



## BELLI FAQ

*What do I need to know about Belli?*



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### *What makes Belli different?*

Belli is the only skin care company in the world that performs Teratology screening of our ingredients through the MEDLINE, TOXLINE, DART and TERIS teratology databases.

### *What is Teratology?*

You may have heard of the word Toxicology before... it is the study of chemicals that are harmful to humans. Teratology is the study of chemicals that are harmful to the developing fetus.

### *Why is Teratology important to me?*

Published studies show links between common skin care ingredients and birth defects when taken either orally or systemically.

Just a few examples of these include:

Vitamin A, salicylic acid, benzoyl peroxide, caffeine, aloe vera, oxybenzone (a chemical sunscreen) and BHT (an antioxidant)

### *But why is this important when I am only putting it ON my skin not in my mouth?*

Very few studies have looked at the teratogenicity of these and other ingredients when applied topically. Yet we know that many skin care ingredients are absorbed into the bloodstream where they can potentially interact with the developing fetus.

At Belli we set the new standard for pre natal safety in the skin care industry going above and beyond.

### *Is that all the research and testing that Belli does?*

No, products are sent to an independent laboratory for skin irritation testing, followed by a nine-week extensive trial of repeat insult patch testing to establish hypoallergenicity.

Our Motherhood range is also LACTMED screened and we exclude any ingredients known to be harmful to nursing babies through the breast milk.

So at Belli we make sure our products are not only safe for your baby but also for YOU!



### *Where is Belli the #1 recommended product by ObGYN's?*

Our product has been recommended since 2002 by leading medical professionals across the world. In 2006 an independent survey and study was completed with 125 ObGYNs from across America, making Belli their #1 choice for pregnancy skin care.

### *Is Belli all-organic?*

Belli uses many organic ingredients, but the "organic" label alone does not mean that an ingredient is safe during pregnancy. Even some natural, organically grown skin care ingredients have links to birth defects in published medical studies—including aloe vera, rosemary, salicylic acid, caffeine, and glycolic acid.

Teratology screening helps ensure you are using the safest known ingredients during pregnancy, from any source. It eliminates ingredients with links to birth defects in published medical studies, and replaces them with safer choices instead. Belli has lead the industry with this higher prenatal safety standard since 2002. When the research shows that a natural ingredient is the safest choice, we do prefer to purchase from organic farmers to avoid possible contamination with pesticides. We also do not test on animals.

## WHO SAYS WHAT ABOUT BELLI?

"When I used the Elasticity Belli Oil for the first time, I fell totally in love with it! My husband rubs it on every morning and night, it is my (and hopefully his) favourite part of the day...and now at 7 months I have not a single stretchmark on my tummy and suffered from them on my hips when growing up. Thank you Belli, I chose your product because it was safe, now I use it because it works." – **Anna H.**

"I am a family physician who has been frustrated for many years over the lack of health care products that are safe to use during pregnancy or even a company willing to put any effort into testing and proving safety for their pregnant customers. Not even the big pharmaceutical companies are willing to take on this challenge. When my wife became pregnant for the second time and wanted some safe cosmetic products to use on her skin, I did some research and found Belli. We ordered several products and used them over the course of the pregnancy. My wife and I were quite pleased with the results. Particularly the Elasticity Belly Oil. It's nice to know that a company has finally taken pregnant women seriously and has also created such quality products." – **Dr. Mark L.**

"I tried your suggestion of using the exfoliator and the oil together, I have never felt so smooth. My sister who is not pregnant used it the other day as she had really dry legs...not any more! Awesome products can't wait to try the rest." – **Sophie V.**

"Our group of friends got together and bought the gift set for Susan's baby shower, she just loved it, so when she gave birth to little J we bought the baby set as well! We are serial Belli repeat offenders – if you want my tip, don't ever go to a baby shower without it.." – **Tina G.**



"I have used Belli for my last 3 pregnancies, really great to see that you have now released a baby range, it will be pride of place at bath time for us all and smells just divine." – **Trish M.**

"I have always suffered from terrible skin and when I fell pregnancy it got even worse. I could not put any sun screen on as it aggravated it so much & the sun made it so bad I stopped going outside. Sally gave me the SPF tinted moisturizer as it was zinc based & my dermatologist told me this was the best to use for bad skin. I gave birth 4 months ago & still use it to this day... a life saver! – **Lisa K.**

*Our mission at Belli is to always represent the safest and most effective solutions to the common skin care concerns during pregnancy, motherhood and for your baby. We continually improve and update our formulations as new research and information becomes available.*

BELLI COSMETICS  
581 TIMBER CREEK DR. NW  
ISSAQUAH, WA 98027  
PHONE (425) 313-5878  
FAX (425) 313-5786

TO LEARN MORE VISIT [WWW.BELLICOSMETICS.COM](http://WWW.BELLICOSMETICS.COM)

