

# Epoch® Deodorant with Citrisomes®



## Positioning Statement

Epoch® Deodorant with Citrisomes® is an underarm formula that glides on and delivers natural deodorizing protection.

## Concept

Featuring a patented Citrisomes® technology utilizing *Citrus aurantium*, a small orange used in the Caribbean as a natural deodorizer, Epoch® Deodorant glides on easily. This underarm formula also contains grapefruit seed extract for fresh smelling, time-released odor control and chamomile extract to soothe skin. Leaves no annoying white mark on clothes.

## Target Audience

Men and women seeking a natural, fresh scented deodorant.

## Product Claims

- Fights body odor throughout the day by utilizing patented time released Citrisomes® technology.
- Keeps you feeling fresh and clean with a light, natural scent derived from citrus extracts.
- Soothes delicate underarm area with natural conditioners.
- Glides on clear—will not stain clothing.
- Safety-allergy-dermatologist tested.
- A donation of \$0.25 from each Epoch® product sold goes toward 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

- **Citrus aurantium**—used by various cultures throughout China and the Caribbean, especially Haiti, as a refreshing, natural deodorizer. Though originating in China, citrus aurantium was introduced into Europe in the eleventh century. The fruit of the citrus aurantium (a small orange called a Seville orange) became

very popular, not only for its delightful sweet and sour taste, but also for its refreshing scent and deodorizing properties.

- **Grapefruit seed extract**—integrated into Citrisomes® to provide time-released, long-lasting freshness. Discovered in the seventeenth century on the Caribbean Island of Barbados, the grapefruit tree and its fruit have long been known for their naturally clean, refreshing scent.
- **Chamomile extract**—used for its skin-soothing properties.

## Usage/Application

Apply daily to entire underarm. To raise stick, slowly twist dial on bottom of container. Replace cap after each use.

## Complementary Products

- **Epoch® Polishing Bar**—a soap-free, deep cleansing bar for use on your whole body that helps polish the skin's surface while removing dirt. Use in the shower or bath daily before using Epoch® Deodorant with Citrisomes®
- **Liquid Body Bar**—a soap-free liquid cleanser for the shower that features an aromatic grapefruit scent to revitalize the senses while you wash. A perfect product to use before Epoch® Deodorant with Citrisomes®
- **Body Bar**—this soap-free body cleansing bar features a light grapefruit scent and gently washes away impurities, leaving skin fresh and clean. Use daily in the shower or bath before applying Epoch® Deodorant with Citrisomes®
- **Antibacterial Body Cleansing Gel**—this specially formulated gel fights odor-causing germs and is enriched with aloe to keep skin soft and comfortable while removing dirt and odor. Use in the shower or bath before using Epoch® Deodorant with Citrisomes®

# Epoch® Deodorant with Citrisomes®

## Frequently Asked Questions

### *What are Citrisomes®?*

Citrisomes® are patented technology featuring a tiny lecithin bubble surrounding an odor-fighting ingredient. These bubbles help keep the ingredient active until needed.

### *What is the difference between an antiperspirant and a deodorant?*

Antiperspirants are designed to fight both odor and wetness while a deodorant targets only odor. Many antiperspirants also contain aluminum ingredients. Epoch® Deodorant with Citrisomes® does not contain any aluminum ingredients.

### *How does Epoch® Deodorant with Citrisomes® work?*

Citrisomes® contain grapefruit extract, a natural odor-fighting ingredient. Throughout the day, Citrisomes® “pop,” releasing the grapefruit extract to your skin for all-day odor protection.

### *Is Epoch® Deodorant with Citrisomes® for men or women?*

Epoch® Deodorant with Citrisomes® is a great odor-fighting product for both men and women.

### *What causes underarm odor?*

Bacteria that are present on the skin thrive on the fatty acids and proteins present in under arm perspiration. Body odor is a byproduct of these bacteria, as they multiply.

### *Will Epoch® Deodorant with Citrisomes® stain fabric?*

No, the deodorant itself will not stain fabric. However, stains associated with the use of deodorants can still occur. The stains are the result of perspiration mixing with deodorant products.

## Ingredients

Propylene Glycol, Water (Aqua), PEG-20, Sodium Stearate, Fragrance Parfum), PEG/PPG-20/15 Dimethicone, Citrus Aurantium Amara (Bitter Orange) Extract, Citrus Grandis (Grapefruit) Seed Extract, Chamomilla Recutita (Matricaria) Flower Extract, Tocopherol, Glycerin, Hydroxylated Lecithin, Lecithin, Triclosan, Soyethyl Morpholinium Ethosulfate, Butylene Glycol.