

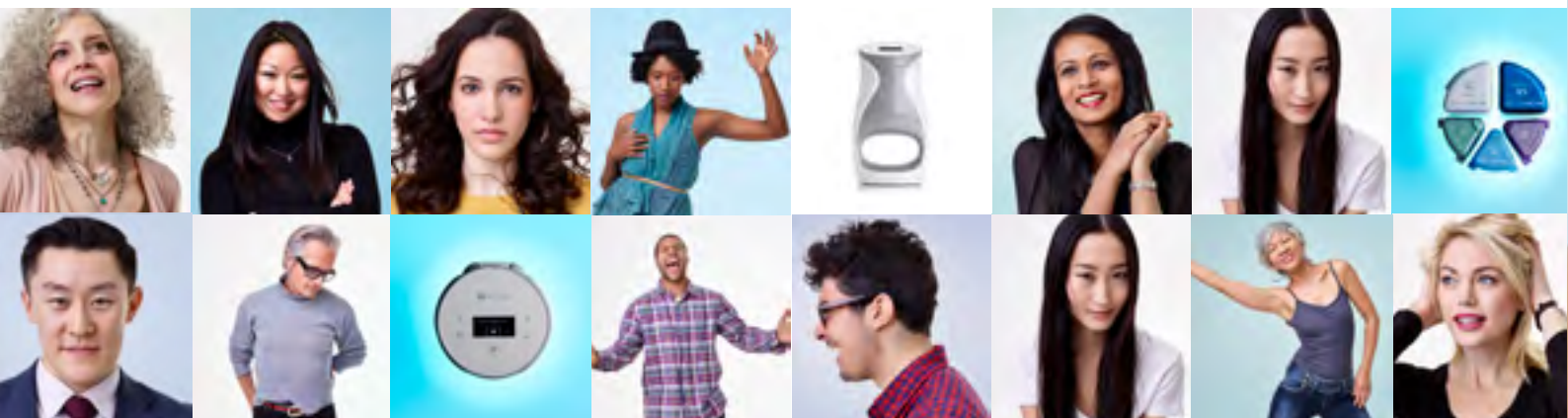


# AGELOC ME™

Imagine anti-aging skin care as individual as you are. Now it can be with state-of-the-art technology and breakthrough anti-aging formulations.

Nu Skin has redefined skin care with ageLOC Me, an entirely new approach to anti-aging. Featuring five powerful, cutting-edge products and one smart delivery device, ageLOC Me is anti-aging skin care like you've never seen, felt, or imagined.

**With ageLOC Me, every day is a confident, beautiful skin day.**



## It's all about me.

### CUSTOMIZED FOR YOU, BY YOU

ageLOC Me eliminates the guesswork, making it easier to find the ideal anti-aging skin care solution for you. Intuitive and engaging, the ageLOC Me skin assessment helps you determine your skin care needs through a series of questions concerning your environment, skin type, and preferences. Then, with our expertise in anti-aging science innovation, we create a regimen that's just for you.

These powerful products represent Nu Skin's most sophisticated anti-aging skin care formulations to date and employ revolutionary ageLOC technology to target the sources of aging. This is the perfect combination of simplicity and customization.

### A UNIQUE SKIN CARE EXPERIENCE

Sticking to your daily skin care regimen has never been easier. Sleek and sophisticated, ageLOC Me delivers your customized products through a first-of-its-kind, smart delivery device—transforming your daily regimen into a truly luxurious, customized experience.

The ageLOC Me device stores and delivers your customized skin care products hygienically and conveniently—twice a day, every day. This is smart skin care, delivering a precise dose every time.

The device also features five customizable product delivery modes and supports 30 languages.

# It's all about **me**

Confused by all the skin care products available? Eliminate the guesswork with ageLOC Me — customized anti-aging skin care delivered to you at the right time, every time. Revolutionary, smart, and simple skin care experience.



Begin your  
ageLOC Me  
experience

STEP 1

Take your first step  
towards customization

**1 SMART  
DEVICE**



DAILY REMINDER  
IF YOU FORGET

STEP 2

Tell us about you, your  
skin and your preferences

**1 SKIN  
ASSESSMENT**



DOSE TRACKER  
TO PROMPT  
REORDER

STEP 3

Experience your  
customized skin care regimen

**1 PERSONAL  
SKINCARECODE**



TRAVEL KIT  
WHEN YOU FLY

STEP 4

Benefit from sophisticated  
anti-aging formulations

**5 POWERFUL  
PRODUCTS**

STEP 5

Keep it or change it up

**CONTINUED  
CUSTOMIZATION**

## THE GAME CHANGER

INNOVATION FOR CUSTOMIZATION

It took years of planning, research, testing, and formulating to develop ageLOC Me, a revolutionary, truly customized skin care experience.

IN NUMBERS

**35**

YEARS OF  
ANTI-AGING  
GENETIC SCIENCE

**US\$30 MILLION**

INVESTED

**4,000**

PARTICIPANTS

**100,000**

MAN HOURS

**10**

ROUNDS  
OF GLOBAL  
RESEARCH

**8**

GLOBAL  
VALUE CHAIN  
PARTNER

**12**

NEW  
PATENTS  
FILED

**4 YEARS**

OF RESEARCH &  
DEVELOPMENT

**100**

INDIVIDUAL FOCUS GROUPS  
AND QUANTITATIVE STUDIES



## AGELOC PROPRIETY SCIENCE

*Epigenetics* gives us a more precise understanding of how to influence gene expression. It's a smart science that lets us adapt and respond to our personal aging triggers. Creating harmony between our nature—what we inherited from our parents—and how we nurture ourselves



# AGELOC ME™ STARTER KIT

ageLOC Me starter kit contains your Calibration Set, a set of five products specially formulated to deliver comprehensive anti-aging benefits. With the Calibration Set, you have immediate access to the products so you can experience how they feel and how they benefit your skin.

The Calibration Set will help you determine your needs and your preferences when you take your ageLOC Me skin assessment to further customize your products. It will also help you get comfortable using your ageLOC Me device and products.

The Starter Kit also includes travel containers, ageLOC Me Getting Started Guide, ageLOC Me User Manual, Serum Cartridge Holder, ageLOC Me Connector and four premium AA batteries.



## AGELOC ME™ CALIBRATION SET CONTENTS



### AGELOC ME™ DAY MOISTURIZER

The perfect way to start your day, Day Moisturizer provides hydration to strengthen and maintain the skin's natural moisture barrier—helping to protect throughout the day.



### AGELOC ME™ NIGHT MOISTURIZER

Specifically formulated to rejuvenate as you sleep, Night Moisturizer calms and soothes the skin while aiding the natural nighttime recovery process.



### AGELOC ME™ SERUMS

Maximize your anti-aging treatment by the power of three to improve the visible signs of aging—lines and wrinkles, uneven skin tone, and rough, dull skin—resulting in a noticeably healthier, younger looking you.





## SYSTEM OVERVIEW

*It's all about me.* Each of us is uniquely individual with distinctive needs. It makes sense that we should be able to easily customize something that is completely personal.

Imagine anti-aging skin care as individual as you are. Now it can be with state-of-the-art technology and breakthrough anti-aging formulations. Nu Skin has redefined skin care with ageLOC Me. This is anti-aging skin care like you've never seen, felt, or imagined.

ageLOC Me creates an entirely new approach to customized anti-aging skin care. Brilliant yet simple to use, ageLOC Me delivers five powerful anti-aging products, custom selected from about 2,000 possible regimen combinations. Delivering one streamlined, simplified regimen to you.

With ageLOC Me, every day is a confident, beautiful skin day.

## TARGET CONSUMER

Men and women concerned with preventing and minimizing the signs of aging and interested in the latest in skin care.

## KEY FEATURES

- Customizable regimen—take the simple electronic ageLOC Me skin assessment through the ageLOC Me app to customize your product set based on your skin care needs and preferences, and then obtain your personal skin care code.
- Smart delivery—several delivery options and 29 languages help you customize your experience.
- Travel mode—take your products with you with this convenient feature and travel container.

- Continued customization—take the ageLOC Me skin assessment as often as you like.

## AGELOC ME SYSTEM BENEFITS

- Features five powerful products in one smart, hygienic delivery device.
- Makes sticking to your skin care routine easy and fun.
- Customizes and simplifies your daily skin care routine, making it more convenient.
- Provides a precise dose twice a day, every day.
- Features five customizable product delivery modes, including semi-automatic, automatic, on-demand, travel, and single use mode.
- Features remaining dose alerts so you know how much product you have left.

## USAGE

For optimal results, use ageLOC Me as your twice daily regimen. Morning and night, after cleanse and tone, apply ageLOC Me Serum, and then either Day Moisturizer or Night Moisturizer.

## SYSTEM STEPS

**Step One—Take Your First Step Toward Customization**  
Order your ageLOC Me Skin Care System online or from a distributor to start using ageLOC Me right away and take your first step toward customization. The system contains your Calibration Set, your initial set of ageLOC Me products. Use these products for two weeks to experience how they feel and how they benefit your skin. Then, use them as a reference when you take your ageLOC Me skin assessment to further customize your regimen.

### Step Two—Tell Us About You

Together with your Calibration Set experience, the ageLOC Me skin assessment helps you determine your skin care needs through a series of questions concerning your environment, region, individual skin attributes, personal aging concerns, and preference for light or heavy moisturizer feel. Like fragrance in your moisturizers? You can choose to include it. You can also include or omit SPF from Day Moisturizer. And you can dial in targeted benefits with the serums to best fit you. At the end of the assessment, you'll receive your personal skin care code.

### Step Three—Experience Your Customized Skin Care Regimen

Order your Custom Product Set using your personal skin care code. You told us about you, your skin, and your preferences and, using our expertise in anti-aging science innovation, we created a regimen that's just for you. As soon as your Calibration Set cartridges are empty, you can start using your Custom Product Set right away. Like the Calibration Set, your customized set contains a one-month supply of three serums and a day and night moisturizer. The powerful ageLOC Me serums and moisturizers are Nu Skin's most sophisticated anti-aging skin care formulations to date.

### Step Four—Keep It or Change It Up

Retake the ageLOC Me skin assessment as many times as you like. You may find just the right combination for summer and cold weather. There's no limit to how many times you can take the assessment.

### AGELOC ME PRODUCTS

- ageLOC Me Serums (3)—maximize your anti-aging treatment by the power of three to improve the visible signs of aging—lines and wrinkles, uneven skin tone, and rough, dull skin—resulting in a noticeably healthier, younger looking you.
- ageLOC Me Day Moisturizer—the perfect way to start your day, Day Moisturizer provides hydration to strengthen and maintain the skin's natural moisture barrier, helping protect throughout the day.
- ageLOC Me Night Moisturizer—specifically formulated to rejuvenate as you sleep, Night Moisturizer calms and soothes the skin while aiding the natural nighttime recovery process.

### AGELOC ME PRODUCT BENEFITS

- Inspired by more than 30 years of anti-aging genetic science.
- Features ageLOC technology to target the sources of aging and preserve the look of youth.
- Helps prevent visible signs of hyperpigmentation and age spots to reveal more even, radiant skin.
- Provides options for SPF or SPF-free and fragranced or fragrance-free.

- Helps improve cellular turnover to refine texture and reveal smoother, softer skin.
- Helps increase skin radiance.
- Helps reduce the appearance of pores.
- Helps improve the visible signs of lines and wrinkles.
- Helps contour and firm the skin.
- Provides hydration to strengthen and maintain the skin's natural moisture barrier.
- Calms, soothes, and rejuvenates skin during its natural nighttime recovery process.
- Suitable for different skin types.

### COMPLEMENTARY PRODUCTS

ageLOC Galvanic Spa with ageLOC Facial Gels—target the sources of aging for immediate and long-term benefits, helping stressed, and tired skin immediately appear younger and revitalized.

ageLOC Tru Face Essence Ultra—helps contour and firm the skin, protect the skin from free radicals, and define skin around the eyes, neck, chin, and jawline.

Tru Face IdealEyes—reduces the appearance of bags under the eyes while instantly increasing skin radiance and smoothness. Designed specifically for the delicate eye area, this anti-aging treatment ensures your eyes look young, refreshed, and vibrant.

Tru Face Line Corrector—targets signs of aging while helping soften lines around your mouth, eyes, and forehead.

### FREQUENTLY ASKED QUESTIONS

#### How is ageLOC Me different from other custom skin care systems on the market?

- Nu Skin has redefined skin care with ageLOC Me, an entirely new, innovative, and sophisticated approach to anti-aging skin care. With ageLOC Me, you are able to:
- Experience your ageLOC Me using your Calibration Set, five products designed to deliver comprehensive anti-aging benefits and provide a reference as you take your skin assessment.
  - Take the ageLOC Me skin assessment to create your customized regimen.
  - Create a customized anti-aging skin care regimen featuring proprietary ageLOC technology to target the sources of aging.
  - Use the smart, convenient, and intuitive ageLOC Me device to receive precise doses of serums and moisturizers every day and night.
  - Create new skin care habits and increase the effectiveness of your products through consistent and regular use.

• What is included in the ageLOC Me Skin Care System?

The ageLOC Me Skin Care System contains the ageLOC Me device, the Calibration Set consisting of five product cartridges (three serums, a day moisturizer, and a night moisturizer), the ageLOC Me Connector, the Serum Cartridge holder, a convenient travel container, four premium AA batteries, the ageLOC Me Getting Started Guide, and the ageLOC Me User Manual.

Why is the ageLOC Me skin assessment necessary?

The skin assessment is the first step in customizing and fine-tuning your skin care regimen. Using the assessment and Calibration Set, you can identify a personal regimen for your specific skin care needs based on your lifestyle, location, skin type, and preferences.

What is the difference between ageLOC Me and ageLOC Transformation?

ageLOC Me is a skin care regimen that is customized to the individual and provides the ability to create numerous product combinations based on individual preferences and needs. ageLOC Transformation is one effective anti-aging regimen for most users. Both product lines are formulated with ageLOC technology to target the sources of aging and preserve the look of youth. With ageLOC Me, you can choose to include fragrance in your moisturizers and SPF in your Day Moisturizer and choose from a variety of treatment product options. ageLOC Transformation offers one treatment product option, moisturizers are fragranced, and ageLOC Radiant Day lotion automatically contains SPF. ageLOC Me offers options for moisturizers based on your preference for light or heavy moisturization, whereas ageLOC Transformation includes rich day and night moisturizers.

## YOUR TWICE-DAILY AGELOC ME REGIMEN





#### AGELOC® ME AND AGELOC GALVANIC SPA

Use ageLOC Galvanic Spa two to three times weekly. ageLOC Me is a perfect daily use system that complements your Galvanic Spa routine. Both products use cutting-edge science and, when used together, provide powerful results for your skin and your Nu Skin business.

You may use the ageLOC Galvanic Spa up to three times a week as directed after cleansing and toning, right before applying your ageLOC Me Serum.

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Nu Skin Enterprises Philippines, LLC  
15/F Octagon Centre, 41 San Miguel Avenue, Ortigas Center Pasig City 1605  
Tel.: +632 8-NUSKIN (+632 8687546)  
[www.nuskin.com.ph](http://www.nuskin.com.ph)