

# Dividends™

## Aftershave Balm

**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™ Aftershave Balm makes facial hair softer, finer, and less noticeable, so the results of your morning shave last longer.

### Concept

Stubble—it starts growing back as soon as you shave, but it doesn't have to be that way. Extend the results of your morning shave with Dividends™ Aftershave Balm. This lightweight balm makes facial hair softer, finer, and less noticeable. Also prevents razor bumps, and cools and soothes the skin. Experience better results with Dividends™ Aftershave Balm.

### 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

- Makes facial hair softer, finer, and less noticeable, extending the results of your morning shave.
- Cools and soothes the skin.
- Prevents razor bumps.

### Key Ingredients

- **Lauryl isoquinolinium bromide**—makes facial hair finer, softer, and less noticeable.
- **Tēgreen 97®**—a proprietary Pharmanex® antioxidant that helps protect skin from oxidizing free radical damage.
- **Aloe vera**—moisturizes and soothes skin.
- **Urea, yeast extract, algae extract, and glucosamine HCl**—a technologically advanced ingredient blend that minimizes razor bumps.



- **Menthyl PCA**—cools skin without menthol odor.
- **Algae and mugwort extracts**—provide anti-sting and soothing properties.
- **Bisabolol**—helps prevent nicks and cuts; relieves skin from dryness, chapping, and chafing.
- **Vitamin E**—moisturizes and conditions.

### Usage/Application

Apply to face and neck after shaving.

### Testimonials

"I just had to send a short note to Nu Skin. I'm not one for men's products, but I had to try Dividends Shave Cream. All I can say is the company has a winner here. There is no doubt in my mind that I'll be buying it again and again. I leave it on my face for 3–5 minutes before shaving. Then after a good rinse, I use Dividends Aftershave Balm—this is the ticket, the best product I have ever used, and the only one to use. Great product, second to none. Thank you very much."

—MICHAEL PISCITELLI

### Complementary Products

- **Dividends™ Shave Cream**—cleanses, exfoliates, and conditions as you shave.
- **Dividends™ Antiperspirant Deodorant**—reduces wetness and captures and eliminates existing and future odor-causing molecules—at the source.
- **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 rein-

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force the skin's natural defense mechanisms and protect against external aggressors.

## Frequently Asked Questions

***How long will it take before my facial hair starts to feel softer, finer, and less noticeable?***

In an in-house study, the majority of men who consistently applied Dividends™ Aftershave Balm after shaving noticed a reduction in five o'clock shadow in as early as four weeks.

***Dividends™ Aftershave Balm makes hair softer, finer, and less noticeable. What if I accidentally get it on my eyebrows, chest hair, or sideburns? Will it do anything to my hair in those areas?***

If you accidentally apply it to your eyebrows, chest hair, or sideburns, it will not remove hair in those areas. Dividends™ Aftershave Balm is not a depilatory—it is not used to remove unwanted hair from the body. It is formulated for use after shaving. With consistent use it will make hair softer, finer, and less noticeable.

***Can women use Dividends™ Aftershave Balm on their legs to make the results of shaving last longer?***

Yes, Dividends™ Aftershave Balm offers women the same benefits it does men. It will make leg hair softer, finer, and less noticeable, so the results of shaving last longer.

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## Ingredients

Water (Aqua), Trisiloxane, Butylene Glycol, Aloe Barbadensis Leaf Juice, Betaine, Hydroxyethyl Acrylate/ Sodium Acryloyldimethyl Taurate Copolymer, Squalane, Glycerin, Polysorbate 20, Dimethicone, Camellia Sinensis (Green Tea) Leaf Extract\*, Bisabolol, Dipotassium Glycyrrhizate, Yeast Extract, Menthyl PCA, Algae Extract, Artemisia Vulgaris (Mugwort) Extract, Laminaria Digitata (Algae) Extract, Allantoin, Arginine, Glucosamine HCl, Sodium PCA, Tocopheryl Acetate, Tocopheryl Linoleate, Urea, Phospholipids, Carthamus Tinctorius (Safflower) Seed Oil, Cyclomethicone, Dimethiconol, Phenyl Trimethicone, Polysorbate 60, Disodium EDTA, Lauryl Isoquinolinium Bromide, Fragrance (Parfum), Chlorphenesin, Methylparaben.

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

