

# 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 form.
- 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.

