

AGELOC® TRU FACE® ESSENCE ULTRA CLINICAL RESULTS COMPARISON

Summarized from a third-party professional assessment study performed
in accordance to Standard Operating Procedures of the organization.

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ageLOC Tru Face Essence Ultra is built on science and is loved for its luxurious feel and significant results. Not only does it contain ageLOC, which targets the sources of aging to preserve the look of youth, but ageLOC Tru Face Essence Ultra also contains technology that helps improve the appearance of skin that is sagging or otherwise lacks firmness.

Nu Skin is always looking to leverage the best skin care ingredients and stay on the cutting edge of product technology. It's with these new tools that we've produced a reformulated product with clinically superior results compared to clinical studies performed on the previous product, as seen below.

AGELOC TRU FACE ESSENCE ULTRA (2012 VERSION)

ageLOC Tru Face Essence Ultra launched in 2012. At that time, we commissioned a 12-week clinical efficacy evaluation by a third-party contract research organization. The evaluation focused on firmness and was conducted in the United States on Caucasian women with mild to moderate lack of skin firmness. Each of the 34 subjects between 40–70 years of age applied the product to their face every morning and night for 12 weeks. Statistically significant improvements were seen in firmness, fine lines/wrinkles, and radiance at weeks one, four, eight, and 12, compared to baseline scores (see Figure 1).

Clinically Graded Attributes August 2012

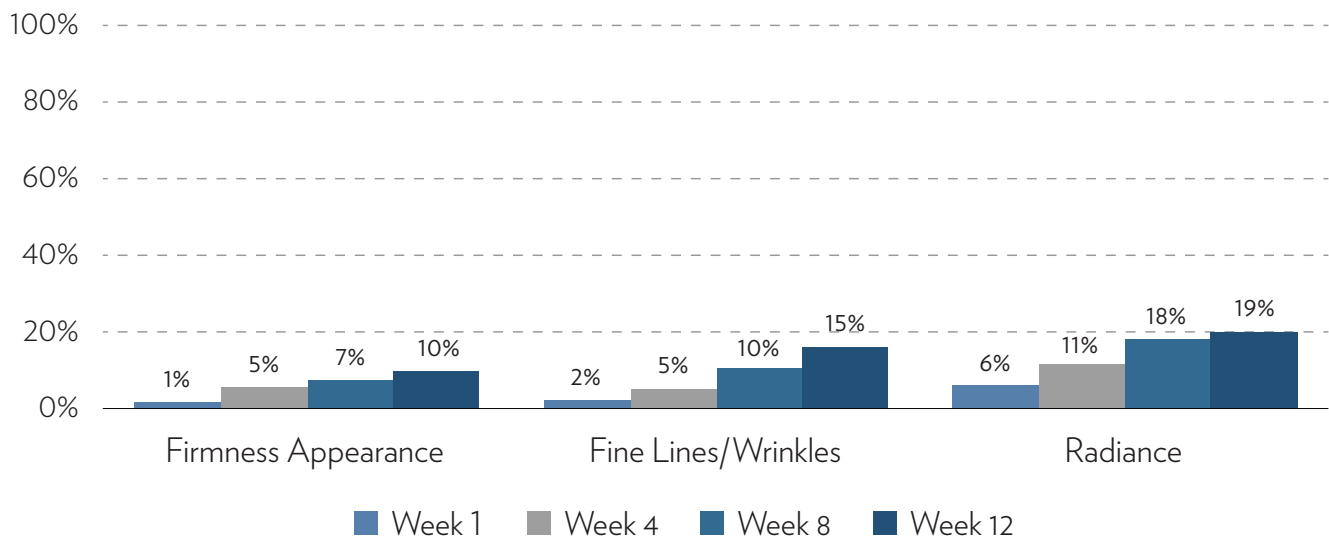


FIGURE 1: Results from 2012 version of ageLOC Tru Face Essence Ultra

The statistically significant results illustrated the product's quick benefits that increase over time. The product has the benefits to improve the skin's appearance in aging parameters.

AGELOC TRU FACE ESSENCE ULTRA (2019 VERSION)

In 2019, ageLOC Tru Face Essence Ultra was relaunched with a novel and newly identified firming technology, replacing the previous ingredient firming technology. These new ingredients had been shown in vitro and ex vivo to have a positive impact on firming parameters. To evaluate the product's ability to impact the skin's appearance, a third-party efficacy study was commissioned.

Conducted in Europe, this study focused on female subjects who presented a lack of facial firmness. Each of the 32 subjects was between 47–68 years of age. They applied the product to their face every morning and night for 12 weeks. This study also focused on firmness, and we identified additional firmness-related characteristics to be evaluated. Statistically significant results were recorded for wrinkles, fine lines, ptosis, radiance, firmness, elasticity, and tonicity, compared to baseline scores.

Clinically Graded Attributes August 2019

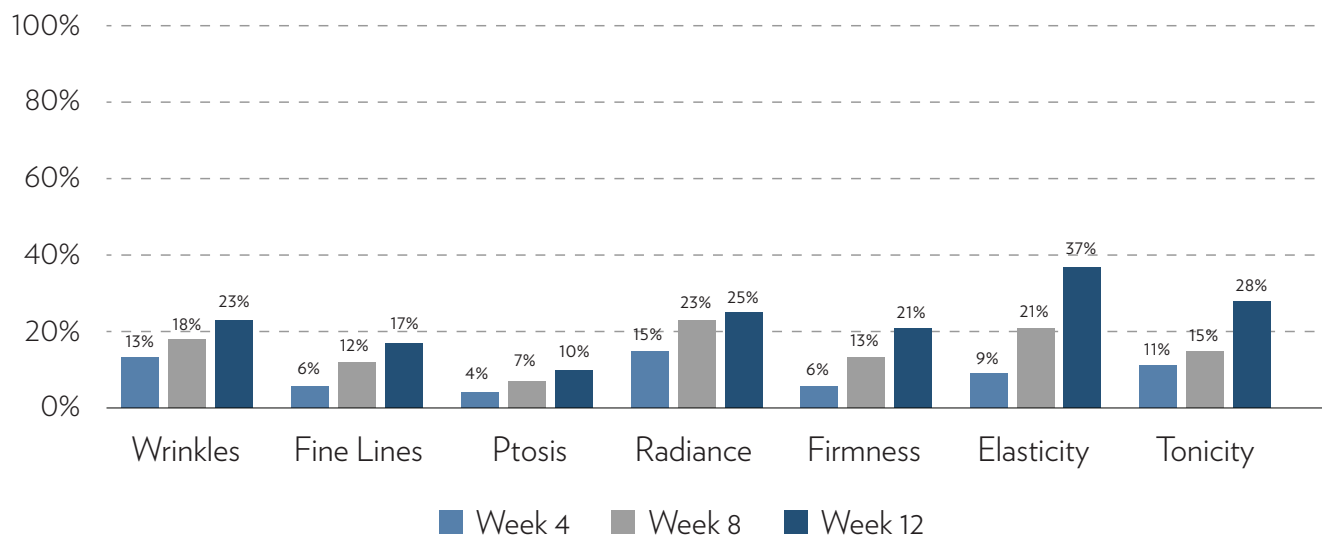


FIGURE 2: Results from 2019 version of ageLOC Tru Face Essence Ultra

Statistically significant improvements appeared at week 4 and continued to improve through week 12.

Clinically Graded Results Comparison between ageLOC Tru Face Essence Ultra 2012 and 2019

When comparing the clinical results of these two studies, a couple trends emerge. First, the benefits at week 12 show greater improvements for the 2019 version, as seen in Figure 3. Also of note is that the 2012 clinical study looked at fine lines/wrinkles as a single attribute, while the 2019 study broke this into two separate characteristics—fine lines and wrinkles.

Clinically Grading of ageLOC Tru Face Essence Ultra 2012 vs 2019 at Week 12

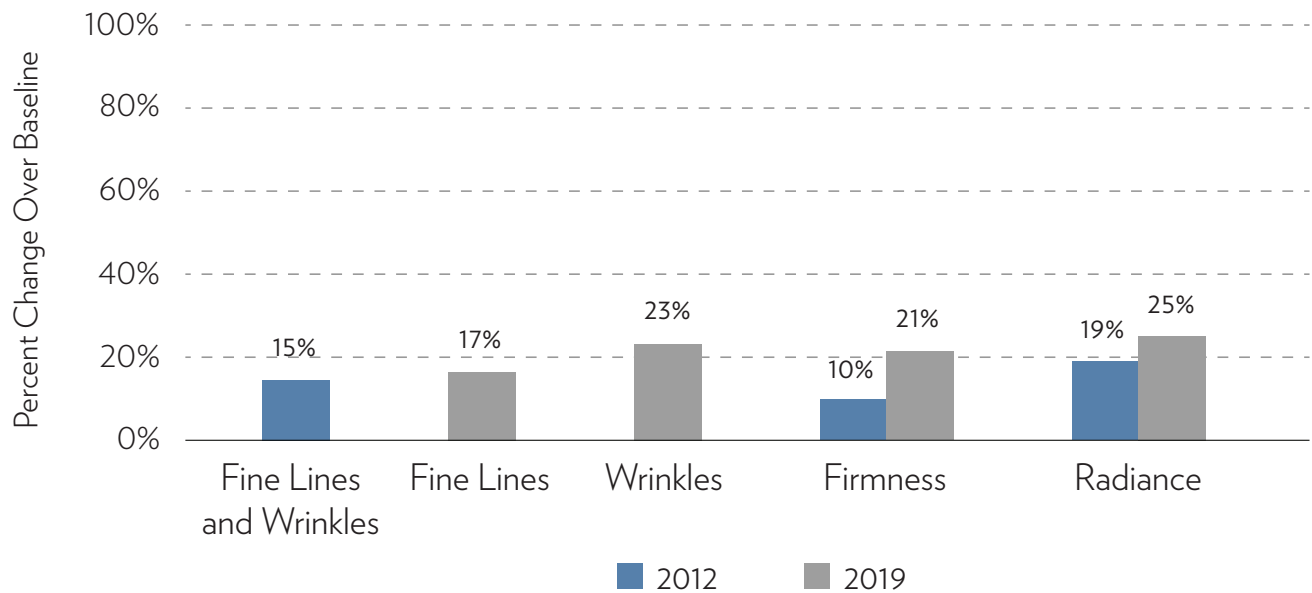


FIGURE 3: ageLOC Tru Face Essence Ultra 2012 and 2019 Comparison

The first study conducted in 2012 (i.e. version one of ageLOC Tru Face Essence Ultra) illustrated a quicker onset of benefits with statistically significant results being manifest at week 1. Yet, the 2019 version showed a greater improvement over time for firmness, lines and/or wrinkles, and radiance.

The percent differences between the commonly studied clinical parameters—fine lines and/or wrinkles, firmness, and radiance—is apparent. In our comparison below (see Figure 4), we looked at the percent difference between fine lines/wrinkles from the 2012 formula and the fine lines and wrinkles attributes studied separately in 2019. Thus, two separate comparisons were made—one comparing fine lines/wrinkles (2012) to fine lines (2019) and one comparing fine lines/wrinkles (2012) to wrinkles (2019). The percent difference between the two formulas begins to narrow for fine lines and/or wrinkles and radiance, yet there remains a greater improvement for the 2019 version. Interestingly, the firming difference continued to grow throughout 12 weeks—again in favor of the 2019 version of ageLOC Tru Face Essence Ultra.

Percent Differences in Clinically Graded Attributes

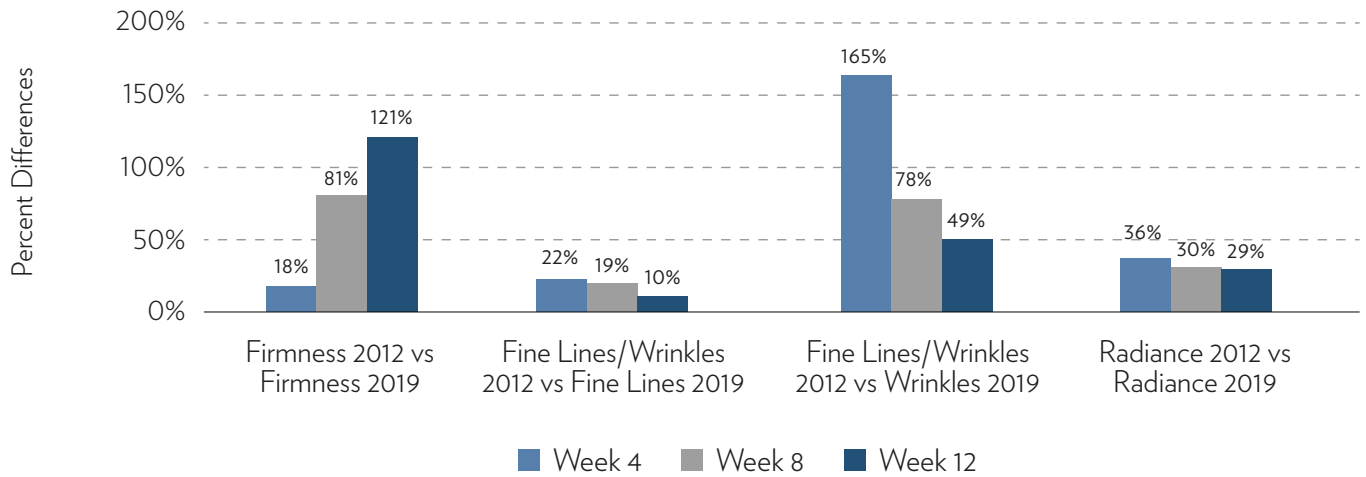


FIGURE 4: Differences between the 2012 and 2019 versions of ageLOC Tru Face Essence Ultra

Conclusion

Based on this data, the newer 2019 ageLOC Tru Face Essence Ultra formula has greater benefits for a youthful look compared to the 2012 version.



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75 West Center Street
Provo, UT 84601
nuskin.com

1-800-487-1000