
WORLD LEADERS IN BIOACTIVE TOTAROL™ INNOVATION
HYPERGANIC

WELCOME TO THE POWER OF BIOACTIVE TOTAROL™, A NATURAL AND ORGANIC ANTIBACTERIAL AND ANTIOXIDANT SUPER INGREDIENT SUSTAINABLY SOURCED FROM FALLEN TOTARA TREE.

This ancient native tree is unique to New Zealand, and its lineage dates back over 100 million years. It is one of the hardiest trees on the planet that is able to survive environmental attacks due to the Totarol™ protecting it. Bioactive Totarol™ has been proven to be seven times more effective than Vitamin E* in terms of antioxidant qualities. It also fights harmful bacteria while not harming other useful microorganisms.

Through rigorous research and development this super ingredient has been harnessed for commercial use.

*(Bai. Y., "Antioxidant Capacity of Totarol"; Internal Report, HortResearch; October 2002).



TWELVE FACTS OF THE INCREDIBLY UNIQUE BIOACTIVE TOTAROL™.

- Bioactive Totarol™ is a highly effective, multi-tasking and versatile ingredient for cosmetic formulations
- A potent antioxidant and antimicrobial — Bioactive Totarol™ is 7 times more effective than vitamin E
- Clinically proven to reduce acne breakouts by up to 16% with Sebum reduction up to 28% in 8 weeks
- Proven to reduce excess oil production by 28%
- Visibly reduces the appearance of acne pigmentation after 4 weeks of consistent use
- Clinically tested to smooth skin texture, even out tone reduce the appearance of fine lines and wrinkles within 4 weeks
- Scientifically proven to reduce the appearance of age spots and discoloration in 4 weeks
- It has been used successfully in formulations for the last 20 years
- A sustainably sourced organic and natural ingredient from the New Zealand Tōtara tree
- No living trees harmed, only off cuts are used
- A robust tree planting programme plants 1000 Tōtara for the equivalent of every full size Tōtara tree we use
- Dermatologist-tested and clinically confirmed to be non-comedogenic

OUR CIRCULAR, HARM FREE, EXTRACTION PROCESS



AS TOTAROL INNOVATORS, HYPERGANIC BIOGROUP HAS DEVELOPED TWO CONSUMER BRANDS THAT UTILISE TOTAROL IN DIFFERENT WAYS AND CATER TO A WIDE MARKET RANGE.

TWYG is a premium skincare range and byebyebad is an accessible personal care range. Both these brands demonstrate Bioactive Totarol's efficacy and versatility across a wide range of products, as well as how this ingredient can become the key feature of a product or range.

TWYG®

TWYG is the WORLD'S FIRST LUXURY SKINCARE with *high-dosage* BIOACTIVE TOTAROL™ a super-ingredient clinically proven to help make skin clear and luminous.





RENEWING ANTIOXIDANT FACIAL OIL

30ml

Renew dull, dry skin, regaining a luminous glow. The potent antibacterial and antioxidant properties of Bioactive Totarol™ take on visible signs of ageing while aiding cell regeneration, boosting the skin's natural elasticity. Highly absorbent, this deeply hydrating oil also protects from oxidation, cell and free radical damage caused by UV radiation. Loaded with Vitamin C, Squalene and Squalane, it will leave skin with a radiant glow, feeling fresher, firmer and well-nourished.



REVIVE & BRIGHTEN ANTIOXIDANT FACIAL SERUM

30ml

Revive and brighten, protecting your skin with the nourishment it needs every day. Harnessing a potent dose of antibacterial and antioxidant-rich Bioactive Totarol™, this serum delivers long-lasting hydration to minimise fine lines and wrinkles as they develop around the eyes and mouth. Filled with botanical nutrients such as vitamin-c-loaded Kakadu Plum, Saccharide Isomerate and Bakuchiol, it protects and replenishes the skin barrier, leaving skin feeling firmer, stronger and more radiant.



REGENERATIVE OVERNIGHT REPAIR MASK

75ml

Regenerate worn out skin - let this carefully crafted formulation work its magic while you sleep. Harnessing the potent antibacterial and antioxidant properties of Bioactive Totarol™, this rich, nourishing mask reduces hyperpigmentation and fine lines while boosting elasticity. Niacinamide, Squalane and a blend of botanical extracts support ultra-hydration, delivering valuable nutrients to aid your skin's microbiome. Wake up with skin that feels plush and firm and looks lush and bright - visibly rested and renewed.



RESTORATIVE HYDRATION CREAM

75ml

Restore skin back to good health, boosting nourishment and radiance. A luxurious, twice-daily application protects against premature ageing, reducing fine lines and wrinkles while firming and brightening thanks to the potent antibacterial and antioxidant properties of Bioactive Totarol™. Valuable nutrients derived from actives, essential fatty acids, hyaluronic acid and a bounty of New Zealand botanical blends all work to take on environmental damage, leaving you with glowing, firm skin - fresh-faced to face the day.

TWYG celebrates the union between nature and science. By unlocking a 100-million-year-old secret, we've created the world's premiere, ingredient-led high-dosage Bioactive Totarol™ skincare brand.

Our commitment to science matches our indebtedness to nature. Without the pioneering scientists that recognised the life-enhancing properties of the Tōtara and studied it with such effectiveness, we wouldn't have the phenomenal plant extract Bioactive Totarol™ as a resource.

Our commitment to science extends within our sustainable, patented supercritical CO2 extraction method and processing plant, where we conduct and external Certificate of Analysis (COA) and batch testing after every extraction.

Our products are crafted by expert chemists with in-depth knowledge of skincare. Having studied and tested the way Bioactive Totarol™ works to restore and nourish the skin at different stages of life, they've created dynamic formulations with other beneficial plant-based ingredients to work in tandem to deliver results.

HARVESTING

100% organic, Bioactive Totarol™ is sustainably harvested here in Aotearoa New Zealand, uniquely extracted from the heartwood of fallen Tōtara tree. Pioneered by our team, our supercritical extraction process is used exclusively on fallen trees. Committed to environmental sustainability, no living Tōtara are ever touched.

PACKAGING

Our keepsake-worthy packaging have been thoughtfully crafted from both a design and sustainability point of view. Each component is made from a different material. This is to ensure the most suitable materials were used from a sustainability, functional and aesthetic point of view. Read an in depth overview on the TWYG website.

PHILANTHROPY

We're proud to do our bit to support the future of New Zealand's forests by supporting Trees That Count, a not-for-profit movement leading the restoration of native trees across Aotearoa New Zealand.

A personal care brand on a mission to remove the bad from the world by providing consumers a one stop shop to make better choices on how they look after their bodies, impact the planet and the people living around them. Plus, our special secret – Bioactive Totarol.

byebyebad®





Get to know the gang that's fighting bad...



Natural Hand Protector

550ml

An alcohol-free, nasty chemical-free, NZ-made natural hand protector that increases in potency after application and stays active for up to 24 hours. It's been tested and proven against a range of household pathogens.

It protects against 99.99% of bugs and successfully inhibits growth of bacteria both rapidly and effectively. It's a skin rejuvenation system utilising Bioactive Totarol™, Echinacea, Manuka, Kawakawa, Hemp & Aloe Vera to moisturise and restore skin PH levels.

The more applications on the hands, the more potent it becomes. Just takes two little sprays to start working.



Prebiotic Handwash

550ml

Available in three SKU's:
Aloe vera + Mint
Yuzu + Mandarin
Forest Fresh scent with exfoliating pumice

Our Prebiotic Handwash cleans hands while nourishing the good bacteria, thanks to the prebiotic skin loving ingredients that act as a food source for naturally occurring probiotics that live on skin. Keeping them fed, happy and healthy and your skin soft and moisturised.



Prebiotic Mouth Refresher

75ml

A build-up of bacteria in your mouth can lead to bad things like gingivitis, tooth decay, sore throats and bad breath. No fun for anyone. The byebyebad™ Prebiotic Mouth Refresher is packed with antioxidant, antibacterial and anti-inflammatory goodness like Bioactive Totarol™, sweet fennel oil and peppermint oil, designed to kick bacteria in the butt and leave you with a fresh, clean, soothed mouth hole.



Blue Light Face Shield

75ml

The Blue Light Face Shield is smartly designed to protect your face by fending off blue light UV rays from devices & pollution.

Key ingredients are antibacterial and antioxidant Bioactive Totarol™ and EnergiNius®, derived from Indian Ginseng roots - these guys protect skin cells and help prevent fine lines and wrinkles caused by free radical damage.

Simply spritz over your face before you start your day.



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1 Litre refill bottle for Prebiotic Handwash

1 litre

All byebyebad bottles bespoke designs and are made from post consumer recycled material. With increased consumer demand for more sustainable options for products, a bespoke 1 litre PCR refill is in development.