

Epoch® Polishing Bar®



POSITIONING STATEMENT

Epoch® Polishing Bar® is a soap-free deep cleansing bar for smoothing all over the body while removing impurities.

CONCEPT

Polishes your skin while you cleanse. Containing Glacial Marine Mud™ and sisku'pas (ground bark)—used by Native Americans of the Pacific Northwest to smooth the skin—this soap-free, all-over deep cleanser effectively cleanses while helping slough dead skin cells for a smooth clean feeling.

TARGET AUDIENCE

For both men and women who desire a deep cleansing bar for the body with skin polishing benefits. Ideal for all skin types.

PRODUCT CLAIMS

- Sisku'pas (Tsuga heterophylla) effectively removes dirt, excess oil, and other impurities without the use of soap.
- Gently polishes skin leaving it fresh, clean, and smooth.
- Features over 30 skin beneficial minerals found in Glacial Marine Mud™ for deep skin conditioning.
- Safety-allergy-dermatologist tested.
- A donation of \$0.25 from each Epoch® product sold goes toward the Nu Skin Force for Good Foundation,™ a nonprofit organization committed to creating a better world for children by improving human life, continuing indigenous cultures, and protecting fragile environments.

KEY INGREDIENTS

- **Sisku'pas (tsuga heterophylla)**—derived from a tree treasured by the Cowlitz Indian tribe of the Pacific Northwest. Used for its skin buffing effects, and known as sisku'pas by the Cowlitz people (indigenous to the Pacific Northwest), this ingredient is the ground bark of a coastal conifer (Epoch® ethnobotanical ingredients come from renewable resources).
- **Epoch® Glacial Marine Mud™**—containing more than 30 skin beneficial minerals, including zinc and sea botanicals, Glacial Marine Mud™ is obtained from a remote glacial estuary in the Pacific Northwest. It absorbs impurities from skin (dirt, dead cells, excess oil) without robbing precious moisture. Legend has it that Native Americans of the Pacific Northwest tried to make pottery from this special mud, but were unsuccessful because of its fine particle size and the pottery crumbled. However, they noticed their hands were softer and smoother.

USAGE/APPLICATION

Apply in a gentle rotating motion to dampened skin. Thoroughly rinse with warm water.

FYI

- The Cowlitz Indian tribe used sisku'pas for bathing before and during hunting expeditions. They also braided the bark to create a scrub for bathing. Trees are not cut down to gather the bark; our suppliers use only the discarded pieces which would otherwise be wasted.
- Epoch® Glacial Marine Mud™ is refined through an exclusive homogenised process to provide a highly absorbent mud with impeccable consistency. Epoch® Glacial Marine Mud™ will draw out impurities, remove dead skin cells, and nurture skin with more than 30 skin beneficial minerals, including zinc and sea botanicals.

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COMPLEMENTARY PRODUCTS

- **Epoch® Glacial Marine Mud™**—draws out impurities and renews skin while softening. If you use Epoch® Polishing Bar® on your body, you will love Epoch® Glacial Marine Mud™ on your face—featuring over 30 minerals to nurture skin including zinc and sea botanicals.
- **Perennial® Intense Body Moisturizer**—this all-over body moisturiser is great to use after a bath or shower with Epoch® Polishing Bar®. Perennial® provides intense moisturisation and maximise the skin's defense against environmental elements leaving skin feeling comfortable and hydrated.
- **Epoch® Everglide® Shave Gel**—a rich lathering shave gel for both women and men that cushions skin and promotes a close shave. Great for shaving legs.

FREQUENTLY ASKED QUESTIONS

What is the difference between Epoch® Polishing Bar® and Body Bar?

Body Bar is a cleansing bar for the whole family, while Epoch® Polishing Bar® is exclusively formulated for deep cleansing and smoothing. Epoch® Polishing Bar® contains the bark of the sisku'pas (Tsuga heterophylla) to help exfoliate and polish the skin, leaving the skin soft, smooth, and clean.

What are the red/orange stripes in Epoch® Polishing Bar®?

The red/orange stripes in Epoch® Polishing Bar® are the bark from sisku'pas tree.

Are trees cut down to harvest the bark?

No. Trees are not cut down to gather the bark; our suppliers use only the discarded pieces which would otherwise be wasted.

Is Epoch® Polishing Bar® for use on the face or the body?

Epoch® Polishing Bar® is a great way to cleanse the body. Not only does it remove dirt and impurities, but it also leaves skin feeling soft. People with very oily skin may choose to use Epoch® Polishing Bar® to cleanse their face—teenage boys particularly seem to like it—although Nu Skin has many cleansers designed specifically for use on the face.

What does it mean to “polish” your skin?

Polishing refers to a gentle type of exfoliation. Polishing removes surface dead skin cells leaving the skin smoother.

INGREDIENTS

Sodium Cocoyl Isethionate, Stearic Acid, Water, Sodium Isethionate, Mud (Glacial Marine), Tsuga Heterophylla (Sisku'pas), Triclocarban, Tocopherol, Ascorbyl Palmitate, Allantoin, Sodium Chloride, Fragrance, Titanium Dioxide, Iron Oxides.