

Epoch® Deodorant with Citrisomes®



Positioning Statement

Epoch® Deodorant with Citrisomes® is an underarm formula that glides on and delivers natural deodorizing protection.

Concept

Featuring a patented Citrisomes® technology utilizing *Citrus aurantium*, a small orange used in the Caribbean as a natural deodorizer, Epoch® Deodorant glides on easily. This underarm formula also contains grapefruit seed extract for fresh smelling, time-released odor control and chamomile extract to soothe skin. Leaves no annoying white mark on clothes.

Target Audience

Men and women seeking a natural, fresh scented deodorant.

Product Claims

- Fights body odor throughout the day by utilizing patented time released Citrisomes® technology.
- Keeps you feeling fresh and clean with a light, natural scent derived from citrus extracts.
- Soothes delicate underarm area with natural conditioners.
- Glides on clear—will not stain clothing.
- Safety-allergy-dermatologist tested.
- A donation of \$0.25 from each Epoch® product sold goes toward the Nu Skin Force for Good Foundation;™ a nonprofit organization committed to creating a better world for children by improving human life, continuing indigenous cultures, and protecting fragile environments.

Key Ingredients

- **Citrus aurantium**—used by various cultures throughout China and the Caribbean, especially Haiti, as a refreshing, natural deodorizer. Though originating in China, citrus aurantium was introduced into Europe in the eleventh century. The fruit of the citrus aurantium (a small orange called a Seville orange) became

very popular, not only for its delightful sweet and sour taste, but also for its refreshing scent and deodorizing properties.

- **Grapefruit seed extract**—integrated into Citrisomes® to provide time-released, long-lasting freshness. Discovered in the seventeenth century on the Caribbean Island of Barbados, the grapefruit tree and its fruit have long been known for their naturally clean, refreshing scent.
- **Chamomile extract**—used for its skin-soothing properties.

Usage/Application

Apply daily to entire underarm. To raise stick, slowly twist dial on bottom of container. Replace cap after each use.

Complementary Products

- **Epoch® Polishing Bar**—a soap-free, deep cleansing bar for use on your whole body that helps polish the skin's surface while removing dirt. Use in the shower or bath daily before using Epoch® Deodorant with Citrisomes®
- **Liquid Body Bar**—a soap-free liquid cleanser for the shower that features an aromatic grapefruit scent to revitalize the senses while you wash. A perfect product to use before Epoch® Deodorant with Citrisomes®
- **Body Bar**—this soap-free body cleansing bar features a light grapefruit scent and gently washes away impurities, leaving skin fresh and clean. Use daily in the shower or bath before applying Epoch® Deodorant with Citrisomes®
- **Antibacterial Body Cleansing Gel**—this specially formulated gel fights odor-causing germs and is enriched with aloe to keep skin soft and comfortable while removing dirt and odor. Use in the shower or bath before using Epoch® Deodorant with Citrisomes®

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Frequently Asked Questions

What are Citrisomes®?

Citrisomes® are patented technology featuring a tiny lecithin bubble surrounding an odor-fighting ingredient. These bubbles help keep the ingredient active until needed.

What is the difference between an antiperspirant and a deodorant?

Antiperspirants are designed to fight both odor and wetness while a deodorant targets only odor. Many antiperspirants also contain aluminum ingredients. Epoch® Deodorant with Citrisomes® does not contain any aluminum ingredients.

How does Epoch® Deodorant with Citrisomes® work?

Citrisomes® contain grapefruit extract, a natural odor-fighting ingredient. Throughout the day, Citrisomes® “pop,” releasing the grapefruit extract to your skin for all-day odor protection.

Is Epoch® Deodorant with Citrisomes® for men or women?

Epoch® Deodorant with Citrisomes® is a great odor-fighting product for both men and women.

What causes underarm odor?

Bacteria that are present on the skin thrive on the fatty acids and proteins present in under arm perspiration. Body odor is a byproduct of these bacteria, as they multiply.

Will Epoch® Deodorant with Citrisomes® stain fabric?

No, the deodorant itself will not stain fabric. However, stains associated with the use of deodorants can still occur. The stains are the result of perspiration mixing with deodorant products.

Ingredients

Propylene Glycol, Water (Aqua), PEG-20, Sodium Stearate, Fragrance Parfum), PEG/PPG-20/15 Dimethicone, Citrus Aurantium Amara (Bitter Orange) Extract, Citrus Grandis (Grapefruit) Seed Extract, Chamomilla Recutita (Matricaria) Flower Extract, Tocopherol, Glycerin, Hydroxylated Lecithin, Lecithin, Triclosan, Soyethyl Morpholinium Ethosulfate, Butylene Glycol.