

Body Smoother



POSITIONING STATEMENT

Body Smoother is a light after shower lotion.

CONCEPT

Seal in moisture after showering or bathing. This quick-absorbing body lotion locks in moisture to prevent tightness while nourishing skin with aloe vera, algae extract, and vitamins A and E.

TARGET AUDIENCE

Men and women who want to use a light body moisturiser.

PRODUCT CLAIMS

- Utilizes the humectants NaPCA and hyaluronic acid to seal in moisture.
- Light moisturisation that is absorbed quickly and never leaves a heavy, oily residue.
- Conditions and hydrates to promote an optimal skin environment.
- Safety-allergy-dermatologist tested.

KEY INGREDIENTS

- **NaPCA and hyaluronic acid**—provide moisture-binding properties.
- **Aloe vera, algae extract, and royal jelly**—soothe and nourish the skin.
- **Allantoin**—conditions the skin.

USAGE

Smooth on entire body immediately after bathing while skin is still moist. Apply with gentle massaging motions.

FYI

Although a long hot bath or shower sounds relaxing, it can actually pull the protective, natural oils out of your skin, causing dryness and itching. Keep the water temperature warm, not hot, and apply Body Smoother after showering while your skin is still moist—locking in necessary moisture.

COMPLEMENTARY PRODUCTS

- **Liquid Body Lufra**—an all-over-body exfoliator that buffs out rough, dry areas on the body.
- **Body Bar**—a soap-free cleanser formulated to refresh and effectively cleanse the skin.
- **Hand Lotion**—a quickly-absorbed moisturiser for your hands.

FREQUENTLY ASKED QUESTIONS

What is the difference between Perennial® and Body Smoother?

Perennial® is a therapeutic, intense moisturiser designed to build the skin's natural defense mechanisms against environmental aggressors that cause dryness and flaking. Body Smoother is a great moisturiser for sealing moisture into healthy skin. Body Smoother should be applied after showering to help prevent tight, dry-feeling skin.

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When should I apply Body Smoother?

Body Smoother should be applied after showering to lock in moisture. Body Smoother can be applied any time of the day to give your skin extra hydration when needed.

What is the difference between Body Smoother and Hand Lotion?

Hand Lotion is a more intense, quick-absorbing moisturiser for your hands, whereas Body Smoother is a moisture-locking formula for your entire body.

INGREDIENTS

Water (Aqua), Aloe Barbadensis Leaf Juice, Stearic Acid, Butylene Glycol, Isononyl Isononanoate, Cetyl Alcohol, Ethylhexyl Palmitate, Glycerin, Glyceryl Stearate, PEG-100 Stearate, Tocopherol, Tocopheryl Linoleate/Oleate, Tocopheryl Acetate, Fucus Vesiculosus Extract, Retinyl Palmitate, Allantoin, Sodium Hyaluronate, Sodium PCA, Cyclopentasiloxane, Dimethicone, Cyclohexasiloxane, Cetareth-20, Cetearyl Alcohol, Ethylhexyl Methoxycinnamate, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Zea Mays (Corn) Oil, Aminomethyl Propanol, Disodium EDTA, Fragrance (Parfum), Phenoxyethanol, Chlorphenesin