

# Epoch® Glacial Marine Mud™



## Product Overview

Revive your skin with Epoch Glacial Marine Mud. This skin renewing estuary treasure helps exfoliate dead skin cells, remove skin contaminants, and rejuvenate damaged or troubled skin. Continuously enriched by the ocean, this unique glacial mud nurtures your skin with more than 50 beneficial minerals and trace elements, including zinc and sea botanicals. Its naturally fine colloidal particles and absorbent properties significantly enhance its deep cleansing effects. Through an exclusive homogenization process, its particle size is further refined to create a highly absorbent mud that hydrates and cleanses with impeccable consistency. Experience revitalized skin by pampering your face and body with regular treatments of Epoch Glacial Marine Mud.

## Target Audience

Men and women of all skin types.

## Benefits

- Minute colloidal particles of Glacial Marine Mud act as an emulsifying agent by forming a barrier around oily particles, thus allowing them to be removed.
- Deposits more than 50 skin beneficial minerals and trace elements to nurture the skin.
- Softens and purifies the skin. By attracting water, the mud helps to hydrate the skin.
- Helps draw out impurities and toxins. The basic molecular structure of Glacial Marine Mud is negatively charged. Positive ions including cations that naturally occur in the mud and positively charged impurities bind to the mud's negative charge and can then be rinsed away leaving skin cleansed and detoxified.
- Safety—allergy—dermatologist tested.

## Key Ingredients

- **Glacial Marine Mud (Maris limus)**—obtained from a remote glacial estuary in the Pacific Northwest, this skin beneficial

mud absorbs impurities from skin (dirt, dead cells, excess oil) without robbing precious moisture and is homogenized to increase its absorption powers and provide ideal consistency.

- **Algae Extract**—with its powerful ability to retain moisture, this natural extract keeps skin moisturized while providing increased protection against harmful irritants.

THE FOLLOWING ARE SOME OF THE MORE THAN 50 SKIN BENEFICIAL MINERALS AND TRACE ELEMENTS FEATURED:

- **Copper**—helps improve skin strength, cutting down on fragility.
- **Zinc**—an essential mineral for healthy skin.
- **Magnesium**—a necessary component of the skin's natural energy cycle.
- **Silver**—aids the skin's antimicrobial activity.

## Usage/Application

Apply a generous layer of mud to skin, avoiding the mouth and eye areas. Let mud dry 15 to 20 minutes or until it turns a light aquamarine color. Rinse thoroughly with warm water. Use Epoch Glacial Marine Mud two to three times a week.

## Global Media

### *New Image (Philippines), circulation 50,000*

The August 2003 issue of *New Image* magazine featured Epoch Glacial Marine Mud. The article read, "To revitalize tired, dull skin, Nu Skin Philippines introduces its beneficial Epoch products: Glacial Marine Mud..."

### *Criativa (Brazil), circulation 110,000*

The bridal section of *Criativa* magazine (2003) featured Epoch Glacial Marine Mud Mask. "Do it at home—the whole treatment for your big day, the same as the big beauty centers of our country."

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## FYI

Thousands of years ago, Epoch Glacial Marine Mud was deposited naturally in a pristine glacial estuary in northern British Columbia. Legend has it that indigenous peoples may have tried to make pottery from this special mud. They were unsuccessful because of the mud's fine particle size, but noticed their hands were softer and smoother. Today, with exclusive rights to use this rare resource, Nu Skin brings you a wholly unique, skin beneficial mud rich in minerals and trace elements that empowers you to be a force for good throughout the world through donations to the EB Medical Research Foundation.

Epidermolysis Bullosa (EB) is a genetically transmitted skin disorder that primarily affects children and causes the development of blisters or open sores on as much as 75 percent of the body. Dedicated to helping find a cure for EB, Nu Skin donates \$0.25 of every Epoch Glacial Marine Mud product sale to the EB Medical Research Foundation. Since 1990, Nu Skin has contributed more than \$1,299,050 to the foundation.

## Complementary Products

- **Nu Skin Clear Action® System**—a comprehensive product system developed to manage the full range of effects acne can have on your skin.
- **Nu Skin® Galvanic Spa® System II**—rejuvenate your complexion, revitalize your scalp, and refine your body with professional spa treatments (no appointment necessary). Bring the spa experience home with the patented Nu Skin Galvanic Spa System II.
- **Nu Skin 180® Anti-Aging Skin Therapy System**—designed to reverse the full range of aging effects, each product in this system plays an integral role in delivering anti-aging benefits and works synergistically to enhance results.
- **Epoch® Sole Solution™**—featuring crushed allspice berry, this ethnobotanical cream brings a hidden solution from the rainforest to you. So much more than a moisturizer, Epoch Sole Solution restores healthy looking heels, toes, and soles.
- **Epoch® Baobab Body Butter**—time-tested ethnobotanicals, shea butter and fruit from the African baobab tree, promote smooth, supple skin for touchably soft skin all day, while enhancing skin resiliency for even softer skin tomorrow.

## Frequently Asked Questions

### *How is the mud mined? Is the environment harmed?*

All Canadian governmental regulations are followed in the extraction of the mud. Every day the mud is covered by eight to 10 foot tides. When the tides go out, the mud is mined. The upper layer of mud is removed and the mud is harvested from a three to four

foot depth to ensure consistency. All holes are filled with rocks and the top layer of mud is replaced. The mud is constantly replenished from the tides and nearby mountain springs. The mud is in a very remote area—two and a half hours by jeep on a dirt road and two hours by boat from the closest road.

### *Will Epoch Glacial Marine Mud stain fabrics?*

Yes, be careful when applying and washing off the mud. It can stain clothes, washcloths, and other fabrics.

## Ingredients

Sea Silt,\* Water (Aqua), Algae Extract, Propylene Glycol, Diazolidinyl Urea, Methylparaben, Propylparaben, 2-Bromo-2-Nitropropane-1, 3-Diol.

\*Glacial Marine Mud