

A close-up, high-resolution photograph of a woman's eye, looking downwards. The eye is heavily lined with dark eyeliner and has long, dark, curled eyelashes. The skin around the eye is smooth and fair. The background is a soft, out-of-focus light color.

The Future of Skin Care



NU SKIN





Rules for a Beautiful Future

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Skin is much more than beautiful. Skin is amazing. Stop and think about it. The same skin that a baby is born with expands at an incredible rate, providing protection for a lifetime. Although your skin is remarkable, it still gets wrinkled, discolored, and rough with advancing age.

However, learning about the aging process—the mechanical, biological, and environmental factors that affect your skin over time—can help give you an effective strategy for protecting the skin that protects you. To enjoy a truly beautiful future, incorporate the following simple rules and use scientifically developed products that feature the latest breakthroughs in skin care technology.

Mechanical Aging

Your parents warned you not to make faces “because your face might stay that way,” and they were right. The facial movements you repeatedly make over a lifetime create creases that deepen with age and translate into worry lines on the forehead, frown lines between the eyebrows, and squint lines around the eyes.

Other behaviors that contribute to this kind of mechanical aging are improper skin care (using water that is too hot or cleansers that are harsh and drying), losing and gaining weight rapidly and repeatedly, smoking, and excessive alcohol intake. Even everyday actions like sucking on a straw and squinting can undermine your best skin care efforts.

RULE 1: Make skin friendly lifestyle choices and avoid wrinkle causing behaviors to prevent future impressions. To repair existing fine lines and creases, supplement your skin’s natural collagen with products designed to help promote collagen production.

Biological Aging

Looking older is also a result of changes that naturally occur over time. These changes include increased skin dryness from a decline in oil production, roughness from a reduction in cell turnover, and a natural ebb in skin self-healing brought on by a decrease in the production of new collagen and elastin. These processes are all regulated from within the body through a complex interaction of hormones and cell messengers, which slow with advancing age.

RULE 2: Keep your skin functioning at its youthful best by identifying the best diet, nutritional supplements, and skin care products to help compensate for biological changes.

Environmental Aging

Summer lovers beware: sun exposure causes many of the wrinkles associated with aging due to the damage it does to the skin’s collagen and elastin fibers—key structural components of healthy skin. UVA radiation also damages the skin’s pigment cells, leading to an overproduction of brown pigment and the appearance of dark splotches sometimes called liver or age spots. These changes are collectively termed photoaging.

Pollution, weather, and the specific environment in which you live also influence the way your skin responds to the

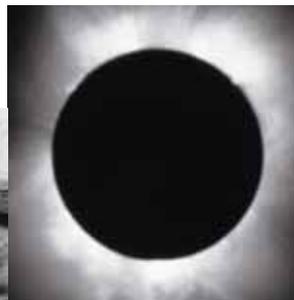
aging process. The damaging effects of UV radiation are increased by changes in altitude, low humidity, and wind. Extreme weather can be a challenge for your skin, too. The increased oil production and excess perspiration that often occur in a

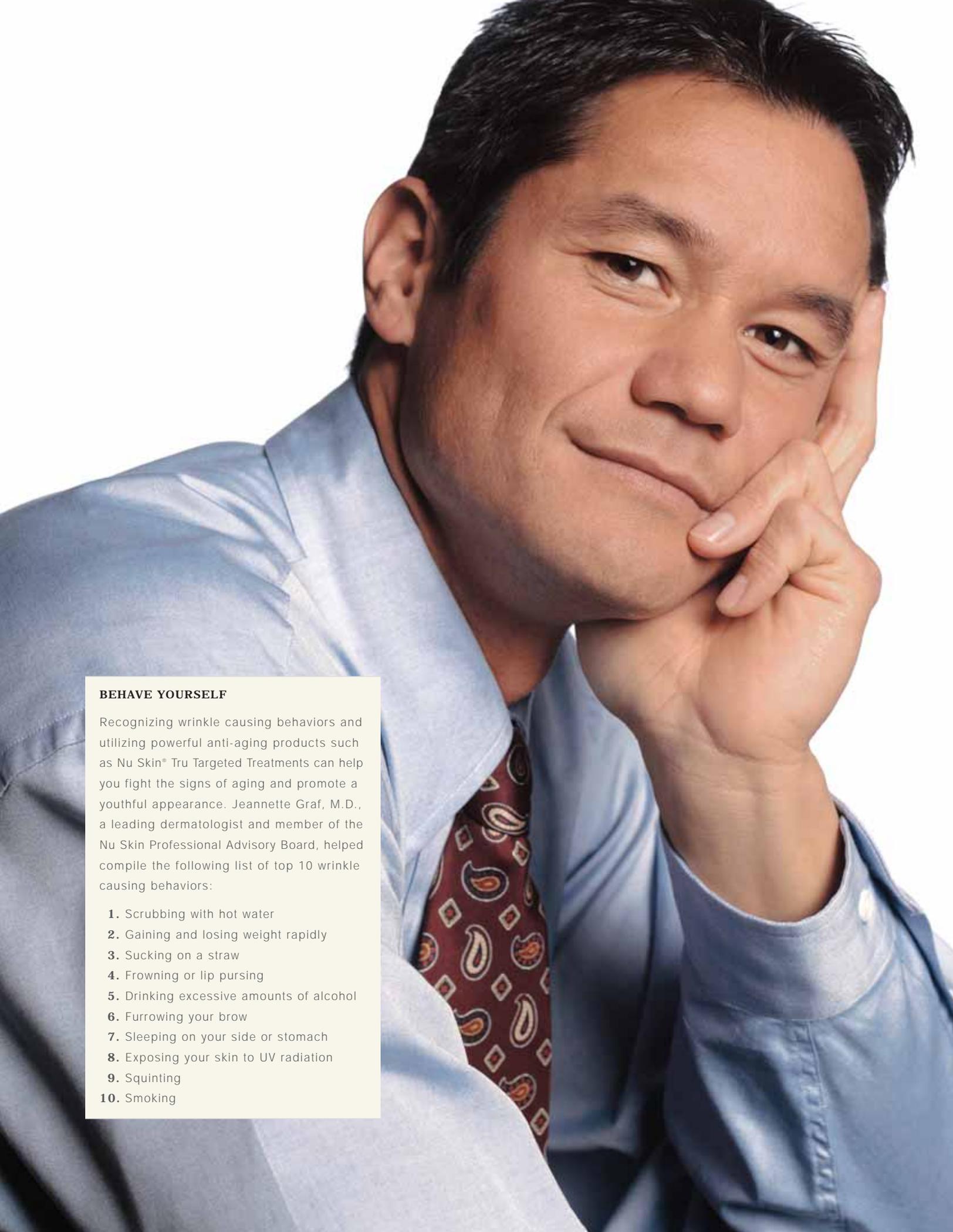
warm, humid environment heighten the potential for sweat related skin irritation such as acne. And although breakouts are temporary, the scarring that can result is not. Likewise, cold temperatures and dry air damage the skin’s protective barrier through increased moisture loss.

RULE 3: Shield your skin from the negative effects of the sun by using sunscreens that provide both UVA and UVB protection. In addition, your comprehensive skin care program should include products formulated for your specific skin type and environment to protect your skin from irritation and weather related dryness.

Practice a Winning Combination

Learning the rules of the game is the best way to begin defending your skin against damage caused by repeated behaviors, biological breakdowns, and the environment. Optimize your skin’s look and longevity by following the three simple rules outlined above, and by taking advantage of the scientifically formulated and technologically advanced skin care products on the market today. Play to win, and ensure a future of beautiful skin.





BEHAVE YOURSELF

Recognizing wrinkle causing behaviors and utilizing powerful anti-aging products such as Nu Skin® Tru Targeted Treatments can help you fight the signs of aging and promote a youthful appearance. Jeannette Graf, M.D., a leading dermatologist and member of the Nu Skin Professional Advisory Board, helped compile the following list of top 10 wrinkle causing behaviors:

1. Scrubbing with hot water
2. Gaining and losing weight rapidly
3. Sucking on a straw
4. Frowning or lip pursing
5. Drinking excessive amounts of alcohol
6. Furrowing your brow
7. Sleeping on your side or stomach
8. Exposing your skin to UV radiation
9. Squinting
10. Smoking

This Is Not Your Mother's Skin Care—This Is Science™

In the past, your face revealed how old you were. Today, it reflects how young you feel.

Minimal skin care in your teens can start to catch up with you in your 30s. Due to the effects of mechanical, biological, and environmental aging, you may notice a loss in skin elasticity, an increase in uneven skin tone and texture, enlarged pores, and the development of fine lines and wrinkles. Suddenly, your reflection appears years older than it needs to. When it comes to looking older, your mother had no choice. You do. Ageless beauty is the reality of today with Tru Targeted Treatments.

Nu Skin® Tru Targeted Treatments are cutting edge, technologically advanced formulas specifically designed to address the individual needs of aging skin. The targeted approach utilizes the best and very latest in clinically proven technologies to provide precise solutions to the various ways your skin can change over time—making beautiful, youthful looking skin a reality at any age.

The Future of Anti-Aging

Introducing the newest addition to Tru Targeted Treatments, Tru Face™ Revealing Gel—formulated with gentle polyhydroxy acids (PHAs) for smoother, younger looking skin without irritation. Clinically proven to be as effective as traditional alpha-hydroxy acids, PHAs also chelate excess metal ions in the skin to reduce oxidative damage



for brighter skin, bind to water for added hydration, and provide powerful antioxidant protection.

Ideal for everyone, even those with sensitive skin, this advanced PHA formulation features the nonirritating anti-aging benefits of gluconolactone and lactobionic acid (so nurturing it is used as a preservation solution for transplant organs) to target the biological and environmental signs of aging. Gently reveal a more youthful appearance with Tru Face™ Revealing Gel.

Experience the future of skin care today—Tru Face™ Revealing Gel is now available.

PHA CLINICAL DATA

Clinical tests* show daily usage of PHAs delivers:

- A 45% improvement in skin smoothness
- A 30% improvement in skin firmness
- A 30% improvement in skin tone
- A 15% improvement in the appearance of pore size

* www.neostrata.com/a_cse/cse_cs_13.asp (July 2003)




NU SKIN

tru face™
line corrector

PEPTIDE
REFINING
GEL

30 ml e 1.0 fl. oz.




NU SKIN

tru face™
SKIN
PERFECTING
GEL

30 ml e




NU SKIN

tru face™
revealing
gel

POLYHYDROXY
ACIDS

30 ml e 1.0 fl. oz.



The Science of PHAs Revealed

We recently spoke with polyhydroxy acid (PHA) expert Barbara Green about PHA technology. Nu Skin teamed with the NeoStrata Company, where Barbara is director of technical and consumer affairs, to develop specialized skin care products featuring PHA benefits.

NS: Alphahydroxy acids (AHAs) are featured in many anti-aging treatments. What do AHAs do and why do they sometimes cause irritation?

BG: AHAs promote skin cell turnover in aging skin. This encourages the sloughing off of dead skin to reveal a smoother appearance. The irritation some people experience is thought to be caused by immediate, uncontrolled penetration of AHAs (specifically, lactic or glycolic acids), which can overwhelm sensory nerves.

NS: Are PHAs an equally effective alternative to AHAs?

BG: PHAs provide the same anti-aging benefits as AHAs—without stinging or burning. Even very sensitive skin types can tolerate PHAs, including those who suffer from dermatitis, rosacea, and atopic skin conditions. In addition, PHAs attract and bind to water for hydration, act as antioxidants through iron chelation, and help strengthen the skin's own natural protective barrier. Also, PHAs do not increase the skin's sensitivity to sun.

NS: How is iron chelation a benefit to the skin?

BG: Today's advanced skin care treatments go beyond simply adding beneficial ingredients to actually removing damaging elements from the skin. For example, excess iron in the skin can cause your complexion to look sallow due to free radical damage. The use of chelating agents helps brighten the complexion by capturing free iron and reducing the potential for oxidative damage.

NS: What are PHAs and how were they discovered?

BG: A PHA is an AHA, but slightly larger in size with more hydroxy groups. Lactobionic acid and gluconolactone are two examples of PHAs. The discovery of PHAs and their beneficial properties occurred during AHA research. Additional benefits were later discovered in the early 1990s when NeoStrata began investigating their use in sensitive skin treatments.

NS: What are the nurturing properties that make lactobionic acid an efficacious ingredient in some preservation fluids used for transplant organs during transport?

BG: Lactobionic acid is a major constituent in organ transplant preservation fluids due to its ability to suppress tissue damage caused by free radicals. By causing organs to age at a slower rate, lactobionic acid allows organs to be preserved outside of the body for up to two days.

NS: What are the benefits of gluconolactone?

BG: Gluconolactone is highly moisturizing and offers antioxidant protection against free radical damage. Gentle and nonirritating, it provides significant anti-aging benefits and has been shown to enhance the skin's protective barrier.

Tru Targeted Treatments Reference Guide



Tru Face™ Revealing Gel

Designed for anyone on a quest to maintain or restore their youthful appearance (you can never start too soon), Tru Face™ Revealing Gel targets rough, uneven skin texture and highly visible pores while giving new life to tired looking complexions. Ideal for everyone committed to anti-aging skin care—especially those with sensitive skin—this all-over face treatment is a great alternative to Nu Skin 180® Cell Renewal Fluid.

TRU FACE™ REVEALING GEL, FEATURING POLYHYDROXY ACIDS, PROVIDES THE FOLLOWING BENEFITS:

- Smooths skin texture
- Diminishes the appearance of pores
- Evens skin tone
- Brightens complexion
- Targets signs of biological and environmental aging

Order No. 01 101213 \$45

"I struggle with dry skin on my face. I tried moisturizers, but they didn't address the problem. After only a few days of using Tru Face Revealing Gel, I couldn't believe the difference in my skin. I now receive compliments about how great my skin looks—not only is my skin smoother, it's also brighter."

ELIZABETH THIBAudeau, AGE 34



Tru Face™ Line Corrector

Because repeated facial movements result in stubborn lines and wrinkles, Tru Face™ Line Corrector is for everyone who has smiled, frowned, or furrowed their brow more than once. This product helps diminish new creases, as well as those more severely advanced, for a more youthful looking complexion. Used as a daily spot treatment, Tru Face™ Line Corrector is an essential addition to almost every anti-aging skin care regimen.

TRU FACE™ LINE CORRECTOR, FEATURING PRO-COLLAGEN PEPTIDES, PROVIDES THE FOLLOWING BENEFITS:

- Reduces the appearance of deep lines and wrinkles
- Minimizes the appearance of dermal creases around the mouth and forehead
- Smooths the appearance of crow's feet
- Targets signs of mechanical aging

Order No. 01 102704 \$44

"I was shocked when my mirror revealed lines around my eyes and down my cheeks, but since using Tru Face Line Corrector, friends comment that I look younger. I love it when I'm with one of our 10 grandchildren and someone thinks I'm their mother. Tru Face Line Corrector is incredible. Thank you!"

DIANA GOLDSBERRY, AGE 60

For best results, Tru Targeted Treatments should be used as a daily part of your regular skin care regimen, after cleansing and toning. Follow treatments with the Nu Skin® moisturizer designed for your skin type.



Tru Face™ Skin Perfecting Gel

Great for outdoor enthusiasts (golfers, hikers, gardeners, and tourists) who have used sunscreen occasionally over the years, but didn't pledge full allegiance until their skin started to show the effects of sun damage—discoloration, lines and wrinkles, and a dull, weathered appearance. Men love the lightweight gel format. Great for those new to using skin treatments, Tru Face™ Skin Perfecting Gel also works well as a moisturizer in extremely hot and humid climates.

TRU FACE™ SKIN PERFECTING GEL, FEATURING KELPADELIE AND COPPER PCA, PROVIDES THE FOLLOWING BENEFITS:

- Improves skin clarity
- Helps prevent the formation of fine lines and wrinkles
- Restores radiance
- Minimizes free radical damage
- Targets early signs of environmental aging

Order No. 01 102698 \$52

"I'm addicted to this product. I can compare my skin to anyone my age and I'll bet my salary that I have fewer fine lines and wrinkles. I went to Hawaii for my son's wedding and forgot my Tru Face Skin Perfecting Gel. My skin constantly felt dry and inflexible, even in the increased humidity."

SCOTT SCHWERDT, AGE 46





Tru Face™ Revealing Gel with polyhydroxy acid technology—

Anti-aging without the sting

for a smoother, more youthful appearance without irritation.

Clinical tests show daily usage of PHAs delivers the following benefits:

- A 45% improvement in skin smoothness
- A 30% improvement in skin firmness
- A 30% improvement in skin tone
- A 15% improvement in the appearance of pore size

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