

# Tru Face® Essence Ultra

THE FUTURE IS NOW



## Product Overview

Every day you battle natural forces that cause sagging, loose skin. You're also worried about free radicals and their damaging, aging effects on your skin. In the past you've spent too much time and money on treatment products that didn't seem to help. Now you can fight the signs of aging with a complete anti-aging product: Tru Face Essence Ultra. Leave undefined skin in the past and enjoy firmer, more youthful looking skin today—and tomorrow.

Welcome to the future of anti-aging skin. Featuring 25 percent more product, and combined for the first time with the coenzyme Q10, Tëgreen 97, and a protective antioxidant network, the powerful science of Tru Face Essence Ultra helps restore facial firmness, promotes cellular energy production, and helps prevent future signs of aging. In clinical studies, this silky serum was proven to increase skin elastin content to youthful levels, enhancing skin firmness and elasticity. Tru Face Essence Ultra—leave sagging skin in the past and fight current signs of aging for firmer, younger looking skin now and in the future.

## Target Audience

- Skin involved women and men 40+ concerned with restoring firmness and facial contour to reduce the appearance of sagging.
- Women and men of all ages actively seeking technologically advanced solutions to either maintain or restore youthful facial contour and skin firmness.

## Benefits

- Promotes skin firmness and elasticity and fights current signs of aging with Ethocyn®, an ingredient clinically proven to improve skin elastin content.
- Helps prevent degradation of elastin with elastase inhibitors.
- Contains Tëgreen 97, CoQ10, and colorless carotenoids, a complete protective antioxidant network that helps prevent future signs of aging by protecting against skin-aging free radicals.
- Helps contour and firm the skin for a more youthful appearance.
- Defines skin around the eyes, neck, chin, jawline, décolleté, and hands.

## Key Ingredients

- **Ethocyn®**—anti-aging ingredient that has been clinically proven to improve the skin's elastin content, the key component to firm skin.
- **Antioxidants**—compounds that neutralize free radicals or prevent free radical-initiated chemical reactions.
- **Tëgreen 97®**—a proprietary antioxidant that helps protect the skin from oxidizing free radical damage.
- **CoQ10**—a powerful antioxidant, coenzyme Q10 promotes cellular energy production and functions best within an antioxidant network.
- **Colorless Carotenoids**—unique antioxidants produced from algae that help protect the skin from environmental hazards.

## Usage/Application

Apply Tru Face Essence Ultra to clean, dry skin following your toning step. If you are using other Tru Face products, such as Tru Face Line Corrector, apply Tru Face Essence Ultra after applying the other treatment products.

To apply Tru Face Essence Ultra, tear open one capsule per use. Gently squeeze two or three drops directly on the areas of most concern and then apply the remaining product to the entire face, neck, and décolleté. A thin coat of product is all that is necessary to reach the maximum benefits. Since Ethocyn's skin activity is depleted 8 to 10 hours after application, Tru Face Essence Ultra should be applied to the face, neck, and décolleté twice per day. Include it as the final treatment step in your daily regimen prior to moisturizing.

## Clinical

A clinical study showed after only two months of using Ethocyn twice a day, participants over 30 had an average of 100 percent increase in quantity and quality of elastin.

# Tru Face® Essence Ultra

## Demonstration

Seeing is believing. The results of Tru Face Essence Ultra speak loud and clear—so become a product of the product, and show your clients the benefits of Tru Face Essence Ultra.

- For a dramatic show-stopping demonstration of Tru Face Essence Ultra firming and toning benefits, apply Tru Face Essence Ultra to only one-half of your face for at least two months. This takes courage, but the results are very compelling. Best results are seen after four months.
- For a less dramatic, but equally compelling demonstration of Tru Face Essence Ultra firming benefits, take a close-up picture of your face before you begin to use Tru Face Essence Ultra. Then follow normal usage instructions, applying Tru Face Essence Ultra to your entire face. After two to four months of use, take another close-up picture of your face. Compare the two photos with your clients—they will be amazed at the differences.

## FYI

Scientific research documents that skin elastin levels, in both men and women, start to decline after age 25.

## Complementary Products

- **Tru Face® Priming Solution**—prepares your skin to optimize the anti-aging power of Tru Face products.
- **Tru Face® Line Corrector**—with pro-collagen peptides, targets medium to deep lines and wrinkles.
- **Tru Face® Instant Line Corrector**—features the natural amino acid GABA to immediately fill and relax facial lines for a temporary reduction in the visibility of fine lines and wrinkles.
- **Galvanic Spa® System II with Pre-Treatment and Treatment Gels**—advanced gels help increase circulation and cellular energy. Pre-Treatment Facial Gel removes impurities so pores can breathe. Treatment Gel facilitates recovery from stress and calms and revives skin.
- **Nu Skin 180® System**—this aggressive regimen diminishes the appearance of fine lines and wrinkles, restoring your skin's youthful tone, texture, and vitality.

## Frequently Asked Questions

**Is the camellia sinensis extract in Tru Face Essence Ultra Tègreen 97?**

Tègreen 97 from Pharmanex is the source of our green tea (camellia sinensis) extract in Tru Face Essence Ultra. Tègreen 97 is a proprietary, concentrated extract of the catechins found in green tea and is one of the most potent antioxidant supplements on the market.

**How does Tru Face Essence Ultra differ from other Tru Face products?**

Each Tru Face product has a specific purpose and function. Tru Face Essence Ultra helps improve skin contouring and firmness. No other Tru Face product does this. Tru Face Line Corrector is a spot treatment that helps minimize the appearance of medium and deep wrinkles associated with mechanical aging. Tru Face Skin

Perfecting Gel helps prevent the effects of environmental aging and is a great way to keep young skin looking young. Tru Face Revealing Gel smoothes the skin, minimizes the appearance of pores, and brightens sallow, dull complexions—without irritation. Tru Face Revealing Gel is a gentle way to fight biological aging. Tru Face Essence Ultra is compatible with each of these products.

**How does Tru Face Essence Ultra work?**

Tru Face Essence Ultra works naturally with the body to help improve skin elastin content. Elastin provides the elastic support for the skin and improves skin firmness and contouring.

**What is the purpose of the new ingredients that are in Tru Face Essence Ultra that aren't in Tru Face Essence?**

These new ingredients form an antioxidant network. This network consists of a powerful combination of antioxidants including Tègreen 97, coenzyme Q10 (CoQ10), vitamin E, colorless carotenoids, and a special lipid soluble form of vitamin C. Natural lipophilic antioxidants act synergistically to protect sebum lipids. For example, CoQ10 regenerates vitamin E after free radical scavenging, thus acting as an antioxidant defense system. By providing a network of antioxidants, the protective function against free radicals is not only enhanced, but the key ingredients are also more available to perform other functions that can benefit the skin.

**When do I apply Tru Face Essence Ultra when using other Tru Face products?**

Always apply Tru Face Essence Ultra after any other Tru Face products. For example, if using with Tru Face Line Corrector and Tru Face Revealing Gel, the order of application should be: 1) Tru Face Line Corrector, 2) Tru Face Revealing Gel, and 3) Tru Face Essence Ultra. Many Tru Face Essence customers have found that by using Tru Face Essence and Tru Face Essence Ultra after other treatment products, they both also work great as a makeup primer—helping makeup glide on smoothly and evenly.

**Can I use Tru Face Essence Ultra with the Nu Skin 180° System?**

Tru Face Essence Ultra is an excellent complement to the Nu Skin 180° System and Galvanic Spa System II.

**How long do I need to use Tru Face Essence Ultra to get results?**

Tru Face Essence Ultra should be used twice a day for two months for best results. Continued use is recommended to maintain results.

## Ingredients

Cyclopentasiloxane, Dimethiconol, Squalane, Ethoxyheptyl Bicyclooctanone,\* Ubiquinone,\*\* Dunaliella Salina Extract† Tetrahexyldecyl Ascorbate, Camellia Sinensis Leaf Extract‡ Daucus Carota Sativa (Carrot) Seed Oil, Oenothera Biennis (Evening Primrose) Oil, Retinyl Palmitate, Tocopheryl Acetate, Tocopheryl Linoleate, Carthamus Tinctorius (Safflower) Seed Oil, Dimethicone, Polydecene, Zea Mays (Corn) Oil.

\* Ethocyn, \*\* Coenzyme Q10, † Colorless Carotenoids, ‡Tègreen 97