

EPOCH® AVA PUHI MONI® ANTI-DANDRUFF SHAMPOO

FIGHTS DANDRUFF ON A DAILY BASIS



PRODUCT OVERVIEW

A dandruff shampoo doesn't have to be unpleasant to be effective. Epoch offers an enjoyable, effective solution—Ava puhi moni Anti-Dandruff Shampoo. This therapeutic botanical shampoo is formulated with clematis leaves, used by ancient Europeans to soothe dry, flaking skin. Unlike other medicated shampoos that leave your hair flat and sticky, Ava puhi moni Anti-Dandruff Shampoo contains the extract from the bulb-like flower of the Polynesian ava puhi plant to leave your hair soft and silky. Finally, an anti-dandruff shampoo you can enjoy every day.

TARGET AUDIENCE

Men and women looking for a gentle, pleasant-smelling solution to dandruff.

BENEFITS

- Gentle enough to be used daily.
- Helps control and prevent dandruff and seborrheic dermatitis.
- Contains the ethnobotanical ingredient ava puhi for healthy luster and shine.
- Contains Clematis vitalba, used by ancient Europeans to soothe dry, flaking skin.
- Contains the ethnobotanical ingredients sage and nettle, used by Native Americans to help alleviate the symptoms of dandruff.
- Safety-allergy-dermatologist tested.
- A donation of \$0.25 from each Epoch product sold goes to the Nu Skin Force for Good Foundation™ a nonprofit organization committed to creating a better world for children by improving human life, continuing indigenous cultures, and protecting fragile environments.

KEY INGREDIENTS

- **Clematis (Clematis vitalba) leaves**—used by ancient Europeans to soothe dry, flaky skin.
- **Sage and nettle**—soothes skin.
- **Ava puhi**—a Polynesian bulb-like flower that gently cleanses and conditions the scalp, leaving hair looking healthy.
- **Zinc pyrithione** —helps treat dandruff by preventing itching, scaling, and irritation.

USAGE/APPLICATION

Wet hair, then massage shampoo into hair and scalp. Leave in for 1-2 minutes, then rinse. Repeat if necessary. For best results, use daily. Follow with Epoch Ava puhi moni Conditioner.

GLOBAL MEDIA

Health (U.S.A.), circulation 1,350,000

The June 2003 issue of Health magazine featured Epoch Ava puhimoni Anti-Dandruff Shampoo in an article entitled, “Flake ‘Em Out!” The article discussed the fight against dandruff and four different treatment options, including Epoch Ava puhi moni Anti-Dandruff Shampoo. The article reads, “Dandruff is often considered a winter problem. but those who have it know it’s a year-round battle... your options now go well beyond shampoo... Nu Skin Epoch Ava puhi moni Anti-Dandruff Shampoo wooed us with its tropical-fruit scent. Many people use their dandruff shampoo a few times a week, then a regular product the rest of the time. But this one smells so fresh and leaves hair so shiny, you’ll want to use it every day.”

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FYI

Ava puhi is a natural ingredient known for its conditioning, smoothing, and shine-enhancing benefits. For generations, Polynesians have squeezed nectar from the ava puhi bulb-like flower directly onto their hair to wash and condition it. Epoch ava puhi shampoos and conditioners are called Ava puhi moni because “ava puhi moni” means “true ava puhi.” Epoch is the only line of products that uses the correct part of the plant as used by the indigenous people of Hawaii. To grow and cultivate the ava puhi plant for use in Epoch hair care products, Nu Skin has established a relationship with an independent agricultural source on the islands of Polynesia.

COMPLEMENTARY PRODUCTS

- Epoch Ava puhi moni Conditioner-this ethnobotanical conditioner is formulated with the bulb-like flower extract of the ava puhi plant to give hair body and shine.
- Perennial® Intense Body Moisturizer -an intense moisturizer with IBR Dormin™™ used all over the body to help moisturize and protect dry skin from environmental stress.

FREQUENTLY ASKED QUESTIONS

Is it okay to use Epoch Ava puhi moni Anti-Dandruff Shampoo every day?

Epoch Ava puhi moni Anti-Dandruff Shampoo is great for daily use. Because it combines the power of the proven dandruff-fighting ingredient zinc pyrithione with the hair-conditioning benefits of the ava puhi plant, Epoch Ava puhi moni Anti-Dandruff Shampoo is effective and pleasant enough to use daily.

What causes dandruff?

Most specialists believe that dandruff is linked to a tiny fungus that lives naturally on the scalp. For most, this fungus lives peacefully on skin, but for people with dandruff, the skin reacts abnormally to the presence of this fungus. This causes the rate of cell renewal to speed from 28 days to 11 days, and the cells are shed in large, noticeable clumps (flakes).

Which ingredients in Epoch Ava puhi moni Anti-Dandruff Shampoo fight dandruff?

The proven dandruff-fighting ingredient zinc pyrithione helps control dandruff while clematis extract helps soothe flaky skin.

How long will it take for me to see results using Epoch Ava puhi moni Anti-Dandruff Shampoo?

Results will vary depending on the severity of your dandruff, but most people notice improvement within two weeks.

Can I use a conditioner with Epoch Ava puhi moni Anti-Dandruff Shampoo?

Yes, if your hair needs additional conditioning, apply Epoch Ava puhi moni Conditioner or the Nu Skin conditioner of your choice after shampooing.

INGREDIENTS

Active ingredients: Zinc Pyrithione 1% Inactive

Ingredients: Water (Aqua), Ammonium Lauryl Sulfate, Ammonium Laureth Sulfate, Cocamide MIPA, Dimethicone, Zingiber Zerumbet Juice, Clematis Vitalba Leaf Extract, Mahonia Aquifolium Root Extract, Salvia Officinalis (Sage) Leaf Extract, Urtica Dioica (Nettle) Extract, Melia Azadirachta Leaf Extract, Panthenol, Butylene Glycol, Trisodium Ethylenediamine Disuccinate, Acrylates Copolymer, PEG/PPG-18/18 Dimethicone, Hexylene Glycol, Phenoxyethanol, Caprylyl Glycol, Ethylhexylalycerin, Citric Acid, Sodium Hydroxide, Sodium Polynaphthalenesulfonate, Cellulose Gum, Fragrance (Parfum).

