

AGELOC® TRU FACE® ESSENCE ULTRA CLINICAL BULLETIN

Summarized from third party professional assessments and in-house clinical studies performed according to Standard Operating Procedures of the organization.

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INTRODUCTION

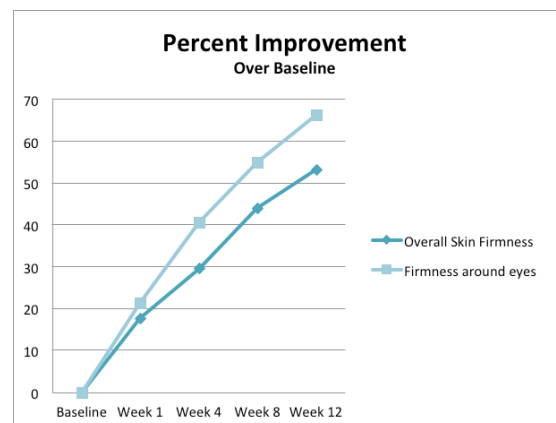
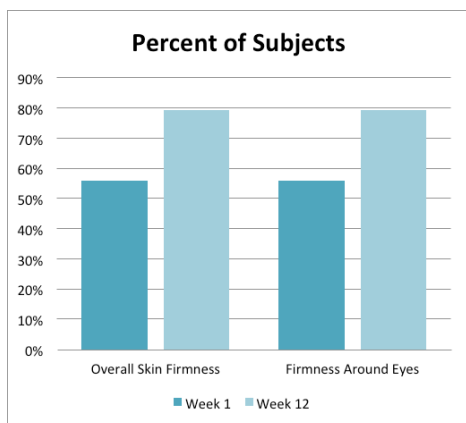
Due to low birth rates and longer life expectancies, populations are aging¹. These individuals are not looking to grow old gracefully. In fact, they have been deemed the most fit, attractive, and mentally active in history¹. And they are looking for products to help them appear younger. In fact, the anti-aging category is one of the fastest growing skin care categories². One key sign of aging skin is a lack of firmness³⁻⁴. Therefore, it is important to target this characteristic of aging with advanced formulas to help improve skin's appearance².

Nu Skin evaluated the potential skin appearance benefits *in vivo* of ageLOC Tru Face Essence Ultra—a targeted firming anti-aging cosmetic product that features Ethocyn®, an antioxidant network, and selectively screened ageLOC ingredients.

METHODS

A third-party contract research organization recruited 34 female subjects who showed mild to moderate signs of aging (specifically, lack of skin firmness). Subjects added ageLOC Tru Face Essence Ultra to their daily facial regimen twice a day for 12 weeks. They were instructed to use the product per the standard directions for use. Each subject completed a self-assessed evaluation of their skin at baseline, week one, four, eight, and 12.

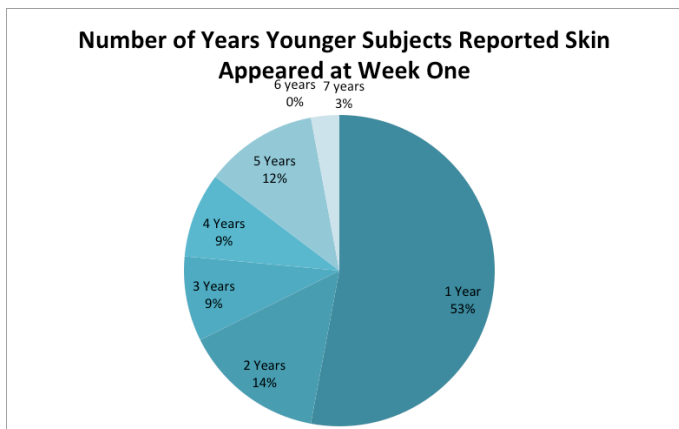
RESULTS



Over 55% of subjects reported improvements—both in overall firmness and firmness around the eyes—in as little as one week. By week 12, an impressive 80% of subjects were showing improvements in these same areas.

By week 12, participants saw impressive improvements in their skin:

- 53% in overall skin firmness
- 66% in skin firmness around the eyes



When asked to globally assess the youthful appearance of skin, 100% of subjects reported that their skin looked younger at the end of the first week. Additionally, at week 12, 15% of subjects felt their skin looked at least 10 years younger. This reinforces the importance of firmness in the appearance of youthful-looking skin.

CONCLUSION

A remarkable percentage of subjects reported early onset (one week) of skin firming benefits when using ageLOC Tru Face Essence Ultra in their skin care regimen twice daily. These benefits increased incrementally throughout the 12 weeks and did not appear to plateau toward the end of the study. Based on these results, ageLOC Tru Face Essence Ultra visibly improved skin firmness significantly. Thus, formulating a cosmetic product with a clinically substantiated key ingredient and antioxidants to protect from free radical damage is an effective process in creating a highly efficacious formula.

References:

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2. Euromonitor International. Anti-Ageing Solutions Drive a World of Innovation in Skin Care; 01 April 2012
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4. Fischer F, Achterberg V, März A, Puschmann S, Rahn CD, Lutz V, Krüger A, Schwengler H, Jaspers S, Koop U, Blatt T, Wenck H, Gallinat S. Folic acid and creatine improve the firmness of human skin in vivo. *J Cosmet Dermatol*. 2011 Mar;10(1):15-23. doi: 10.1111/j.1473-2165.2010.00543.x.

Portions of the bulletin were summarized from a third-party independent professional assessment and in-house clinical studies performed according to Standard Operating Procedures of the Organization.



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75 West Center Street
Provo, UT 84601
nuskin.com

1-800-487-1000

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