



NU SKIN® PRODUCT DEMONSTRATION BOOKLET



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This booklet provides instruction for persuasive product demonstrations that you can use in your Nu Skin product sales and opportunity presentations. These demonstrations generally require common household items.

As you set up the demonstration, make sure you have the specified materials on hand.

Carefully read the step-by-step procedure described for each demonstration.

Be sure to follow the instructions precisely so you'll get the results you expect.

Always practice before any presentation.

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Celltrex® Ultra Recovery Fluid Demonstration

INSTRUCTIONS

1. At least one hour prior to your presentation, cut a russet potato in half.
2. Spread Celltrex Ultra Recovery Fluid onto one half of the potato.
3. Do not apply any product to the other half of the potato.
4. Place the two halves side by side and examine both halves of the potato after fifteen minutes.
5. You will notice, the half of the potato with Celltrex Ultra still looks fresh, while the untreated half is beginning to brown. The longer you wait, the more dramatic the difference between the two halves becomes.

EXPLANATION

As the untreated half of the potato is exposed to the air, it begins to oxidize. The powerful antioxidant hydroxytyrosol actually protects the other half of the potato from oxidation, keeping it from turning brown. Your skin oxidizes in a similar way in response to free radicals—causing many of the common signs we associate with aging. Celltrex Ultra Recovery Fluid, with patented hydroxytyrosol, can protect your skin from skin-aging free radical damage.

Dermatologists understand that cellular oxidation (sometimes referred to as cellular metabolism) is a source of skin aging. Research has shown that the nutrients, especially hydroxytyrosol, found in extra virgin olive oil can be effective in relieving oxidative stress on cells.



materials

One russet potato

Celltrex Ultra Recovery Fluid

Face Lift™ with Activator Demonstration

INSTRUCTIONS

1. Mix one teaspoon of Face Lift Activator with one teaspoon of Face Lift Powder (always use a one-to-one ratio).
2. Stir until the consistency of a thin lotion.
3. With the Face Lift brush, apply to half of the face in an upward-outward motion. (To encourage more involvement, have each person in your audience apply it to the back side of their non-writing hand or around their entire wrist.)
4. Leave on until thoroughly dry, approximately 30 minutes.
5. Rinse with warm water.
6. Compare the difference between the treated and untreated sides of the face or hands.

EXPLANATION

Face Lift Original Formula works immediately to temporarily lift and tighten the face and neck for a firmer, more youthful appearance. Featuring albumen, this formula firms and tones the skin within minutes, smoothing away the appearance of fine lines and wrinkles. Use several times a week for a temporary “lift”—everyone will notice you look years younger.



materials

Face Lift with Activator

Mixing bowl

Fan Lift Brush

Sink

Towel

Glacial Marine Mud™ Demonstration

INSTRUCTIONS

1. Apply a generous layer of mud to one half of the clients face, avoiding mouth and eye areas.
2. Let mud dry 15 to 20 minutes or until it turns a light aquamarine color (as the mud dries you will be able to see visible spots where excess oils and impurities are being pulled from the skin.)
3. Rinse thoroughly with warm water.

EXPLANATION

Epoch® Glacial Marine Mud helps draw out impurities, remove dead skin cells, and nurture skin with more than 30 skin beneficial minerals, including zinc and sea botanicals. Legend has it that Native Americans of the Pacific Northwest tried to make pottery from this special mud. They were unsuccessful because of its fine particle size, but noticed their hands were softer and smoother. Experience the renewing benefits of this mud mask by pampering your face and body with regular treatments.



materials

Glacial Marine Mud

Sink

Towel



Moisturizers and Mechanical Aging Demonstration

EXPLANATION

Mechanical aging is the repeated movements that we do with our facial muscles: squinting, smiling, puckering, etc. Just like the sponge, when our skin is new, it easily goes back into the shape we want. But as we age, our facial expressions get “stuck” and our skin does not want to go back to its original position. Adding moisture to our skin can deter wrinkles and skin aging just like adding water to the sponge gets rid of the crease. We are not going to stop smiling, squinting, and laughing so it may be necessary to apply an additional treatment product to prevent and correct wrinkles caused by mechanical aging.

INSTRUCTIONS

1. Bend a dry sponge back and forth at the same point.
2. Very soon, a crease will start to form.
3. Dip the sponge in water and the crease will disappear.
4. Leave the sponge on the counter to dry in the bent position, it will dry with a wrinkle in it.

materials

A kitchen sponge

Bowl of water



NaPCA Moisture Mist Demonstration

INSTRUCTIONS

1. Place one dried prune or apricot in each glass.
2. Fill the first glass with NaPCA Moisture Mist making sure the prune or apricot is completely covered.
3. Fill the second glass with Mineral Oil (Baby Oil is the most common form) making sure the prune or apricot is completely covered.
4. Let the glasses stand for 12 hours. (If you will be saving the results from this test, you may want to change the liquid in the jar after a few days to enhance clarity.)
5. You will see that the NaPCA Moisture Mist has actually plumped the dried apricot, but the mineral oil has not.

EXPLANATION

NaPCA Moisture Mist contains the humectants Hyaluronic Acid and NaPCA. Humectants have the ability to attract and bind moisture. This is visible with the apricot in the jar of NaPCA Moisture Mist. Moisture absorbs into the cellular structure of the prune/apricot causing it to begin plumping up and returning to its original shape. Mineral oil, which is found in many moisturizers, does nothing to plump up the wrinkles in the dried apricot.

Adequate moisturization is very important in skin care because it helps reduce the appearance of wrinkles on the skin surface. Applying additional moisture or helping the skin maintain the water normally present will leave the skin's surface and appearance much smoother and softer. NaPCA is a key humectant that is more effective than mineral oil-based products or water alone in establishing and safeguarding healthy moisture levels in your skin.

materials

- 2 clear glasses
- 2 prunes or dried apricots
- 1 bottle of NaPCA Moisture Mist
- 1 bottle of Baby Oil

NaPCA Moisture Mist Demonstration

INSTRUCTIONS

1. Spray the first mirror with water.
2. Spray the second mirror with NaPCA Moisture Mist.
3. Place the mirrors side by side and let stand.

EXPLANATION

At the end of your presentation (or after about 15 minutes), draw attention to the mirrors. The one that was sprayed with water will be dry while the one sprayed with NaPCA Moisture Mist will still show moisture clinging to the mirror. This visually demonstrates how humectants such as NaPCA, hyaluronic acid, and others hold on to water in the formula, keeping it from evaporating. In this same way, these humectants bind to water present in the formula and hold it to your skin, so the water cannot dry and dissipate into the air.



materials

- Two hand-held mirrors
- NaPCA Moisture Mist
- Spray bottle filled with water



Nu Skin 180[®] Face Wash Demonstration

INSTRUCTIONS

1. Fill a glass with about one cup of water.
2. Add a few drops of colored iodine and stir (water will change color.)
3. Squeeze about a spoonful of Nu Skin 180[°] Face Wash into the iodine water solution.
4. Stir (as you continue to stir the water will gradually turn white.)
5. Explain that when iodine binds to active vitamin C, it turns white; if the vitamin C is not active, the iodine solution will not turn white.

EXPLANATION

When stable, vitamin C is an effective anti-aging ingredient. Keeping Vitamin C stable and active in a water-based solution is a big challenge for formulating scientists. Because vitamin C breaks down in the presence of water, it is important for any credible product built around the benefits of vitamin C to establish that the vitamin C in that product is active and efficacious. 180 Face Wash is an anhydrous (no water) formulation.

The iodine represents a free radical. When you stir the Nu Skin 180[°] Face Wash into the water, the pure, active Vitamin C neutralizes the iodine and makes it change color. Active vitamin C is a critical nutrient for skin firmness and radiance. Vitamin C supports the normal synthesis of collagen in the skin and helps reduce fine lines and wrinkles.

materials

Colored iodine (can be purchased at a local drug store or pharmacy—do not purchase clear iodine)

Nu Skin 180[°] Face Wash

Clear glass or jar

Water

Spoon or stir stick

Nu Skin[®] Galvanic Spa[™] System II Demonstration

materials

Galvanic Spa II Instrument

Picture of face

Magnetized board (this is not necessary but a magnetized board will allow you to lift the board up to show others the demonstration without the magnets falling off)

Magnets (its best if the magnets are wheel-shaped, in this way they will roll across the board)

INSTRUCTIONS

1. Draw or attach a picture of a face onto the magnet board.
2. Place one of the magnets on the edge of the face.
3. Connect two of the magnets to create a magnet slightly larger than the one on the edge of the face.
4. Use the north pole of the larger magnet to push the north pole of the smaller magnet onto the face.
5. Explain that the Galvanic Spa System II Instrument uses the polarities or charges of particles with the charge of the head of the instrument to transport ingredients into the skin.
6. Now, place the north pole of the larger magnet toward the south pole of the smaller magnet, the larger magnet will pull the smaller magnet off of the face.
7. Explain that this represents how the instrument can pull toxins and impurities out of the skin with opposite polarities or charges.



EXPLANATION

Before performing this demonstration, explain that all galvanic instruments use electrical charges to facilitate the transport of key ingredients for maximum benefit. An important characteristic of electrical charges is utilized by these instruments: like charges repel each other and opposite charges attract each other.

If a key ingredient is negatively charged, the negative cycle of the Galvanic Spa System II Instrument will repel this ingredient—facilitating its transport. In the same way, if the ingredient is positively charged, the instrument will facilitate transport when the cycle is positive. If there are impurities within the skin that need to be pulled out, they will be extracted with an opposite charge.

Small, smart, and powerful, the programmable Galvanic Spa II Instrument with patented self-adjusting galvanic currents and interchangeable heads—for the face, scalp, and body—works synergistically with specially formulated products to facilitate the transport of key ingredients for optimal performance. Your radiant complexion, fuller, healthier looking hair, and improved appearance will leave people wondering how you find the time.

Nutriol® Hair Fitness Treatment Demonstration

materials

- Nutriol Hair Fitness Treatment
- Conductivity Pen
- Glass jar

INSTRUCTIONS

1. Remove Hair Fitness Treatment cap without releasing powder.
2. Pour the solution into a glass jar with a wider opening.
3. Dip conductivity pen into solution—record measurement.
4. Using a new bottle of Nutriol Hair Fitness Treatment, release the powder into the solution and shake until mixed.
5. Remove the cap and pour the solution into a glass jar with a wider opening.
6. Test the conductivity.
7. Compare this result with the solution-only measurement.

EXPLANATION

The bioavailable mineral content of Nutriol Hair Fitness Treatment can be measured with a conductivity pen (available on the internet). Minerals, when dissolved in solution, help conduct an electrical charge. A higher mineral content will create a higher conductivity. Nutriol Hair Fitness Treatment has a high conductivity, demonstrating that it is nutrient and mineral rich. Research indicates the hair follicle requires multiple nutrients and minerals for optimal vitality and abundance.

Nutriol® Hair Fitness Preparation Demonstration

materials

- One bottle Nutriol Hair Fitness Preparation

INSTRUCTIONS

1. Apply a stripe of Nutriol Hair Fitness Preparation on the underside of your forearm.
2. Within five to ten minutes, your skin where you put the product will begin to turn red.

EXPLANATION

Nutriol Hair Fitness Preparation is a deeply nourishing hair treatment. As the stripe goes red, you are seeing the blood rising to the surface of the skin, which illustrates how the hair follicles can get maximum nourishment.



One-Sided Treatment Demonstration

materials

- Nu Skin® products

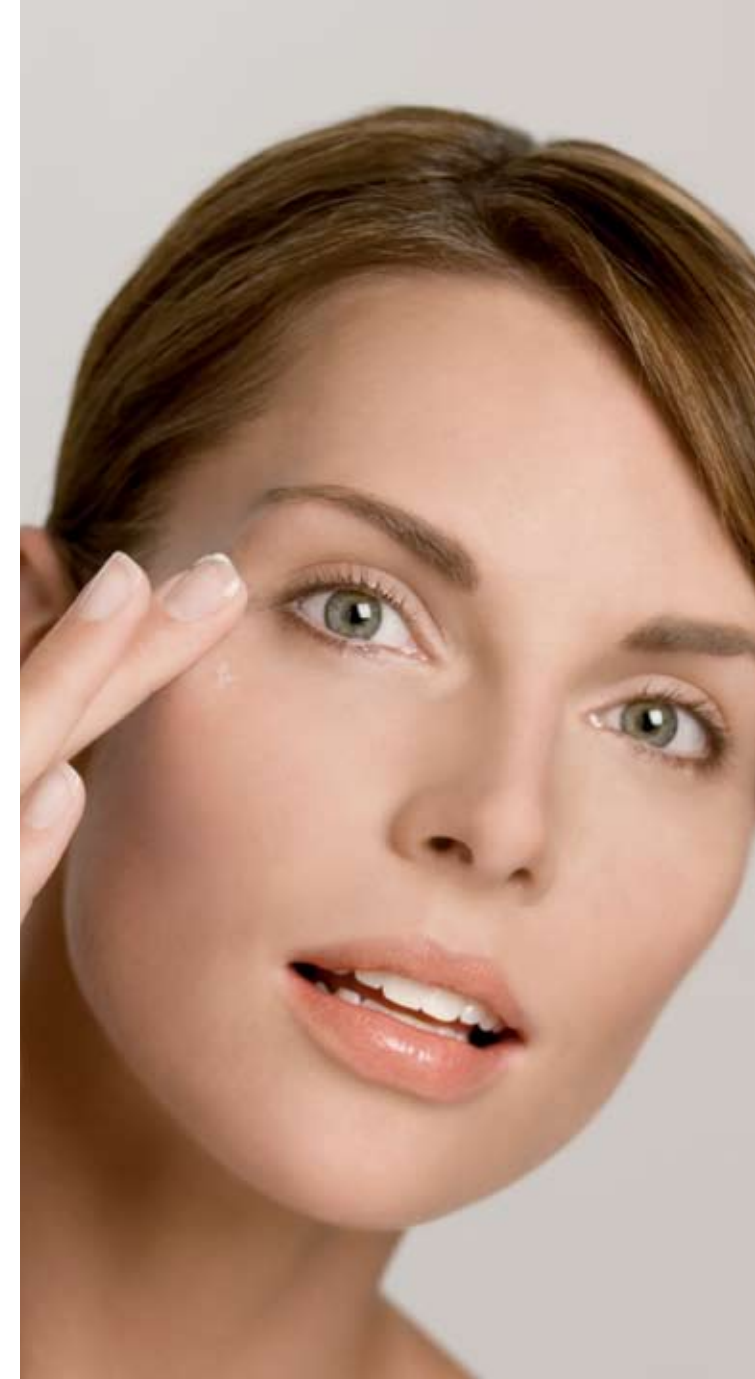
INSTRUCTIONS

1. Select one side of your face and/or one of your eyes to receive product treatment.
2. Faithfully follow the daily product treatment regimen on the selected part for two to four months.
3. Point out the differences between the treated and untreated sides to your contacts and customers.

EXPLANATION

You can visually illustrate the beneficial impact of many Nu Skin products by using them to treat only one side of your body. This demonstration requires a commitment and a willingness to appear a little "different" for a while.

Each special treatment product is designed to enhance the skin's battle against the natural aging process. By comparing the treated side with the untreated side, you and your customers can easily see the extraordinary benefits of the products.



pH Tests Demonstration

materials

pH Pencil

Wash cloth

Sink to rinse product off clients arm

INSTRUCTIONS

1. Have your client bring a cleanser they normally use to the training, or have various non Nu Skin® cleansers on hand.
2. Wet the pencil and draw a line on their arm (this will show up as a yellow line).
3. Rub the cleanser in a perpendicular motion across the yellow line.
4. Rub a Nu Skin cleanser in a perpendicular motion across the yellow line.

*You may also rub a Nu Skin cleanser over the top of the alkaline cleanser to show that it will correct the ph and return it to a neutral yellow or natural color.

EXPLANATION

If the pH of the cleanser is alkaline then the yellow line will turn a shade of purple. The higher the alkalinity of the cleanser, the darker the shade of purple will become.

Many products have a high pH, indicating they are quite alkaline. In certain conditions these products may negatively influence skin. High pH tends to compromise the protective buffer of the skin. Nu Skin products, however, are designed to maintain or restore your skin's protective pH mantle. You will find that the pH of most Nu Skin products fall within the natural pH range of skin.

Polishing Peel Skin Refinisher Demonstration

materials

Polishing Peel

One piece of plexiglass about 5" x 7"

INSTRUCTIONS

1. Treat ½ of one side of plexiglass with micro dermabrasion.
2. On the other 1/2 apply Polishing Peel™. Rub Polishing Peel on the plexiglass for 1-2 minutes and then rinse (these are not the usage steps for application on the face.)
3. Compare the two sides of the plexiglass. Draw attention to the smooth unscratched surface left behind by Polishing Peel compared to the rough, scratched micro dermabrasion side.

EXPLANATION

Polishing Peel does not contain abrasive particulates, but features a unique formulation designed around mechanical polishing.

Enjoy skin-smoothing results clinically proven to be equivalent to a professional micro dermabrasion session without ever leaving home. Polishing Peel features pumpkin enzymes to resurface, soften, and polish the skin and bentonite clay to remove dull skin cells and toxins. A convenient alternative to professional micro dermabrasion treatments, Polishing Peel delivers a fresh, healthy complexion.





Polishing Peel Demonstration

material

Polishing Peel

Wash Cloth

INSTRUCTIONS

1. Apply an even, visible layer to the back of your client's hand.
2. Allow it to 'set' for approximately one to two minutes—or until product firms (do not allow product to dry completely.)
3. Periodically test firmness and begin removing areas that set up first.
4. Using your fingertips, gently massage back of hand in a circular motion to work Polishing Peel into large particles that carry away dulling dead skin cells from the skin's surface.
5. If product becomes too dry, spray lightly with NaPCA Moisture Mist (do not over moisten) to dampen.
6. Rinse with warm water and pat dry.
7. Compare the two hands.

EXPLANATION

Polishing Peel is a dynamic, demonstrable product. The results are immediate and compelling. Polishing Peel features pumpkin enzymes to resurface, soften, and polish the skin and bentonite clay to remove and polish dull skin cells and toxins. A convenient alternative to professional micro dermabrasion treatments, Polishing Peel delivers a fresh, healthy complexion.

Tru Face™ Essence Demonstration

material

Two rubber bands

INSTRUCTIONS

1. Place one rubber band in the sun to dry for at least one month.
2. Stretch the new fresh rubber band and allow it to return to it's original shape.
3. Stretch the old rubber band that has been left in the sun and observe the difference.

EXPLANATION

Explain that elastin works like rubber bands in our skin. They allow the skin to stretch and bounce back to their youthful shape and firmness. As elastin breaks down and its levels decrease, our skin begins to sag and lose it's contour.

Tru Face Essence helps you restore the firmness and contours that truly define a youthful appearance. Tru Face Essence Firming Serum, featuring the anti-aging ingredient Ethocyn®, helps restore definition and firmness to the skin. This advanced technology targets elastin production—a key component to firm, healthy skin—with a formula so fine, yet so powerful, that it immediately helps restore youthful elastin levels in the skin.

Tru Face™ Line Corrector Demonstration

materials

Two clear glass bowls

Water

Two packages of Ramen noodles

Microwave

INSTRUCTIONS

1. Place one block of Ramen noodles in bowl with the amount of water indicated on cooking instructions of the noodle package.
2. Place second block of noodles in empty bowl.
3. Microwave the Ramen in the water on high for 3-5 minutes or until soft.

EXPLANATION

The Ramen noodles in the water soon become soft and pliable while the other block of noodles stays hard and brittle. If you try to bend the dry Ramen noodles, they will snap and break. The pliable noodles can bend and move with ease.

The Ramen noodles represent the collagen in your skin. Collagen is the main element that gives structure to your skin and is comprised of fibrous strands of protein. When collagen is young, it acts like the pliable noodles and can move and adapt to your movements. When collagen is old, it starts to thin out and become brittle like the dry noodles. Our skin goes through repeated bending and moving as we talk, eat, and smile. As we age, the collagen in our skin isn't as pliable and our movements cause wrinkles, dullness, and unevenness; this is called "mechanical aging." Tru Face Line Corrector targets collagen production in skin to help repair damage caused by mechanical aging. It provides the "key" to promote collagen production. Medical science has recently discovered that peptides have the ability to send age-reversing signals to collagen-producing cells, promoting younger-looking skin. Tru Face Line Corrector offers a targeted approach to help the most aggressive signs of aging in just four weeks.

Tru Face™ Line Corrector Demonstration

INSTRUCTIONS

1. Before your presentation begins cut a very small (unnoticeable) hole in the sponge.
2. Explain that the sponge represents the stratum corneum, and the shoestring represents collagen.
3. Roll the shoestring into a ball.
4. Hold the ball of shoestring to the sponge and demonstrate that the ball cannot be pushed through the sponge. This is because collagen molecules are made up of many proteins that don't pass through the stratum corneum as readily.
5. Snip a small piece of the shoestring to represent a peptide, and push the small piece of shoestring through the tiny hole in the sponge. This can pass through the stratum corneum because peptides are small amino acid structures designed to move to the target site.

materials

Shoestring
Kitchen sponge
Scissors

EXPLANATION

The sponge represents the outer layer of your skin and the shoestring represents a collagen molecule. Collagen molecules are too large to fit through the outer layer of your skin. This is why collagen has to be injected directly into the dermis to get rid of wrinkles. However, a tiny molecule called a peptide can naturally pass through the outer layer of the skin. Tru Face Line Corrector contains a pro-collagen peptide which can pass through the skin and send a signal to collagen-producing cells to start making collagen.

Tru Face™ Revealing Gel Demonstration

INSTRUCTIONS

- 1 Apply Revealing Gel to 1/2 of a coin.
2. Wait 10-25 minutes and then remove excess product from the coin.

EXPLANATION

The 1/2 of the coin where product was applied will be brighter. Free radicals cause the coins to oxidize. This process is similar to the oxidation and damage free radicals cause to the skin. Excess free radicals in the skin, can also create a sallow, dull complexion. PHAs reverse the oxidation damage and brighten the skin, as is demonstrated in the brightening of the coin. (Studies show PHAs are less irritating than saline solution—gentle, yet very effective.)

Representing the next generation in anti-aging technology, Tru Face Revealing Gel offers anti-aging solutions—even for those with sensitive skin.

- Gluconolactone—this PHA gently penetrates skin to reduce the appearance of pore size and the visible effects of photoaging. Proven to be effective in visibly improving skin texture and radiance.
- Lactobionic—a PHA clinically shown to significantly enhance skin cell turnover while improving skin brightness and texture. Works gently, without irritation. Acts as a powerful antioxidant and metal chelator that is so nurturing it is used as a preservation solution for transplant organs during transport.



materials

Tru Face Revealing Gel
Cloth

Copper coin (Avoid coins with gummy residue—Revealing Gel must dissolve grime before it can brighten which increases demo time)

