

Nu Skin® ProDerm™ Skin Analyzer

TAKE A CLOSER LOOK



Product Overview

The Nu Skin ProDerm Skin Analyzer provides an intimate look at your skin, revealing what your mirror and best friend can't. Developed with leading skin care and image analysis experts, ProDerm combines pattern recognition science, optical engineering, and dermatology to offer a scientific approach to skin care. This proprietary, patent-pending technology gives you a competitive edge, enabling you to create a compelling skin care experience anywhere, anytime. With ProDerm, you can reveal the secrets of customers' skin and propose a Nu Skin product solution that will help them achieve and maintain a healthy, youthful appearance.

Benefits

- Provides a powerful, unique customer experience.
- Features proprietary, patent-pending technology.
- Produces detailed images of the skin.
- Identifies key skin attributes with graphical highlights.
- Supports business mobility—it's compact, easy to use, handheld, and portable.
- Generates a personalized profile report after each session.

Target Audience

Designed for all Nu Skin business builders, the Nu Skin ProDerm Skin Analyzer provides a convenient, scientific approach to skin care that will make an unforgettable impression on customers. For those wanting to build a Nu Skin business, there's never been a better opportunity.

How Does ProDerm Work?

The Nu Skin ProDerm Skin Analyzer uses proprietary optics and lighting technology to capture highly detailed images of four key skin attributes—discoloration, lines and wrinkles, texture, and pore size. ProDerm then analyzes and highlights these images using sophisticated algorithms developed exclusively for Nu Skin by leading image analysis and skin care experts. Based on this visual assessment, a product

recommendation screen allows you to easily direct customers to the Nu Skin 180° Anti-Aging Skin Therapy System.

ProDerm and Nu Skin 180°

Because of its ability to improve the skin's overall appearance—a composite of the four attributes assessed by ProDerm—a Nu Skin 180° Anti-Aging Skin Therapy System product recommendation is incorporated into the ProDerm experience. Developed to be gentle to skin yet effective in fighting the signs of skin aging, this system helps reverse the visible effects of biological and environmental aging and is clinically proven to diminish fine lines and wrinkles, refine texture, and even skin tone for a more youthful appearance.

Business Duplication Tool

The Nu Skin ProDerm Skin Analyzer is an easy to use, handheld, portable tool that allows you to conveniently take your core business operations wherever conversations happen. Host a big event or approach people on the street, in a café, or while waiting in a grocery store line. With ProDerm, you can instantly produce detailed skin images, discuss customers' skin care concerns and direct them to the Nu Skin 180° Anti-Aging Skin Therapy System, and invite everyone you meet to learn more about the Nu Skin business opportunity. Your customers will be saying what every business builder wants to hear—"I can do that!" With ProDerm, people will line up to take a closer look.

Cutting-Edge Technology

ProDerm uses advanced, patent-pending technology to give you the edge when it comes to caring for skin and building a Nu Skin business. Featuring an advanced lighting and optical system, ProDerm illuminates the skin for imaging using spectrally correct light-emitting diodes (LEDs) that project light at surfaces inside the optical piece. These specially designed surfaces direct the light at specific angles to reveal the details of the skin.

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Frequently Asked Questions

How does ProDerm assess the condition of the skin?

Using proprietary algorithms developed by combining dermatologic expertise with pattern recognition science, Nu Skin's software analyzes each skin image and identifies attribute-related features within the image while screening out irrelevant artifacts such as fine facial hair. Following processing, these features are highlighted graphically.

Does it matter which side of the face you profile?

No, the choice is available for convenience and flexibility in profiling different people in different circumstances.

Can you leave your makeup on while being profiled?

Yes, but it is not recommended because makeup masks the very attributes ProDerm evaluates and can skew the results of the profile.

How does Nu Skin 180° improve the skin attributes analyzed?

Each product in the Nu Skin 180° Anti-Aging Skin Therapy System plays an integral role in delivering the following benefits:

- Begins to reverse the visible effects of biological and environmental aging in as little as seven days.
- Helps erase the appearance of fine lines and wrinkles.
- Works to firm the skin.
- Increases skin smoothness and radiance.
- Diminishes the appearance of pore size.
- Minimizes the appearance of age spots and discoloration.
- Repairs signs of past UV exposure and protects skin against future sun damage.

What is the money back guarantee?

The Nu Skin 180° System is guaranteed to provide a radiant, more youthful appearance in just eight weeks or customers receive their money back.

Regarding the Nu Skin 180° System, can ProDerm be used to perform before and after assessments?

ProDerm is not designed to deliver a before and after experience. Due to user variability (issues of focus, recapturing "after" images in exact locations, product usage compliance, and numerous other factors), it is not recommended that ProDerm be used to perform comparisons.

In clinical studies, how did the Nu Skin 180° System perform?

In a third-party, eight-week clinical study involving 50 participants, clinical graders detected substantial improvements:

Percentage of participants exhibiting improvements in overall radiance*:

- Week One: 36%
- Week Eight: 100%

*A composite of multiple skin attributes.

Percentage of participants exhibiting improvements by attribute:

- Discoloration: 66%
- Pores: 70%
- Wrinkles: 80%
- Texture: 100%

Is there anything similar to ProDerm on the market?

No, Nu Skin created ProDerm exclusively for Nu Skin distributors and is the only company to offer a portable tool that analyzes the skin based on four key attributes—lines and wrinkles, texture, pores, and discoloration. In addition, ProDerm is unique in its ability to act as a customer management tool by tracking customer profiles.

Can ProDerm save multiple customer profiles to compare to one another?

Yes, each completed profile will have an associated data file that can be retrieved and viewed either on the ProDerm unit itself or on the ProDerm desktop software. Customers will be able to view how many times they have been profiled, the dates they were profiled, and the results of each profile.

Do you need a computer to use ProDerm?

A computer is not required, but ProDerm has a limited storage capacity so it is recommended that you regularly download profiles to a personal computer for management and long-term customer profile storage.

How do ProDerm and VISIA complement each other?

VISIA compares customers' results against a database of individuals of the same age, gender, and ethnicity. ProDerm evaluates customers' skin on an individual basis—customers act as their own baseline so they are compared against their best selves. In addition, ProDerm is portable, which lets you assess customers' skin care needs anywhere, anytime.

How do ProDerm and the Nu Skin Regimen Optimizer complement each other?

ProDerm is designed to assess key skin attributes and then direct a customer to the Nu Skin 180° System, which is scientifically formulated to improve the appearance of all attributes assessed by ProDerm. The Regimen Optimizer provides supplemental product recommendations that go beyond a daily system so you can further customize a customer's regimen.

What Pocket PC functions does ProDerm support?

ProDerm units have full Pocket PC functionality. In addition, they support basic customer relationship functions.