

TRU FACE™ ESSENCE ULTRA

THE FIRING SPECIALIST



PRODUCT OVERVIEW

Return to firm. Every day you battle natural forces that cause sagging, loose skin. You're also worried about free radicals and their damaging, aging effects on your skin. In the past you've spent too much time and money on treatment products that didn't seem to help. Now you can fight the signs of aging with a targeted anti-aging product: Tru Face Essence Ultra. Leave undefined skin in the past and enjoy firmer, more youthful looking skin today—and tomorrow.

Nu Skin's **firing specialist** features 25 percent more serum than Tru Face Essence and is combined with the coenzyme Q10, Tēgreen 97, and a protective antioxidant network. The powerful science of Tru Face Essence Ultra helps restore facial firmness, enhance elasticity, and prevent future signs of aging. In clinical studies, Ethocyn®—the key ingredient in this silky serum—was proven to increase skin elastin content to youthful levels, enhancing skin firmness and elasticity. Tru Face Essence Ultra—leave sagging skin in the past and fight current signs of aging for firmer, younger looking skin now and in the future.

CLINICAL

After three months of using Ethocyn® twice a day, participants aged 40–77 averaged a 166% increase in elastin content. Their elastin content was restored to the same level as that of 18–25 year-old skin.

TARGET AUDIENCE

- Skin involved women and men concerned with restoring firmness and facial contour to reduce the appearance of sagging.

- Women and men of all ages actively seeking technologically advanced solutions to either maintain or restore youthful facial contour and skin firmness.

BENEFITS

- Promotes skin firmness and elasticity and fights current signs of aging with Ethocyn® an ingredient clinically proven to improve skin elastin content.
- Helps prevent degradation of elastin with elastase inhibitors.
- Contains Tēgreen 97, CoQ10, and colorless carotenoids, a complete protective antioxidant network that helps prevent future signs of aging by protecting against skin-aging free radicals.
- Helps contour and firm the skin for a more youthful appearance.
- Defines skin around the eyes, neck, chin, jaw line, décolleté, and hands.

KEY INGREDIENTS

- **Ethocyn®**—anti-aging ingredient that has been clinically proven to improve the skin's elastin content, the key component to firm skin.
- **Lipid-C (Tetrahexyldecyl ascorbate)**—a powerful form of vitamin C that helps protect elastin and collagen from degradation enzymes that attack skin proteins.
- **Tēgreen 97™**—a proprietary antioxidant that helps protect the skin from oxidizing free radical damage.
- **CoQ10**—a powerful antioxidant, coenzyme Q10 is a key component of cellular energy production and functions best within an antioxidant network.

Ethocyn® is the trademark for the ingredient developed by Chantal Burnison and manufactured for Nu Skin by BCS Pharma Corporation.

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- **Colorless Carotenoids**—unique antioxidants produced from algae that help protect the skin from environmental hazards.

USAGE/APPLICATION

Apply Tru Face Essence Ultra to clean, dry skin following your toning step. If you are using other treatment products from core systems, apply Tru Face Essence Ultra after applying the other treatment products.

To apply Tru Face Essence Ultra, tear open one capsule per use. Gently squeeze two or three drops directly on the areas of most concern and then apply the remaining product to the entire face. A thin coat of product is all that is necessary to reach the maximum benefits. Tru Face Essence Ultra should be applied twice per day for optimal clinical results. Include it as the final treatment step in your daily regimen prior to moisturizing.

DEMONSTRATION

Seeing is believing. The results of Tru Face Essence Ultra speak loud and clear—so become a product of the product, and show your clients the benefits of Tru Face Essence Ultra.

- For a dramatic show-stopping demonstration of Tru Face Essence Ultra firming and contouring benefits, apply Tru Face Essence Ultra to only one-half of your face for at least two months. This takes courage, but the results are very compelling. Best results are seen after three to four months.
- For a less dramatic, but equally compelling demonstration of Tru Face Essence Ultra firming benefits, take a close-up picture of your face before you begin to use Tru Face Essence Ultra. Then follow normal usage instructions, applying Tru Face Essence Ultra to your entire face. After two to four months of use, take another close-up picture of your face. Compare the two photos with your clients—they will be amazed at the differences.

COMPLEMENTARY PRODUCTS

- **ageLOC™ Transformation**—infuse your skin with the power of ageLOC on a daily basis to target aging at its source. These four premier products work together to reveal younger looking skin in eight ways—for a more youthful, healthier looking you now and in the future.
- **Tru Face™ Priming Solution**—prepares your skin to optimize the anti-aging power of Tru Face products.
- **Tru Face™ Line Corrector**—targets medium to deep lines and wrinkles with pro-collagen peptides.

- **Galvanic Spa™ Facial Gels with ageLOC**—advanced gels help increase circulation and cellular energy. Pre-Treat Gel removes impurities so pores can breathe. Treatment Gel with ageLOC targets the signs of aging at their source, facilitates recovery from stress, and calms and revives skin.
- **Nu Skin 180°® System**—Nu Skin's cell renewal specialist, this aggressive regimen diminishes the appearance of fine lines and wrinkles, restoring your skin's youthful tone, texture, and vitality.

FREQUENTLY ASKED QUESTIONS

Can I use Tru Face Essence Ultra with other Nu Skin core systems?

Yes. Tru Face Essence Ultra is Nu Skin's firming specialist and is an excellent complement to ageLOC Transformation, the Nu Skin 180° System, and the Galvanic Spa™ System II (see chart on next page).

How does Tru Face Essence Ultra differ from other Tru Face products?

Each Tru Face product has a specific purpose and function. Tru Face Essence Ultra, the firming specialist, helps improve skin contouring and firmness. No other Tru Face product does this. Tru Face Line Corrector is a spot treatment that helps minimize the appearance of medium and deep wrinkles associated with mechanical aging. Tru Face Skin Perfecting Gel helps prevent the effects of environmental aging and is a great way to keep skin looking young. Tru Face Revealing Gel smoothes the skin, minimizes the appearance of pores, and brightens sallow, dull complexions—without irritation. Tru Face Revealing Gel is a gentle way to fight environmental aging. Tru Face Essence Ultra is compatible with each of these products.

How does Tru Face Essence Ultra work?

Tru Face Essence Ultra features Ethocyn®, which works naturally with the body to help improve skin elastin content. Elastin provides the elastic support for the skin and improves skin firmness and contouring.

What is the purpose of the antioxidant network that is in Tru Face Essence Ultra?

This network consists of a powerful combination of antioxidants, including Tēgreen 97™, coenzyme Q10 (CoQ10), vitamin E, colorless carotenoids, and a special lipid soluble form of vitamin C. Natural lipophilic antioxidants act synergistically to protect sebum lipids. For example, CoQ10

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regenerates vitamin E after free radical scavenging, thus acting as an antioxidant defense system. By providing a network of antioxidants, the protective function against free radicals is not only enhanced, but the key ingredients are also more available to perform other functions that can benefit the skin.

How long do I need to use Tru Face Essence Ultra to get results?

Tru Face Essence Ultra should be used twice a day for three months for best results. Continued use is recommended to maintain results.

INGREDIENTS

Cyclopentasiloxane, Dimethiconol, Squalane, Ethoxyheptyl Bicyclooctanone,* Ubiquinone,** Dunaliella Salina Extract† Tetrahexyldecyl Ascorbate, Camellia Sinensis Leaf Extract‡ Daucus Carota Sativa (Carrot) Seed Oil, Oenothera Biennis (Evening Primrose) Oil, Retinyl Palmitate, Tocopheryl Acetate, Tocopheryl Linoleate, Carthamus Tinctorius (Safflower) Seed Oil, Dimethicone, Polydecene, Zea Mays (Corn) Oil.

* Ethocyn®, ** Coenzyme Q10, † Colorless Carotenoids, ‡ Tegreen 97™



NU SKIN
THE DIFFERENCE. DEMONSTRATED.™

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USAGE CHART



Add Tru Face Essence Ultra featuring Ethocyn® an ingredient clinically proven to enhance elasticity and skin firmness, to your daily Nu Skin regimen and see your skin visibly “snap back” to smooth firm skin.*

CORE SYSTEM	THE REGIMEN WITH TRU FACE ESSENCE ULTRA
<p>AGELOC™ TRANSFORMATION</p> 	<p>STEPS:</p> <ol style="list-style-type: none"> 1. ageLOC™ Gentle Cleanse & Tone 2. ageLOC™ Future Serum 3. Tru Face™ Essence Ultra 4. ageLOC™ Radiant Day SPF 22/ageLOC™ Transforming Night
<p>NU SKIN 180®</p> 	<p>STEPS:</p> <ol style="list-style-type: none"> 1. Nu Skin 180® Face Wash 2. Nu Skin 180® Skin Mist 3. Nu Skin 180® Cell Renewal Fluid 4. Tru Face™ Essence Ultra 5. Nu Skin 180® UV Block Hydrator SPF 18/ Nu Skin 180® Night Complex
<p>NUTRICENTIALS®</p> 	<p>STEPS:</p> <ol style="list-style-type: none"> 1. Creamy Cleansing Lotion 2. pH Balance Toner 3. Celltrex® Ultra Recovery Fluid 4. Tru Face™ Essence Ultra 5. Moisture Restore Day Protective Lotion SPF 15/Night Supply Nourishing Cream

* Use Tru Face Essence Ultra twice daily for best results.

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