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# AGELOC® TRU FACE® ESSENCE ULTRA WITH TRU FACE FIRMPLEX CLINICAL BULLETIN

Summarized from a third-party professional assessment study performed in accordance to Standard Operating Procedures of the organization.

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## INTRODUCTION

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Individuals are living longer and desire to maintain their youthful look. This results in a need for products that help keep them looking younger than their years. With loose skin as one of the top two signs of aging skin,<sup>1</sup> formulas that increase skin's firmness or elasticity are some of the most sought-after skin care products for anti-aging.<sup>2</sup>

Nu Skin evaluated the visible benefits of ageLOC Tru Face Essence Ultra—a targeted anti-aging formula that features a proprietary Tru Face FirmPlex blend, an antioxidant network, and selectively screened ageLOC ingredients.

## METHODS

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Nu Skin commissioned a third-party contract research organization to conduct a clinical evaluation on the twice-daily use of ageLOC Tru Face Essence Ultra. A total of 32 female subjects age 47–68 years old completed the evaluation. These subjects presented with a lack of skin firmness as part of their qualifications for recruitment in the study. The product was applied morning and evening after cleansing their face. Clinical assessments were conducted at baseline, weeks two, four, eight, and 12.

## RESULTS

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The clinical grader was able to see statistically significant changes in as early as four weeks for multiple key aging parameters, including elasticity (tactile), tonicity (tactile), wrinkles, radiance, and firmness (tactile). For parameters like firmness, elasticity, and tonicity, the quickness of these changes is remarkable as they tend to take much longer to manifest. These benefits continued to increase throughout the study. At 12 weeks, the clinical grader noted the following percent improvements:

PERCENT CHANGE SEEN BY GRADER	WEEK 12
Elasticity (tactile)	37%
Tonicity (tactile)	28%
Wrinkles	23%
Radiance	25%
Firmness (tactile)	21%

FIGURE 1: *Clinical Grader Percent Change Over Baseline*

Similarly, subjects also noted changes in their facial skin's appearance at week two. In fact, more than 55% of the subjects started seeing changes in their skin at this time period for lift, firmness (overall and around the eyes), elasticity/bounce, contour/sculpt, density/thickness, plumpness, and fine lines/wrinkles. By the end of the study, the following percent of subjects noted these improvements:

## SELF-PERCEPTION

Percent of Subjects

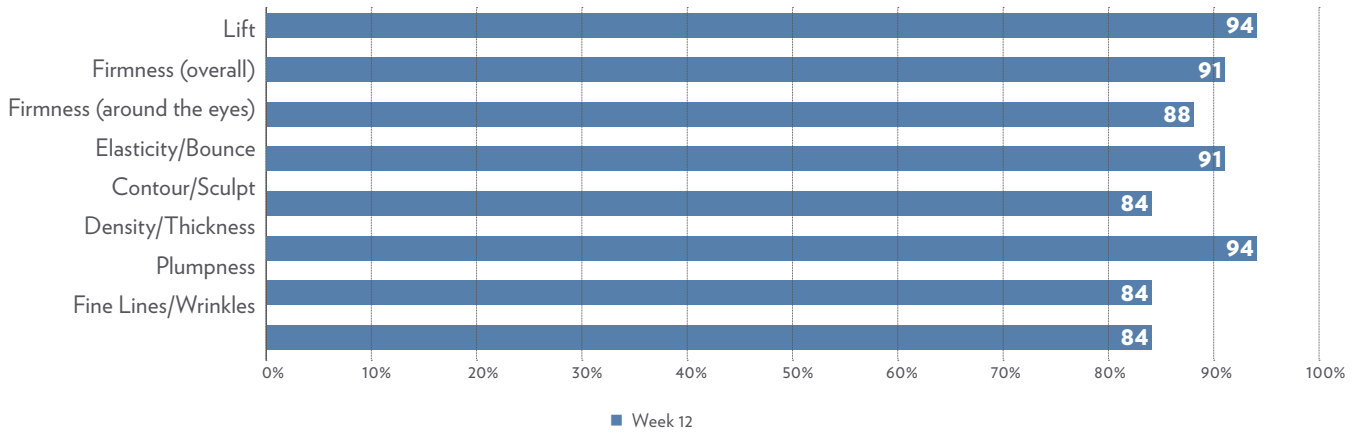


FIGURE 2: Self-Perception Percent of Subjects at Week 12

The degree of improvement was also notable throughout the study. Statistically significant benefits were seen by the subjects early and increased throughout the study. See Figure 3.

## SELF-PERCEPTION

Percent Change Over Baseline

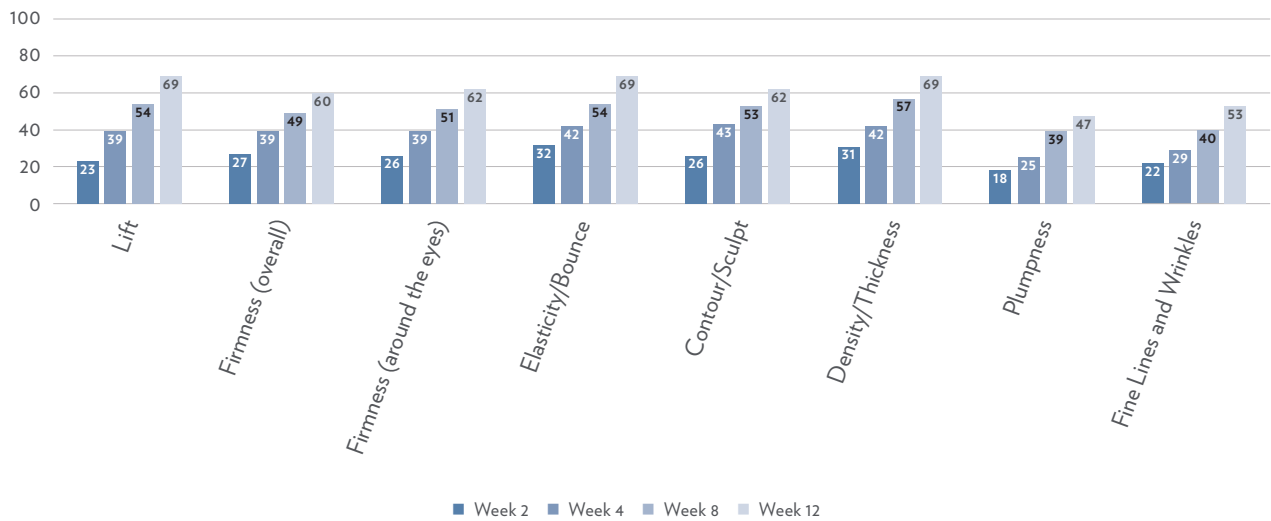


FIGURE 3: Self-Perception Percent Change Over Baseline

## CONCLUSION

ageLOC® Tru Face® Essence Ultra provided visible improvements in key aging concerns related to firmness and elasticity. These benefits were noted quickly given the long timelines typically required to see results and then said benefits continued to improve throughout the 12-week study.

### References:

1. Mintel Mature Beauty, Nov. 2017 report. [Data.mintel.com/databook/792789/?presentation=tables](https://data.mintel.com/databook/792789/?presentation=tables)
2. Mintel Attitudes towards Anti-aging Products—China—June 2019



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