

ENHANCER SKIN CONDITIONING GEL



POSITIONING STATEMENT

Enhancer Skin Conditioning Gel is a light hydrator that soothes chapped, chaffed or sunburned skin.

CONCEPT

With conditioning panthenol and soothing aloe vera, Enhancer Skin Conditioning Gel soothes the skin and prevents moisture loss. Use liberally to keep skin comfortable and support its natural, healthy moisture balance.

TARGET AUDIENCE

- Men and women with all skin types who want a light moisturization in gel from.
- Men who want to diminish the drying effects or irritation of shaving.
- People who have wind-burned or sunburned skin.
- Oily skin types who want a light moisturizer.

PRODUCT CLAIMS

- Refreshing multipurpose soother and moisturizer.
- Great pre- or post-shave conditioner.
- Lightweight hydrator for introductory skin care users.
- Natural, refreshing fragrance.
- Has a subtle cooling sensation that feels great on the skin.
- Safety-allergy-dermatologist tested.

KEY INGREDIENTS

- Aloe vera—a natural conditioning agent recognized for its soothing properties.
- Panthenol—a pro B vitamin that conditions the skin.
- NaPCA—a humectant that binds moisture to the skin.

USAGE/APPLICATION

Apply liberally to keep skin comfortable. Use anytime.

GLOBAL MEDIA

CanCam (Japan), circulation 320,000 Enhancer Skin Conditioning Gel was introduced in a special feature titled "Best 10 Cosmetics for Summer 2003."

Liberty Times (Taiwan), circulation 1,150,000

In the May 19, 2003, issue of Liberty Times, Enhancer Skin Conditioning Gel was featured as a great product for summer. The article, entitled "How to Cool Down Your Skin in the Hot Summer," says Enhancer gives a "cool touch for using in the hot summer."

TESTIMONIALS

"Enhancer! I could not imagine shaving without knowing that Enhancer was soon to follow!"

-TOM AND GAIL BUCKER, GOLD EXECUTIVES.

COMPLEMENTARY PRODUCTS

- Nu Skin® for Men Dividends[™] Shave Cream—the concentrated lather of this unique, rich shave cream gently removes dirt and oil and optimizes razor glide for a clean, smooth shave that makes your skin look and feel great.
- Everglide® Foaming Shave Gel—you'll enjoy a smooth, close, comfortable shave with Everglide? Its rich lather cushions skin against the harsh effects of everyday shaving with mullein, a botanical that grows in the American Southwest.
- Glacial Marine Mud[™]-draws out impurities, removes dead skin cells, and nurtures skin with more than 30 skin beneficial minerals. Native Americans of the Pacific Northwest tried to use this special mud to make pots. They were unsuccessful because of its fine particle size, but noticed their hands were softer and smoother. Today, you can experience the renewing benefits of this mud by pampering your face and body with regular treatments.

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FREQUENTLY ASKED QUESTIONS

Which skin types should use Enhancer?

Enhancer is the perfect conditioner for oily skin or can be used as a soothing gel for dry or sensitive skin. This cooling gel also feels great on sore, chapped, or sunburned skin.

How does Enhancer compare to other Nu Skin® moisturizers? Please see the chart on the right.

Can Enhancer be used as an aftershave?

Yes, with conditioning panthenol and soothing aloe vera, Enhancer is refreshing to the skin after shaving.

INGREDIENTS

Water (Aqua), Aloe Barbadensis Leaf Juice, Butylene Glycol, Polysorbate 20, Glycerin, Fucus Vesiculosus Extract, Allantoin, Bisabolol, Sodium Hyaluronate, Sodium PCA, Panthenol, Carbomer, Triethanolamine, Disodium EDTA, Fragrance (Parfum), Phenoxyethanol, Methylparaben, Propylparaben, Chlorophyllin—Copper Complex (C175810).

MOISTURIZATION	O ILY SKIN	NaPCA Moisture Mist • Refreshes skin with instant moisture. • NaPCA and Hyaluronic acid bind moisture to the skin.
		Enhancer Skin Conditioning Gel • A light hydrator. • Panthenol and aloe vera condition and soothe skin while preventing moisture loss.
		Night Supply [™] Nourishing Lotion • Patented phosphatidylcholine from soy boosts the skin's nighttime renewal process. • Helps restore flexibility and resilience to the skin. • Lightweight humectants provide delicate hydration for combination to oily skin.
		Moisture Restore™ Day Protective Mattefying Lotion SPF 15 COMBINATION TO OILY SKIN
		 Unique colorless carotenoids enhance the skin's natural resistance to the environment. Added SPF UVA/UVB protection helps fight against premature aging caused by the sun.
	DRY TO NORMAL SKIN TYPES	 NaPCA Moisturizer Medium weight moisturizer that provides balanced moisturization. Vitamin E and the natural humectant NaPCA supplement the skin's own moisture-binding capacity.
		 Moisture Restore™ Day Protective Lotion SPF 15 NORMAL TO DRY SKIN Unique colorless carotenoids enhance the skin's natural resistance to the environment. Added SPF UVA/UVB protection helps fight against premature aging caused by the sun.
		Rejuvenating Cream • Rich moisturizer formulated to address the special needs of dry skin. • Hyaluronic acid improves skin's moisture-binding capabilities.
		 Night Supply[™] Nourishing Cream Patented phosphatidylcholine from soy boosts the skin's nighttime renewal process. Helps restore flexibility and resilience to the skin. Formulated with rich emollients to provide deep moisturization to normal to dry skin.
		Moisture Restore™ Intense Moisturizer • Strengthens skin's natural lipid barrier to return suppleness to skin. • Nourishing pistachio oil, soothing aloe vera, and free radical-fighting vitamin E help comfort skin prone to extreme dryness.



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