

Face Lift Sensitive Formula



POSITIONING STATEMENT

Face Lift™ Sensitive Formula, designed to be less sensitising, works immediately to temporarily lift and tighten the face.

CONCEPT

Face Lift™ Sensitive Formula works immediately to temporarily lift and tighten the face and neck for a firmer more youthful appearance. Deriving its key ingredient from acacia, this formula firms and tones the skin within minutes, smoothing away fine lines and wrinkles. Face Lift™ Sensitive Formula is specially designed with gentle ingredients to be compatible with sensitive skin types. Use a couple times a week for a temporary “lift”— everyone will notice you look younger.

TARGET AUDIENCE

- Women 40+ who want a more gentle formula to instantly lift and tighten their face and neck for a more youthful appearance.
- Individuals who want immediate firming benefits, but do not want to use albumen derived from egg whites.

PRODUCT CLAIMS

- Instantly lifts and tightens less firm areas of the face and neck.
- Temporarily diminishes the appearance of lines and wrinkles.
- Improves the appearance of your skin’s tone and texture for a smoother, tighter, more youthful look.
- Mild formula designed to be less sensitising.
- 100% fragrance-free.
- Safety-allergy-dermatologist tested.

KEY INGREDIENTS

- **Acacia powder**—a natural gum, with a neutral pH level, that tightens and lifts the skin.
- **Hydrolyzed wheat protein**—enhances the tightening action of the lift while acting as a conditioner.

USAGE/APPLICATION

Cleanse and tone face and neck with the Nu Skin® cleanser and toner of your choice. Mix one teaspoon of Face Lift™ Activator with one teaspoon of Face Lift™ Powder. Stir to the consistency of a thin lotion. (Test lotion for irritancy on a small, unnoticeable two-inch area such as behind the ear.) Using your Nu Skin fan lift brush, apply an even, light coat in an upward-outward motion. Leave on for 30 minutes. Rinse face thoroughly with warm water. Follow with a Nu Skin® toner and treatment from the Nu Skin core system of your choice. Use once or twice weekly.

DEMONSTRATION

The immediate lifting and firming action of Face Lift™ Sensitive Formula is extremely compelling—the customer will notice an immediate benefit.

1. Mix one teaspoon of Face Lift™ Activator with one teaspoon of Face Lift™ Powder (always use a one-to-one ratio).
2. Stir until the consistency of a thin lotion.
3. Have the customer apply to half of their face in an upward-outward motion using a fan lift brush.
4. Leave on until thoroughly dry, approximately 30 minutes.
5. Rinse with warm water.
6. Compare the two sides of the customer’s face, pointing out areas where the skin has been visibly lifted.

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COMPLEMENTARY PRODUCTS

- **Tru Face™ Revealing Gel**—features polyhydroxy acids to offer a gentle approach to revealing a smooth, more youthful looking complexion.
- **ageLOC® Tru Face™ Essence Ultra**—restores skin definition and firmness. Features Ethocyn,® an anti-ageing ingredient that has been clinically proven to improve the skin's elastin content, the key component to firm skin.
- **ageLOC® Transformation**—infuses your skin with the power of ageLOC® on a daily basis to target ageing at its source. These four premier products work together to reveal younger looking skin in eight ways—for a more youthful, healthier looking you now and in the future.
- **Tru Face™ Line Corrector**—features revolutionary peptides that help soften moderate to deep lines around your mouth, eyes, and forehead.
- **Moisture Restore™ Day Protective Lotion SPF 15**—contains colorless carotenoids to quench skin-ageing free radicals. Also provides UVA/UVB protection to prevent further damage from sun exposure.

FREQUENTLY ASKED QUESTIONS

How does Face Lift™ Sensitive Formula work?

Face Lift™ Sensitive Formula adheres to the skin's surface and begins to dry. As it dries, the Face Lift™ mixture contracts to immediately tighten and firm the skin. This contracting action also makes lines and wrinkles less visible.

Do the benefits decline after one discontinues use of Face Lift™ Sensitive Formula?

The benefits of Face Lift™ Sensitive Formula are temporary. Repeated applications are necessary for continued results. Face Lift™ Sensitive Formula does not increase the elastin levels within the skin.

What is the difference between Face Lift™ Original Formula and Face Lift™ Sensitive Formula?

Face Lift™ Original Formula and Face Lift™ Sensitive Formula both temporarily tighten and lift. Face Lift™ Original Formula uses albumen, an egg-derived ingredient, whereas Face Lift™ Sensitive Formula uses acacia powder to deliver the firming effect. Face Lift™ Original Formula also has a slightly stronger tightening effect on the skin.

How often should I use Face Lift™ Sensitive Formula?

Face Lift™ Sensitive Formula should be used one to two times a week to temporarily tighten and firm the skin.

How long will the lifting results of Face Lift™ Sensitive Formula last?

Results may vary among individuals, but should generally last from 6 to 10 hours.

INGREDIENTS

Powder: Acacia Senegal Gum, Zea Mays (Corn) Starch, Aloe Barbadensis Leaf Juice, Aloe, Allantoin, Panthenol, Ascorbic Acid, Methylparaben.

Activator: Water (Aqua), Aloe Barbadensis Leaf Juice, Hydrolyzed Wheat Protein, Allantoin, Panthenol, Sodium PCA, Citric Acid, Methylparaben, Phenoxyethanol, Tetrasodium EDTA, Methylchloroisothiazolinone, Methylisothiazolinone.