

# Dividends™ Shave Cream

**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

With Dividends™ Shave Cream, you cleanse, exfoliate, and condition as you shave.

## Concept

Shaving. It's unavoidable—why not get more out of the process? Now you can cleanse, exfoliate, and condition all in one step as you shave with Dividends™ Shave Cream. This concentrated lather gently removes dirt and oil, and optimizes razor glide for a clean, smooth shave that makes your skin look and feel great.

## 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

- Cleanses, exfoliates, and conditions as you shave for a comfortable, smooth after-feel.
- Concentrated lather optimizes razor glide.
- Cream format allows for the delivery of additional skin care benefits.
- Provides antioxidant protection to skin.

## Key Ingredients

- **Mild surfactant blend**—effectively removes excess dirt and oil, and provides a rich, moisturizing consistency for optimal razor glide that is gentle to the skin.
- **Tegreen 97®**—a proprietary Pharmanex® antioxidant that helps protect skin from oxidizing free radical damage.
- **Licorice extract**—protects and soothes sensitive skin.



- **Bisabolol**—helps prevent nicks and cuts. Relieves skin from dryness, chapping, and chafing.
- **Vitamin E**—moisturizes and conditions.

## Usage/Application

Place a moderate amount of cream onto moistened hand and gently smooth onto skin before shaving. After shaving, rinse thoroughly with warm water.

## Global Media

*HealthNewsDigest.com* (U.S.A.)

In September 2003, *HealthNewsDigest.com* featured Nu Skin® for Men Dividends™ products in an article entitled "Shape Up Your Skin for Winter." The article reads, "Exfoliating is important to rid skin of a build-up of dead skin cells that cause itchiness and rashes, especially in unpredictable or dry weather. However, although shaving can be a 'natural' exfoliator for men, it can strip the skin. Choose a shaving cream that lubricates and moisturizes the skin without leaving it feeling tight and dry, such as Nu Skin's Dividends Shave Cream. The unique formula cleanses and exfoliates in one easy step, plus it relieves skin from dryness, chapping, and chafing often associated with 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

# Dividends™ Shave Cream

## Complementary Products

- **Dividends™ Aftershave Balm**—makes facial hair softer, finer, and less noticeable so the results of your morning shave last longer.
- **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.
- **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™ Shave Cream different from other shave foams?*

Dividends™ Shave Cream delivers cleansing, exfoliating, and conditioning benefits in one step. This concentrated lather keeps beneficial ingredients close to the skin. It is also the first product to offer the benefits of Tēgreen 97®.

### *Can men who have sensitive skin confidently use Dividends™ Shave Cream?*

Yes, Dividends™ Shave Cream is formulated with soothing ingredients—Tēgreen 97®, bisabolol, and licorice. All of these ingredients combine to help prevent irritation associated with shaving, making Dividends™ Shave Cream ideal for men with sensitive skin.

### *Can women use Dividends™ Shave Cream on their legs?*

Yes, Many women have found Dividends™ Shave Cream to be excellent for shaving—they especially like the after-feel.

## Ingredients

Water (Aqua), Sodium Cocoyl Isethionate, Sodium Methyl Cocoyl Taurate, Myristic Acid, Peg-8, Octyldodecyl Benzoate, Glyceryl Stearate Se, Cetyl Alcohol, Camellia Sinensis (Green Tea) Leaf Extract\*, Dipotassium Glycyrrhizate, Bisabolol, Sodium PCA, Tocopheryl Acetate, Glycerin, Carthamus Tinctorius (Safflower) Seed Oil, Methyl Gluceth-20, Xanthan Gum, Fragrance (Parfum), Phenoxyethanol, Chlorphenesin, Methylparaben, Benzoic Acid.

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