

Dividends™

Antiperspirant Deodorant

SAME ROUTINE. MORE BENEFITS.™

Nu Skin® for Men Positioning Statement

Get more from your morning routine. Nu Skin® for Men helps men maximize the return on their time invested getting ready for the day. This line of multifunctional products delivers extra skin care benefits without adding extra hassle.



Positioning Statement

Dividends™ Antiperspirant Deodorant reduces wetness and captures and eliminates existing and future odor-causing molecules—at the source.

Concept

Body odor. Hiding it under fragrance doesn't work. Now you can erase odor—at the source. Dividends™ Antiperspirant Deodorant captures and eliminates existing and future odor-causing molecules. This microfine antiperspirant works overtime, delivering advanced wetness and odor protection. Dividends™ Antiperspirant Deodorant keeps you feeling clean and fresh all day.

Target Audience

Men ages 20–40 who want to feel better about their image without adding time or hassle to their morning routine. These men aren't currently "skin involved," but they appreciate skin care benefits when they experience them. They'll pay a premium for extra grooming benefits if getting the benefits doesn't add extra steps or hassle to their morning routine.

Product Claims

- Captures and eliminates existing and future odor-causing molecules.
- Microfine antiperspirant absorbs more easily.
- Helps prevent underarm irritation.

Key Ingredients

- **Aluminum zirconium trichlorohydrate GLY**—microfine antiperspirant ingredient for advanced wetness and odor protection.
- **Bisabolol**—relieves skin from dryness, chapping, and chafing in a nonirritating formula.
- **Tegreen 97®**—a proprietary Pharmanex® antioxidant that helps protect skin from oxidizing free radical damage.

Usage/Application

Apply thin layer directly to underarm skin. Do not apply to broken skin. If rash or irritation develops, discontinue use.

Global Media

Marie Claire (Taiwan), circulation 38,000

The August 2003 edition of *Marie Claire* features Nu Skin® for Men Dividends™ Antiperspirant Deodorant in an article titled, "How to Select Body Care Products for Your Man." Nu Skin® for Men Dividends™ Antiperspirant Deodorant is listed as an editor's recommendation. The caption of the photo says, "Nu Skin, Dividends™ Antiperspirant Deodorant contains microfine antiperspirant, which keeps you feeling clean and fresh all day."

Complementary Products

- **Dividends™ Shave Cream**—cleanses, exfoliates, and conditions as you shave.
- **Dividends™ Aftershave Balm**—makes facial hair softer, finer, and less noticeable so the results of your morning shave last longer.
- **Body Bar**—a soap-free cleanser formulated to refresh and effectively cleanse the skin. Its light grapefruit scent invigorates the senses, creating a pleasurable bathing experience every time.
- **4-in-1™ Shampoo, Condition, Hydrate, Protect**—a total hair care product that cleanses, conditions, hydrates, and protects in one convenient step.
- **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.

Frequently Asked Questions

How is Dividends™ Antiperspirant Deodorant different from other deodorants?

Dividends™ Antiperspirant Deodorant contains a unique odor-binding molecule. This molecule has a concave, flexible shape

Dividends™ Antiperspirant Deodorant

with an internal cavity that gives it the unique ability to bind to odor-causing molecules and enclose around them, thus eliminating the odor.

Can women use Dividends™ Antiperspirant Deodorant?

Yes, In fact, some women have said if they had to choose one product from a man's routine, they would choose Dividends™ Antiperspirant Deodorant. Why? Because it not only works very well, but also has a neutral fragrance and glides on clear.

Ingredients

Active Ingredient: Aluminum Zirconium Trichlorohydrate 20%

Other Ingredients: Cyclomethicone, Stearyl Alcohol, Hydrogenated Castor Oil, C12-15 Alkyl Benzoate, Glyceryl Oleate, Camellia Sinensis (Green Tea) Leaf Extract,* Bisabolol, Glycyrrhiza Glabra (Licorice Root Extract), Carthamus Tinctorius (Safflower) Seed Oil, Silica, Peg-8 Distearate, Aluminum Starch Octenylsuccinate, Fragrance (Parfum).

* Tēgreen 97® is a proprietary Pharmanex® antioxidant that neutralizes free radicals.