Daily Nutrition for Your Skin

New Daily Skin Care Products Fortified with Nutricentials™

Dr. Perricone Talks About Slowing Down the Aging Process
Prescription-grade tretinoin (aka Retin-A) was the first of these breakthrough products. Then came alpha-hydroxy acids, which speeded cell turnover and prompted the appearance of healthy new skin. Though derived from fruit acids and other food sources, these powerful skin-sloughers were also essentially lab-made.

The nought-nought years of the new millennium mark the start of a kinder, gentler phase of the skin care revolution with ingredient philosophies like Nutricentials,™ “a promising new generation of rejuvenators that are driven by the world of nutrition rather than cosmetic science,” says Lori Bush, Nu Skin’s president. Nutricentials ingredients are derived directly from foods. And though they’re easy on the skin, they are proving able to help ward off future damage from the sun, from pollutants in the air, from smoking, from internal stress, and from general wear and tear.

So just what are these new skin rejuvenators? They’re key tissue-nurturing antioxidants, and yes, they appeared in small doses, as vitamin A, C, and E additives, in late ’90s beauty creams. But now that antioxidants have won mainstream scientific acceptance, Nu Skin and its sister company, the natural nutritional supplement supplier Pharmanex, are combing the world for unique food sources for these free radical fighters and skin fortifiers, and are beginning to use them in pure, concentrated doses in Nu Skin treatment products. The idea, explains Bush, “is to identify key nutrients found in local diets that contribute to the qualities of healthy skin, and then to leverage the differences in skin care around the globe by gathering together the best the world has to offer.”

New Benefits from Olive Oil

Take the Mediterranean region for instance, where an all-important food basic is olive oil. For centuries, olive oil has also served locally as an excellent moisturizer for soothing parched skin. But recently it’s been discovered that extra-virgin olive oil from that region contains a rich supply of polyphenols, amino acid derivatives that function as powerful antioxidants. One of those polyphenols, hydroxytyrosol, patented by Nicholas Perricone, M.D., assistant clinical professor of dermatology at Yale University and a member of Nu Skin’s

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Professional Advisory Board, is now a key component (high up on the ingredient list) in Nu Skin’s Celltrex® Ultra Recovery Fluid. This lush-to-the-touch, rapidly-absorbed serum helps diminish fine lines and roughness and gives the skin a new-found radiance.

Advantages of Algae

Moving eastward, Nu Skin is making use of another class of skin-protecting, food-derived antioxidants. These are carotenoids, natural vitamin A derivatives from algae that thrive in intense sunlight in the waters off the coast of Israel and are packed with powerful protectants. In the 1990s, carotenoids extracted from tomatoes and other food sources were mixed into skin care products, but without much success, as their characteristic orange, yellow, or dark green color made them highly impractical for topical use. Nu Skin’s Israeli constituants in Nu Skin’s Moisture Restore™ Professional Advisory Board.

Nutricentials™ raise the ante on skin care as healthy lifestyle components. They are not intended as temporary stopgaps, but as preventive maintenance. Indeed, these ingredients take effect gradually, over a period of weeks or months. What’s more, they need daily replenishing, says Dr. Chang, who explains that once an antioxidant molecule makes its all-important free-radical linkage, it is spoken for, so to speak.

An Antioxidant-Rich Diet

Of course, we can certainly get antioxidant supplies from our food intake, particularly if it’s rich in vegetables and a diet consisting of the freshest possible fruits and vegetables, combined with low-fat sources of protein, complex carbohydrates, and plenty of water. Second, is nutritional supplements. When you consider that 97 percent of Americans eat diets that do not give them the recommended daily allowance (RDA) of vitamins and nutrients, it’s easy to see why vitamin therapy is so essential.

Third, and what I want to focus on, is the topical application of nutrients that help prevent free radical damage—ones of the key culprits in the aging process.

The key to looking younger longer is to eat healthy, take the right supplements for your body’s needs, and to use topical skin care products that contain ingredients that help prevent damage caused by free radicals.
You Eat Right. Your diet includes foods that are rich in antioxidants. You may even supplement your diet with daily multivitamins. But did you know you can also give your skin daily nutritional benefits with the skin care products you use?

According to Nu Skin Professional Advisory Board Member and The New York Times Best-Selling Author Dr. Nicholas Perricone, nutritional research has identified key nutrients that support skin at the cellular level, helping it function at its optimal, youthful best. This made Nu Skin scientists ask: What nutrients might provide benefits when applied directly to the skin? Why do people in certain areas of the world have more noticeably healthy looking, radiant skin? Certainly genetics play a part, but is there a connection between regional nutrition and skin health? To find the answers to these questions, Nu Skin scientists studied various diets around the world for potential nutritional agents that could be topically applied to the skin.

“We knew if we could isolate the components from regional diets that are most critical in the skin’s appearance and the way skin ages, we could then bring Nu Skin customers the best the world has to offer,” explains Lori Bush, president of the Nu Skin division.

“Nu Skin is uniquely positioned to lead the nutritional science trend in skin care because of our relationship with Pharmanex, our sister company that specializes in identifying and validating nutritional ingredients for various health benefits.”

Through a partnership with Pharmanex and leading dermatologists, Nu Skin researched skin care benefits from select nutritional supplements. This research led to innovative advances in daily skin care, culminating in the development of Nutricentials™ — topically applied nutrient building blocks. Incorporating healthful nutrients from the best daily diets around the world, Nutricentials products help keep skin looking healthy and radiant.

For instance, extra-virgin olive oil from the Mediterranean contains the dietary antioxidant, hydroxytyrosol. Providing unique protection by scavenging free radicals, this powerful nutrient can be found in Celltrex® Ultra Recovery Fluid.

Strawberry extract, a key ingredient in Nu Skin pH Balance toners, is rich in polyphenols—
powerful antioxidants that help calm the skin to reduce the appearance of large pores. Just as a diet rich in nourishing berries helps Scandinavian women maintain flawlessly smooth skin, topically applying the same nutrients promotes a more refined complexion, giving a porcelain-like finish.

Other key nutrients behind our Nutricentials™ ingredient philosophy include patented phosphatidylcholine lipids, a unique soy ingredient that restores flexibility and resilience to skin cell membranes, and papain—an enzyme from papaya that dissolves pore-blocking debris. See “Daily Skin Care Must-Haves” on page 9 to learn more about our innovative products and discover the most advanced topical nourishment and daily defense to support optimal skin health.

Our Nutricentials ingredient philosophy helps you get more benefit from the products you use every day. Through collaboration with Pharmanex, Nu Skin will continue to apply cutting-edge research and innovation to develop additional skin care products formulated with Nutricentials.

### Individualized Daily Skin Care Guide

Use the chart below to determine your skin type and what products work the best for your complexion. Then establish a daily skin care regimen to keep your skin looking healthy and radiant.

Use this chart to identify your skin type:

<table>
<thead>
<tr>
<th>Three hours after cleansing…</th>
<th>Put a check in the appropriate column to the right based on your answers to the following questions.</th>
</tr>
</thead>
<tbody>
<tr>
<td>... do you notice any oiliness?</td>
<td>Normal</td>
</tr>
<tr>
<td>If so, where?</td>
<td>Mostly in T-zone</td>
</tr>
<tr>
<td>…how does your skin feel?</td>
<td>Flaky, parched</td>
</tr>
<tr>
<td>…how does your skin heal?</td>
<td>Tight</td>
</tr>
</tbody>
</table>

The column containing the most checks indicates your skin type. See chart below for recommended products designed to meet your skin care needs.

### Daily Skin Health Maintenance

<table>
<thead>
<tr>
<th>Dry to Normal Skin</th>
<th>Combination to Oily Skin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanse</td>
<td>Creamy Cleansing Lotion</td>
</tr>
<tr>
<td>Tone</td>
<td>pH Balance Toner</td>
</tr>
<tr>
<td>Nourish</td>
<td>Callix® Ultra Recovery Fluid</td>
</tr>
<tr>
<td>Hydrate—a.m.</td>
<td>Moisture Restore™ Day Protective Lotion SPF 15</td>
</tr>
<tr>
<td>Hydrate—p.m.</td>
<td>Night Supply™ Nourishing Cream</td>
</tr>
</tbody>
</table>

The Nutricentials logo symbolizes Nu Skin’s unique ingredient philosophy based on nutritional insight from around the world. You’ll know if a product contains a Nutricentials Ingredient if you see this symbol on product packaging and marketing materials.

### Daily Skin Care Must-Haves

When you follow a daily skin care regimen—cleanse, tone, nourish, protect, and hydrate—your skin can experience the maximum benefits offered by Nu Skin’s Nutricentials™ products. The key ingredients in these products, when used consistently, offer long-term benefits. You’ll be offering your skin protection at the cellular level and helping repair and prevent damage. Nutricentials products are designed specifically for normal to dry skin or combination to oily skin. This lets you customize your regimen to meet your individual skin care needs.

#### CLEANSE

**NEW!** **PURE CLEANSING GEL** is a soap-free foaming gel that deep cleanses and clarifies pores. It is rich in nutrients, including papain—an enzyme from papaya. Just as Venezuelan women maintain a radiant complexion with the help of tropical papaya in their diet, Pure Cleansing Gel utilizes the strength of papain to dissolve pore-blocking debris—oil, dead cells, makeup, and pollution. Free from debris, skin is left clean and energized. Featuring a refreshing citrus scent, this powerful cleansing gel contains extracts of lemon, geranium, and fennel to help reduce oil without stripping essential moisture. Sage, marigold, and elder flower provide skin purifying properties. And chamomile and comfrey extracts help soothe and calm skin, leaving it radiant and healthy looking.

*When to Use*—Great for combination to oily skin, Pure Cleansing Gel should be used morning and evening. Gently lather over moistened face and neck, then rinse thoroughly. Follow with our new pH Balance Mattefying Toner.

**NEW!** **CREAMY CLEANSING LOTION** is a gentle, soap-free cleanser that keeps even the driest, most sensitive skin soft and hydrated. Women of Asia and Polynesia keep their skin looking and feeling soft and supple with a diet rich in soy. Featuring skin nurturing soy lipids, Creamy Cleansing Lotion protects and replenishes the skin’s delicate moisture barrier each time you cleanse, leaving skin soft and smooth. As the mild cleansers wash away impurities, meadowfoam seed oil hydrates and softens the complexion. And mugwort, licorice, and algae extracts soothe and comfort the skin.

*When to Use*—Compatible with normal, dry, and sensitive skin. Creamy Cleansing Lotion should be used morning and evening. Gently massage over face and neck using fingertips, then rinse or tissue off. Follow with our new pH Balance Toner.

**www.nuskinusa.com**
NEW! PH BALANCE MATTEFYING TONER for Combination to Oily Skin is an alcohol-free toner that diminishes the appearance of pores and reduces shine. The unique bi-phase formula helps diminish the appearance of pores and reduces shine with oil-absorbing mineral powder, giving the skin an instant matte finish. Formulated with St. John’s Wort—to calm and refresh the skin—and strawberry polyphenols (see pH Balance TONER), pH Balance Mattefying Toner returns your complexion to its ideal pH, allowing moisturizers to work more effectively.

When to Use—Ideal for combination to oily skin, pH Balance Mattefying Toner should be used both morning and evening after cleansing. Shake before each use to mix, then sweep over face and neck using a cotton pad. Follow with Celltrex Ultra Recovery Fluid and the nourishing product that’s right for your skin type.

01 110313 5 oz. bottle (new larger size)

NEW! CELLTREX® ULTRA RECOVERY FLUID is a quick-absorbing serum that relieves the effects of oxidative stress (free radical activity that can wreak havoc on skin cells). Its secret is hydroxytyrosol, a patented component of extra-virgin olive oil from the Mediterranean. A dietary nutrient known for supporting tissue health, hydroxytyrosol brings the skin effective antioxidant and calming capabilities when applied topically. Featuring elevated levels of hydroxytyrosol, Celltrex Ultra calms the skin by reducing free radical activity that can accelerate skin aging while noticeably decreasing redness and increasing skin radiance. Celltrex Ultra also contains tocopherol acetate (vitamin E), retinyl palmitate (a derivative of vitamin A), and the humectant glycerin, which attracts moisture to the skin, not to mention chamomile, lavender, and orange extracts, which provide a light, refreshing fragrance.

When to Use—All skin types will benefit from just a few drops of Celltrex Ultra applied morning and night. After cleansing and toning, dispense a few drops of Celltrex Ultra onto your fingertips and gently smooth over face and neck. Follow with Moisture Restore™ Day Protective Lotion SPF 15 in the morning and our new Night Supply Nourishing Cream in the evening.

01 1102700 0.5 oz. dispensing bottle

NEW! NIGHT SUPPLY™ NOURISHING CREAM boosts the skin’s nighttime renewal process by restoring flexibility and resilience to skin cells. During sleep, your body naturally undergoes cellular maintenance. With age, however, skin cell membranes—the outer walls that keep cells intact and fluid—become rigid, losing their natural plasticity and ability to hold water. This results in dry, fine lines on the skin’s surface. Night Supply Nourishing Cream contains patented phosphatidylcholine lipids to fortify cell membranes. A source of nourishment to people of Asia and Polynesia, this unique soy ingredient helps the skin maintain its flexibility. Night Supply Nourishing Cream also features vitamin E to intercept free radicals; naturally derived emollients, including squalane, evening primrose oil, and shea butter, to enhance moisture retention; and herbal extracts of chamomile, calendula, and matricaria to comfort and soothe skin. With this advanced formula, you wake up soft, youthful looking skin.

When to Use—Normal to dry skin will enjoy the benefits of Night Supply Nourishing Cream. Apply in the evening after Celltrex Ultra Recovery Fluid. Smooth over face and neck using fingertips.

01 102705 1.7 oz jar

“As we studied communities of women from around the world, we noticed Scandinavian women had pores that seemed practically invisible. Researching deeper, we learned their diet of berries—especially strawberries—was what contributed to this beautiful quality of their skin. Since the most logical way to utilize the benefits of strawberry extract is in a toner, we developed two skin-type-specific toners. We are very excited about the new direction we are taking with our toners and think our customers will love the difference.”

—Elizabeth Thibaudeau, Senior Director of Nu Skin Product Marketing

“Phosphatidylcholine is a quantum leap in the new moisturization of the future. It is a moisturizer that acts as an antioxidant and gives super moisturization.”

—Dr. Nicholas Pentzone, Nu Skin Professional Advisory Board Member

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“Colorless carotenoids have powerful antioxidant abilities—and are totally natural. Moisture Restore Day is one of Nu Skin’s first Nutricentials products where we were able to take a known nutrient with extraordinary potential for skin benefit, overcome formulation challenges, and create an amazing skin product with sunscreen protection.”

—Jan Lephart, Senior Director of Nu Skin Research and Development

PROTECT

MOISTURE RESTORE™ DAY PROTECTIVE LOTION SPF 15 is a powerful daytime moisturizer that protects skin against environmental damage while offering the benefits of a high-performance sunscreen. Colorless carotenoids are the star players in this formula. Carotenoids are found in healthful foods like tomatoes and carrots. However, their vivid orange hue made them impractical for cosmetic uses until recently, when a colorless form was discovered in the waters of Israel. Moisture Restore Day allows you to benefit from this key ingredient (read more about carotenoids in the Competitive Advantage section). Your skin will also appreciate tocopheryl acetate (vitamin E in its pure form) and a combination of shea butter, evening primrose oil, and mango seed oil, which strengthens the skin’s natural barrier function and increases moisture levels. Moisture Restore Day is available in two formulas: Normal to Dry Skin and Combination to Oily Skin.

When to Use—Apply Moisture Restore™ Day Protective Lotion SPF 15 in the morning after applying Celltrex Ultra Recovery Fluid. Not sure whether you should use the normal-to-dry-skin or the combination-to-oily-skin formula? Then think about the way your skin acts three hours after cleansing: Does it feel tight? Does it look flaky and somewhat parched? If you answer yes, you should use Moisture Restore Day SPF 15 Normal to Dry Skin. On the other hand, if you notice any oiliness, especially in the T-zone, then Moisture Restore™ Day SPF 15 Combination to Oily Skin is the formula for you.

Normal to Dry Skin
01 102702 1.7 oz. bottle
Combination to Oily Skin
01 102703 1.7 oz. bottle

ARE ALL NU SKIN PRODUCTS OIL-FREE?
At Nu Skin, some products are formulated to be oil-free while others have necessary oils added for the desired skin benefits. We go to great lengths to ensure that our products contain only the purest and highest quality ingredients. That’s why Nu Skin products contain whole-some, select oils that are essential for maintaining a healthy skin appearance—and are free of unfriendly fillers such as mineral oil, petrolatum, and lanolin.

Nu Skin scientists select oils that are compatible with dermal tissues to enhance moisture retention without clogging pores. Look at the label of any Nu Skin product, and you’ll find oils that contain only skin-friendly lipids such as extra-virgin olive oil, jojoba oil, kukui nut oil, macadamia nut oil, shea butter, and squalane. These oils help protect the skin’s moisture barrier and enhance the delivery of nutrients to the skin. Plus, they are quickly absorbed and leave a silky, non-greasy feel.

WHAT’S THE DIFFERENCE BETWEEN NU SKIN’S APPROACH TO ADDING NUTRITIONAL SUPPLEMENTS TO SKIN CARE AND THE POPULAR TREND OF ADDING BOTANICALS TO PRODUCTS?
“Many botanicals used in skin care products are not part of a diet and are selected without regard to the benefit—they may or may not enhance skin health,” says Jan Lephart, senior director of Nu Skin research and development. “Nutricentials ingredients are derived from nutritional science and are chosen to deliver specific nourishing attributes. For example, the olive oil ingredient, hydroxytyrosol, in Celltrex Ultra helps slow signs of aging and the colorless carotenoids in Moisture Restore Day are known to give environmental protection.”

WE HEAR SO MUCH ABOUT TOPICAL ANTIOXIDANTS—ARE THEY ALL THE SAME OR ARE SOME MORE EFFECTIVE THAN OTHERS?
Specific antioxidants promote different effects and work in separate compartments of the cell. Nu Skin Professional Advisory Board Member Dr. Nicholas Perricone explains: “Not all antioxidants are equal. In theory, certain ingredients seem as if they would have excellent antioxidant capabilities, but the truth is ingredients have to be tested in living systems to prove that they work. Let’s look at tocotrienols. When measured in a test tube, they do not appear to be very effective, but when measured in phospholipid systems—like the skin—they were 40 to 60 times more powerful than the vitamin E available in most skin care products today. An ingredient’s effectiveness cannot be adequately predicted from a textbook or from a test tube, it must be tested on a living system.”
Moisture Restore™ Day Protective Lotion SPF 15 Contains Colorless Carotenoids—An Ingredient Breakthrough

Nu Skin Moisture Restore Day Protective Lotion SPF 15 is a high-performance lotion that hydrates, protects, and promotes vibrant, healthy looking skin. Added UVA/UVB protection also helps fight against premature aging caused by the sun. What makes Moisture Restore so exceptional is that it is the first skin care formula ever to use colorless carotenoids.

When formulating any cosmetic product, developers inevitably face a variety of challenges. Along with delivering desired benefits, the product must be cosmetically acceptable. Oftentimes, functional ingredients alter the cosmeticity in an undesirable way. Scientists have to ask themselves the following: How do we ensure this ingredient is the best quality? How do we know it works? How do we create an appealing product using this ingredient?

Such was the case with carotenoids, powerful antioxidants found in brightly colored fruits and vegetables (carrots and tomatoes). In a topical application, there was a formidable problem—the bright orange hue gave skin an orange appearance, making it unacceptable for cosmetic use.

“The protective benefits of carotenoids have led people to look at ways to incorporate them into skin care; however, leading cosmetic scientists have shied away from using this ingredient due to the intense red and orange colors of these products,” says Jan Lephart, senior director of Nu Skin research and development. “Also, carotenoids become unstable when exposed to air and light, and will readily oxidize. This limits their application and effectiveness.”

Look at the benefits of carotenoids, and you’ll understand why they should be in skin care products. Common carotenoids such as lycopene and beta carotene provide the yellows, oranges, and reds found in vegetables like tomatoes and carrots and have the ability to influence biological health systems. Involved in the process of intercellular communication, these antioxidants (free radical scavengers) have known immunological benefits and help reduce inflammation. Studies show carotenoids are also beneficial in preventing certain cardiovascular diseases and possibly certain cancers.

Recently, Nu Skin recognized an exciting breakthrough—colorless carotenoids have been extracted from algae that lives off the coast of Israel. In the intense sunlight, combined with salty water, these plants produce a powerful carotenoid—normally a colored carotenoid—to protect themselves from the sun. By studying the step-by-step process of coloration in these carotenoids, scientists were able to block the path before intense pigmentation occurred.

Dr. Etienne Soudant, a leading scientist for Israeli Biotechnology Research and a new member of the Nu Skin Professional Advisory Board, is credited for the amazing achievement of developing colorless carotenoids. A benefit of colorless carotenoids is that they provide significantly greater environmental protection from stress than regular carotenoids. This means daily use of Moisture Restore™ Day Protective Lotion SPF 15 will help protect the skin against the side effects of the sun, which in turn will help diminish the signs of aging.

“These colorless carotenoids offer protective properties and are stable against oxidation, making them a wonderful addition to skin care formulations,” Lephart says. “This is exciting new science and Nu Skin is the first skin care company to use this technology.”

Here’s What Our Distributors Have to Say About New Celltrex Ultra and Moisture Restore™ Day

“I just started using both of these products in the past month, and truly love them. Celltrex Ultra gives me the firming that I need for my skin, and Moisture Restore Day is just about the right amount of moisturizer I need for my skin type. I have enjoyed using both items—they will remain on my FountainClub order list. I feel that more people need Celltrex Ultra and would benefit greatly by using the product.”

—Rochelle Chinsky, Representative from Lake Worth, Florida

Media Buzz

Elle Magazine

In the October 2001 issue of Elle magazine, Nu Skin’s Celltrex Ultra Recovery Fluid is featured along with Dr. Nick Perricone, Nu Skin Professional Advisory Board member. The article entitled, “Stay Calm. Is Invisible Inflammation Aging You Faster?” focuses on what type of free radicals attack the skin daily and products that serve as a guardian to reduce inflammation.

Parents Magazine

In the August 2001 issue of Parents magazine, Nu Skin’s Moisture Restore Day SPF 15 was recommended as a great non-greasy facial sunscreen. This feature can be found on page 67 in the “Looking Good” section.

To read about other Nu Skin products that have been featured in the media, please visit "In the News" under the About Us button at nuskinusa.com.

We want to hear from you. Share your product success stories with us by sending an e-mail to productfeedback@nuskin.com. Please include your name, pin level, city, and state. If you have any questions regarding our products or ingredients, please send us an e-mail at productspecialist@nuskin.com.
Introducing Nu Skin’s daily skin care sample kits featuring products fortified with Nutricentials™. Whether you want to share Nu Skin’s latest product innovations with others or just pinpoint which daily skin care products are right for you, Nu Skin makes it easy with two new daily skin care maintenance kits.

Designed for specific skin types—normal to dry or combination to oily—the kits include Nu Skin’s newest nutrient-fortified formulas to cleanse, tone, and nourish your skin.

**Daily Skin Care Maintenance Kit Normal to Dry**
- Night Supply™ Nourishing Cream (.25 oz. jar), Creamy Cleansing Lotion (.5 oz. bottle), and pH Balance Toner (.5 oz. bottle)
  #01 100319 (Does not qualify for PSV)

**Daily Skin Care Maintenance Kit Combination to Oily**
- Night Supply™ Nourishing Cream (.25 oz. jar), pH Balance Mattifying Toner (.5 oz. bottle), and Pure Cleansing Gel (.5 oz. bottle)
  #01 100318 (Does not qualify for PSV)

Products shown are actual sizes. (Available November 2001)

Call **1-800-487-1000** and order yours today.

**FountainClub**


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