

# Face Lift™

## Original Formula



### Positioning Statement

Face Lift™ Original Formula works immediately to temporarily lift and tighten the face.

### Concept

Face Lift™ Original Formula works immediately to temporarily lift and tighten the face and neck for a firmer, more youthful appearance. Featuring albumen, this formula firms and tones the skin within minutes, smoothing away fine lines and wrinkles. Use several times a week for a temporary “lift”—everyone will notice you look years younger.

### Target Audience

Women ages 40+ who want to instantly lift and tighten their face and neck for a more youthful appearance.

### Product Claims

- Instantly lifts and tightens less firm areas of the face and neck.
- Temporarily diminishes the appearance of lines and wrinkles.
- Improves the appearance of your skin’s tone and texture for a smoother, tighter, more youthful look.
- 100% fragrance-free.
- Safety-allergy-dermatologist tested.

### Key Ingredients

- **Albumen**—derived from egg whites; tightens and firms the skin.
- **Aloe barbadensis leaf juice, allantoin, panthenol, and fucus vesiculosus extract**—work in combination to soothe and nurture the skin.

### Usage/Application

Cleanse face and neck with the Nu Skin® cleanser of your choice. Mix one teaspoon of Face Lift™ Activator with one teaspoon of Face Lift™ Powder. Stir to the consistency of a thin lotion. (Test lotion for irritancy on a small, unnoticeable two-inch

area such as behind the ear.) Using a makeup brush, apply an even, light coat in an upward-outward motion. Leave on for 30 minutes. Remove by thoroughly rinsing with warm water. Follow with the Nu Skin® toner appropriate for your skin type. Use once or twice weekly.

### Demonstration

The immediate lifting and firming action of Face Lift™ Original Formula is extremely compelling—the customer will notice an immediate benefit.

1. Mix one teaspoon of Face Lift™ Activator with one teaspoon of Face Lift™ Powder (always use a one-to-one ratio).
2. Stir until the consistency of a thin lotion.
3. With a makeup brush, apply to half of the face in an upward-outward motion.
4. Leave on until thoroughly dry, approximately 30 minutes.
5. Rinse with warm water.
6. Compare the two sides of the face, pointing out areas where the skin has been visibly lifted.

### Complementary Products

- **Tru Face™ Essence**—a facial contouring serum featuring the patented anti-aging ingredient Ethocyn®, which restores definition and firmness to the skin.
- **Nu Skin 180® Face Wash**—an anti-aging facial cleanser that works to improve skin firmness and radiance.
- **Tru Face™ Line Corrector**—features revolutionary pro-collagen peptides that help soften moderate to deep lines around your mouth, eyes, and forehead.
- **Moisture Restore™ Day Protective Lotion SPF 15**—contains colorless carotenoids to quench skin-aging free radicals. Also provides UVA/UVB protection to prevent further damage from sun exposure.

# Face Lift™ Original Formula

## Frequently Asked Questions

### *How does Face Lift™ Original Formula work?*

Face Lift™ Original Formula adheres to the skin's surface and begins to dry. As it dries, the proteins in the formula contract to immediately tighten and firm the skin. This contracting action also makes lines and wrinkles less visible.

### *Do the benefits decline after one discontinues using Face Lift™ Original Formula?*

The benefits of Face Lift™ Original Formula are temporary. Repeated applications are necessary for continued results. Face Lift™ Original Formula does not increase the elastin levels within the skin.

### *What is the difference between Face Lift™ Original Formula and Face Lift™ Sensitive Formula?*

Face Lift™ Original Formula and Face Lift™ Sensitive Formula both temporarily tighten and lift. Face Lift™ Original Formula uses albumen, an egg-derived ingredient, whereas Face Lift™ Sensitive Formula uses acacia powder to deliver the firming effect. Face Lift™ Original Formula also has a slightly stronger tightening effect on the skin.

2

### *How often should I use Face Lift™ Original Formula?*

Face Lift™ Original Formula should be used one to two times a week to temporarily tighten and firm the skin.

### *How long will the lifting results of Face Lift™ Original Formula last?*

Results vary among individuals, but should generally last from 6 to 10 hours.

### *If I am allergic to eggs, can I use Face Lift™ Original Formula?*

It is best to use Face Lift™ Sensitive Formula if you are allergic to eggs.

## Ingredients

**Powder:** Albumen, Zea Mays (Corn) Starch, Aloe Barbadensis Leaf Juice, Silica, Dipalmitoyl Hydroxyproline, Allantoin, Panthenol, Methylparaben.

**Activator:** Water (Aqua), Aloe Barbadensis Leaf Juice, Fucus Vesiculosus (Bladderwrack) Extract, Allantoin, Panthenol, Sodium PCA, RNA, Benzalkonium Chloride, Butylene Glycol, Disodium EDTA, Methylparaben, Phenoxyethanol.