Positioning Statement
Creamy Hydrating Masque™ Nourishing Treatment is a moisturizing mask that works to protect skin from dry, harsh environments by boosting moisture levels.

Concept
Does your face thirst for moisture? Drench your dehydrated complexion with Creamy Hydrating Masque™ This nourishing face and neck mask features saccharide isomerate, a hydration magnet that binds moisture to the skin to reduce dryness and bring out a natural, dewy glow. As it moisturizes, Creamy Hydrating Masque™ infuses soothing nutrients from cactus and pinecone extracts into the skin to keep it looking healthy, beautiful, and radiant. Beyond ordinary moisturization, Nu Skin® Creamy Hydrating Masque™ Nourishing Treatment is an oasis for dry skin.

Target Audience
Women ages 35–55 with normal to dry skin.

Product Claims
- Binds moisture to the skin, reducing dryness and giving your complexion a healthy glow.
- Protects skin from dry, harsh environments.
- Infuses soothing nutrients from cactus extract into the skin for a healthy looking, beautiful, and fully moisturized complexion.
- Improves the tone and texture of dry skin by boosting moisture levels.
- Gives skin a smooth, soft feel.
- Fragrance-free.

Key Ingredients
- Saccharide isomerate—binds moisture to the skin, reducing dryness and giving skin a healthy glow.
- Cactus and pinecone extracts—help skin look moist and radiant.
- Chamomile, lavender, and sage extracts—soothe and condition dry, sensitive skin.

Usage/Application
Apply liberally to the face and neck area after cleansing. After 10 minutes, rinse with warm water or tissue off. Your skin will feel soft, moist, and supple. Follow with the Nu Skin® toner and moisturizer of your choice. For best results, use two to three times a week.

FYI
Cacti flourish in arid weather. Even in the driest environment, cutting open a cactus reveals a liquid reservoir. This is because cacti are efficient at retaining what little moisture they receive. Utilizing the moisture retaining ability of cactus extract, Nu Skin® Creamy Hydrating Masque™ Nourishing Treatment helps your skin stay moist and radiant, bringing out a natural, dewy glow.

Complementary Products
- Moisture Restore™ Day Protective Lotion SPF 15 Normal to Dry Skin—a high performance lotion that hydrates, protects, and promotes vibrant, healthy looking skin all day, every day. Contains unique colorless carotenoids from the waters of Israel that enhance the skin’s natural resistance to the environment.
- Night Supply™ Nourishing Cream—contains soy-derived phosphatidylcholine to help preserve and reinforce cellular membranes while you sleep. Formulated with rich emollients to provide deep moisturization for normal to dry skin types, this nighttime cream drenches skin in moisture so you wake up to noticeably soft, youthful looking skin.
- Perennial™ Intense Body Moisturizer—now your skin can benefit from the same protection that nature uses to guard tender flower bulbs through the harsh winter. This all-over body moisturizer helps your skin remain comfortably soft and healthy looking year round.
**Frequently Asked Questions**

*Which skin types should use Creamy Hydrating Masque™?*
Creamy Hydrating Masque™ is great for anyone with dry skin. It is also ideal for people who need to give their complexions a rich moisture boost.

*How long should I leave Creamy Hydrating Masque™ on my face?*
It is recommended that you leave Creamy Hydrating Masque™ on your face for 10 minutes before rinsing it off.

*Can I use Creamy Hydrating Masque™ on other parts of my body?*
Creamy Hydrating Masque™ is soothing and moisturizing for any skin that is dry.

*Can I use Creamy Hydrating Masque™ every day?*
Creamy Hydrating Masque™ is gentle enough to use daily if you have very dry skin and need extra moisturization.

*Can Creamy Hydrating Masque™ be used with the Nu Skin 180°® Anti-Aging Skin Therapy System?*
Yes, Creamy Hydrating Masque™ is gentle enough to be used with the entire Nu Skin 180°® System.

**Ingredients**

Water (Aqua), Isocetyl Stearate, Glycerin, Butylene Glycol, Decyl Oleate, Stearic Acid, Saccharide Isomerate, Cetearyl Ethylhexanoate, Cetyl Alcohol, Opuntia Tuna (Cactus) Extract, Pinus Strobus Cone Extract, PVM/MA Copolymer, Sodium Polacrylate, Polycrylamide, C13-14 Isoparaffin, Carbomer, Oleth-10, Laureth-7, Triethanolamine, Anthemis Nobilis Flower Oil, Lavandula Angustifolia (Lavender) Oil, Salvia Officinalis (Sage) Oil, Camellia Sinensis Leaf Extract, Disodium EDTA, Chlorophenesin, Ethylparaben, Methylparaben, Phenoxyethanol, Propylparaben, Titanium Dioxide.