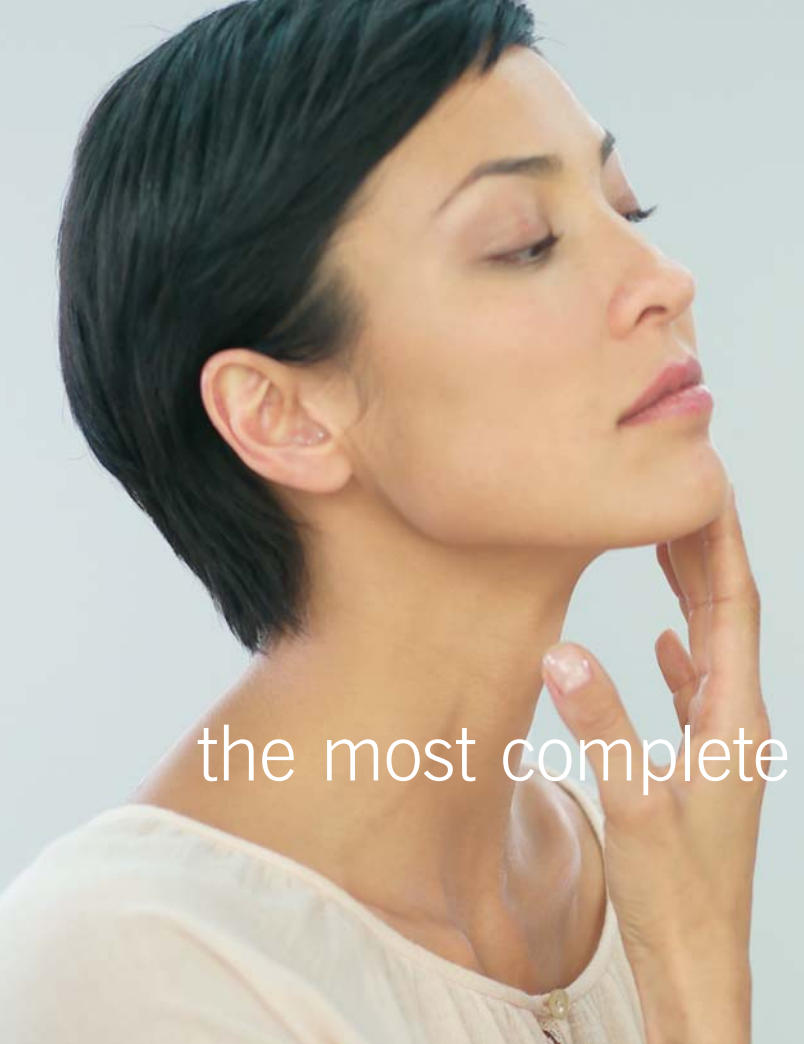
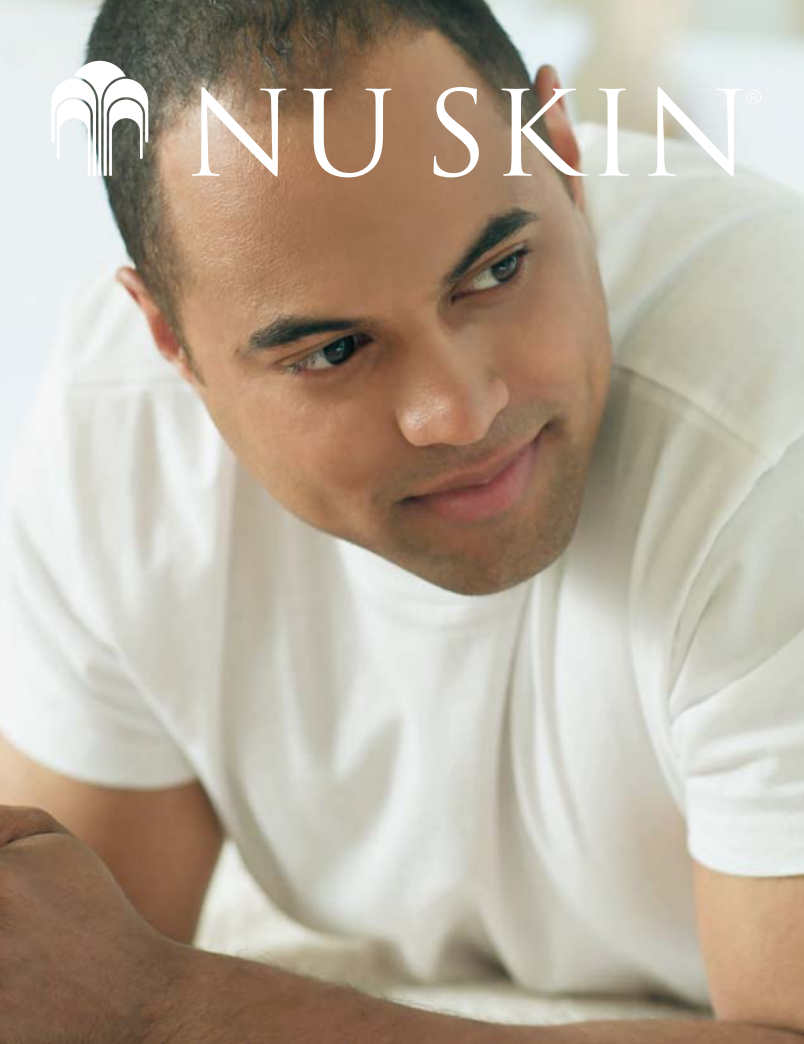




NU SKIN®



the most complete solution for  
healthy, clear skin

INTRODUCING THE NU SKIN CLEAR ACTION™  
ACNE MEDICATION SYSTEM

A woman with short dark hair is shown in profile, looking into a mirror. She is touching her neck and jawline with her hand. The background is a light blue wall.

## Acne under Stress

In a recent study, stress was shown to increase breakouts. According to Annie Chiu, a senior medical student at Stanford University, “College students with acne experience worsening of the disease when under stress before taking examinations.”

Fifteen female and seven male college students ages 18–29 participated in the study. Chiu and her associate, Dr. Alexa Boer Kimball, assistant professor of dermatology at the university, used the photonic Leeds Scale to measure acne severity and the Perceived Stress Scale to measure students’ perceived stress before and after exam periods.

Participants experienced an overall higher mean Leeds acne score during exam periods, than during nonexam periods. “The finding supports anecdotal reports that emotional stress from external sources may exacerbate existing acne,” Chiu says.



Eighty percent of the United States population develops some form of acne during their lifetime.

Doctor's Guide  
[www.pslgroup.com/dg/337d6.html](http://www.pslgroup.com/dg/337d6.html); 1/3/2001.



# Clear Action: Age-Appropriate Acne Care

by LINDA DYETT

ACNE ISN'T JUST THE ZIT THAT INFURIATINGLY APPEARS OUT OF NOWHERE TO MAR YOUR GROWN-UP FACE AND DRIVE YOU CRAZY. "ACNE IS A MULTI-PHASE CONDITION THAT NEEDS A MULTI-PHASE APPROACH," SAYS DEBRA LUFTMAN, M.D.

It's morning. You're racing to get to a strategy meeting at the office, or to pack the kids off for school—but first you must face the bathroom mirror. And there for all the world to see is another stubborn breakout on your chin or along your jawline. In your late 20s or into your 30s and 40s, you were expecting, maybe, crow's feet. But blemishes? Where'd they come from?

Just because you're safely out of high school doesn't mean breakouts—even occasional breakouts—should be ignored. Nor does this mean you've got to treat your skin to the facial equivalent of scouring powder. What you do want is to keep your complexion healthy, vibrant, and clear—only the way to do it now, with skin that's slightly more mature, is gently, with products and ingredients that are geared to grown-up skin.

But why, you're wondering, are you getting blemishes when you're on the lookout for early forehead furrows and little lines around the mouth? Although male acne tends to calm down after the teens, many men continue getting breakouts. The reasons are not only hormonal (male androgens notoriously trigger acne), but also stress (especially career-related stress—very common these days in our highly competitive job market), as well as improper shaving habits, says Seth Matarasso, M.D., who advises shaving down against the skin to reduce potential irritation. Women's acne is also triggered by stress and by their androgen levels, which remain fairly stable throughout their lifetime, while their estrogen (female hormone) levels continuously fluctuate. That means their hormone balance slowly shifts in favor of androgens. So those who had clear skin as teens may find themselves faced with acne for the first time in their 20s, 30s, or 40s.

Maybe these breakouts are frequent, maybe they're occasional, but "adult blemishes can often be larger and more painful," Dr. Matarasso says. They can also be more stubborn, especially when cell turnover starts slowing down. This results in a buildup of oils and dead cells in the follicles or pores of mature skin.

Breakouts in your 20s and upwards, when you're expected to present a clear face to the world, can minimize your adult credibility, points out Dr. Matarasso. After all, you want to be taken seriously at that

"MY SKIN IS LOOKING GREAT! I CAN TELL MY SUN SPOTS HAVE FADED, MY LINES ARE NOT AS NOTICEABLE, AND I HAVE A FRESHER LOOK. I ACTUALLY LIKE SEEING MYSELF FIRST THING IN THE MORNING—I DON'T LOOK RAGGED. I USED TO HAVE A LOT OF BLACKHEADS, WHITE-HEADS, AND LITTLE RED BUMPS ON MY CHIN; I HAVEN'T SEEN THEM SINCE THE SEVENTH WEEK. VERY EXCITING!"

Carol Burdelik, 37, Florida



Before



After

strategy meeting—and if you're a homemaker mom, you don't want to be dealing with the same problems you did as a teenage babysitter.

The American Academy of Dermatology estimates that up to 70 million Americans get acne in their postadolescent years. But how to get rid of it? Those teen spot treatments may not only be too harsh for adult skin, but they don't get at the root of the problem. Acne isn't just the zit that infuriatingly appears out of nowhere to mar your grown-up face and drive you crazy. "Acne is a multi-phase condition that needs a multi-phase approach," says Debra Luftman, M.D., clinical instructor of dermatology at UCLA.

The best treatment for adult acne is a regimen that manages all aspects—souvenirs of the past, present challenges, and future effects—of blemish-prone skin. The recently launched Nu Skin Clear Action™ Acne Medication System fills the bill—a gentle but effective treatment system designed to help clear the blemishes you have now, fade the signs of past breakouts, and, most importantly, keep skin clear and vibrant for the future.

How does it work? The ingredients in Nu Skin Clear Action's easy-to-use, clinically proven cleanser, toner, and morning and nighttime treatments are designed to treat the full spectrum of effects acne can have on your skin.

To counteract the effects of past acne, including scarring, discoloration, uneven texture, and enlarged pores, Nu Skin Clear Action™ contains alpha lipoic acid—a free-radical fighting antioxidant that's both

water- and oil-soluble, so it's readily absorbed by the skin.

To treat the red spots, puffiness, and blackheads that are the "here and now" of breakouts, each Nu Skin Clear Action™ product contains salicylic acid, a hardworking pore-unplugging agent that assists in cell-shedding.

To zero in on skin clarity challenges, Nu Skin Clear Action™ contains hexapeptide-2, an amino acid chain known to help reduce potential dark spots. In addition, Nu Skin Clear Action™ is scientifically formulated with a blend of other antioxidants and skin nutrients, as well as soothing botanicals and



As many as 70 million Americans get acne in their 20s, 30s, and beyond.

American Academy of Dermatology  
*Cosmopolitan* magazine; March 2002; p. 98.

skin-sloughers. If these ingredients sound familiar, they should. They're also used in the latest rejuvenation treatments, which are designed to turn up the clarity and radiance level in complexions that are starting to show their age. The fact that they also work to improve breakout-prone skin is a reminder that skin inflammation, which triggers free-radical damage, takes away clarity and leaves a dull look at any age. (In fact, there's growing evidence that acne inflammation causes the skin to age at a faster rate than otherwise.) So with the Nu Skin Clear Action™ Acne Medication System, you're not only helping your skin to "act its age" by keeping blemishes away, but you're simultaneously coaxing it to look its most vital, too.

## Break the Stress-Acne Cycle

When you're under stress, your body produces stress hormones such as cortisol. Studies show this primary stress hormone can stimulate an over-production of oil from the sebaceous glands in the skin. When this excess oil mixes with dead skin cells and bacteria, it can cause acne to develop or become worse. This can, in turn, lead to more stress, plunging you into a stress-acne cycle.

To counteract the effects of stress, Pharmanex® Cortitol® Stress Control Formula is a unique dietary supplement that helps your body modulate healthy levels of cortisol. Cortitol® combines natural ingredients that have been scientifically shown to have direct cortisol-balancing effects. These balancing effects in turn help you cope better and reduce stress. Cortitol® also contains theanine to increase brain alpha waves associated with relaxed alertness so you will sleep more soundly, respond to stress more calmly, and perform at your peak without feeling tranquilized. Instead of worrying yourself into more breakouts and perpetuating the stress-acne cycle, take Cortitol®.



# The Truth about Breakouts

by DR. ALEXA BOER KIMBALL

Assistant Professor of Dermatology and Director of  
the Clinical Trials Unit, Stanford University



Of the 76 million Americans who had acne  
in a six-month period in 2000, 66 percent  
(51 million) were aged 25–49.

Ortho Pharmaceutical Corporation Study

"MY PROBLEM HAS ALWAYS  
BEEN BLACKHEADS AND  
WHITEHEADS ON MY CHIN  
AREA. SINCE USING THESE  
PRODUCTS, I HAVE NOT  
BROKEN OUT IN THIS  
AREA. I HAVE LOVELY SKIN  
BECAUSE OF NU SKIN."

Patricia Dwyer, 56, New York

Does eating chocolate give you zits? What about stress? Or the weather? You only have a breakout here and there so you don't have acne, right? It's time to reveal the truth about breakouts. While it's a myth that chocolate causes pimples, stress can aggravate your skin. By kicking off the release of androgens—hormones that produce a sticky oil in hair follicles—stress can be the culprit behind breakouts weeks before they surface. As far as the weather goes, breakouts are more likely to occur on hot, humid days because your skin can be aggravated by heat and friction. And yes, even one pimple is considered acne.

It actually takes about two weeks for acne to reach the surface of the skin. That's why, when you start treating acne, it's normal to see flare-ups. Usually you won't start to see results until the third or fourth week. For this reason it's important to be patient with a new acne treatment regimen.

Acne begins when hair follicles get plugged by sebum, an oily substance made by your skin. In those who are acne prone, this oil gets trapped in the narrow follicle, causing cells to clump and form a plug—phase one of a blemish.

Phase two occurs when bacteria, which love the air-tight environment created by the plug, start feeding and breeding inside the pores. The body responds by sending white blood cells to fight these bacterial invaders. This results in phase three: inflammation—small pink bumps, pimples, and sometimes nodules and cysts. It is this inflammation that results in scarring, dark marks, and discoloration.

When does acne stop? Most people see their acne improve as they get older. However, some people don't get acne until they are in their 20s, 30s, or even 40s. The bad news is some of the effects of past acne can last a lifetime. The good news is breakouts and the signs of past acne can be treated with the help of modern science so everyone can enjoy clear, healthy skin.



## A Healthy Opportunity

Products that treat acne are outpacing growth of other skin care products. In the year 2000, the market for over the counter acne treatments grew 10 percent. Tens of thousands sought the advice of physicians, filled prescriptions, and sought dermatological procedures to achieve an ultimate goal of clear, healthy looking skin.

"We see our movement into the acne category as very consistent with Nu Skin's philosophy of helping people find the physical, emotional, and, if they choose, financial rewards that derive from state of the art skin care innovation," states Lori Bush, president of Nu Skin. "Additionally, acne is often the first point of entry into a more sophisticated approach to skin care. With the Nu Skin Clear Action Acne Medication System, we see a great opportunity to introduce a whole new generation of people to Nu Skin."





Acne is most common between the ages of 13 and 40.

American Academy of Dermatology  
[www.aad.org/ss98/ss98acne.html](http://www.aad.org/ss98/ss98acne.html); 1/3/2001.

# Clear Your Skin Beyond the Breakout with Nu Skin Clear Action™

Even if you're not currently struggling with the effects of breakouts on your skin, you probably know many people who are. That's because acne will affect nearly 80 percent of us at some point in our lives. And the effects of breakouts go well beyond just the blemishes of the moment, leaving remnant marks and textural changes that rob skin of its healthy look and vitality. There's even reason to believe that as skin fights acne, it ages at an accelerated rate.

These effects can be experienced by both teens and adults alike. In fact, an increasing number of adults are now arriving in dermatologists' clinics with late-onset acne. Some of the causes can be attributed to the following: oral contraceptives, stress, menopause, environmental exposure, cosmetic ingredients, and improper cleansing procedures.<sup>1</sup>



Before



After

"MY SKIN IS IMPROVING AND LOOKS MUCH CLEARER. I USED TO BE EMBARRASSED BECAUSE IT WAS BROKEN OUT ALL THE TIME. THANK YOU FOR HELPING MY SKIN."

Amanda Sanchez, 11, Florida

## The Difference Is Clear

With so many acne products on the market, it is important to understand what sets the Nu Skin Clear Action™ Acne Medication System apart from the competition. One of the most powerful differences is that it targets the effects of acne from every angle—past, present, and future. While some products and systems may focus on drying out and dealing with present acne, Nu Skin Clear Action™ goes further by helping manage the full range of effects acne can have on your skin. As a result, this comprehensive system not only works to clear the signs of past and present breakouts, but also helps ensure the future healthy look of your complexion.

Advanced ingredient technology is another important point of differentiation. The Nu Skin Clear Action™ Acne Medication System contains a unique combination of ingredients, including patented alpha lipoic acid with retinol, a powerful antioxidant blend that improves skin texture and discoloration from past acne; hexapeptide-2, which reduces the potential development of dark spots (very few acne products address this concern); and white tea extract, which protects and helps restore your skin's natural resiliency. With powerful ingredients that deliver visible results, the Nu Skin Clear Action™ Acne Medication System works harder than other acne products, clearing your skin beyond the breakout.

"THE DIFFERENCE BETWEEN THE NU SKIN CLEAR ACTION ACNE MEDICATION SYSTEM AND EPOCH BLEMISH TREATMENT IS THAT NU SKIN CLEAR ACTION IS A TARGETED, SYSTEMATIC APPROACH DESIGNED TO TREAT THE PAST, PRESENT, AND FUTURE EFFECTS ASSOCIATED WITH ACNE. EPOCH BLEMISH TREATMENT, ON THE OTHER HAND, IS A STAND-ALONE, ANTI-ACNE, SPOT TREATMENT THAT HELPS MANAGE AN ISOLATED BLEMISH. IF DESIRED, THESE TWO PRODUCTS CAN BE USED TOGETHER. TO DO SO, APPLY EPOCH BLEMISH TREATMENT AFTER NU SKIN CLEAR ACTION ACNE MEDICATION DAY OR NIGHT TREATMENT."

Elizabeth Thibaudeau, Vice President of Marketing



The acne category grew by 10 percent in the year 2000, making it the fastest growing Over the Counter (OTC) category that year.



Acne is a multibillion dollar market.

Many sufferers have been led to believe that they'll outgrow their acne. They may, but perhaps not before the condition has left its mark. The good news is, acne can almost always be successfully treated.<sup>1</sup> The Nu Skin Clear Action™ Acne Medication System is designed to do just this. Treating more than just the pimple, this unique system has been shown to visibly reduce blemishes and redness while improving skin texture, clarity, and overall skin radiance.

"Each Nu Skin Clear Action product targets specific problems associated with acne. To achieve maximum benefits, we recommend all four products be used together as a system," says Lori Bush, president of Nu Skin. "When used in combination, they will work hard to help keep your skin clear and vibrant. Our clinical data supports this." So don't let a breakout or its remnants ruin your day. Face the world with confidence and enjoy a healthy, vibrant complexion with Nu Skin Clear Action™.

<sup>1</sup> Lowe, Nicholas, M.D., Sellar, Polly. *Skin Secrets: The Medical Facts Versus the Beauty Fiction*. London; Collins & Brown: 77-78, 1999.

## Erasing Acne Scars

Now you can diminish the signs of past breakouts—uneven texture and scars—with alpha lipoic acid. A powerful antioxidant, alpha lipoic acid is a vital component of the energy producing part of cells. Alpha lipoic acid also helps increase the efficacy of other antioxidants such as vitamins C and E.<sup>2</sup> By enabling these vitamins to work more effectively, alpha lipoic acid maximizes the repair potential they provide, helping to lessen cellular damage, irritation, and aging.

Nu Skin Clear Action™ Acne Medication Night Treatment features alpha lipoic acid. When used regularly in conjunction with the other products in the Nu Skin Clear Action™ Acne Medication System, you can experience an overall improvement in your skin's appearance and enjoy a healthy, glowing complexion.

<sup>2</sup> Perricone, Nicholas, M.D. *The Wrinkle Cure*. Pennsylvania; Rodale/Reach: 67-78, 2000.





## foaming cleanser

"I NOTICE THAT MY PORES  
HAVE GOTTEN SMALLER—  
MY HUSBAND MENTIONED  
IT THE OTHER DAY AND  
SAID MY SKIN LOOKED  
SMOOTHER AS WELL."

Patrice White, 50, California

Cleanses deep into your pores. Nu Skin Clear Action™ Acne Medication Foaming Cleanser is formulated to disrupt the breakout causing union of oil and debris. You know it's working as the foam bubbles and changes from white to clear. Featuring salicylic acid to clear pores and reduce most breakouts, this cleanser leaves your skin fresh and clean without feeling tight or dry.

**01 110388**

3.4 oz. bottle



## toner

Keeps your complexion calm and shine free. Nu Skin Clear Action™ Acne Medication Toner calms angry red skin and manages present oil levels, promoting a shine-free, clear complexion. Licorice extract soothes irritated skin while zinc PCA helps control sebum levels. Potassium ascorbyl tocopheryl phosphate (a special blend of vitamins C and E) replenishes the natural antioxidant supply that is lost when your skin is fighting breakouts.

**01 110387**

5 oz. pump bottle



## day treatment

Treats and protects your complexion. Nu Skin Clear Action™ Acne Medication Day Treatment helps improve breakouts and associated signs caused by the internal and external stresses of life. Contains hexapeptide-2, which has been shown to help reduce the potential development of dark spots. White tea extract is a powerful antioxidant that protects and helps restore your skin's natural resiliency to keep it looking healthy. Salicylic acid clears pores to reduce most breakouts.

**01 110389**

1 oz. tube



## night treatment

Helps you wake up to healthier looking skin. Nu Skin Clear Action™ Acne Medication Night Treatment erases the signs of breakouts while you sleep. Retinol and patented alpha lipoic acid work to diminish the appearance of remnant marks (uneven skin texture and discoloration) associated with past breakouts for a smooth, clear, evenly toned complexion while salicylic acid clears pores.

**01 110390**

1 oz. tube



## system

Collection of all four products.

**01 110391**

"I'VE NOTICED THAT MY  
FACE LOOKS WONDERFUL  
FIRST THING IN THE  
MORNING (AS FAR AS NEW  
BUMPS ARE CONCERNED).  
AS A MATTER OF FACT,  
THE RED, SORE BUMPS  
THAT WERE COMING UP  
UNDER THE SKIN ARE NOW  
DRYING UP—THERE'S NO  
SORENESS AT ALL."

Darlene Falls, 33, Georgia

NU SKIN CLEAR ACTION™

# Focus

## Enhance Your Nu Skin Clear Action™ Regimen with LifePak®

When fighting acne, your skin's antioxidant supply is depleted, which can increase the risk of early aging and wrinkles. While the Nu Skin Clear Action™ Acne Medication System helps replenish the skin's antioxidant supply with white tea extract and a special blend of vitamins C and E, LifePak® also contains powerful antioxidants that promote cell protection by neutralizing free radical activity. By supplementing your Nu Skin Clear Action™ regimen with LifePak®, your skin will receive optimal antioxidant protection from the inside out. LifePak® also supports your skin by providing an array of nutrients that target and inhibit the symptoms associated with aging.

PRODUCT	PAST	PRESENT	FUTURE
 <p><b>NU SKIN CLEAR ACTION™ ACNE MEDICATION FOAMING CLEANSER</b></p>		Salicylic acid penetrates pores to eliminate most blemishes.	Keeps skin clean so oil will not build up and cause future breakouts.
 <p><b>NU SKIN CLEAR ACTION™ ACNE MEDICATION TONER</b></p>	Potassium ascorbyl tocopheryl phosphate (a special blend of vitamins C and E) restores skin vitality.	Salicylic acid penetrates pores to eliminate most blemishes; licorice extract soothes the skin and helps reduce the appearance of redness.	Zinc PCA controls oil, helping prevent shine and future breakouts.
 <p><b>NU SKIN CLEAR ACTION™ ACNE MEDICATION DAY TREATMENT</b></p>		Salicylic acid penetrates pores to eliminate most blemishes; white tea extract is a powerful antioxidant that restores the skin's natural resiliency; willowherb, bisabolol, and allantoin soothe the skin and help reduce redness.	Lactic acid helps exfoliate dead skin cells to reveal smoother, clearer skin; hexapeptide-2 helps reduce the potential development of dark spots.
 <p><b>NU SKIN CLEAR ACTION™ ACNE MEDICATION NIGHT TREATMENT</b></p>	Patented alpha lipoic acid helps improve the appearance of uneven texture and skin discoloration from past breakouts; retinol works to smooth and even skin tone.	Salicylic acid penetrates pores to eliminate most blemishes.	

"USING THESE PRODUCTS ALONG WITH TAKING LIFEPAK HAS REALLY HELPED MY SKIN CALM DOWN. MY FACE DEFINITELY FEELS A LOT LESS OILY THAN IT USED TO. SOME OF MY OLDER SCARS HAVE FADED AND MORE RECENT ONES HAVE BECOME LESS NOTICEABLE. ALSO THE BREAKOUTS ALONG MY HAIRLINE HAVE BECOME MUCH LESS FREQUENT."

Kevin Sung, 23, Maryland

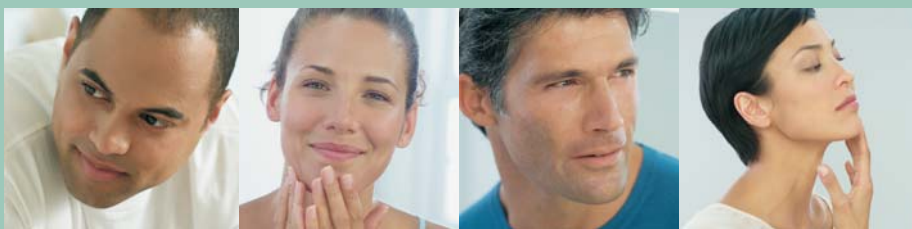


Before



After

# FAQs



## Does diet affect acne breakouts?

No. The oil in food has nothing to do with sebum on the skin. However, if you touch your face after touching oily food, a blemish could surface. Blemishes are caused by a hair follicle that becomes clogged with bacteria, such as oil from food.

## How long will it be until I see results with the Nu Skin Clear Action™ Acne Medication System?

Within one week, your skin will appear calmer, smoother, and less oily. After a few weeks, you'll see an overall improvement in skin clarity, texture, and breakout frequency. After four weeks, your skin will become more radiant and even toned as breakouts diminish.

## Is the Nu Skin Clear Action™ Acne Medication System designed to address only acne?

The system has only been tested in conjunction with acne; therefore, we do not recommend it for people suffering from eczema, rosacea, or other skin conditions.

## Can I use just one or two of the products in the Nu Skin Clear Action™ Acne Medication System such as only the Night Treatment?

If your primary concerns are only related to past acne remnants such as scarring or discoloration, Night Treatment is very effective when used alone.

## Can I rotate between using the Nu Skin Clear Action™ Acne Medication System and the Nu Skin 180°® Anti-Aging Skin Therapy System depending on my skin conditions at the time?

Nu Skin Clear Action™ and Nu Skin 180°® target different skin conditions. We recommend that you choose the system right for your particular needs and not rotate between them. Remember, Nu Skin Clear Action™ does contain anti-aging ingredients such as retinol, alpha lipoic acid, and salicylic acid.

## To effectively treat acne, is it necessary to scrub your face when cleansing?

No. Vigorous washing and scrubbing will irritate the skin and actually make acne worse. Nu Skin Clear Action™ Acne Medication Foaming Cleanser foams deep into your pores to disrupt the breakout causing union of oil and debris so there's no need to scrub.

## Is the system formulated for the face only or can it be used on the chest and back?

The Nu Skin Clear Action™ Acne Medication System can also be used on the chest and back. However, package quantities were measured with only the face and neck in mind so if you use the products on your back and chest, your system will not last the entire 30 days.

"I AM USING THE PRODUCTS WITH POSITIVE RESULTS. AT THE BEGINNING, I DID NOT HAVE ANY REAL BREAKOUTS TO SPEAK OF, BUT I CAN FEEL AND SEE A DIFFERENCE IN THE TEXTURE OF MY SKIN—IT IS SMOOTHER AND FEELS VERY SOFT TO THE TOUCH. ALSO, WHEN I DEVELOPED A PIMPLE ON MY NOSE, IT BEGAN DRYING UP AFTER TWO TREATMENTS—MORNING AND EVENING. THIS IS UNUSUAL, ESPECIALLY IN HOT HUMID WEATHER. IT WAS COMPLETELY GONE WITHIN 48 HOURS AND I DID NOT GET THE USUAL DEEP PIGMENTATION IN THE AFTERMATH."

Cherille Grate-Gregg, 53,  
New York

"MY SKIN HAS BEEN CLEARING UP. I NOTICED A DIFFERENCE WITHIN ONLY ONE WEEK OF USING THE PRODUCTS. I LOVE TO USE THE CLEANSER."

Millie Bayon, 36, Florida



## Nu Skin Clear Action™ Acne Medication System Now Available through ADR

Clearing beyond the breakout, the Nu Skin Clear Action™ Acne Medication System treats the past, present, and future effects of breakouts. So start enjoying a healthier, more vibrant complexion by signing up for this advanced system on ADR. When you do, you'll also enjoy other notable rewards—earn up to 30 percent back on your purchases in the form of free product purchasing points, receive 5 percent off regular product purchase prices, and save more than 50 percent on shipping. What are you waiting for? Sign up and start saving money today.



ADR—So Easy, So Worth It

1-800-487-1000



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