PRODUCT OVERVIEW
Unveil your youthful radiance each day. ageLOC® Radiant Day SPF 22 is a lightweight, daily use lotion that visibly brightens and hydrates the skin while fortifying against signs of aging. This silky smooth formula contains ingredients that protect against sun damage with SPF 22, promote cell turnover for a smoother, softer texture, and reduce the appearance of fine lines and wrinkles—delivering radiant, flawless skin.

TARGET AUDIENCE
PRIMARY MARKET:
• Women and men over 30 who are concerned with preventing and minimizing the signs of aging.
SECONDARY MARKET:
• Skin-involved women and men younger than 30 who are concerned with the prevention of visible aging.

PRODUCT BENEFITS
• ageLOC targets the sources to preserve the look of youth and reduce the appearance of aging.
• Contains advanced anti-aging ingredients that are scientifically proven to:
  - Promote cell turnover by 85% for a smoother, softer texture you will feel.
  - Reduce the appearance of fine lines and wrinkles by 45% for smoother, softer, visibly younger looking skin.
  - Help reveal brighter, more radiant skin and reduced discoloration.
• Cell turnover reduces the appearance of pores.
• Provides broad-spectrum UVA/UVB protection from the damaging effects of the sun with SPF 22—our highest ever sun protection factor for a facial moisturizer.
• Silky-smooth, non-greasy formulation absorbs quickly yet moisturizes all day long—perfect for use under makeup.

KEY INGREDIENTS
• ageLOC Proprietary Blend—targets the sources of aging.
• Pea extract, bamboo extract, and glucosamine—a powerful anti-aging ingredient blend that has been shown to reduce the appearance of fine lines and wrinkles and promote cell turnover resulting in visually youthful skin.
• Hexapeptide-2—helps reveal brighter, more radiant skin and reduces discoloration.
• Jojoba and shea butter—proven to strengthen the skin’s natural barrier for stronger, more resilient skin.

USAGE
To complete your morning regimen, place two pumps on fingertips and apply in an upward, outward motion to face and neck, ensuring even coverage for UV protection. Avoid the eye area. ageLOC Radiant Day SPF 22 package size and instructions are optimized for 30-day use.

FYI
ageLOC® Radiant Day SPF 22 and ageLOC® Transforming Night are “sibling” formulations sharing many of the same moisturizing, hydrating, and anti-aging ingredients. With this approach, the skin receives a constant supply of “familiar” actives every 12 hours—for maximum ingredient effectiveness and reduced chance for sensitivity.
COMPLEMENTARY PRODUCTS

• ageLOC® Gentle Cleanse & Tone—cleanses, purifies, replenishes, and hydrates skin, while preparing it to receive advanced anti-aging ingredients, leaving your skin feeling soft, refreshed, and youthful.

• ageLOC® Future Serum—this luxurious serum is clinically proven to reveal younger looking skin in eight ways: by promoting youthful-looking skin, smoothing texture, reducing the appearance of fine lines and wrinkles, increasing radiance, minimizing the appearance of pores, evening skin tone, reducing discoloration, and increasing hydration.

• ageLOC® Transforming Night—ultra-mild ingredients work with the skin’s natural nighttime renewal process so you wake to glowing, supple, youthful looking skin. Specially formulated to reduce the look of fine lines, wrinkles, and pores, this premium night cream reduces sensitivity while replenishing the skin’s natural moisture-binding ability for deep hydration.

• Tru Face® Essence Ultra—restores skin definition and firmness. Features Ethocyn®, an anti-aging ingredient that has been clinically proven to improve the key component to firm skin.

• Tru Face® IdealEyes®—reduces the appearance of bags under the eyes while instantly increasing skin radiance and smoothness. Designed specifically for the delicate eye area, this anti-aging treatment ensures your eyes look young, refreshed, and vibrant.

FREQUENTLY ASKED QUESTION

Does ageLOC Radiant Day SPF 22 provide both UVA and UVB protection?

Yes, ageLOC Radiant Day SPF 22 provides broad spectrum protection from the sun’s harmful rays. Avobenzone and Octocrylene protect against UVA rays while Octisalate and Homosalate provide UVB protection.

INGREDIENTS

Active Ingredients: Avobenzone 3%, Homosalate 5%, Octisalate 4%, Octocrylene 2%

Ingredients: Water (Aqua), Glycerin, Cyclopentasiloxane, Acrylamide/Sodium Acryloyldimethyltaurate Copolymer, Glyceryl Stearate, PEG-100 Stearate, Dimethicone, Cyclohexasiloxane, Dimethicone/Vinyl Dimethicone Crosspolymer, Cetyl Alcohol, Methyl Gluceth-10, Steareth-21, Isohexadecane, Nylon-12, Hydrolyzed Jojoba Esters, Jojoba Esters, Bambusa Vulgaris Leaf/STEM Extract, Glucosamine HCl, Pism Sativum (Pea) Extract, Hexapeptide-2, Narcissus Tazetta Bulb Extract, Salicin, Schizandra Chinensis Fruit Extract, Butyropermum Parkii (Shea Butter), Polysorbate 80, Titanium Dioxide, Butylene Glycol, Citric Acid, Disodium EDTA, Fragrance (Parfum), Chlorophenesin, Phenoxyethanol, Caprylyl Glycol, 1,2-Hexanediol, Tropolone.

Paraben-free.

Ethocyn® is a registered trademark of BCS.