

ageLOC

Tru Face

16 SEPTEMBER 2025



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ageLOC Tru Face

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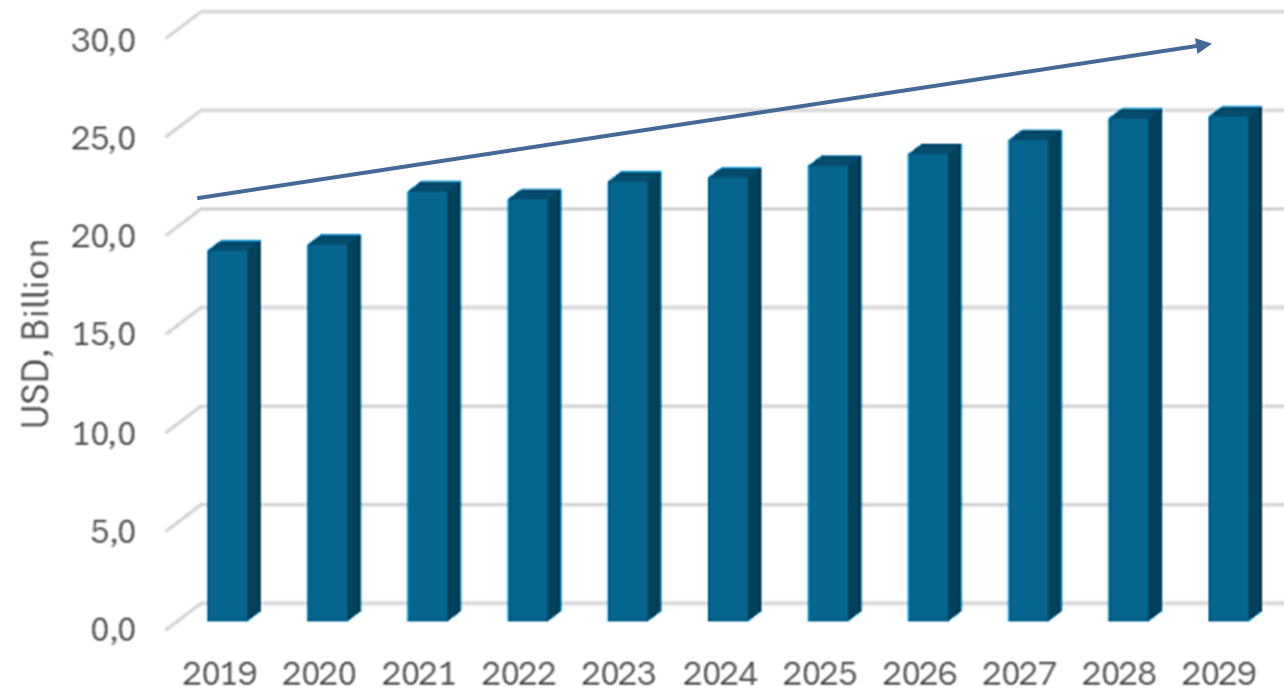
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1 TRENDS & INSIGHTS



The Global Premium Anti-Ageing Market: A Lasting Growth Opportunity



25 billion USD by 2029



What Consumers Want



WELL-AGEING

94% of consumers want to increase the number of years with youthful, healthy-looking skin¹



MULTI-BENEFITS

38.73% of US facial skincare consumers would consider paying more for products that provide multiple benefits²



INGREDIENT CURIOSITY

87% of US consumers perform ingredient research³



CLINICALLY PROVEN

81% of German female facial skincare users would like more brands to do more to prove products do what they claim to do⁴

¹ BeautyMatter - 2024 - UK, Italy, Poland, Turkey, South Africa, Philippines, and Romania

² Mintel - 2024 - US

³ Mintel - 2022 - US

⁴ Mintel - 2022 - Germany



Consumers Profile

Secondary Audience



20's

- Seek go-to solutions for streamlined skincare routines, **multi-functional products**, and **hero ingredients**
 - Social media consumers
 - Eco-conscious

Primary Audience



30's

- Seek skincare knowledge and expertise
 - Focus on creating the perfect **personalised routine** to optimise skin condition and **proactively target visible signs of skin ageing**
- Embrace a holistic approach to ageing
 - iOT users
 - Social media consumers
 - Eco-conscious



40's

- Invest regularly in professional skincare procedures and look for **advanced skincare products** to help maintain their results
- Look for **proven results** from proband testing and prefer products **backed by science**
- Often rely on Google searches and peer recommendations before buying

Well-ageing Skincare Line

Support youthful-looking skin for longer with advanced science, clinically proven products, and personalised routines:

Prejuvenation: Proactively targets the early visible signs of skin ageing before they set in — helping to preserve the skin's youthful look and radiance, thanks to carefully selected ingredients.

Rejuvenation: Visibly improves the look of existing signs of ageing by enhancing firmness, smoothing the skin, and evening out skin tone thanks to scientifically advanced formulas.

Powered by ageLOC technology, ageLOC Tru Face helps you feel confident in your skin — at every stage of life.



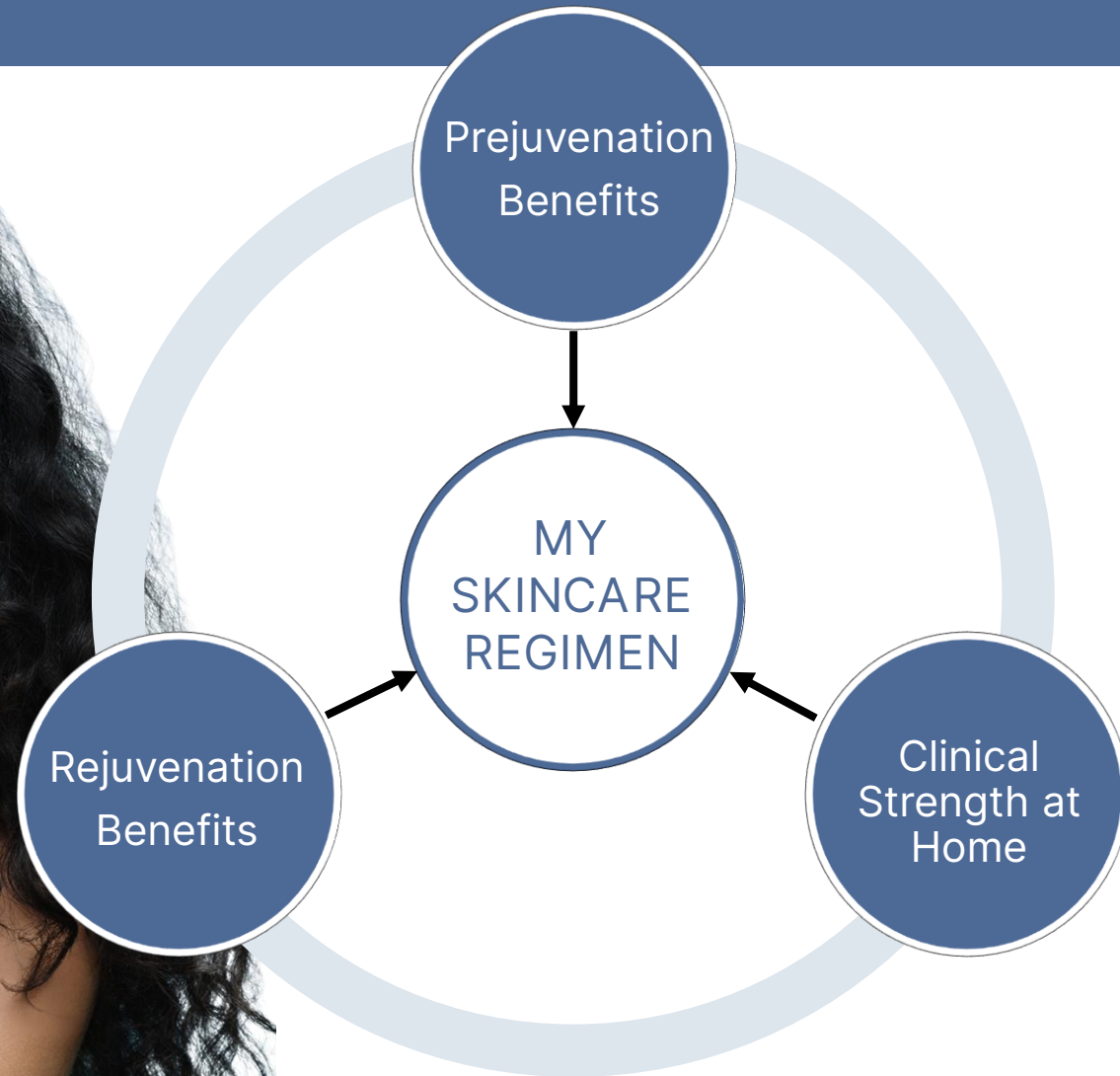
2 SCIENCE



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Clinically Proven

ageLOC
Tru Face



Clinical Strength

CLINICAL
VALIDATION
MEASUREMENTS

109,000+

CLINICAL /
SAFETY STUDIES

300+

PEOPLE
TESTED

5700+



At the Core : ageLOC Technology



Drawing on 30 years of scientific knowledge in gene expression profiles and epigenetic, along with more than 15 years of internal researches, Nu Skin scientists have been able to identify ingredient blends that can help influence the way we appear to age.

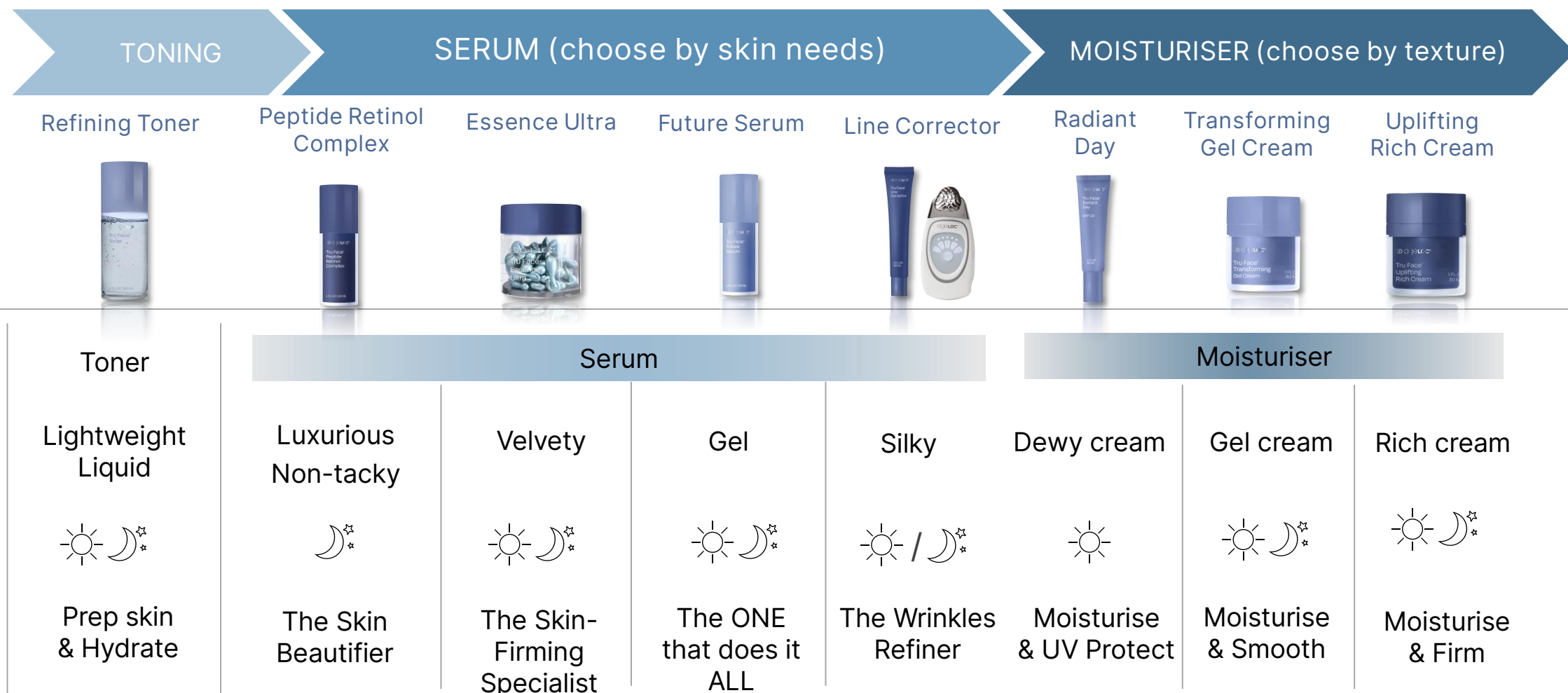
ageLOC technology is at the heart of all ageLOC Tru Face formulas and targets the visible signs of skin ageing at their source to maintain a youthful, vibrant appearance.



3 PRODUCT LINE-UP



Personalised Routine Approach



ageLOC Tru Face

Prejuvenation Routine



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STEP 1
CLEANSING

STEP 2
TONING

STEP 3
SERUM

STEP 4
MOISTURISER

DAY



ageLOC LumiSpa iO + ageLOC LumiSpa
Activating Cleanser



Refining Toner



Radiant Day

NIGHT



ageLOC LumiSpa iO + ageLOC LumiSpa
Activating Cleanser



Refining Toner



Peptide Retinol Complex



Transforming Gel Cream



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Rejuvenation Routine



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STEP 1
CLEANSING

STEP 2
TONING

STEP 3
SERUM
[SELECT BY SKIN NEEDS]

STEP 4
MOISTURISER
[SELECT BY TEXTURE]



ageLOC LumiSpa iO + ageLOC LumiSpa
Activating Cleanser



Refining Toner



Future Serum, Essence Ultra,
Line Corrector



Radiant Day, Uplifting Rich Cream,
Transforming Gel Cream



ageLOC LumiSpa iO + ageLOC LumiSpa
Activating Cleanser



Refining Toner



Future Serum, Peptide Retinol Complex,
Essence Ultra, Line Corrector



Uplifting Rich Cream,
Transforming Gel Cream



ageLOC Tru Face
Refill Concept

FUTURE SERUM and
PEPTIDE RETINOL COMPLEX



TRANSFORMING GEL CREAM and
UPLIFTING RICH CREAM



ESSENCE ULTRA



ageLOC Tru Face

Refining Toner



Benefits



Prep, refine and reveal a radiant looking you

- ageLOC ingredient blend targets the sources of visible signs of skin ageing to help preserve the look of youth
- Prepares skin for optimal absorption of subsequent skincare products and boosts the benefits and efficacy of your skincare routine
- Promotes skin revitalisation
- Reduces the visible signs of fatigue
- Hydrates skin and supports its natural moisture barrier
- Helps promote natural desquamation
- Helps improve skin radiance and brightness, and visibly evens skin tone
- Helps visibly soothe skin



Ingredient Highlights



ageLOC Blend

exclusive technology that targets the sources of visible signs of skin ageing to promote a youthful, vibrant appearance



Green Chiretta Extract

promotes skin revitalisation and reduces visible signs of fatigue



PrePlus Blend

helps dissolve ingredients into a solution for optimal absorption of the ingredients from the following skincare products



Lactococcus Ferment Lysate (Postbiotic)

helps support skin's natural renewal and desquamation process



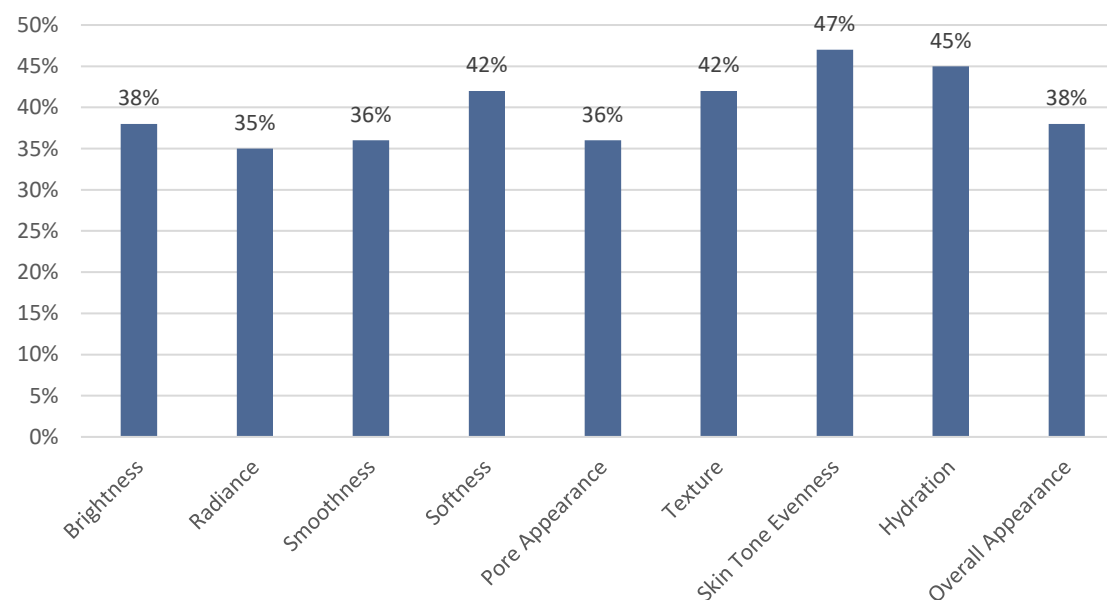
Science-Backed Results

After 4 weeks:

95% of participants agreed that Refining Toner helped enhance the efficacy of their skincare routine



Percent Improvement after 4 weeks
(Self-assessment)



33%
IMPROVEMENT
OF SKIN
HYDRATION
after ONE USE !

Results obtained from an in-house, 4-week, in vivo study performed on 19 male and female participants who were instructed to apply ageLOC Tru Face Refining Toner twice daily for 4 weeks. They completed a self-perception questionnaire at baseline, first application, week 1, week 2 and week 4. Measurements with Corneometer, Tewameter and Colorimeter were also done at the same timepoints.



ageLOC Tru Face

Future Serum



Benefits



The ONE that “does it ALL”

- ageLOC ingredient blend targets the sources of visible signs of skin ageing to help preserve the look of youth
- Improves skin’s youthful look in **8 ways**: firmness, smoothness, skin tone evenness, appearance of fine lines/wrinkles, radiance, pore appearance, appearance of skin discolouration, and hydration
- Benefits start to appear after just **7 days** ¹
- Visibly **firms, lifts, and smooths** the skin for a more youthful look
- Reduces the appearance of **fine lines, wrinkles, and pores**
- Visibly brightens, smooths, and **enhances skin radiance** for a more even, youthful-looking complexion
- Increases **hydration** and helps preserve skin’s natural **moisture barrier**

¹ Based on a randomised, in vivo, 12 week clinical study assessing the efficacy of ageLOC Future Serum. 29 female Asian and Caucasian subjects with mild to moderate wrinkles and mottled pigmentation, aged from 40 to 70 applied the ageLOC Future Serum twice per day for 12 weeks.



Ingredient Highlights



ageLOC Blend

exclusive technology that targets the sources of visible signs of skin ageing to promote a youthful, vibrant appearance



Pea Extract, Bamboo Extract, and Gucosamine

a powerful anti-ageing ingredient blend that has been shown to reduce the appearance of fine lines and wrinkles and promote cell turnover, resulting in more visibly youthful skin



Brightening Complex

targets the appearance of skin discolouration and helps achieve even-toned, glowing skin



Hyaluronic Acid and Other Humectants

absorbs large amounts of water to increase hydration and helps preserve skin's natural moisture barrier



Science-Backed Results

Clinically Graded Results after 8 weeks:

- **100%** of subjects graded had reduction in appearance of fine lines and wrinkles (eye area)
- **100%** of subjects graded had improvements in skin smoothness
- **96%** of subjects graded had improvements in skin radiance
- **82%** of subjects graded had reduction in coarse wrinkles (eye area)
- **78%** of subjects graded had reduction in pore appearance
- **76%** of subjects graded had improvements in skin tone



Week 0

Week 8

Results obtained from a third-party professional assessment based on an 8 weeks, in vivo, clinical study involving 47 female subjects aged between 40 and 69 with mild to moderate fine lines and wrinkles in the crow's feet area and presence of hyperpigmentation/age spots on the face. Subjects were instructed to apply 2 pumps of the Future Serum to face and neck in the morning and at night before moisturising. At baseline and different timepoints, skin characteristics were assessed with clinical grading, bioinstrumentation (cutometer, ...) and self-perception.



ageLOC Tru Face

Essence Ultra



Benefits

The skin-firming specialist



- ageLOC ingredient blend targets the sources of visible signs of skin ageing to help preserve the look of youth
- Helps visibly lift and firm skin
- Improves elasticity for a youthful, bouncy, lifted, and healthier look
- Defines skin around the eyes, neck, chin, mouth, and jawline for a contoured and sculpted appearance
- Visibly reduces fine lines and wrinkles
- Helps protect skin from the negative effects of oxidative stress



Ingredient Highlights



ageLOC Blend

exclusive technology that targets the sources of visible signs of skin ageing to promote a youthful, vibrant appearance



Tru Face FirmPlex

scientifically validated technology that delivers firmer and contoured-looking skin



Squalane

a biomimetic oil component that supports skin's natural moisture barrier



Antioxidant Network – Vitamin C derivate + Vitamin E + Ubiquinone

Helps protect skin from the negative effects of oxidative stress and from the premature visible signs of skin ageing



Centella Asiatica Extract, Pistacia Lentiscus Gum, and Echinacea Angustifolia Extract

defines skin, resulting in a contoured and sculpted appearance



Science-Backed Results

After 1 week:

- 19% improvement in skin elasticity/firmness¹
- 189% Skin hydration improvement¹

After 4 Weeks:

- 39% improvement in skin elasticity/firmness¹
- 97% of subjects graded saw improvement in skin smoothness and softness²
- 86% of subjects agreed their skin feels lifted and revitalised³



Week 0

Week 4

¹Instrumentation measurements

²Clinical grading

³Self-perception questionnaire

Results obtained from a third-party professional assessment based on a single blind, split face, 4 weeks, in vivo clinical study performed on 35 healthy female subjects aged between 45 and 65 years old. The subjects were instructed to apply ageLOC Tru Face Essence Ultra on half of their face, twice daily for 4 weeks. The following measurements were done at baseline, week 1, 2 and 4: cutometer, chromameter, corneometer, clinical grading, and self-perception.



ageLOC Tru Face

Peptide Retinol Complex



Benefits



The skin-beautifier

- ageLOC ingredient blend targets the sources of visible signs of skin ageing to help preserve the look of youth.
- Visibly improves skin appearance and multiple signs of ageing in as little as **one week**¹
- Reduce the appearance of **hyperpigmentation and visibly fade dark spots**
- Help preserve skin's natural moisture **barrier**
- **Sooth and hydrate** skin to reduce potential skin dryness and flakiness
- Reduces **pore appearance**
- Gentle formula suitable for **everyday use**

¹Results obtained from an in-house professional assessment based on 8-weeks in vivo study performed on 31 healthy female and male subjects aged between 35 and 70 years old. The following measurements were done at baseline, post-application, week 1, 2, 4 and 8: skin elasticity and firmness were assessed through CyberDerm Dermalab measurement, skin barrier function was assessed through Tewameter measurement. Participants also performed self-assessment.



Ingredient Highlights



ageLOC Blend

exclusive technology that targets the sources of visible signs of skin ageing to promote a youthful, vibrant appearance



Potent Retinol Complex

contains two types of retinoids — retinol and a retinoic acid ester — to help reduce the appearance of hyperpigmentation and visibly fade dark spots



AI-Identified Peptide Technology

enhances the benefits of retinol and increases the key component of younger and bouncier-looking skin to visibly reduce the appearance of fine lines and wrinkles



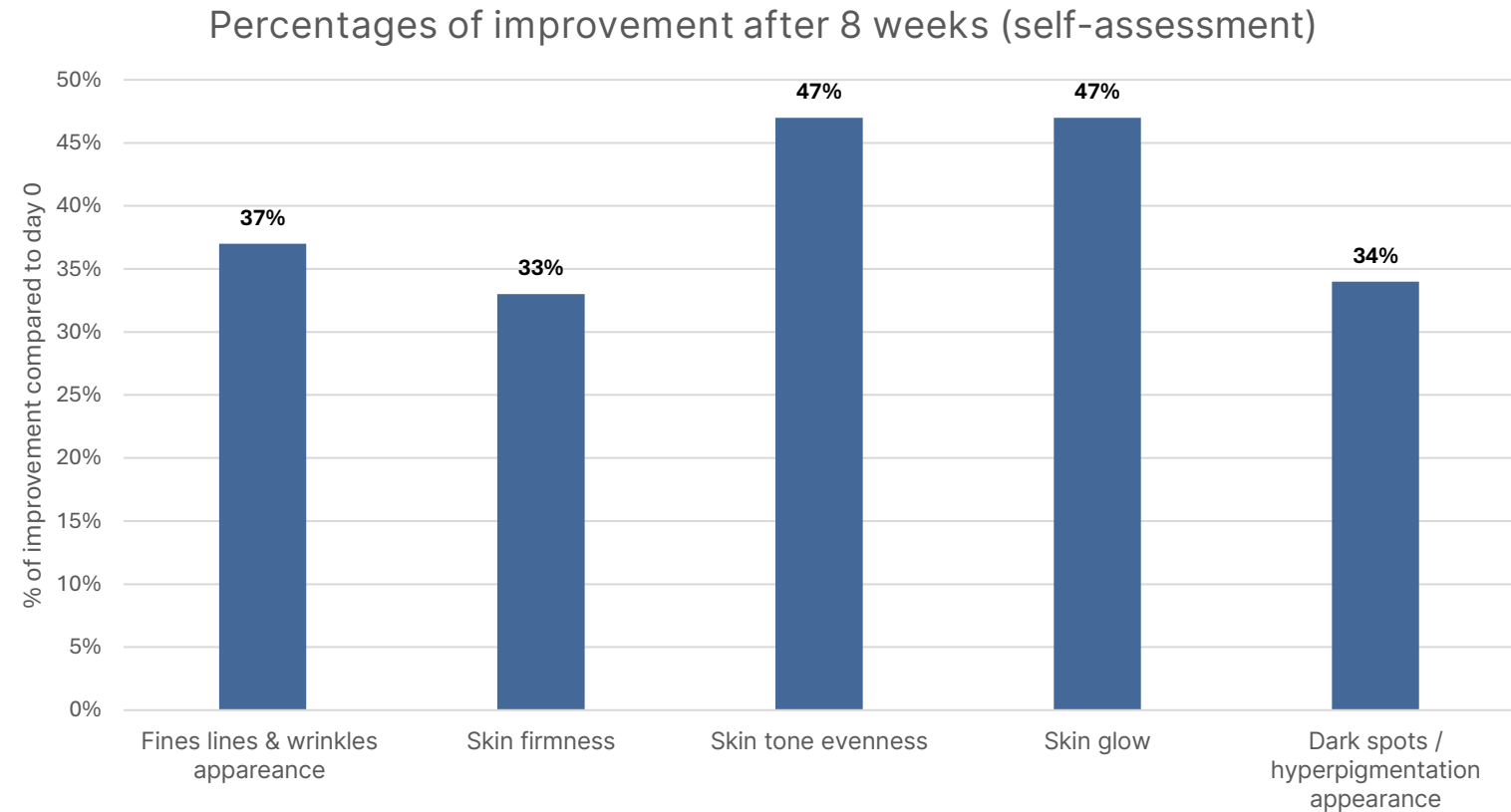
Jojoba + 4TB Blend

helps preserve skin's natural moisture barrier and helps soothe and hydrate skin



Science-Backed Results

Fast-acting and long-term benefits after only 1 week, with continued improvements through week 8.



Results obtained from an in-house professional assessment based on 8-weeks in vivo study performed on 31 healthy female and male subjects aged between 35 and 70 years old. The following measurements were done at baseline, post-application, week 1, 2, 4 and 8: skin elasticity and firmness were assessed through CyberDerm Dermalab measurement, skin barrier function was assessed through Tewameter measurement. Participants also performed self-assessment.



Science-Backed Results



Before application

Week 2

Improvement in skin texture, fine lines and wrinkles, and skin clarity



Before application

Week 8

Improvement in skin tone evenness, skin smoothness, and fine lines



ageLOC Tru Face

Line Corrector



Benefits



A breakthrough in visible wrinkle reduction

- ageLOC ingredient blend targets the sources of visible signs of skin ageing to help preserve the look of youth.
- Helps reduce and smooth the appearance of fine lines and wrinkles, particularly around the mouth and eyes
- Smooths and visibly renews skin for a more refined and healthier appearance
- Softens and makes skin feel suppler
- Works with ageLOC Galvanic Spa to help optimise multiple skincare benefits

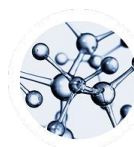


Ingredient Highlights



ageLOC Blend

exclusive technology that targets the sources of visible signs of skin ageing to promote a youthful, vibrant appearance



Triple-Peptide Complex

help reduce the appearance of fine lines and wrinkles



Centella Asiatica, Purslane and Sweet Almond Seed Extracts

gives skin a supple and soft feeling

ageLOC
TRU FACE



Science-Backed Results



After 8 weeks:¹

- 25% Improvement in smile lines (self-perception)
- 27% Improvement in crow's feet (self-perception)
- 90% participants saw improvement in the appearance of crow's feet
- 81% subjects agreed their skin looks younger

20%

greater IMPROVEMENT in the look of FINE LINES AND WRINKLES when used IN CONJUNCTION WITH AGELOC GALVANIC SPA (compared to the Line Corrector alone)²

¹Results obtained from an in-house, in vivo, sensory and efficacy study performed on 30 healthy male and female subjects aged between 35 and 55 years old. Subjects were instructed to use ageLOC Tru Face Line Corrector on face and neck, morning and night, for 8 weeks. They completed a self-assessment questionnaire at various timepoints throughout the study

² Result obtained per clinical grading from a third-party professional assessment based on an 8-weeks in vivo, single-site, single-blind, split-face study performed on 40 female subjects aged 35 and above.

Participants were instructed to apply a thin layer of ageLOC Tru Face Line Corrector twice daily on the entire face. The Galvanic Spa device was used twice per day around the eye area, but only on one randomly assigned side of the face. Instrumentation measurements, self-perception feedback, and clinical evaluations were used to assess results.



ageLOC Tru Face
Radiant Day



Benefits



Reveal radiant, youthful glow every day

- ageLOC ingredient blend targets the sources of visible signs of skin ageing to help preserve the look of youth
- Reveal brighter and more radiant-looking skin
- Hydrates and helps protect the skin's moisture barrier
- Helps reduce appearance of fine lines and wrinkles
- Promotes skin cell turnover to reduce pore appearance
- Reduces skin discolouration's appearance
- Provides broad-spectrum UVA and UVB protection (SPF 22)
- Works well under make-up



Ingredient Highlights



ageLOC Blend

exclusive technology that targets the sources of visible signs of skin ageing to promote a youthful, vibrant appearance



Pea Extract, Bamboo Extract, and Glucosamine

a powerful anti-ageing ingredient blend that promotes visibly youthful skin



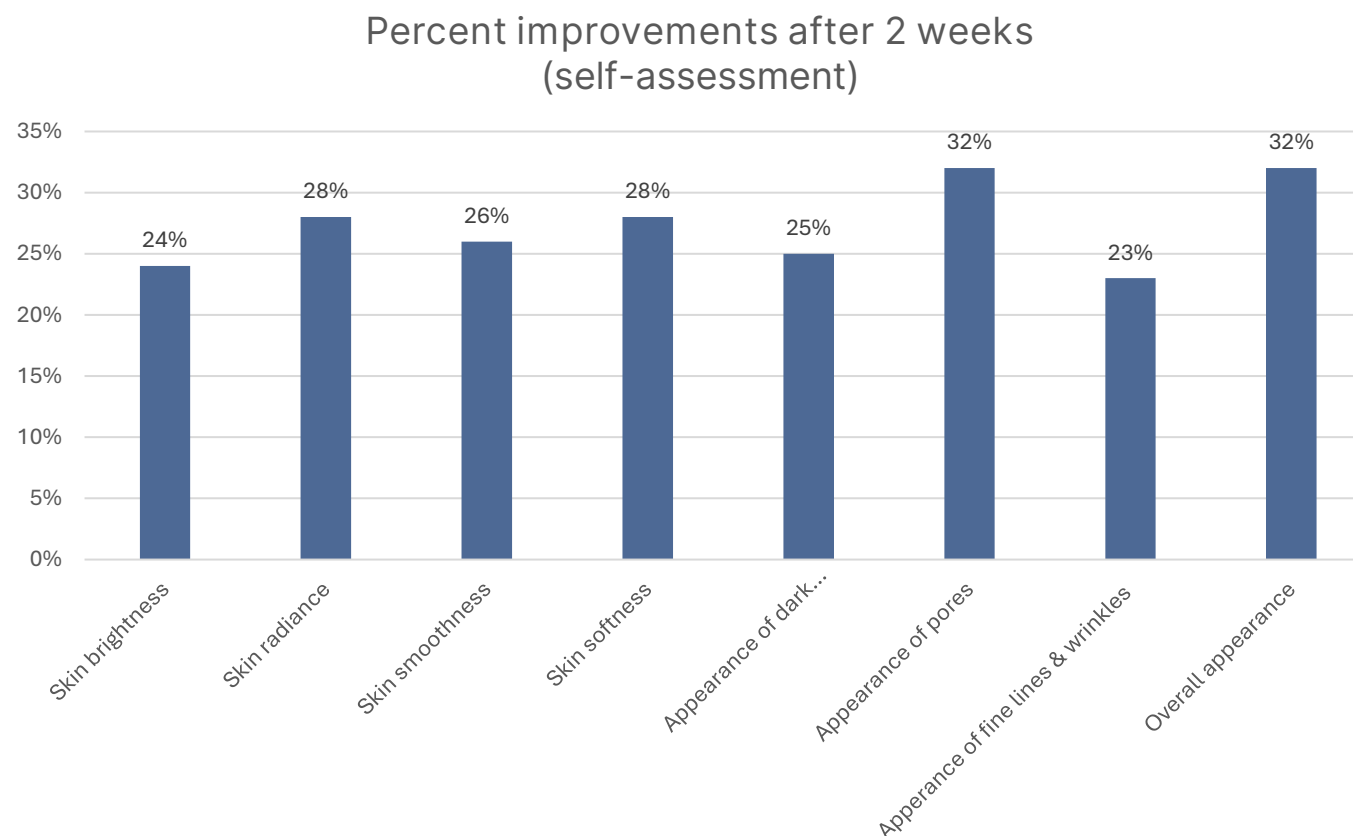
Glycerin and Skin Conditioning Agents

helps brighten skin for a more radiant look



Science-Backed Results

After 2 weeks:



+ 48%
SKIN
HYDRATION
after 2 WEEKS

+ 35%
SKIN BARRIER
FUNCTION after
2 WEEKS

Results obtained from an in-house, single-center, two-week, in vivo study performed on 24 subjects. Subjects were instructed to apply ageLOC Tru Face Radiant Day once daily in the morning for and completed self-assessment questionnaires at baseline and after two weeks. Corneometer and tewameter measurements were also conducted.



ageLOC Tru Face

Transforming Gel Cream



Benefits



Hydrate, revitalise, transform

- ageLOC ingredient blend targets the sources of visible signs of skin ageing to help preserve the look of youth
- Hydrates and helps fortify the skin's natural barrier, locking moisture in
- Helps reduce the appearance of fine lines and wrinkles
- Promotes skin cellular turnover to visible smooth skin and reduce pore appearance



Ingredient Highlights



ageLOC Blend

exclusive technology that targets the source of visible signs of skin ageing to promote a youthful, radiant appearance



Pea Extract, Bamboo Extract, and Glucosamine

a powerful anti-ageing ingredient blend that promotes visibly youthful skin



Hyaluronic Acid, Glycerin, and Shea Butter

retains and protects the moisture within your skin for increased hydration and radiance



Science-Backed Results

After 2 weeks, across the participants:

- 100% agreed 'My skin feels more hydrated and moisturised.'
- 96% agreed 'The product visibly improves skin smoothness.'
- 92% agreed 'The product visibly improves skin radiance.'
- 85% agreed 'The product visibly improves skin softness.'
- 73% agreed 'The product helps reduce the appearance of fine lines and wrinkles.'
- 73% agreed 'My skin appears visibly younger.'

Results obtained from an in-house, single center, 2 weeks, in vivo study performed on 26 subjects. Subjects were instructed to apply ageLOC Tru Face Transforming Gel Cream every morning and night for 2 weeks. They completed a self-assessment questionnaire at baseline and at the end of the study

ageLOC
TRU FACE



ageLOC Tru Face

Uplifting Rich Cream



Benefits



The rich cream that redefines skin beauty

- ageLOC ingredient blend targets the sources of visible signs of skin ageing to help preserve the look of youth
- the 30/30/30 advantage:
 - 30 seconds to start forming a protective layer and supply hydration for a healthy glow
 - 30 minutes to make skin appear more contoured and defined, and reduce the appearance of fine lines and wrinkles
 - 30 days to visibly firm the skin and promote elasticity for a more youthful look
- Nourishes the skin and delivers intense hydration
- Promotes visibly firmer skin



Ingredient Highlights



ageLOC Blend

exclusive technology that targets the sources of visible signs of skin ageing to promote a youthful, vibrant appearance



Tru Face FirmPlex

scientifically validated firming technology that targets a key component of firm-looking skin



Natural Active Biomimetic Polymer

mimics the properties of real skin by beginning to form a flexible, breathable layer within few seconds. This thin, comfortable barrier works in just 30 minutes to visibly diminish the appearance of fine lines and wrinkles, protect the skin from the negative effects of oxidative stress and environmental stressors and support healthy-looking skin



Science-Backed Results

After 1 Week:

- 177% improvement in hydration¹
- 21% improvement in skin firmness²

After 8 Weeks:

- 83% of participants agreed their skin looked tightened and toned³
- 35% improved appearance of skin plumpness²
- 47% improvement in the appearance of fine lines²
- 48% improvement in the appearance of crow's feet wrinkles²



Week 0

Week 8

¹ Instrumentation measurements

² Clinical grading

³ Self-perception questionnaire

Results obtained from a third-party professional assessment based on a single blind, 8 weeks, in vivo clinical study performed on 30 female subjects, all between 45 and 65 years old. Subjects were instructed to use the ageLOC Tru Face Uplifting Rich Cream Morning and night for 8 weeks. The following assessments were done at baseline, post-application, week 1, 2, 4 and 8: Cutometer, chromameter, corneometer, clinical grading, and self-perception.



4 FAQ



Frequently Asked Questions

What is Well ageing?

Well-ageing skincare is a gentle philosophy — one that honours the **natural journey** of the skin's appearance rather than resisting it.

These products are crafted to support the skin's appearance as it evolves, **nurturing its strength**, radiance **over time**.

Well ageing focuses on caring for the skin in its **early stage of ageing** through hydration, skin resilience and glow — the quiet hallmarks of healthy-looking, thriving skin. But it also aims at reducing the appearance of existing **visible signs of skin ageing** such as fine lines and wrinkles, loss of firmness, skin tone unevenness, etc.

Well-ageing looks at the bigger picture — one rooted in care, not correction.

At its heart, well-ageing is about **feeling at home in your skin**. It offers a more thoughtful, more compassionate approach that puts healthy-looking skin and your **confidence**, first.



Frequently Asked Questions

What is prejuvenation and rejuvenation ?

Prejuvenation refers to adopting a skincare routine that includes products proven to **help maintain** youthful-looking skin and a healthy glow through enhancing hydration, skin resilience.

Rejuvenation, on the other hand, involves using skincare products that help **revitalise and rejuvenate** skin's appearance already showing visible signs of ageing, such as fine lines, wrinkles, and uneven skin tone.



Frequently Asked Questions

Should I use all products within the range ?

At the heart of ageLOC Tru Face is [personalisation](#).

The line includes eight products: one toner, four serums, and three moisturisers. The concept is simple — mix and match to create a routine that works for you, or combine them with products from other Nu Skin ranges to suit your unique skin needs.

Start by focusing on [your ultimate goal: prejuvenation or rejuvenation](#) — and begin building your perfect skincare routine.

