

Epoch® Blemish Treatment



Positioning Statement

Epoch® Blemish Treatment is an acne spot treatment that calms the redness associated with occasional breakouts and helps clear up troubled complexions.

Concept Statement

Diminishes the discomfort of breakouts. A pimple needs to be treated kindly or it will become more irritated and pronounced. Epoch® Blemish Treatment combines proven pore-clearing acne medicine with Job's tears, used historically in Asia to reduce redness; yarrow, used for centuries to help soothe the skin; burdock, which helps clear up troubled complexions; and skin soothing chamomile extract.

Target Audience

- **Primary audience:** Teens with an occasional breakout.
- **Secondary audience:** Men and women who occasionally break out.

Product Claims

- Spot treatment to target and treat acne breakouts.
- Botanical extracts calm redness to improve skin's appearance.
- 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

- **Job's tears**—this plant grows as a tall wild grass along trails and roadsides. Rich with amino acids, the root was used historically in tropical Asia for treating and calming troubled skin conditions. It was well known for its ability to target and help relieve the pressure associated with blemishes. Job's tears

extract is a key ingredient in Epoch® Blemish Treatment to help soothe the skin affected with acne blemishes.

- **Yarrow, burdock, and chamomile**—these botanicals have been widely used for centuries by Native Americans to calm a variety of irritating skin conditions. The plants were made into a poultice and applied directly to afflicted areas as a calming remedy. These herbal extracts work together in Epoch® Blemish Treatment to calm troubled skin.
- **Salicylic acid**—a medication clinically proven to effectively treat acne blemishes.

Usage/Application

Cleanse the skin thoroughly before applying medication. Cover the entire affected area with a thick layer up to three times daily. Because drying of the skin may occur, begin with one application daily, gradually increasing applications as needed. If dryness or peeling occurs, reduce application to once a day or every other day.

Complementary Products

- **Nu Skin Clear Action™ System**—a comprehensive system of products developed to manage the full range of effects acne can have on your skin. Epoch® Blemish Treatment is a perfect companion product to use for spot treatment when you first start using the system.
- **Glacial Marine Mud™**—draws out impurities, removes dead skin cells, and nurtures skin with more than 30 skin beneficial minerals. Someone who is using Epoch® Blemish Treatment will also want to treat their skin regularly with this oil absorbing mask.
- **Nu Colour® Dual Active Color Corrector**—Green Dual Active Color Corrector visibly corrects red skin tones and broken capillaries. Formulated with green tea, aloe, oregano, and ginseng to help calm and correct the appearance of red, troubled skin.

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Frequently Asked Questions

What are the ethnobotanicals in Epoch® Blemish Treatment and what do they do?

Epoch® Blemish treatment has more ethnobotanicals than any other Epoch® product. Job's tears was used traditionally in tropical Asia, China, and Japan to soothe blemished skin and reduce redness in troubled complexions. Yarrow, Burdock, and Chamomile were all used by Native Americans to soothe and calm problem skin. The plants were made into a poultice and applied directly to problem areas to treat and relieve swollen blemishes. These plant extracts are combined in Epoch® Blemish Treatment to provide skin calming benefits and reduce the irritation associated with acne.

How often should I apply Epoch® Blemish Treatment for optimum results?

Begin applying Epoch® Blemish Treatment to problem areas once a day. Gradually increase up to three applications a day if needed. If any dryness occurs, decrease frequency of application. Epoch® Blemish Treatment can be applied on top of makeup in the middle of the day to help fight stubborn blemishes. Simply apply, let dry, and then touch up makeup.

2 *How does Epoch® Blemish Treatment differ from the Nu Skin Clear Action™ System?*

The Nu Skin Clear Action™ System is a complete set of products for use all over your face to fight the past, present, and future signs of breakouts, while Epoch® Blemish Treatment is an aggressive spot treatment to be used on current blemishes.

Can I use Epoch® Blemish Treatment with Nu Skin Clear Action™?

Yes, Epoch® Blemish Treatment is an excellent companion to the Nu Skin Clear Action™ System.

If using the Nu Skin Clear Action™ System when do I apply Epoch® Blemish Treatment?

If using an acne system, Epoch® Blemish Treatment should be applied after the toner.

Is Epoch® Blemish Treatment only for use on the face?

No. Epoch® Blemish Treatment is an effective way to fight all acne blemishes.

Ingredients

Active Ingredient: Salicylic Acid 2%

Other Ingredients: Water, PEG-32, PVM/MA Decadiene Crosspolymer, Alpha-Glucan Oligosaccharide, Job's Tears (Coix

Lacryma-Jobi) Extract, Burdock (Arctium Lappa) Extract, Yarrow (Achillea Millefolium) Extract, Chamomile (Anthemis Nobilis) Extract, Vanilla Planifolia Extract, Sweet Violet (Viola Odorata) Extract, Sandalwood (Santalum Album) Oil, Rose Extract, Tangerine (Citrus Tangerina) Extract, Patchouli (Pogostemon Cablin) Oil, Oakmoss (Evernia Prunastri) Extract, Black Currant (Ribes Nigrum) Extract, Black Pepper (Piper Nigrum) Extract, Sodium Hydroxide, PPG-26-Buteth-26, PEG-40 Hydrogenated Castor Oil.