

# STYLINGEL™



## POSITIONING STATEMENT

A firm-hold, alcohol free hair styling gel for ultimate hold without flaking.

## CONCEPT

Imparts incredible hold and stylability without flaking or stickiness. Formulated to keep hair vibrant and shiny while holding your style. Sunflower seed extract (a natural protectant) and protein-rich quinoa protect and pamper your hair.

## TARGET AUDIENCE

For both men and women who prefer a clear firm gel for styling wet hair.

## PRODUCT CLAIMS

- Adds control and manageability.
- Delivers long lasting hold.
- Strengthens and nourishes hair shaft.

## KEY INGREDIENTS

- **Quinoa**—a protein-rich grain that helps supplement the hair's protein content to help prevent and repair damage.
- **Ceregen®**—an exclusive wheat complex of conditioning protein molecules that bonds to the hair fiber, creating a protective network to improve the mechanical properties of hair. Penetrates the shaft to support inside, and fortifies outside to strengthen and repair damaged hair.
- **Grape leaf extract and sunflower seed extract**—fight hair dryness and protect against damage caused by harmful free radicals.

## USAGE/APPLICATION

Rub a small amount of StylinGel™ in your hands and distribute evenly through hair. For a wet look, apply when hair is damp and let dry naturally.

## COMPLEMENTARY PRODUCTS

Use the shampoo and conditioning products best suited for your hair type or situation.

- **Moisturizing Shampoo**—Replenishes lost lipids, providing your locks with essential moisture.
- **Balancing Shampoo**—Provides a daily clean that is never dull, and doesn't strip the hair's natural moisture.
- **Clarifying Shampoo**—A weekly shampoo that washes away the signs of aging by ridding the hair of harsh chemicals and environmental pollutants and removes buildup.
- **Rich Conditioner**—Seals the cuticle with a low pH formula for superior shine and increased moisture retention.
- **Weightless Conditioner**—Repairs the outer shaft of the hair to restore youthful softness and smoothness.
- **Renu Hair Mask**—A weekly, treatment conditioner that features CS7, that seals, smoothes and strengthens each cuticle.

## FREQUENTLY ASKED QUESTIONS

**What is the difference between a gel and a mousse?**

A gel helps create a set style by giving you more control, while a mousse helps give lift and volume to your hair, along with some control.

**How does an alcohol affect the hair?**

Alcohol is a humectant that binds to water. If the alcohol structure is small, then the alcohol evaporates very quickly. As the alcohol evaporates it takes the water bound to it off the hair, leaving the hair dry and prone to environ-

# STYLINGEL™

mental damage. Ultimately, alcohol can be very drying to the hair. For this reason, Nu Skin® hair care products are all alcohol-free.

## Can I apply StylinGel™ to dry hair?

Yes, usually StylinGel™ is applied to wet hair before blow drying, but it can be applied to dry hair. Using StylinGel™ on dry hair can help you achieve the “wet” look.

## INGREDIENTS

Water (Aqua), PEG-40 Hydrogenated Castor Oil, Glycerin, VP/VA Copolymer, Triethanolamine, Hydrolyzed Quinoa, Helianthus Annuus (Sunflower) Seed Extract, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Panthenol, Tocopheryl Acetate, Aloe Barbadensis Leaf Extract, Calendula Officinalis Flower Extract, Chamomilla Recutita (Matricaria) Flower Extract, Lonicera Caprifolium (Honeysuckle) Flower Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Vitis Vinifera (Grape) Leaf Extract, Sodium PCA, Carbomer, PEG-14 Dimethicone, Butylene Glycol, Ethylhexyl Methoxycinnamate, Benzophenone-4, Tetrasodium EDTA, Fragrance (Parfum), Phenoxyethanol, Methylparaben, Propylparaben.

2

