

ageLOC™

RADIANT DAY SPF 22

ageLOC™ POSITIONING

Nu Skin's exclusive ageLOC science targets arSuperMarkers—the ultimate sources of aging.

PRODUCT OVERVIEW

Unveil your youthful radiance each day. ageLOC™ Radiant Day SPF 22 is a lightweight, daily use lotion that visibly brightens and hydrates the skin while fortifying against signs of aging. This silky smooth formula contains ingredients that protect against sun damage with SPF 22, stimulate youthful cell turnover for a smoother, softer texture, and reduce the appearance of fine lines and wrinkles—delivering radiant, flawless skin.

TARGET AUDIENCE

PRIMARY MARKET:

- Women and men over 30 who are concerned with preventing and minimizing the signs of aging.

SECONDARY MARKET:

- Skin-involved women and men younger than 30 who are concerned with the prevention of visible aging.

PRODUCT BENEFITS

- ageLOC™ targets the ultimate sources of aging to preserve the look of youth and reduce the appearance of aging.
- Contains advanced anti-aging ingredients that are scientifically proven to:
 - Stimulate youthful cell turnover by 85% for a smoother, softer texture you will feel.
 - Reduce the appearance of fine lines and wrinkles by 45% for smoother, softer, visibly younger looking skin.
 - Dramatically reduce unwanted melanin production in the skin for brighter, more radiant skin and reduced discoloration.
- Youthful cell turnover reduces the appearance of pores.



- Provides broad-spectrum UVA/UVB protection from the damaging effects of the sun with SPF 22—our highest ever sun protection factor for a facial moisturizer.
- Silky-smooth, non-greasy formulation absorbs quickly yet moisturizes all day long—perfect for use under makeup.

KEY INGREDIENTS

- ageLOC™—proprietary Nu Skin® technology that targets arSuperMarkers, the ultimate sources of aging.
- Pea extract, bamboo extract, and glucosamine—a powerful anti-aging ingredient blend that has been shown to reduce the appearance of fine lines and wrinkles and increase cell turnover resulting in visually youthful skin.
- Hexapeptide-2—reduces the activation of melanin production.
- Jojoba and shea butter—proven to strengthen the skin's natural barrier for stronger, more resilient skin.

USAGE

To complete your morning regimen, place two pumps on fingertips and apply in an upward, outward motion to face and neck, ensuring even coverage for UV protection. Avoid the eye area. ageLOC™ Radiant Day SPF 22 package size and instructions are optimized for 30-day use.

FYI

ageLOC™ Radiant Day SPF 22 and ageLOC™ Transforming Night are “sibling” formulations sharing many of the same moisturizing, hydrating, and anti-aging ingredients. With this approach, the skin receives a constant supply of “familiar” actives every 12 hours—for maximum ingredient effectiveness and reduced chance for sensitivity.

COMPLEMENTARY PRODUCTS

- **ageLOC™ Gentle Cleanse & Tone**—cleanses, purifies, replenishes, and hydrates skin, while preparing it to receive advanced anti-aging ingredients, leaving your skin feeling soft, refreshed, and youthful.
- **ageLOC™ Future Serum**—delivers the maximum concentration of ageLOC™ to target the ultimate sources of aging. This luxurious serum is clinically proven to reveal younger looking skin in eight ways: by promoting youthful skin structure, smoothing texture, reducing the appearance of fine lines and wrinkles, increasing radiance, minimizing the appearance of pores, evening skin tone, reducing discoloration, and increasing hydration.
- **ageLOC™ Transforming Night**—ultra-mild ingredients mimic the skin's own structure, working with the skin's natural nighttime renewal process so you wake to glowing, supple, youthful looking skin. Specially formulated to reduce the look of fine lines, wrinkles, and pores, this premium night cream reduces sensitivity while replenishing the skin's natural moisture-binding ability for deep hydration.
- **Galvanic Spa™ System II and Products**—the programmable Galvanic Spa™ Instrument with patented self-adjusting galvanic currents and interchangeable heads works synergistically with specially formulated products to facilitate the transport of key ingredients for optimal performance: Galvanic Spa™ Facial Gels with ageLOC™ restore skin's natural vibrancy by removing impurities, while delivering targeted ageLOC™ ingredients; Tru Face™ Line Corrector helps smooth the appearance of fine lines and wrinkles; Galvanic Spa™ Body Shaping Gel helps reduce the appearance of cellulite; and Nutriol® Hair Fitness Treatment helps revitalize and promote healthy, abundant looking hair.
- **Tru Face™ Essence Ultra**—restores skin definition and firmness. Features Ethocyn®, an anti-aging ingredient that has been clinically proven to improve the skin's elastin content, the key component to firm skin.
- **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.

FREQUENTLY ASKED QUESTIONS

What are arSuperMarkers?

Age-related super markers or “arSuperMarkers” is a term Nu Skin coined that describes components of body chemistry that influence how we age and that are the ultimate sources of aging.

Does ageLOC™ Radiant Day SPF 22 provide both UVA and UVB protection?

Yes, ageLOC Radiant Day SPF 22 provides broad spectrum protection from the sun's harmful rays. Avobenzone and Octocrylene protect against UVA rays while Octisalate and Homosalate provide UVB protection.

INGREDIENTS

Active Ingredients: Avobenzone 3%, Homosalate 5%, Octisalate 4%, Octocrylene 2%

Ingredients: Water (Aqua), Glycerin, Cyclopentasiloxane, Acrylamide/Sodium Acryloyldimethyltaurate Copolymer, Glyceryl Stearate, PEG-100 Stearate, Dimethicone, Cyclohexasiloxane, Dimethicone/Vinyl Dimethicone Crosspolymer, Cetyl Alcohol, Methyl Gluceth-10, Steareth-2, Steareth-21, Isohexadecane, Nylon-12, Hydrolyzed Jojoba Esters, Jojoba Esters, Bambusa Vulgaris Leaf/Stem Extract, Glucosamine HCl, Pisum Sativum (Pea) Extract, Hexapeptide-2, Narcissus Tazetta Bulb Extract, Salicin, Schizandra Chinensis Fruit Extract, Butyrospermum Parkii (Shea Butter), Polysorbate 80, Titanium Dioxide, Butylene Glycol, Citric Acid, Disodium EDTA, Fragrance (Parfum), Chlorphenesin, Phenoxyethanol, Caprylyl Glycol, 1,2-Hexanediol, Tropolone.

Paraben-free.