

# Epoch® Ava puhi moni® Conditioner



## Positioning Statement

Epoch® Ava puhi moni® Conditioner is a rich, highly concentrated formula for deep conditioning and softening of dry, thick, or coarse hair.

## Concept

Experience a proven Polynesian beauty treatment. This ethnobotanical conditioner is formulated with the bulb-like flower extract of the ava puhi plant to keep hair looking shiny, healthy, and beautiful. For generations, Polynesians have squeezed nectar from the ava puhi bulb directly onto their hair to wash and condition it. Today, Epoch® brings you Ava puhi moni® Conditioner for smooth, shiny, healthy looking hair.

## Target Audience

Men and women with thick or coarse hair, or individuals looking for an intense conditioner.

## Product Claims

- Contains the true extract from the bulb-like flower cluster of ava puhi, the same extract used by Polynesians for centuries to soften and condition the hair.
- Keeps hair looking smooth and shiny.
- Safe for colored or chemically treated hair.
- 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 Ingredient

- **Ava puhi extract**—taken directly from the bulb-like flower of the wild ginger plant (*Zingiber zerumbet*). For generations, Polynesians have used ava puhi to cleanse and condition their hair.

## Usage/Application

After using Epoch® Ava puhi moni® Shampoo and Light Conditioner, apply Epoch® Ava puhi moni® Conditioner to hair. Allow several minutes to condition the hair. Rinse thoroughly.

## Testimonials

"I've used many shampoos and conditioners on the market, and although they can give a certain softness and silky feeling to hair, they were giving only a false feeling, because of too much oil in the product formulations. This oil created a lot of flakes on my scalp. I was very surprised when I used Epoch Ava puhi moni Conditioner. Not only did it not produce flakes on my scalp, it gave me by far the smoothest and the softest hair I could imagine! It was so soft, I felt addicted to combing my hair! The best thing was that while other conditioners only gave my hair a soft texture when it was moist, Epoch Ava puhi moni Conditioner made my hair even softer when it was dry—even until the evening when it's still as soft as when I first stepped out of the shower!"

—JOEY MAGTIBAY, PHILIPPINES

## FYI

Ava puhi is a natural ingredient known for its conditioning, smoothing, and shine enhancing benefits. For generations, Polynesians have squeezed nectar from the ava puhi bulb-like flower directly onto their hair to wash and condition it. Epoch® ava puhi shampoos and conditioners are called Ava puhi moni® because "ava puhi moni" means "true ava puhi" (the word "moni" in Hawaiian means "true"). Epoch® is the only line of products that uses the correct part of the plant as used by the indigenous people of Hawaii. To grow and cultivate the ava puhi plant for use in Epoch® hair care products, Nu Skin has established a relationship with an independent agricultural source in the islands of Polynesia.

# Epoch® Ava puhi moni® Conditioner

## Complementary Products

- **Epoch® Ava puhi moni® Anti-Dandruff Shampoo**—this therapeutic botanical shampoo is formulated with clematis leaves, used for generations by Ancient Europeans to soothe dry, flaking skin. Unlike other medicated shampoos that leave your hair flat and sticky, the Polynesian ava puhi bulb-like flower extract leaves your hair soft and silky.
- **Epoch® Ava puhi moni® Shampoo and Light Conditioner**—for generations, Polynesians have washed and conditioned their hair with nectar from the ava puhi bulb-like flower. Now you can enjoy the ava puhi experience with this rich ethnobotanical shampoo and light conditioner. Two products in one, it gently cleanses and hydrates, leaving your hair clean, vibrant, and lustrous.
- **Perennial® Intense Body Moisturizer**—now your skin can benefit from the same protection that nature uses to guard tender flower bulbs through the harsh winter. This all-over body moisturizer helps your skin remain comfortably soft and healthy looking year round.

## Frequently Asked Questions

### *What does Epoch® Ava puhi moni® mean?*

Ava puhi is the Polynesian name for Zingiber zerumbet, the shampoo ginger plant. Moni is the Polynesian word for “true.” This product is called Ava puhi moni® because it uses the “true” ava puhi and uses the same part of the plant—the bulb-like flower—that the indigenous people used to wash their hair.

### *What is the best way to use Ava puhi moni® Conditioner?*

After using Epoch® Ava puhi moni® Shampoo and Light Conditioner, apply Epoch® Ava puhi moni® Conditioner to hair. Allow several minutes to condition the hair (the amount of time you leave the conditioner on your hair will depend on your hair's conditioning needs.) Rinse thoroughly.

### *What ingredient in Ava puhi moni® Conditioner makes my hair so soft and shiny?*

The natural polysaccharides found in the ava puhi bulb-like flower condition the hair shaft, making it smooth and shiny. Its natural moisturizing properties also hydrate hair, making it feel softer.

### *Where does Nu Skin obtain the ava puhi extract?*

Nu Skin has established a relationship with an independent agricultural source in the islands of Polynesia to grow and cultivate the ava puhi plant for use in all Ava puhi moni® products.

### *How is Epoch® Ava puhi moni® Conditioner unique?*

Epoch® in an effort to use the ethnobotanical ingredient ava puhi

as it has been used traditionally, formulated the Ava puhi moni® products with the “true ava puhi” extract.

## Ingredients

Water (Aqua), Dimethicone, Cyclomethicone, Polydecene, Propylene Glycol, Cetyl Alcohol, Zingiber Zerumbet Juice (Ava Puhi Extract), Panthenol, Stearyl Alcohol, Behenalkonium Chloride, Stearalkonium Chloride, Chlorophyllin-Copper Complex, Fragrance (Parfum), Propylparaben, Methylparaben, Methylchloroisothiazolinone, Methylisothiazolinone.