

# Body Bar



## Positioning Statement

Body Bar is a soap-free cleanser formulated to refresh and effectively cleanse the skin.

## Concept

A #1 Nu Skin® product. Body Bar washes away dirt and impurities, leaving skin fresh and clean. Many people prefer the hands-on convenience of a bar. Nu Skin® Body Bar is exactly what they want—a gentle yet effective cleanser in the traditional form of a bar, but with additional skin softening benefits. pH balanced Body Bar is a 100% soap-free cleanser scientifically formulated to condition the skin and help protect against dryness. (Great for the entire family.)

## Target Audience

- For the entire family—all ages and skin types (except infants and toddlers).
- For those who prefer a bar to a liquid cleanser.
- Appeals to men.

## Product Claims

- Gentle, nondrying cleansers thoroughly remove dirt and impurities without stripping the skin of vital lipids.
- Doesn't leave skin feeling dry.
- pH balanced to help maintain skin integrity and protect its delicate moisture barrier.
- Aromatic grapefruit scent invigorates the senses and enhances the shower experience.
- 100% soap-free.
- Safety-allergy-dermatologist tested.

## Key Ingredients

- **NaPCA and glycerin**—bind moisture to the skin to prevent drying.
- **Jobba oil and vitamin E (tocopheryl acetate)**—supplement moisture levels to protect the skin's essential moisture barrier.
- **Aloe vera and allantoin**—soothe and nurture skin.

## Usage/Application

Apply Body Bar to dampened skin, work gently into a light lather, and rinse thoroughly. Follow with the Nu Skin® body moisturizer of your choice.

## Demonstration

### EDUCATE

- Healthy skin maintains a slightly acidic pH of 5.5–6.5. Many standard soap brands are alkaline or basic, meaning their pH range is 8.5–10. Disrupting the pH balance within the skin can cause the protective moisture barrier to breakdown, which can be especially detrimental for normal to dry complexions.
- Nu Skin uses only soap-free formulas that gently cleanse the skin with mild surfactants. We carefully formulate our cleansers to a gentle pH range of 5–7.4, helping maintain the skin's natural protective moisture barrier.

### DEMONSTRATE

- To demonstrate the healthy pH range of our cleansers, simply dip a piece of litmus paper, which turns varied colors in the presence of different pH levels, into the cleanser and check the reading against the color code on the litmus scale. The ideal pH for cleansers is between 5–7.5
- Explain that common alkaline soaps, especially bar soaps, will strip the natural lipids that maintain healthy skin and protect it from outside aggressors. Body Bar, with gentle soap-free cleansers and conditioning ingredients, defends your skin's essential moisture barrier for softer, healthy feeling skin.

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## FYI

There is anecdotal evidence supporting the idea that the scent of grapefruit actually helps individuals in their weight-loss efforts. Research indicates that when you smell certain scents, the sympathetic nerve system is stimulated and noradrenalin is released, which in turn helps in the burning of fat—when coupled with a reasonable diet and exercise.

## Complementary Products

- **Body Smoother**—a light, after-shower lotion that locks in moisture.
- **Perennial® Intense Body Moisturizer**—a therapeutic body moisturizer that promotes cellular durability, helping to reinforce the skin's natural defense mechanisms and protect against external aggressors.
- **Liquid Body Lufra**—an all-over body exfoliant that gently eases away dead skin cells and excess oil, and gives your skin a healthy, polished appearance and feel.
- **Dividends™ Shave Cream**—helps you cleanse, exfoliate, and condition all in one step. This concentrated lather gently removes dirt and oil and optimizes razor glide for a clean, smooth shave that protects your skin from dryness, chafing, minor nicks, and irritation.
- **Dividends™ Aftershave Balm**—this lightweight balm makes facial hair softer, finer, and less noticeable so you can skip a shave without people noticing. It also provides traditional benefits: prevents razor bumps and cools and soothes the skin.
- **Dividends™ Antiperspirant Deodorant**—captures and eliminates existing and future odor-causing molecules. This microfine antiperspirant works overtime, delivering advanced wetness and odor protection to keep you feeling clean and fresh all day.

## Frequently Asked Questions

### *How long does each Body Bar last in the shower?*

Each Body Bar lasts for approximately 9 to 10 days for one person, showering daily. Keeping Body Bar in dry place when not in use will extend the life of this Nu Skin favorite.

### *Can I use a washcloth or puffball with Body Bar?*

Yes, you can lather Body Bar into a washcloth or puffball.

### *How does Body Bar compare to Liquid Body Bar?*

Both Body Bar and Liquid Body Bar leave the skin feeling soft and comfortable and feature an uplifting grapefruit scent. Body Bar comes in a convenient bar, whereas Liquid Body Bar is a liquid cleanser. Although both products are gentle to the skin, Liquid Body Bar is designed to be more moisturizing to the skin.

### *Can I use Body Bar as a facial cleanser?*

Body Bar is safe to use on the face; however, Facial Cleansing Bar is formulated specifically for the delicate skin on the face.

### *Is Body Bar antibacterial?*

Body Bar does not contain antibacterial agents, but it does help eliminate many odor-causing, infectious germs.

## Ingredients

Sodium Cocoyl Isethionate, Dextrin, Water, Cetyl Alcohol, Sodium Isostearoyl Lactylate, Aloe Babadensis Gel, Sodium PCA, Jojoba (Simmondsia Chinensis) Oil, Tocopheryl Acetate, Lactic Acid, Sodium Lactate, Glycerin, Allantoin, Polyacrylamide, Fragrance, Triclocarban, Isobutylparaben, Isopropylparaben, Butylparaben.