

# AGELOC® BRIGHTENING SERUM



## MEET AGELOC BRIGHTENING SERUM

With ageLOC Brightening Serum, you're going to enjoy the easy confidence that comes with fresh, fab skin. That's because this high-performance formula delivers the benefits we all crave. A visible boost of glowy radiance? Yes. Added bounce? Definitely. A more even-looking tone? Of course! Brighten your skin's day (and night) with ageLOC® Brightening Serum.

## WHY YOU'LL LOVE IT

- Delivers brightening benefits for a more luminous look.
- Motivates cellular turnover, encouraging a fresh, vibrant complexion.
- Gently exfoliates, revealing visibly smoother skin.
- Helps maintain younger-looking skin by diminishing the signs of early aging.
- Provides targeted hydration, keeping skin supple to the touch with a baby-plump appearance.

## WHAT POWERS IT

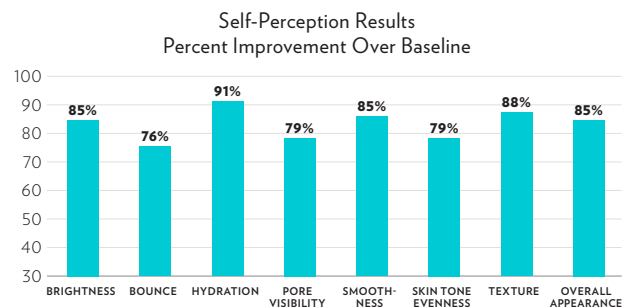
- **Brightening Blend**—this concentration of brightening ingredients promotes brighter, more radiant-looking skin\*.
- **Caviar Lime Fruit Extract**—encourages exfoliation and increased cellular turnover for visibly smoother, even-toned skin.
- **Plumping Blend**—hydrates and softens, while giving skin a fuller, plumper appearance.
- **ageLOC Blend**—Nu Skin's exclusive technology that targets the sources of aging to help maintain a youthful, vibrant appearance.

*\*Brightening Blend contains a unique ingredient grown or cultivated through a controlled environment.*

## CLINICALS THAT PROVE IT

Nu Skin commissioned a third-party clinical study to evaluate the benefits of ageLOC Brightening Serum. Study participants (25–40 years old) used the serum once a day for 12 weeks, at which point data was gathered via clinical and self-perception assessments. The clinical grader reported significant benefits in the following key areas: Bounce, Brightness, Plumpness, and Skin Softness. Participants also experienced the following impressive improvements.

## SELF-PERCEPTION



## HOW TO USE IT

Use ageLOC Brightening Serum morning and night. After cleansing and toning, apply to your face with a gentle, upward-outward motion. In the morning, follow with your favorite moisturizer and sunscreen. At night, follow with your favorite moisturizer.

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## TRY THESE WITH IT

ageLOC® LumiSpa® System with Treatment Cleansers  
Nutricentials® In Balance pH Balance Toner  
Nutricentials Dew All Day Moisture Restore Cream  
ageLOC LumiSpa IdealEyes®  
Sunright® SPF 35

## LEARN MORE ABOUT IT

How is ageLOC Brightening Serum different from other serums?

ageLOC Brightening Serum was specifically created to keep skin acting—and looking—younger. That means our R&D scientists selected ingredients known for their targeted effects on radiance, resilience, texture, and tone. With three Nu Skin-exclusive ingredient blends (ageLOC Blend, Brightening Blend, and Plumping Blend), this potent formula delivers. Get ready for a fresher, more luminous appearance!

Is *Pancratium Maritimum* Extract sustainably sourced?

Yes. *Pancratium Maritimum* Extract—commonly known as Sea Daffodil—grows close to the sea on sand dunes where it is readily exposed to sunlight. Because of its protected species status, our manufacturer cultivates it in greenhouses.

How does ageLOC Brightening Serum support Nu Skin's commitment to become more sustainable?

ageLOC Brightening Serum's bottle is made with 15% post-consumer resin, and the carton is made from virgin paper. Please check your local capabilities and recycle the bottle and carton where possible. By purchasing ageLOC Brightening Serum, you're joining us in taking an active, engaged stride to ensure the future is bright for both the planet and each of us. Please visit [www.nuskin.com/sustainability](http://www.nuskin.com/sustainability) for more information and details on how to recycle.

What Is Groviv®?

Groviv is Nu Skin's innovative initiative to source ingredients through controlled environments—a technology-based approach to agriculture and ingredient cultivation. Groviv-certified ingredients grow within an enclosed growing structure using technologies that ensure optimal conditions

from seed to solution. If you see a Groviv mark on a Nu Skin product package, it means the product contains an ingredient or ingredients grown or cultivated through controlled environments.

## WHAT'S IN IT

Water (Aqua), Glycerin, Butylene Glycol, Dimethicone, Polyglyceryl-6 Distearate, Tetrahexyldecyl Ascorbate, Niacinamide, Sodium Acetylated Hyaluronate, Sodium Hyaluronate, Sodium PCA, Citrullus Lanatus (Watermelon) Fruit Extract, Lens Esculenta (Lentil) Fruit Extract, Microcitrus Australasica Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Pancreaticum Maritimum Extract, Sodium Lactate, Ergothioneine, Tocopheryl Acetate, Jojoba Esters, Cetyl Alcohol, Lecithin, Mannitol, Polyglyceryl-6 Polyricinoleate, Polyglyceryl-3 Beeswax, Xanthan Gum, Hydroxypropyl Methylcellulose Stearoyl Ether, Sodium Acrylates Copolymer, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Propanediol, Chlorphenesin, Ethylhexylglycerin, Phenoxyethanol, Benzoic Acid, Tetrasodium Glutamate Diacetate, Aminomethyl Propanol.

