

EPOCH® FIREWALKER®

RELAXING FOOT CREAM



POSITIONING STATEMENT

Epoch® Firewalker® is a soothing cream that relaxes and cools feet that are hot, tired, and sore.

CONCEPT

Soothes tired, achy feet. Do your feet ever feel like they're on fire after a long, hard day? Soothe and relax them using natural ingredients like Hawaiian ti plant extract (*Cordyline terminalis*), traditionally used by Polynesian firewalkers to absorb heat and to cool and soothe the skin. Combined with Babassu oil (*Orbignya phalerata*) to provide the perfect amount of moisturization.

TARGET AUDIENCE

Individuals who have tired, achy feet due to being on their feet all day, walking, or standing for long periods of time. Examples of people who would use this product are: nurses, flight attendants, presenters, food servers, retail salespeople, and people who travel, hike, run, etc.

PRODUCT CLAIMS

- Absorbs the feeling of heat brought on by tired, achy feet.
- Relaxes and softens skin.
- Safety-allergy-dermatologist-tested.
- A donation of \$0.25 from each Epoch® product sold goes toward the Nu Skin Force for Good Foundation,™ a non-profit organization committed to creating a better world for children by improving human life, continuing indigenous cultures, and protecting fragile environments.

KEY INGREDIENTS

- **Hawaiian ti leaf (*cordyline terminalis*)**—the large leaf of a tree found in the rain forests of the South Pacific. Historically, Polynesian firewalkers found the leaf to be a source of relief from the heat after they had walked across the firey coals. It was used to cool and soothe the skin.
- **Babassu oil (*orbignya oleifera*)**—a botanical used for generations by the people of South America as a natural skin softener and moisturizer.

GLOBAL MEDIA

- **Women's Journal (Philippines), circulation 188,552**
The August 2003 edition of Women's Journal features Epoch® IceDancer™ and Epoch® Firewalker®. The article reads, "Pamper your legs and feet with Nu Skin Epoch® IceDancer® Invigorating Gel and Epoch® Firewalker® Moisturizing Foot Cream."
- **Mae Moderna (Brazil), circulation 10,000**
The August 2003 edition of Mae Moderna highlights several Nu Skin® Products. Nu Skin® Moisture Restore™ Day is highlighted as a great product to use to protect your skin from the sun. Nu Skin® Epoch® Firewalker® is featured as a product that helps relax your feet. Nu Skin® Aroma Sign™ fragrances are also mentioned as a way to personalize your scent.
- **Family Circle (USA), circulation 4,600,000**
The June 10, 2003 issue of Family Circle magazine highlights Epoch® Firewalker® Moisturizing Foot Cream in a special beauty section entitled, "Best Beauty Under the Sun: 40 Refreshing Tips." The article discusses ways to pamper yourself from head to toe. The legs and feet section reads, "Kick up your heels with flawless feet and

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carefree, hair-free legs. Pro Footnotes: From the American Podiatric Medical Association: Always trim toenails straight across. Soak tired feet in lukewarm water, then elevate them for 10 minutes. Nightly, apply a softening cream. Try: Epoch® Firewalker® Moisturizing Foot Cream.” Nu Skin® website is listed in the buyers’ guide.

USAGE/APPLICATION

Apply Epoch® Firewalker® Foot Cream directly to feet in a smooth massaging motion.

FYI

When Polynesian fire walkers finish crossing the hot coals, they immediately step into a pile of Hawaiian ti leaves. The Hawaiian ti leaf absorbs heat and gives relief to their swollen hot feet. Samoan Fire Dancers often wear skirts made from large Hawaiian ti leaves. The large ti leaves help absorb the heat from the flames, keeping the dancers cool and comfortable

COMPLEMENTARY PRODUCTS

- Epoch® IceDancer® Invigorating Leg Gel—a clear cooling leg gel that instantly stimulates and revives tired, achy legs. A good companion to Epoch® Firewalker®
- Epoch® Hand Sanitizer—a waterless on-the-go hand sanitizer effective in killing 99% of the most common germs and bacteria. People who use Epoch® Firewalker® on their feet will want the benefits of Epoch® Hand Sanitizer to follow.

FREQUENTLY ASKED QUESTIONS

What makes Epoch® Firewalker® Foot Cream different from other foot creams on the market?

The essential ingredients in Epoch® Firewalker® Foot Cream are received from indigenous cultures (studied and observed by our ethnobotanists to determine what they use to help soothe tired, sore feet). The two ingredients that we use are Hawaiian ti (cordyline terminalis), used by Polynesian healers for centuries for its skin soothing and cooling properties, and babassu oil (orbignya phalerata), used by the people of South America as a natural moisturizer and skin softener.

Is Epoch® Firewalker® Foot Cream only meant to be used on the feet, or can I use it on other areas of the body as well?

Epoch® Firewalker® is an ethnobotanical formula designed to help soothe hot, tired, achy feet due to people standing or

walking for long periods. While Epoch® Firewalker® could soothe any hot, tired, achy area of the body, it delivers the best results when used on sore feet. (Please note that Epoch® Firewalker® is not a cream for sore muscles and joints. Pharmanex® FlexCrème™ is the best product to decrease muscle and joint discomfort.) Of course, Epoch® Firewalker® is fine to use on other areas of the body, but no other body part takes the kind of abuse our feet do. Therefore, other parts of the body won’t really feel the full soothing benefits from Epoch® Firewalker® like tired, sore feet will.

How does Epoch® Firewalker® differ from Epoch® IceDancer®?

Epoch® IceDancer® is an invigorating leg gel, while Epoch® Firewalker® is a relaxing foot cream. A simple way to differentiate the two is that Epoch® IceDancer® is applied to tired legs to give them the feeling of more energy. You apply it in the middle of an activity to help refresh and revitalize legs—it helps you make it through your busy day. Epoch® Firewalker®, on the other hand, is a reward for tired feet at the end of the day. It soothes and relieves pain from being on your feet all day. A food server or flight attendant may use Epoch® IceDancer® in the middle of a shift to revive their legs and then use Epoch® Firewalker® at the end of the day to soothe their tired, aching feet.

How is Epoch® Firewalker® different from Perennial®?

Perennial® is an intense body moisturizer with IBR Dormin™ used all over the body to help moisturize and protect dry skin from environmental stress. Epoch® Firewalker® is an ethnobotanical cream designed specifically to help soothe tired, achy feet.

INGREDIENTS

Water (Aqua), Cyclopentasiloxane, Butylene Glycol, Cetearyl Alcohol, Saccharide Isomerate, Orbignya Oleifera Seed Oil, Glyceryl Stearate, PEG-100 Stearate, Cetearth-20, Cordyline Terminalis Leaf Extract, Chondrus Crispus (Carrageenan), Ascorbyl Palmitate, Tocopherol, Tocopheryl Acetate, Hydrogenated Lecithin, Phenyl Trimethicone, Dimethicone, Menthyl Lactate, Xanthan Gum, Aminomethyl Propanol, Tetrasodium EDTA, Fragrance (Parfum), Phenoxyethanol, Chlorphenesin, Benzoic Acid.