

TRANSFORMATION



PRODUCT OVERVIEW

Prepare yourself for a truly transformational experience.
Featuring a powerful lineup of four products, ageLOC™ Transformation is our most advanced anti-ageing system ever, delivering unsurpassed anti-ageing benefits. This complete and comprehensive skin care system cleanses, purifies, renews, moisturises, and reveals younger looking skin in eight ways— for a more youthful, healthier looking you now and in the future.

TARGET AUDIENCE

Primary Market:

- Women and men over 30 who are concerned with preventing and minimising the signs of ageing.

secondary market:

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

BENEFITS

- ageLOC™ targets the ultimate sources of ageing to preserve the look of youth and reduce the appearance of ageing.
- ageLOC™ Transformation delivers unsurpassed anti-ageing benefits and is clinically proven to improve skin in eight significant ways:
 - Promote youthful skin structure—patent-pending ingredient technology stimulates collagen production and reduces MMP production (MMPs destroy skin structure).
 - Smooth texture—contains ingredients proven to stimulate youthful cell turnover for smoother, softer skin you can feel.
 - Even skin tone—by reducing the appearance of blotchy, dull, and uneven skin for a smooth, youthful look.
 - Reduce the appearance of fine lines and wrinkles.
 - Increase skin radiance—with skin brightening technology.
 - Reduce the appearance of pores—through youthful cell renewal.

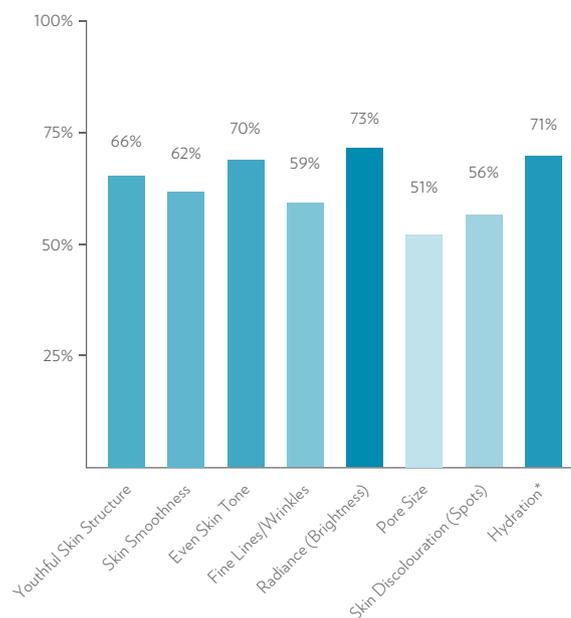
- Reduce discoloration—brightening technology interrupts unwanted melanin production in the skin for a reduction in spots of discoloration.
- Increase hydration—by stimulating hyaluronic acid, a moisturising compound found naturally in the skin.

THIRD-PARTY STUDY RESULTS

As part of your anti-ageing routine, ageLOC™ Future Serum provides amazing skin benefits. ageLOC™ Transformation, which incorporates ageLOC™ Future Serum, showed truly transformational results:

- 100% of the subjects started showing improvements in multiple signs of ageing in only seven days as graded by a blinded dermatologist.

ageLOC Future Serum: Self-Perception after 12 Weeks Use



ageLOC™ TRANSFORMATION

- 100% of the subjects showed an improvement in overall appearance including fine lines, skin smoothness, and radiance as graded by a blinded dermatologist (after 12 weeks of use).
- In only seven days, Nu Skin's most advanced and comprehensive anti-ageing system yet—ageLOC Transformation—delivers clinically proven, visible results for eight signs of ageing. Results continued to build week by week.

PRODUCTS WITHIN THE AGELOC™ TRANSFORMATION SYSTEM

- **ageLOC™ Gentle Cleanse & Tone**—cleanses, purifies, replenishes, and hydrates skin, while preparing it to receive advanced anti-ageing ingredients, leaving your skin feeling soft, refreshed, and youthful.
- **ageLOC™ Future Serum**—delivers the maximum concentration of ageLOC™ to target the ultimate sources of ageing. 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, minimising the appearance of pores, evening skin tone, reducing discolouration, and increasing hydration.
- **ageLOC™ Radiant Day with sunscreen**—a lightweight, daily use emulsion that hydrates the skin and fortifies against signs of ageing while skin brightening ingredients deliver visibly brighter, more radiant skin.
This silky smooth formula also protects against sun damage with sunscreen, stimulates youthful cell turnover for a smoother, softer texture, and reduces the appearance of fine lines and wrinkles.
- **ageLOC™ Transforming Night**—ultra-mild ingredients mimic the skin's own structure, working with the skin's natural nighttime turnover 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.

KEY SYSTEM INGREDIENTS

- **ageLOC™**—proprietary Nu Skin® technology that targets arSuperMarkers, the ultimate sources of ageing.
- **Pea extract, bamboo extract, and glucosamine**—a powerful anti-ageing ingredient blend that has been shown to reduce the appearance of fine lines and wrinkles and increase cellular turnover, resulting in visually youthful skin.
- **Hyaluronic acid**—a moisturising compound found naturally in the skin; selected for its capacity to bind and hold moisture to the skin.
- **Equol**—helps the skin behave more like young skin. In vitro research shows that this patent-pending ingredient creates more youthful skin for improved skin structure and reduces the production of damaging enzymes like MMP3, which destroy skin structure. This ingredient also improves cell turnover giving the skin a more youthful resilience, glow, and smoothness.

USAGE

MORNING REGIMEN

- Step 1: ageLOC™ Gentle Cleanse & Tone
- Step 2: ageLOC™ Future Serum*
- Step 3: ageLOC™ Radiant Day with sunscreen

EVENING REGIMEN

- Step 1: ageLOC™ Gentle Cleanse & Tone
- Step 2: ageLOC™ Future Serum*
- Step 3: ageLOC™ Transforming Night

ageLOC™ Elements packages and instructions are optimised for 30-day use.

* Additional treatment products may be added to this system. For a more comprehensive approach, try Tru Face™ Essence Ultra in addition to ageLOC™ Future Serum.

COMPLEMENTARY PRODUCTS

- **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.
- **Galvanic Spa™ II System 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 revitalise and promote healthy, abundant looking hair.
- **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-ageing 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 ageing.

Is ageLOC™ Elements a complete regimen?

Yes. ageLOC Elements consists of a cleanse and tone combination product, a day lotion, and a night cream. Targeted treatment products can be added based on individual skin needs.

Why isn't there a separate toner in this system?

The new ageLOC™ Gentle Cleanse & Tone product is a cleanser and toner combined, which may be a different format than other anti-ageing systems. ageLOC Gentle Cleanse & Tone gently cleanses, purifies, and hydrates skin, preparing it to receive advanced anti-ageing ingredients. The dual-action formula works gently at skin's own natural healthy pH, combining cleansing and toning into a single step, while leaving skin looking refreshed and youthful. While some systems require a separate toner step, the ageLOC™ system does not due to the unique nature of these premier anti-ageing products.

Can I use other treatment products from core systems, Tru Face™, Galvanic Spa™, etc. with ageLOC™ Elements?

Yes. You may customise ageLOC Elements to meet specific skin needs by adding additional treatment products.

Can I add an additional toner to ageLOC™ Elements?

If you desire, you may add a toner to ageLOC Elements after using ageLOC™ Gentle Cleanse & Tone, although one is not needed. The only benefit of doing so would be the addition of key ingredients from that product, such as skin lightening from Tri-Phasic White™ Toner or reduced shine and oiliness from pH Balance Mattefying Toner.