

Liquid Body Bar

EXPERIENCE A BETTER KIND OF CLEAN



Positioning Statement

Liquid Body Bar's rich soap-free formula gently removes dirt, oil, and impurities while drenching the skin in conditioning moisture.

Concept

Showering—it's just something you do every day. You get wet, lather up, rinse off, and that's it. Your skin often feels cleaner, but it usually doesn't feel any better. Nu Skin® Liquid Body Bar transforms your daily shower into an uplifting skin care experience. The aromatic grapefruit scent captures your senses while the rich and creamy soap free formula effectively removes dirt, oil, and impurities. Featuring a unique blend of humectants to drench your skin with conditioning moisture, Liquid Body Bar offers a better kind of clean. Leave your shower with the perfect balance of freshness and hydration.

Nu Skin® Liquid Body Bar—Experience a Better Kind of Clean

Target Audience

Families (except infants and toddlers), individuals of all ages and skin types.

Product Claims

- Provides the perfect balance of freshness and hydration.
- Features an aromatic grapefruit scent and a rich, creamy soap-free formula.
- Gently removes dirt, oil, and impurities.
- pH balanced formula maintains skin integrity to protect moisture barrier.

Key Ingredients

- **Grapefruit**—an aromatic scent to refresh your senses.
- **Jobba seed oil**—a rich emollient to moisturize the skin.
- **Aloe vera**—conditions and moisturizes skin.

Usage/Application

Apply desired amount to wet skin. Work into lather and rinse well. Follow with a Nu Skin® body moisturizer of your choice.

Testimonials

"Thank you Nu Skin for once again providing us with a fantastic product in the new Liquid Body Bar. This has become a permanent fixture in my shower. I love how soft it leaves my skin with the same 'no soap feeling' as Body Bar. I have found that it's perfect for shaving my legs, as it leaves them very soft. Great job, Nu Skin!"

—CHRIS KIPP

"I absolutely love the Liquid Body Bar. When I joined Nu Skin 11 years ago, I was introduced to Body Bar. Its fresh scent was so invigorating. When I opened my bottle of liquid body bar a few weeks ago the smell brought back my memories of first signing up and how exciting it was. That grapefruit smell to me says 'Nu Skin!' It is now going in all my showers and I hope they consider selling it in a larger bottle. Thank you, Nu Skin! What a great way to start off the morning!"

—CARRIE SCOTT

FYI

Japanese researchers say they've determined the scent of grapefruit has slimming effects.

Professor Katsuya Nagano, head of Osaka University's Institute for Protein Research, told the *Mainichi Daily News*: "I was a skeptic about the effects of aromatherapy, so reaching this conclusion was a real surprise."

The research showed the scent of grapefruit activates sympathetic nerves, which break down fat while restraining the activities of the digestive systems.

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Complementary Products

- **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.
- **Liquid Body Lufra**—step out of the shower with smoother skin. Liquid Body Lufra buffs out rough spots, revitalizing skin and giving it a luminous glow.

Frequently Asked Questions

How is Liquid Body Bar different from Body Bar?

Liquid Body Bar's rich and creamy liquid form is offered in a convenient 250 ml bottle. It captures the favorite attributes of Body Bar, while providing additional moisture for the skin.

Who is Liquid Body Bar for?

All ages, families (except infants/toddlers).

Is Liquid Body Bar antibacterial?

No.

How does Liquid Body Bar differ from Antibacterial Body Cleansing Gel?

Liquid Body Bar is a rich and creamy body wash that features a unique blend of humectants to drench skin with conditioning moisture. Antibacterial Body Cleansing Gel offers triclosan to effectively fight infection causing germs and bacteria.

Can I use Liquid Body Bar on my face?

Although Liquid Body Bar is mild enough for facial use, we recommend the use of Nu Skin® facial cleansers—products specifically formulated for the delicate skin on your face and neck.

Ingredients

Water (Aqua), Ammonium Laureth Sulfate, Disodium Laureth Sulfosuccinate, Methyl Gluceth-20, PEG-7 Glyceryl Cocoate, PPG-2 Hydroxyethyl Coco/Isostearamide, Glycerin, Lauryl Betaine, Sodium Methyl Cocoyl Taurate, Aloe Barbadensis Leaf Juice, Sodium PCA, Simmondsia Chinensis (Jojoba) Seed Oil, Tocopheryl Acetate, Sodium Lactate, Allantoin, Sodium Lauroyl Sarcosinate, PEG-120 Methyl Glucose Dioleate, Polyquaternium-10, Glycol Stearate, Butylene Glycol, Disodium EDTA, Fragrance (Parfum), Triclocarban, Methylchloroisothiazolinone, Methylisothiazolinone.