its well-documented benefits, I believe fulvic acid is still underappreciated in the skincare industry. It provides an abundance of essential trace minerals, making it an invaluable ingredient for anyone seeking to improve their skin's health and appearance.

Our curiosity and dedication to discovering effective skincare solutions guided us to fulvic acid. At Oio Lab, we are passionate about identifying ingredients that can make a real difference in your beauty routine. Sometimes there is this strong pull towards certain natural extracts or organisms, that we tend to further investigate, here at Oio Lab. Oftentimes, these instincts are eventually validated by data, confirming their effectiveness.

On a personal note, fulvic acid has played a crucial role in my own health journey, particularly in addressing hair loss.

## **Our Results.**

If the benefits of fulvic acid have not yet convinced you, our Mineral Face and Scalp Toner is further enriched with bio-fermented essential minerals: zinc, iron, silicon, copper, and magnesium. Why opt

for fermentation? Again, this process transforms these minerals into a form that's more bioavailable, making them easily recognised and utilised by your skin and scalp.

The carefully chosen minerals in our toner provide a multitude of benefits, significantly boosting antioxidant protection and positively impacting skin barrier function and hair smoothness.

Like all our products, this toner has undergone extensive testing to ensure its efficacy and safety, providing both immediate and long-term benefits. It is proven to offer a significant skin toning effect right after the first application, as verified by Skin-pH-metre measurements.

In consumer tests, 100% of participants reported experiencing well-moisturised skin and a renewed sense of skin vitality within 4 weeks of regular application.

Dermatologically tested on sensitive skin and alcohol-free, our toner is made with 100% natural ingredients, free from synthetic fragrances or preservatives.

I like to describe it as both a beauty elixir and a mineral supplement for your skin.

This article was not written by AI and English is not my mother tongue, so please accept my apologies for any language mistakes.

Joanna Ryglewicz

Founder, Oio Lab