

ENHANCER

Skin Conditioning gel



POSITIONING STATEMENT

Enhancer Skin Conditioning Gel is a light hydrator that soothes chapped, chaffed or sunburned skin.

CONCEPT

With conditioning panthenol and soothing aloe vera, Enhancer Skin Conditioning Gel soothes the skin and prevents moisture loss. Use liberally to keep skin comfortable and support its natural, healthy moisture balance.

TARGET AUDIENCE

- Men and women with all skin types who want a light moisturization in gel.
- Men who want to diminish the drying effects or irritation of shaving.
- People who have wind-burned or sunburned skin.
- Oily skin types who want a light moisturizer.

PRODUCT CLAIMS

- Refreshing multipurpose soother and moisturizer.
- Great pre- or post-shave conditioner.
- Lightweight hydrator for introductory skin care users.
- Natural, refreshing fragrance.
- Has a subtle cooling sensation that feels great on the skin.

KEY INGREDIENTS

- **Aloe vera**—a natural conditioning agent recognized for its soothing properties.
- **Panthenol**—a pro B vitamin that conditions the skin.
- **NaPCA**—a humectant that binds moisture to the skin.

USAGE/APPLICATION

Apply liberally to keep skin comfortable. Use anytime.

FREQUENTLY ASKED QUESTIONS

Which skin types should use Enhancer?

Enhancer is the perfect conditioner for oily skin or can be used as a soothing gel for dry or sensitive skin. This cooling gel also feels great on sore, chapped, or sunburned skin.

COMPLEMENTARY PRODUCTS

- **Glacial Marine Mud™**—draws out impurities, removes dead skin cells, and nurtures skin with more than 30 skin beneficial minerals. Legend has it, Native Americans of the Pacific Northwest tried to use this special mud to make pots. They were unsuccessful because of its fine particle size, but noticed their hands were softer and smoother. Today, you can experience the renewing benefits of this mud by pampering your face and body with regular treatments.

INGREDIENTS

Water (Aqua), Aloe Barbadensis Leaf Juice, Butylene Glycol, Polysorbate 20, Glycerin, Carbomer, Aminomethyl Propanol, Phenoxyethanol, Caprylyl Glycol, Chlorphenesin, Bisabolol, Allantoin, Panthenol, Fragrance (Parfum), Sodium PCA, Melia Azadirachta Leaf Extract, Melia Azadirachta Flower Extract, Disodium EDTA, Fucus Vesiculosus Extract, Sodium Hyaluronate.