

TRI-PHASIC WHITE® CLEANSER

THE SCIENTIFIC METHOD FOR BRILLIANT SKIN



SYSTEM POSITIONING STATEMENT

Nu Skin® Tri-Phasic White® is a comprehensive skin brightening system containing five products that work together to minimize the *activation*, *synthesis*, and *expression* phases of the skin discoloration process.

POSITIONING STATEMENT

Brighten your complexion every time you cleanse. Tri-Phasic White® Cleanser helps inhibit the expression of discoloration on the surface of the skin. Featuring creatinine, this pearlescent, moisturizing mousse cleanses and brightens skin for a fresh, luminous appearance. This advanced cleanser also works to improve skin tone and texture while leaving skin feeling silky-soft.

TARGET AUDIENCE

Men and women ages 20+ who want a brighter and/or more even skin tone.

BENEFITS

- Creatinine targets the expression phase of the skin discoloration process.
- Cleanses and brightens skin for a fresh, radiant appearance.
- Pearlescent, moisturizing cleanser leaves skin silky-soft while improving skin tone and texture.

KEY INGREDIENTS

- **Creatinine**—this natural compound targets the expression phase of the skin discoloration process while helping to improve and brighten skin tone for a fresh, glistening appearance.

USAGE/APPLICATION

Moisten face and neck with warm water. Work a small amount into a light lather and gently massage over face and neck, avoiding eye area. Rinse thoroughly with warm water and pat dry.

MORNING REGIMEN

- Tri-Phasic White® Cleanser
- Tri-Phasic White® Toner
- Tri-Phasic White® Essence
- Tri-Phasic White® Day Milk Lotion

NIGHT REGIMEN

- Tri-Phasic White® Cleanser
- Tri-Phasic White® Toner
- Tri-Phasic White® Essence
- Tri-Phasic White® Night Cream

FYI

- Although scientists understand the pigmentation process, it is still unclear as to why melanin occasionally groups to form a freckle.
- Expression is the process through which melanin is brought to the surface of the skin and made visible to the eyes. Once the keratinocyte receives melanin, the cell renewal process brings the pigment to the surface of your skin where it becomes visible.

COMPLEMENTARY PRODUCTS

- **Tri-Phasic White® Radiance Mask**—a skin brightening facial treatment that helps reduce discoloration and maintain a translucent skin tone. Sold separately from the Tri-Phasic White® System, this soothing, nonwoven fiber mask comes premoistened and ready to apply.
- **Tru Face® Essence Ultra**—an anti-aging formula that promotes skin firmness and elasticity and fights current signs of aging with Ethocyn® an ingredient clinically proven to improve skin elastin content.
- **Tru Face® Line Corrector**—a revolutionary anti-aging gel that uses the power of peptides to reduce the

TRI-PHASIC WHITE® CLEANSER

appearance of moderate to deep lines and wrinkles resulting from mechanical aging, which is caused by habitual muscle movements.

- **Polishing Peel**—resurfaces and polishes skin to immediately deliver skin smoothing results clinically proven to be equivalent to a professional microdermabrasion treatment.
- **Nu Skin® Galvanic Spa™ System II**—features an instrument and four interchangeable conductors for the face, scalp, and body to provide more spa and treatment benefits. Nu Skin® Galvanic Spa™ Pre-Treatment and Treatment Facial Gels work to restore skin’s natural vibrancy by removing impurities and promoting cellular energy.

FREQUENTLY ASKED QUESTIONS

Which skin types can use Tri-Phasic White® Cleanser?

Tri-Phasic White® Cleanser is gentle enough for all skin types.

2

Which phase of discoloration does Tri-Phasic White® Cleanser work to inhibit?

Tri-Phasic White® Cleanser is formulated with creatinine to target the expression of excess melanin by inhibiting the transfer of pigment to keratinocytes.

Can I use Tri-Phasic White® Cleanser with other products that are not part of the Nu Skin® Tri-Phasic White® System?

Tri-Phasic White® Cleanser is gentle and safe for use with other Nu Skin® products. However, to achieve a brighter complexion, Tri-Phasic White® Cleanser needs to be used as part of the entire Nu Skin® Tri-Phasic White® System.

INGREDIENTS

Water (Aqua), Butylene Glycol, Dimethicone PEG-8 Meadowfoamate, Panthenol, Portulaca Oleracea Extract, Dipotassium Glycyrrhizate, Tetrahydrodiferuloylmethane, Allantoin, Xanthan Gum, Sodium Magnesium Silicate, HDI/Trimethylol Hexyllactone Crosspolymer, Silica, Disodium EDTA, Chlorphenesin, Methylparaben.

The **Nu Skin® Tri-Phasic White® System** addresses all three skin discoloration phases:

Individual Products	Activation	Synthesis	Expression
Tri-Phasic White® CLEANSER			Creatinine
Tri-Phasic White® TONER	Carnosine		Fairtrex™
Tri-Phasic White® ESSENCE		Brightex™	
Tri-Phasic White® DAY MILK LOTION	Hexapeptide-2 SPF 15 (UVA/UVB)		
Tri-Phasic White® NIGHT CREAM	Diacetyl Boldine		
Tri-Phasic White® RADIANCE MASK	Portulaca Oleracea (Purslane) Extract	Tetrahydrodiferuloylmethane (THDM)	

