

REJUVENATING CREAM



POSITIONING STATEMENT

Rejuvenating Cream is a rich moisturizer formulated to address the special needs of dry skin.

CONCEPT

Rejuvenate your skin. Formulated to address the special needs of dry skin, Rejuvenating Cream drenches skin in soothing moisture, improving the skin's moisture-binding capabilities with the hydrating power of hyaluronic acid. A blend of emollients, humectants, and vitamins not only hydrates and nourishes your skin, but also helps keep dryness from returning for a more youthful looking complexion.

TARGET AUDIENCE

Men and women ages 30+ with dry skin.

PRODUCT CLAIMS

- Unique blend of emollients, humectants, and vitamins hydrates and nourishes skin.
- Improves skin's moisture-binding capabilities.
- Protects against moisture-loss.
- Alleviates the look of dry lines and softens the skin.
- Quick absorbing and nongreasy.

KEY INGREDIENTS

- Hyaluronic acid—a moisturizing compound found naturally in the skin; capable of binding moisture to the skin's surface.
- Aloe vera—recognized for its soothing and conditioning properties.
- Sodium PCA—binds water to the skin to help maintain an optimal moisture level.

USAGE/APPLICATION

Lightly apply upward on forehead and cheeks, and lightly downward on nose and chin. Pat upward on neck and around eyes. Excellent for use in the morning and evening.

FYI

- The skin is a living organ that requires a balanced environment to maintain its moisture and vitality, but in most climates skin cannot maintain a necessary level of moisturization on its own. In fact, it seems whatever climate you live in your skin has to fight a battle against wind, sun, pollution, and even artificially controlled climates, which can ultimately mean battling dryness.
- Moisturization is usually achieved through the regulation of water content and the secretion of natural oils.
 Historically, cosmetic scientists attempted to combat dryness by producing products that seal the skin with heavy oils and waxes. Although this method is still being practiced, studies indicate that it may be undesirable because it seals the skin from air and water. Since many skin care products are designed to prevent moisture from escaping the skin, by sealing it in a heavy compound, those skin care products may also prevent water from entering.
- The alternative to sealing the skin is to use compounds that enhance the skin's own ability to hold water. An example of this is hyaluronic acid, which helps prevent excessive water loss by ensuring proper skin moisturization levels from natural body moisture and from moisture introduced by the product.

This should, of course, be combined with ingredients that help regulate moisture content and keep the skin soft.

COMPLEMENTARY PRODUCTS

• Creamy Hydrating Masque[™]—an oasis for dry skin. The rich formula features pinecone extract and saccharide

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isomerate to help reduce dryness and bind moisture to the skin.

- Skin Beneficial[™] Tinted Moisturizer SPF 15—provides SPF 15 and vital UVA/UVB protection, while enhancing natural skin tone with sheer color.
- Perennial® Intense Body Moisturizer—now your skin can benefit from the same protection that nature uses to guard tender flower bulbs through the harsh winter. This all-over body moisturizer helps your skin remain comfortably soft and healthy looking year round.

FREQUENTLY ASKED QUESTIONS

How does Rejuvenating Cream compare to other Nu Skin® moisturizers?

Please see chart to the right.

Which skin type should use Rejuvenating Cream? Rejuvenating Cream provides rich moisturization, so it is best suited for individuals with dry skin.

How does Rejuvenating Cream compare to other Nu Skin® moisturizers?

Within the Nu Skin® product portfolio, Rejuvenating Cream fits in the rich moisturizer category.

Does Rejuvenating Cream contain any SPF protection?

No, Rejuvenating Cream does not contain any SPF protection. For SPF protection you can use Moisture Restore™ Day Protective Lotion SPF 15 Normal to Dry Skin, Nu Skin 180°® UV Block Hydrator, Nu Colour® Tinted Moisturizer, or Nu Colour® Liquid Finish.

INGREDIENTS

Water (Aqua), Propylene Glycol, Aloe Barbadensis Leaf Juice, Stearic Acid, Ethylhexyl Stearate, Ethylhexyl Palmitate, Diethylhexyl Adipate, Stearamidopropyl Dimethylamine, Ceteareth-20, Cetearyl Alcohol, Glycerin, Glycol Stearate, Tocopheryl Linoleate, Hydrolyzed Extensin, Sargassum Filipendula Extract, Hypnea Musciformis Extract, Gellidiela Acerosa Extract, Panthenol, Sodium PCA, Retinyl Palmitate, Allantoin, Tocopheryl Acetate, Sodium Hyaluronate, Biotin, Zea Mays (Corn) Oil, Butylene Glycol, Ethylhexyl Methoxycinnamate, Ceteth-2, Sorbitol, Sodium Chloride, Disodium EDTA, Aminomethyl Propanol, Fragrance (Parfum), Diazolidinyl Urea, Methylparaben, Propylparaben.

NaPCA Moisture Mist

- Refreshes skin with instant moisture.
- NaPCA and Hyaluronic acid bind moisture to the skin.

Enhancer Skin Conditioning Gel

- A light hydrator.
- Panthenol and aloe vera condition and soothe skin while preventing moisture loss.

Moisture Restore™ Day Protective Mattefying Lotion SPF 15

COMBINATION TO OILY SKIN

- Unique colorless carotenoids enhance the skin's natural resistance to the environment.
- Added SPF UVA/UVB protection helps fight against premature aging caused by the sun.

NaPCA Moisturizer

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HEAVY

- Medium weight moisturizer that provides balanced moisturization.
- Vitamin E and the natural humectant NaPCA supplement the skin's own moisture-binding capacity.

Moisture Restore $^{\text{TM}}$ Day Protective Lotion SPF 15 NORMAL TO DRY SKIN

- Unique colorless carotenoids enhance the skin's natural resistance to the environment.
- Added SPF UVA/UVB protection helps fight against premature aging caused by the sun.

Rejuvenating Cream

- Rich moisturizer formulated to address the special needs of dry skin.
- Hyaluronic acid improves skin's moisture-binding capabilities.

Night Supply™ Nourishing Cream

- Patented phosphatidylcholine from soy boosts the skin's nighttime renewal process.
- Helps restore flexibility and resilience to the skin.
- Formulated with rich emollients to provide deep moisturization to normal to dry skin.

$Moisture \; Restore^{^{\mathsf{TM}}} \; Intense \; Moisturizer$

- Strengthens skin's natural lipid barrier to return suppleness to skin.
- Nourishing pistachio oil, soothing aloe vera, and free radical-fighting vitamin E help comfort skin prone to extreme dryness.

