

ageLOC™ ELEMENTS

ageLOC™ POSITIONING

Nu Skin's exclusive ageLOC science targets arSuperMarkers—the ultimate sources of aging.



SYSTEM OVERVIEW

Infuse your skin with the elements of youth. ageLOC™ Elements products are the modern essentials of anti-aging skin care. Together these products cleanse, purify, renew, moisturize, and reveal younger looking skin—for a more youthful, healthier looking you now and in the future.

TARGET AUDIENCE

PRIMARY MARKET:

- Women and men over 30 who are concerned with preventing and minimizing the signs of aging.

SECONDARY MARKET:

- Skin-conscious women and men younger than 30 who are concerned with the prevention of visible aging.

BENEFITS

Each product in the ageLOC™ Elements system plays an integral role in delivering the following benefits:

- ageLOC™ targets the ultimate sources of aging to preserve the look of youth and reduce the appearance of aging.
- Provides scientifically proven anti-aging ingredients that visibly reduce the appearance of fine lines and wrinkles.
- Contains advanced anti-aging ingredients that are scientifically proven to:
 - Stimulate youthful cell turnover for a smoother, softer texture you will feel.
 - Minimize unwanted melanin production in the skin for brighter, more radiant skin and reduced discoloration.
- Advanced formulations are gentle enough for all skin types.
- Replenishes and maintains skin's moisture binding capacity, increasing healthy hydration.

PRODUCTS WITHIN THE ageLOC™ ELEMENTS SYSTEM

- **ageLOC™ Gentle Cleanse & Tone**—cleanses, purifies, replenishes, and hydrates the skin, while preparing it to receive advanced anti-aging ingredients, leaving your skin feeling soft, refreshed, and youthful.
- **ageLOC™ Radiant Day SPF 22**—a lightweight, daily use emulsion that hydrates the skin and fortifies against signs of aging while skin brightening ingredients deliver visibly brighter, more radiant skin. This silky smooth formula also protects against sun damage with SPF 22, stimulates youthful cell renewal for a smoother, softer texture, and contains ingredients proven to reduce the appearance of fine lines and wrinkles by 45%.
- **ageLOC™ Transforming Night**—contains ingredients proven to stimulate youthful cell turnover by 85% for smoother, softer texture. Ultra-mild ingredients mimic the skin's own structure, working with the skin's natural nighttime renewal process so you wake to glowing, supple, youthful looking skin. Specially formulated to reduce the look of fine lines, wrinkles, and pores, this premium night cream reduces sensitivity while replenishing the skin's natural moisture-binding ability for deep hydration.

KEY SYSTEM INGREDIENTS

- **ageLOC™**—proprietary Nu Skin® technology that targets arSuperMarkers, the ultimate sources of aging.
- **Pea extract, bamboo extract, and glucosamine**—a powerful anti-aging ingredient blend that has been shown to reduce the appearance of fine lines and wrinkles and increase cell turnover resulting in visually youthful skin.
- **Hexapeptide-2**—reduces the activation of melanin production.

- **Hyaluronic acid**—a moisturizing compound found naturally in the skin; selected for its capacity to bind and hold moisture to the skin.

USAGE

MORNING REGIMEN

Step 1: ageLOC™ Gentle Cleanse & Tone

Step 2: Complementary treatment products of choice*

Step 3: ageLOC™ Radiant Day SPF 22

EVENING REGIMEN

Step 1: ageLOC™ Gentle Cleanse & Tone

Step 2: Complementary treatment products of choice*

Step 3: ageLOC™ Transforming Night

ageLOC™ Elements packages and instructions are optimized for 30-day use.

* Targeted treatment products like Tru Face™ Essence Ultra and/or core system treatment products like ageLOC™ Future Serum are recommended.

COMPLEMENTARY PRODUCTS

- **ageLOC™ Future Serum**—delivers the maximum concentration of ageLOC™ to target the ultimate sources of aging. This luxurious serum is clinically proven to reveal younger looking skin in eight ways: by promoting youthful skin structure, smoothing texture, reducing the appearance of fine lines and wrinkles, increasing radiance, minimizing the appearance of pores, evening skin tone, reducing discoloration, and increasing hydration.
- **Tru Face™ Essence Ultra**—restores skin definition and firmness. Features Ethocyn®, an anti-aging ingredient that has been clinically proven to improve the skin's elastin content, the key component to firm skin.
- **Galvanic Spa™ System II and Products**—the programmable Galvanic Spa™ Instrument with patented self-adjusting galvanic currents and interchangeable heads works synergistically with specially formulated products to facilitate the transport of key ingredients for optimal performance: Galvanic Spa™ Facial Gels with ageLOC™ restore skin's natural vibrancy by removing impurities, while delivering targeted ageLOC™ ingredients; Tru Face™ Line Corrector helps smooth the appearance of fine lines and wrinkles; Galvanic Spa™ Body Shaping Gel helps reduce the appearance of cellulite; and Nutriol® Hair Fitness Treatment helps revitalize and promote healthy, abundant looking hair.

- **Tru Face™ IdealEyes™**—reduces the appearance of bags under the eyes while instantly increasing skin radiance and smoothness. Designed specifically for the delicate eye area, this anti-aging treatment ensures your eyes look young, refreshed, and vibrant.

FREQUENTLY ASKED QUESTIONS

What are arSuperMarkers?

Age-related super markers or “arSuperMarkers” is a term Nu Skin® coined that describes components of body chemistry that influence how we age and that are the ultimate sources of aging.

Is ageLOC™ Elements a complete regimen?

Yes. ageLOC Elements consists of a cleanse and tone combination product, a day lotion, and a night cream. Targeted treatment products can be added based on individual skin needs.

Why isn't there a separate toner in this system?

The new ageLOC™ Gentle Cleanse & Tone product is a cleanser and toner combined, which may be a different format than other anti-aging systems. ageLOC Gentle Cleanse & Tone gently cleanses, purifies, and hydrates skin, preparing it to receive advanced anti-aging ingredients. The dual-action formula works gently at skin's own natural healthy pH, combining cleansing and toning into a single step, while leaving skin looking refreshed and youthful. While some systems require a separate toner step, the ageLOC™ system does not due to the unique nature of these premier anti-aging products.

Can I use other treatment products from core systems, Tru Face™, Galvanic Spa™, etc. with ageLOC™ Elements?

Yes. You may customize ageLOC Elements to meet specific skin needs by adding additional treatment products.

Can I add an additional toner to ageLOC™ Elements?

If you desire, you may add a toner to ageLOC Elements after using ageLOC™ Gentle Cleanse & Tone, although one is not needed. The only benefit of doing so would be the addition of key ingredients from that product, such as skin lightening from Tri-Phasic White™ Toner or reduced shine and oiliness from pH Balance Mattefying Toner.