

Liquid Body Lufra



Positioning Statement

Liquid Body Lufra is an all-over body exfoliant that gently eases away dead skin cells and excess oil to give your skin a healthy, polished appearance and feel.

Concept

Liquid Body Lufra revitalizes skin, giving it a luminous glow. Finely ground walnut shells buff out rough spots on the elbows, backs of arms, knees, heels, and all over. The invigorating exfoliating action of Liquid Body Lufra energizes and revives arms, legs, and body. With Liquid Body Lufra, you step out of the shower with smoother, softer, more vibrant skin. Also ideal for shaving, this exfoliating formula leaves legs extremely smooth and silky soft.

Target Audience

Women and men ages 20+ who want a body product that smoothes and softens the skin during harsh, drying winter months and also during summer months when bare legs and arms can look ashy and dry.

Product Claims

- Provides essential exfoliation by gently working away surface impurities and dead skin.
- Revitalizes the body with an invigorating exfoliating action.
- Smoothes dry, rough areas on the elbows, knees, and entire body.
- Improves your skin's tone and texture as it removes dry patches and rough areas.
- Rinses away completely without leaving a residue that can dry and irritate skin.
- 100% soap-free.
- Safety-allergy-dermatologist tested.

Key Ingredients

- **Walnut husks**—finely ground to exfoliate and remove dry, rough patches of skin.
- **Aloe vera**—soothes and nurtures skin.
- **Humectants**—attract moisture and prevent dryness during the exfoliation process.

Usage/Application

Apply Liquid Body Lufra to dampened skin, work gently into a lather, then rinse thoroughly. Follow with Body Smoother. Apply Perennial® Intense Body Moisturizer to areas that need extreme moisture. Use at least two to three times a week.

Testimonial

"I would like to say that I love Liquid Body Lufra. It has such a pleasant smell and leaves my skin baby-soft."

—SHARON LIS, U.S.A.

Demonstration

To quickly and easily demonstrate how Liquid Body Lufra smoothes and softens the skin, wet the back of the hand and then apply a small amount of product. Rub it gently in circular motions and then rinse thoroughly. Compare the texture and feel of the exfoliated hand to the untreated hand.

FYI

Many customers rave about the fantastic results Liquid Body Lufra delivers when shaving their legs. The exfoliating action of the walnut husks removes dead cells so the razor can get a closer, smoother shave. Your legs will feel incredibly soft and silky after shaving with Liquid Body Lufra.

Complementary Products

- **Body Smoother**—a light, after-shower lotion that locks in moisture.

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- **Perennial® Intense Body Moisturizer**—a therapeutic body moisturizer that promotes cellular durability, helping to reinforce the skin's natural defense mechanisms and protect against external aggressors.
- **Liquid Body Bar**—a rich, soap-free formula that effectively removes dirt, oil, and impurities while providing the skin with conditioning moisture.

Frequently Asked Questions

Do I need to cleanse my body before using Liquid Body Lufra?

We recommend using Liquid Body Lufra in combination with Liquid Body Bar. First, use Liquid Body Lufra to clear the skin of rough, dry patches, then cleanse with richly moisturizing Liquid Body Bar for smooth, soft skin. (Liquid Body Lufra does contain light cleansers if you're looking for the convenience of clean, exfoliated skin in one step.)

Which ingredient in the formula exfoliates the body?

Finely ground walnut husks provide gentle exfoliation for the whole body.

Why do I need to exfoliate my body?

People often neglect their skin, which can lead to dry, rough patches that look ashy, especially on the elbows and knees. Exfoliation provides invigorating stimulation to the legs, arms, and body. Using Liquid Body Lufra will smooth and soften rough areas of skin.

How often should I use Liquid Body Lufra?

Use Liquid Body Lufra two to three times a week.

Ingredients

Water (Aqua), Aloe Barbadensis, Sodium C14-16 Olefin Sulfonate, Walnut Shell (Juglans Regia) Powder, Butylene Glycol, Glycerin, Cocamidopropyl Betaine, Triethanolamine, Sodium Laureth Sulfate, Carbomer, Lauramide DEA, Fragrance, Disodium EDTA, Phenoxyethanol, Methylchlorisothiazolinone, Methylisothiazolinone, Methylparaben, Propylparaben.