

Prepare yourself to look years younger

Tru Face™ Priming Solution



125ml

Code: 97101232 (Not available for sale individually until January 2005)

Positioning Statement:

Tru Face™ Priming Solution is a complementary skin preparation toner that optimises the benefits of Tru Face products.

Concept:

Optimise Tru Face anti-ageing benefits. Tru Face Priming Solution prepares your skin to optimise the anti-ageing power of Tru Face products. Featuring Premocin™, a proprietary ingredient blend, this primer enhances the delivery of key benefits. Also formulated with Aminogen™, a scientific selection of 16 different amino acids, Tru Face Priming Solution supplies skin-essential protein building blocks for a youthful looking complexion. Prepare yourself to look years younger with Tru Face Priming Solution.

Target audience:

Primary Market:

- Skin-involved women age 35+ who want to optimise the benefits of their anti-ageing products.

Secondary Markets:

- Men ages 35+ who are concerned with the signs of ageing and want to optimise the benefits of their skin care products
- Men and women ages 25+ who want to use products that help maintain their skin's youthful appearance.

Product Benefits:

- Prepares skin to optimise the benefits of Tru Face products
- Delivers skin-essential protein building blocks to promote a more youthful complexion
- Safety-allergy-dermatologist tested.

Key Ingredients:

- Premocin – a proprietary ingredient blend that puts Tru Face ingredients where they can do the most good.
- Aminogen – a scientific selection of 16 different amino acids that supplies essential building blocks for youthful looking skin.
- Tēgreen 97 – a proprietary Pharmanex antioxidant that helps protect skin from oxidising free radical damage.

Usage & Application Guide:

Use morning and evening, after cleansing, in place of your regular toner. Apply to face and neck with a cotton pad. Follow with Tru Face treatment product and Nu Skin moisturiser of choice.

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Cross Selling Strategies:

- Tru Face Skin Perfecting Gel – combats the earliest signs of environmental ageing by helping prevent the breakdown of collagen and elastin.
- Tru Face Revealing Gel – uses polyhydroxy acids for a gentle approach to reducing the appearance of pore size and revealing a smooth, more radiant looking complexion.
- Tru Face Line Corrector – reduces the appearance of moderate to deep lines and wrinkles caused by mechanical ageing (habitual muscle movement) using the power of peptides.
- Tru Face Essence – helps restore elasticity and firmness to the skin for a more contoured, youthful appearance.
- Tēgreen 97 – works to combat free radicals that occur from pollution, stress, smoke and toxins.
- A recent Stanford University College of Medicine study was designed to measure the effects of a combination of topical and oral forms of green tea extracts on the histology of skin. Authored by physician scientists from the department of dermatology at Stanford University and using Pharmanex Tēgreen 97, the study revealed that histologically, there was a significant improvement in the skin's elastic tissue content.



Complimentary products
for maximum results:

Tru Face™ Essence
60 capsules/ 8ml · Code: 97131311

Tēgreen™ 97
30 capsules
Codes: 85883440 / 85893440

NSE
advantage
automatic delivery programme

NSE advantage (Automatic Delivery Programme):

Take Advantage! Buy Tru Face Essence & Tru Face Priming Solution on the NSE advantage programme and get Tru Face Priming Solution for a handling fee!

NSE advantage is a convenient way to purchase products of your choice on a monthly or bi-monthly basis and to reward you for your loyalty you will receive between 10 - 20% discount.

Simply go to www.nuskin europe.com or www.nseeurope.com to find out more and sign up immediately.

Ingredient Listing:

Water (Aqua), Hamamelis Virginiana (Witch Hazel) Water, Ethoxydiglycol, Pentylene Glycol, Dimethyl MEA, Butylene Glycol, Citric Acid, Glycerin, Tetrahydropiperine, Camellia Sinensis (Green Tea) Leaf Extract, Lysine HCl, Glycine, Proline, Alanine, Phenylalanine, Leucine, Valine, Arginine, Citrulline, Histidine, Isoleucine, Threonine, Magnesium Aspartate, Potassium Lauroyl Glutamate, Ornithine HCl, Tyrosine, Serine, PEG-40 Hydrogenated Castor Oil, Polysorbate-20, Fragrance (Parfum), Phenylethyl Alcohol, Chlorphenesin.

Frequently Asked Questions (FAQ)

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Learn more about Tru Face
 Visit our website
www.nuskineurope.com
 and download the Interactive
 Training Guide.

Q. Tru Face Priming Solution should be used by which skin types?

A. Tru Face Priming Solution is formulated to be used as a toner for all skin types.

Q. Which Tru Face products can I use with Tru Face Priming Solution?

A. Tru Face Priming Solution is recommended for use with all of the Tru Face products. Its unique formula is designed to optimise the benefits of Tru Face treatments. Each Tru Face targeted treatment product has a unique function and addresses different factors influencing the ageing process. Use on or all of these products to address your specific concerns.

Q. After I prepare my skin with priming Solution, in what order should I apply the other Tru Face treatment products?

A. You can use the Tru Face products in your regimen in the following order: first, apply Tru Face Essence, then Tru Face Line Corrector, then either Tru Face Revealing Gel or Tru Face Skin Perfecting Gel.





Q. Can I use Tru Face Priming Solution while using the Nu Skin 180° Anti-Ageing Skin Therapy System?

A. The Nu Skin 180 System is designed to be used for an aggressive six-week treatment period. During this time, it is suggested you use only Nu Skin 180 products. After the six-week period, you may incorporate Tru Face Priming Solution into your daily regimen.

Q. After applying Tru Face Priming Solution, I feel a sensation on my face. Is this normal?

A. Yes, with the unique skin preparation of Tru Face Priming Solution, many will feel a sensation on their skin.

Tru Face™ Targeted Treatment Product Chart

 <p>Tru Face™ Line Corrector</p>	<ul style="list-style-type: none"> • Reduces the appearance of moderate to deep lines and wrinkles • Minimises the appearance of dermal creases around the mouth and forehead • Smooths the appearance of crow's feet • Targets signs of mechanical ageing. <p>PRO-COLLAGEN PEPTIDES SOFTEN LINES AND WRINKLES Because repeated facial movements result in stubborn lines and wrinkles, Tru Face Line Corrector is for everyone who has smiled, frowned or furrowed their brow more than once. This product helps diminish new creases, as well as those more severely advanced, for a more youthful looking complexion. Used as a daily spot treatment, Tru Face Line Corrector is an essential addition to almost every anti-ageing skin care regimen.</p>
 <p>Tru Face™ Skin Perfecting Gel</p>	<ul style="list-style-type: none"> • Provides essential lipids and cellular nutrients for soft, plump skin • Reduces collagen and elastin breakdown to keep skin looking young • Softens fine lines and wrinkles and other early signs of ageing • Targets early signs of environmental ageing. <p>KELPADELIE REDUCES COLLAGEN BREAKDOWN Great for outdoor enthusiasts (golfers, hikers, gardeners and tourists) who have used sunscreen occasionally over the years, but didn't pledge full allegiance until their skin started to show the effects of sun damage – discolouration, lines and wrinkles and a dull, weathered appearance. Men love the lightweight gel format. Great for those new to using skin treatments, Tru Face Skin Perfecting Gel also works well as a moisturiser in extremely hot and humid climates.</p>
 <p>Tru Face™ Revealing Gel</p>	<ul style="list-style-type: none"> • Brightens the complexion • Refines pores • Stimulates skin cell renewal • Chelates excess metal ions • Targets signs of biological and environmental ageing. <p>POLYHYDROXY ACIDS RETEXTURISE SKIN WITHOUT THE IRRITATION OF AHAS Designed for anyone on a quest to maintain or restore a more radiant, youthful appearance (you can never start too soon). Tru Face Revealing Gel targets rough, uneven skin texture and highly visible pores while giving new life to tired looking complexions. Ideal for everyone committed to anti-ageing skin care, especially those with sensitive skin. This all over face treatment is a great alternative to Nu Skin 180 Cell Renewal Fluid.</p>
 <p>Tru Face™ Essence</p>	<ul style="list-style-type: none"> • Helps contour and firm the skin for a more youthful appearance • Promotes healthy elastin levels to help firm and define skin • Defines skin around the eyes, neck, chin and jaw line • Targets signs of biological ageing. <p>HELPS IMPROVE THE SKIN'S ELASTIN CONTENT – THE KEY COMPONENT OF FIRM SKIN This product is perfect for people who have always taken great care of their skin and have been successful at targeting lines, wrinkles and discolouration, but cannot seem to keep the forces of biology and gravity from taking their toll. Win the battle against a sagging chin and jaw line with this treatment, formulated to encourage healthy elastin levels. The simple, metered dosage makes Tru Face Essence convenient and easy to use.</p>