

Face Lift™

Sensitive Formula



Positioning Statement

Face Lift™ Sensitive Formula, designed specifically for those with sensitive skin, works immediately to temporarily lift and tighten the face.

Concept

Face Lift™ Sensitive Formula works immediately to temporarily lift and tighten the face and neck for a firmer more youthful appearance. Deriving its key ingredient from acacia, this formula firms and tones the skin within minutes, smoothing away fine lines and wrinkles. Face Lift™ Sensitive Formula is specially designed with gentle ingredients to be compatible with sensitive skin types. Use several times a week for a temporary “lift”—everyone will notice you look years younger.

Target Audience

- Women 40+ with sensitive skin who want to instantly lift and tighten their face and neck for a more youthful appearance.
- Individuals who want immediate firming benefits, but do not want to use albumen derived from egg whites.

Product Claims

- Instantly lifts and tightens less firm areas of the face and neck.
- Temporarily diminishes the appearance of lines and wrinkles.
- Improves the appearance of your skin’s tone and texture for a smoother, tighter, more youthful look.
- Mild formula designed for sensitive skin.
- 100% fragrance-free.
- Safety-allergy-dermatologist tested.

Key Ingredients

- **Acacia powder**—a natural gum, with a neutral pH level, that tightens and lifts the skin.
- **Hydrolyzed wheat protein**—enhances the tightening action of the lift while acting as a conditioner.

Usage/Application

Cleanse face and neck with the Nu Skin® cleanser of your choice. Mix one teaspoon of Face Lift™ Activator with one teaspoon of Face Lift™ Powder. Stir to the consistency of a thin lotion. (Test lotion for irritancy on a small, unnoticeable two-inch area such as behind the ear.) Using a makeup brush, apply an even, light coat in an upward-outward motion. Leave on for 30 minutes. Rinse face thoroughly with warm water. Follow with the Nu Skin® toner appropriate for your skin type. Use once or twice weekly.

Demonstration

The immediate lifting and firming action of Face Lift™ Sensitive Formula is extremely compelling—the customer will notice an immediate benefit.

1. Mix one teaspoon of Face Lift™ Activator with one teaspoon of Face Lift™ Powder (always use a one-to-one ratio).
2. Stir until the consistency of a thin lotion.
3. With a makeup brush, apply to half of the face in an upward-outward motion.
4. Leave on until thoroughly dry, approximately 30 minutes.
5. Rinse with warm water.
6. Compare the two sides of the face, pointing out areas where the skin has been visibly lifted.

Complementary products

- **Tru Face™ Revealing Gel**—features polyhydroxy acids to offer a gentle approach to revealing a smooth, more youthful looking complexion.
- **Epoch® Calming Touch™**—provides comforting relief to problematic skin by combining the wisdom of the ages with modern science. Great for sensitive skin.
- **Tru Face™ Essence**—a facial contouring serum featuring the patented anti-aging ingredient Ethocyn®, which restores definition and firmness to the skin.

Face Lift™ Sensitive Formula

- **Nu Skin 180® Face Wash**—an anti-aging facial cleanser that works to improve skin firmness and radiance.
- **Tru Face™ Line Corrector**—features revolutionary pro-collagen peptides that help soften moderate to deep lines around your mouth, eyes, and forehead.
- **Moisture Restore™ Day Protective Lotion SPF 15**—contains colorless carotenoids to quench skin-aging free radicals. Also provides UVA/UVB protection to prevent further damage from sun exposure.

Frequently Asked Questions

How does Face Lift™ Sensitive Formula work?

Face Lift™ Sensitive Formula adheres to the skin's surface and begins to dry. As it dries, the Face Lift™ mixture contracts to immediately tighten and firm the skin. This contracting action also makes lines and wrinkles less visible.

Do the benefits decline after one discontinues use of Face Lift™ Sensitive Formula?

The benefits of Face Lift™ Sensitive Formula are temporary. Repeated applications are necessary for continued results. Face Lift™ Sensitive Formula does not increase the elastin levels within the skin.

What is the difference between Face Lift™ Original Formula and Face Lift™ Sensitive Formula?

Face Lift™ Original Formula and Face Lift™ Sensitive Formula both temporarily tighten and lift. Face Lift™ Original Formula uses albumen, an egg-derived ingredient, whereas Face Lift™ Sensitive Formula uses acacia powder to deliver the firming effect. Face Lift™ Original Formula also has a slightly stronger tightening effect on the skin.

How often should I use Face Lift™ Sensitive Formula?

Face Lift™ Sensitive Formula should be used one to two times a week to temporarily tighten and firm the skin.

How long will the lifting results of Face Lift™ Sensitive Formula last?

Results may vary among individuals, but should generally last from 6 to 10 hours.

Ingredients

Powder: Acacia Senegal Gum, Zea Mays (Corn) Starch, Aloe Barbadensis Leaf Juice, Aloe, Allantoin, Panthenol, Ascorbic Acid, Methylparaben.

Activator: Water (Aqua), Aloe Barbadensis Leaf Juice, Hydrolyzed

Wheat Protein, Allantoin, Panthenol, Sodium PCA, Citric Acid, Methylparaben, Phenoxyethanol, Tetrasodium EDTA, Methylchloroisothiazolinone, Methylisothiazolinone.