

# Tru Face™

## Skin Perfecting Gel



### Positioning Statement

Tru Face™ Skin Perfecting Gel combats the earliest signs of environmental aging by helping to prevent the breakdown of collagen and elastin.

### Concept

For some, aging is about prevention—their skin looks good now, and they want to keep it looking and feeling young and healthy for as long as they can. The solution—Tru Face™ Skin Perfecting Gel with kelpadellie, a brown marine kelp that combats the earliest signs of environmental aging by helping prevent the breakdown of collagen and elastin. Also contains vitamin A (retinyl palmitate) to help minimize free radical damage and prevent premature aging. Men, unwilling to hassle with multiple products, find Tru Face™ Skin Perfecting Gel an agreeable addition to their skin care routine.

### Target Audience

Men of all ages. Women in their 20's, new to skin care, interested in preventing the effects of aging on the skin.

### Product Claims

- Provides essentials lipids and cellular nutrients for soft, plump skin.
- Prevents collagen and elastin breakdown to keep skin looking young.
- Softens fine lines and wrinkles and fights early signs of aging.

### Key Ingredients

- **Kelpadellie**—brown marine kelp; helps preserve youthful collagen and elastin for healthy looking skin.
- **Vitamin A (retinyl palmitate)**—helps smooth away the appearance of fine lines and wrinkles and counteracts the appearance of sun-damaged skin.
- **Liquid crystal technology**—this moisturizing beaded spiral is similar to a compound found naturally in the skin's moisture barrier to provide skin softening benefits to maintain a youthful appearance.

### Usage/Application

Use both morning and evening after cleansing and toning. Dispense two to three pumps and apply to face and neck in an upward, outward motion. Follow with Nu Skin® moisturizer of your choice, if desired. Avoid eyelids and direct contact with eyes.

### Testimonials

"I wanted to share with you my husband's comment about Tru Face Skin Perfecting Gel. I had read that other distributors were using Tru Face Skin Perfecting Gel as an after shave, which gave me the idea to have my husband try it. After two days he asked me to feel his cheek — how soft it was. He said, 'you could sell this to all your friends' husbands'. My husband is my biggest critic and hard to convince, so this was quite exciting. My husband never goes to bed without this product on his face!"

—LAURA M. COX, TEXAS

### FYI

Kelpadellie (*Macrocystis pyrifera*) is a giant brown kelp (25 m long) that grows off the coast of the Kerguelen Islands located in the extreme conditions of the Antarctic. A distinctive feature of this kelp is that it grows on the surface of the water (at the land-sea interface). Kelpadellie has adapted its metabolism to resist Antarctic environmental conditions and, as a result, has a very long life (over 10 years).

### Complementary Products

- **Moisture Restore™ Day Protective Lotion SPF 15**—with colorless carotenoids, shields against aging UVA and UVB damage.
- **Nu Skin® for Men**—helps men maximize the return on their time invested getting ready for the day.
- **Dividends™ Shave Cream**—concentrated lather gently removes dirt and oil and optimizes razor glide for a clean, smooth shave.

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- **Dividends™ Aftershave Balm**—makes facial hair softer, finer, and less noticeable. Also provides traditional benefits: prevents razor bumps, cools, and soothes the skin.
- **Dividends™ Antiperspirant Deodorant**—works overtime, delivering advanced wetness and odor protection to keep you feeling clean and fresh all day.
- **Tru Face™ Line Corrector**—features revolutionary pro-collagen peptides that help soften moderate to deep lines around your mouth, eyes, and forehead.
- **Tru Face™ Essence**—facial contouring serum featuring the patented anti-aging ingredient Ethocyn® helps restore definition and firmness to the skin.
- **Tru Face™ Revealing Gel**—with polyhydroxy acids, is a gentle approach to revealing a smooth, more radiant looking complexion.

## Frequently Asked Questions

### *What makes the product blue?*

It contains Copper PCA, a powerful humectant that also tightens and firms the skin.

### *What is the spiral composed of?*

The unique Liquid Crystal Delivery System is formed of cholesterol esters that naturally moisturize the skin.

### *Can I use Tru Face™ Skin Perfecting Gel and the other Tru Targeted products at the same time?*

Yes, Tru Face™ Skin Perfecting Gel can be used with any of the other products in the Tru Targeted Treatments line. If using them together, first apply Tru Face™ Essence, then Tru Face™ Line Corrector, then Tru Face™ Revealing Gel, and then Tru Face™ Skin Perfecting Gel.

### *When in my skin care regimen do I apply Tru Face™ Skin Perfecting Gel?*

Tru Face™ Skin Perfecting Gel should be applied after you have cleansed and toned, but before you moisturize.

## Ingredients

Water (Aqua), Butylene Glycol, Glycerin, Betaine, Glyceryl Polymethacrylate, Triethanolamine, Cholesteryl Esters (Cholesteryl Oleyl Carbonate, Cholesteryl Chloride, Cholesteryl Nonanoate, Cholesteryl Dichlorobenzoate), Kelpadellie (Macrocystis pyifera) Extract, Camellia sinensis (Green Tea) Leaf Extract, Artemisia Vulgaris (Mugwort) Extract, Ginkgo Biloba Extract, Copper PCA, Carbomer, PEG-40 Hydrogenated Castor Oil, Nonoxynol-12, Sodium Hyaluronate, Benzophenone-4, Algae Extract, Retinyl Palmitate, Propylene Glycol, Fragrance (Parfum), Tetrasodium EDTA, Phenoxyethanol, Methylparaben, BHT.