

Epoch Baby®

Ylang Ylang Massage Gel

AGE-OLD WISDOM FOR TODAY'S FUTURE

Epoch Baby® Line Positioning

Epoch Baby® is a line of high-end, uniquely positioned baby products capitalizing on the knowledge of how indigenous cultures used botanicals in caring for their babies.



Positioning Statement

Epoch Baby® Ylang Ylang Massage Gel helps you bond with your baby. Used traditionally in Polynesia and Indomalaysia for massage, the oil of the tropical flower ylang ylang provides warming and uplifting benefits.

Concept

Massaging your baby is a bonding experience that helps your infant develop and become more alert and responsive. Polynesians have believed for centuries that a tender touch reassures babies. Give your baby a soothing massage with Epoch Baby® Ylang Ylang Massage Gel. Used traditionally in Polynesia and Indomalaysia for massage, Ylang Ylang (also known as “moso’oi”) is perceived as warming and instills a sense of well-being. Ylang Ylang Massage Gel also contains fragrant Tahitian gardenia flowers used by Polynesian healers to calm and moisturize the skin. This sweet smelling gel, created especially for baby’s tender skin, melts into an oil and absorbs quickly as you gently massage your baby. Bond with your baby the way the Polynesians have for centuries with Epoch Baby® Ylang Ylang Massage Gel.

Target Audience

Parents of babies age 0–3 years committed to seeking out the best skin care products available.

Product Claims

- Massaging delivers warming, uplifting benefits that instill a sense of well-being.
- Specially formulated gel quickly absorbs into baby’s tender skin and provides just the right level of slip for baby massage.
- Gel formula melts into an oil as you rub it into the skin, delivering the aromatherapy benefits of ylang ylang and Tahitian gardenia directly to the skin.
- 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 Ingredients

- **Ylang ylang (*cananga odorata*)**—used by mothers throughout Polynesia and Indomalaysia for massaging purposes. Ylang ylang delivers warming, uplifting benefits that instill a sense of well-being, while providing long-lasting moisturization and protective benefits to the skin.
- **Tahitian gardenia (*gardenia taitensis* D. C.)**—used historically by Polynesian healers on babies, this fragrant flower hydrates, protects, and calms the skin.
- **Olive oil**—used by traditional cultures throughout tropical regions of the world; moisturizes and softens sensitive skin.
- **Chamomile**—soothes and calms skin.
- **Lavender**—used by ancient Europeans for its relaxing properties.

Usage/Application

Dispense a generous amount onto fingertips and rub together to warm. Massage gel over baby’s skin in gentle circular motions until gel is absorbed. Massage specific muscle groups one at a time, working from baby’s toes to neck.

FYI

- The simple art of infant massage has been shown to have numerous health benefits. It helps stimulate babies’ minds, enhances responsiveness, and helps their bodies grow. A study by the Touch Research Institute at the University of Miami found that full-term babies massaged three times a day over a 10-day period gained weight 47 percent faster. Researchers also found that babies who were massaged at least two days a week had lower levels of stress hormones, fussed less, and slept better overall*.

Epoch Baby® Ylang Ylang Massage Gel

- Parents agree that infant massage brings positive benefits—babies eat better, are more relaxed, and sleep and digest their food better. Massage also helps you draw closer to your little one.

* Isadora Fox, *American Baby*, LXIV: 3, 49. March 2002.

Complementary Products

- **Epoch Baby® Hibiscus Hair and Body Wash**—contains hibiscus flower extract, used by traditional cultures in Southeast Asia and Central America to help moisturize and maintain a healthy looking scalp while cleansing the skin and hair.
- **Epoch Baby® Babassu Liquid Powder**—provides a natural, safe way to keep baby comfortable. This fragrance-free formula starts out as a light lotion then dries into a silky, soft powder, so you don't have to worry about inhalation of airborne particles.
- **Nutriol® Shampoo and Hair Fitness Treatment**—after going through a pregnancy, you might experience a change in your hair's texture and abundance. To help ensure a lifetime of healthy looking hair, Nutriol® enhances the vitality of your hair and scalp with patented technology. Nutriol® Shampoo and Nutriol® Hair Fitness Treatment feature Tricalgoxyl®—a clinically proven seaweed derivative developed in a European laboratory with more than 40 years of experience. Formulated to remineralize the scalp and hydrate the hair, Nutriol® helps your hair look and feel more abundant.
- **Herbal Mineral Bath**—creates a relaxing bathing experience with 21 herbal extracts for calming and aromatherapeutic benefits every time you bathe.

Frequently Asked Questions

Can Epoch Baby® Ylang Ylang Massage Gel be used for a deep tissue massage?

Epoch Baby® Ylang Ylang Massage Gel was formulated to soak quickly into a baby's delicate skin, thus Epoch Baby® Ylang Ylang Massage Gel is not recommended for deep tissue massage.

Can Epoch Baby® Ylang Ylang Massage Gel be used for adult massages?

Epoch Baby® Ylang Ylang Massage Gel is great for light massages for any age.

Why is massaging a baby important?

Modern knowledge confirms the age-old belief that massage increases a baby's development, alertness, and responsiveness.

Do you have to rinse off this product?

No. Unlike other massage oils that can be slippery and messy, this gel melts nicely into the skin, leaving it moist, soft, and smelling great!

Why did we create a massage gel instead of an oil?

This gel melts into an oil as soon as it touches baby's skin, thus moisturizing the skin and eliminating an oily mess.

Ingredients

Water (Aqua), Acetamide MEA, Butylene Glycol, PEG-6 Caprylic/Capric Glycerides, PEG-7 Glyceryl Cocoate, PEG-30 Castor Oil, Polysorbate 20, Carbomer, Aminomethyl Propanol, Cananga Odorata (Ylang Ylang) Flower Extract, Gardenia Taitensis Flower Extract, Lavandula Angustifolia (Lavender) Extract, Anthemis Nobilis (Chamomile) Flower Extract, Olea Europaea (Olive) Fruit Oil, Fragrance (Parfum), Chlorphenesin, Methylparaben, Propylparaben.