

# Nu Skin® Hair Care System

VISIBLY YOUNGER HAIR IN 7 DAYS

*Get ready to turn heads.* Transform the condition of your lifeless locks in just seven days with Nu Skin Hair Care. This innovative, scientifically advanced system restores strength to the cortex, repairs the shaft, and protects the cuticle, returning your hair's youthful strength for manageability and shine. Nu Skin Hair Care begins to correct and prevent damage from mechanical, environmental, and biological aggressors after as little as one week of regular use—for visibly younger, healthier looking hair.



## Target Audience

Men and women of all ages and hair types.

## Primary Benefits

- Produces visibly younger, healthier looking hair after just one week of regular use.
- Strengthens the cortex to protect against nutrient loss.
- Repairs the outer shaft of the hair to restore youthful softness and smoothness.
- Protects the cuticle against environmental damage to ensure lasting radiance and shine.

## Secondary Benefits

- Prolongs color vibrancy and luster (fade prevention).
- Safe for color treated hair.
- Uses scientifically proven technology.
- Clinically tested for efficacy.
- Healthier looking hair illustrates the difference. demonstrated.

## System Products

- **Balancing Shampoo**—provides just the right balance of cleansing and moisturizing, while key nutrients found in cotton bloom extract restore strength to the cortex.
- **Moisturizing Shampoo**—features cotton bloom extract, natural sterols, and shea butter to cleanse and nourish hair with essential moisture.
- **Rich Conditioner**—the low pH formula seals the hair cuticle for increased moisture retention, shea butter drenches the hair with lipids that mimic natural oils, and meadowfoam repairs damage and prevents breaking and weakening.

- **Weightless Conditioner**—contains meadowfoam complex to repair and prevent damage and amino acids to maximize manageability.
- **ReNu Hair Mask**—formulated with ingredients that penetrate the hair shaft to provide critical hydration, triple the strength of damaged hair, and contain CS7, an innovative cuticle smoothing agent that acts as cuticle glue to seal and strengthen each cuticle.

## Usage

**Moisturizing Shampoo:** Best for dry hair types, especially thick and coarse hair.

**Balancing Shampoo:** Best for normal to oily hair and people who shampoo daily.

**Rich Conditioner:** Best for dry hair types, especially thick and coarse hair.

**Weightless Conditioner:** Great for all hair types, especially fine or limp hair.

**ReNu Hair Mask:** Use weekly for all hair types. For drier and more damaged hair, use two to three times a week.

## Usage Charts

	Weightless Conditioner	Rich Conditioner
Balancing Shampoo	For oilier hair types desiring volume	Normal to oily hair types who want a sleek, straight style
Moisturizing Shampoo	Moisturizes and cleans with volume and body	Dry, damaged hair and for sleek, straight styles

	1x a Week	2x a Week	3x a Week	More than 3x a Week
ReNu Hair Mask	Healthy, normal hair	Slightly damaged, treated, or dry hair	Heavily treated hair	Heavily treated, very dry hair

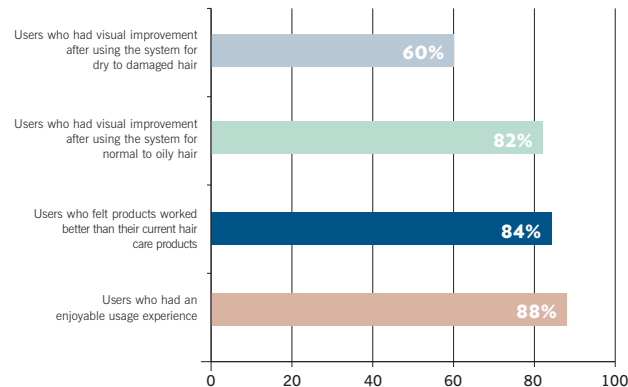
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## Consumer Use Study

### Three Steps to Visible Results in Just Seven Days\*

Formulated with scientifically proven technologies and tested and proven to get visible results, Nu Skin Hair Care improves the condition of your hair by smoothing the cuticle for increased strength, shine, and manageability.



\* Based on results from a study in which 42 participants volunteered to use a complete set of the Nu Skin Hair Care products for seven days. Caucasian and Asian participants between the ages of 18–64 and with medium to long hair were selected and randomly assigned to use a pair of shampoo and conditioner every day and the weekly conditioning treatment once within the week.

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## FYI

As you age, so does your hair, losing its shine, strength, and resilience. This occurs because the production of sebum, your hair's natural conditioner, diminishes with age, causing your hair to go from soft and buoyant to dry, limp, and coarse. In addition, hair porosity increases so your tender locks lose moisture faster and become more damage prone. Exposure to sun and environmental elements such as chlorine, heavy metals, nicotine, and exhaust gases also take a toll on your hair, negatively impacting its appearance. Daily aggressors such as forceful combing, blow drying, styling irons, and hair altering treatments like coloring, bleaching, perming, and straightening, all stimulate and intensify hair aging, so your hair is left virtually defenseless, unhealthy, and old looking—even without any signs of gray.

## Frequently Asked Questions

### What is the hair cortex?

The cortex is below the cuticle and gives hair its special qualities such as elasticity and curl. The cortex also contains granules of melanin, the hair's pigment which is produced when the hair is growing in its follicle.

### What is the hair cuticle?

The outermost portion of the hair shaft is the cuticle. The cuticle is responsible for much of the mechanical strength of the hair fiber. Made of flattened cells that overlap like the tiles on a terra-cotta

roof, the cuticle protects the inside of the hair shaft from damage. Human hair typically has six to eight layers of cuticle.

### Can I use these products every day?

ReNu Mask should be used weekly or periodically based on individual needs—see usage chart for more details. The rest of the products are great for everyday uses.

### Can I use these products on chemically treated hair?

Yes. Nu Skin Hair Care products are safe to use on chemically treated hair.

### Can I mix and match the shampoos and conditioners from the different categories?

Yes, mix and match the shampoos and conditioners to better meet your individual hair needs.

