

Antibacterial Body Cleansing Gel



Positioning Statement

Antibacterial Body Cleansing Gel is a soap-free cleanser that helps kill odor and infection-causing germs.

Concept

Specially formulated to fight odor-causing germs. Antibacterial Body Cleansing Gel provides the antibacterial benefits of triclosan while rinsing away dirt and excess oils. This soap-free cleanser is enriched with aloe vera and a collection of botanical extracts to keep skin soft and comfortable. Enjoy in the shower or bath.

Target Audience

- Men and women for body cleansing use in the shower.
- Safe for the entire family to use as hand cleanser.

Product Claims

- Eliminates odor- and infection-causing germs.
- Soap-free formula washes away without leaving an unpleasant film or residue.
- Gentle enough for daily use on the entire body.
- For body and hands—excellent at the sink or in the shower.
- Safety-allergy-dermatologist tested.

Key Ingredients

- **Triclosan**—kills dangerous bacteria and fungi.
- **Aloe vera**—soothes and nurtures the skin.
- **Herbal extracts**—soothe, tone, and condition the skin, preventing dryness after bathing.

Usage/Application

Apply to dampened skin. Work gently into a lather. Rinse thoroughly. After washing or bathing, while skin is still slightly damp, apply the Nu Skin® body moisturizer of your choice.

FYI

- Recent media reports have questioned the frequent use of topical antimicrobial ingredients because of the possibility of microbial resistance. It has become evident that overuse of systemic (internally taken) antibiotics can lead to more persistent strains of microorganisms. However, the use of topical antimicrobials such as triclosan does not seem to pose the same threat. Antibacterial wash products containing triclosan have been used by consumers and medical professionals in homes and hospitals for more than 30 years. Based on three decades of research and actual user experience, triclosan has not been shown to promote antibiotic resistance.
- The World Health Organization (WHO) and the Centers for Disease Control and Prevention (CDC) oppose the link of bacterial resistance to antibacterial cleansers. The CDC points to more than 50 million unnecessary prescriptions for antibiotic drugs that are written each year.¹ WHO is concerned about the resistance to medications, not to over-the-counter topical applications. According to WHO, it is “the overuse of antibiotic medicines and failure of patients to use them correctly” that has led to so much resistance.²

¹ Neergarrd, Lauren. “Antibiotics Losing Their Fight.” Associated Press, www.abcnews.com. 1999.

² “Misuse, Overuse, and Underuse” www.abcnews.com. 2000.

Complementary Products

- **Body Smoother**—a light, after-shower lotion that locks in moisture.
- **Hand Lotion**—a fast-absorbing moisturizer specially formulated for the hands.
- **Perennial® Intense Body Moisturizer**—a therapeutic body moisturizer that promotes “cellular durability,” helping reinforce the skin’s natural defense mechanisms and protect against external aggressors.

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- **Epoch® Antiseptic Hand Sanitizer**—a clear, waterless hand washing gel that instantly kills 99.9% of the most common germs and bacteria on contact.

Frequently Asked Questions

Which ingredient has antibacterial activity?

Triclosan is an antibacterial agent in Antibacterial Body Cleansing Gel.

What sizes does Antibacterial Body Cleansing Gel come in?

Antibacterial Body Cleansing Gel comes in a 250 ml and 500 ml bottle.

Will Antibacterial Body Cleansing Gel leave residue in my bathroom?

No, antibacterial Body Cleansing Gel is a gentle, soap-free cleanser that will not leave soap-scum or other residue in your bathroom.

How does Antibacterial Body Cleansing Gel compare to Liquid Body Bar?

Both Antibacterial Body Cleansing Gel and Liquid Body Bar are soap-free liquid cleansers. Antibacterial Body Cleansing Gel thoroughly cleanses the skin of dirt and bacteria without stripping the skin of needed moisture, whereas Liquid Body Bar cleanses the skin and drenches it with conditioning moisture.

Ingredients

Water (Aqua), Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Aloe Barbadensis Leaf Juice, Citrus Paradisi (Grapefruit) Fruit Extract, Chamomilla Recutita (Matricaria) Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Lavandula Angustifolia (Lavender) Extract, Echinacea Angustifolia Extract, PEG-150 Distearate, PEG/PPG-18/18 Dimethicone, Butylene Glycol, PPG-2 Hydroxyethyl Coco/Isostearamide, Cocamidopropyl PG-Dimonium Chloride Phosphate, Citric Acid, Disodium EDTA, Fragrance (Parfum), Methylchloroisothiazolinone, Methylisothiazolinone, Chlorophyllin-Copper Complex.