

Nu Skin® Tri-Phasic White™ System

THE SCIENTIFIC METHOD FOR BRILLIANT SKIN

System Positioning Statement

Nu Skin® Tri-Phasic White™ is a comprehensive skin brightening system containing five products that work together to minimize the *activation*, *synthesis*, and *expression* phases of the skin discoloration process.

Concept

Make a brilliant discovery. As light illuminates the beauty of a translucent flower petal, a luminous butterfly wing, or a brilliant diamond, a radiant complexion lets your inner beauty shine through. In nature, these beautiful qualities can be explained by science. In you, a translucent, luminous, brilliant complexion can be revealed using a scientific method. Now you can achieve your beauty potential with the scientifically advanced method of the Nu Skin® Tri-Phasic White™ System.

The Nu Skin® Tri-Phasic White™ System targets all three phases of the skin discoloration process. This scientific method works to minimize the *activation*, *synthesis*, and *expression* of melanin, a pigment that causes discoloration on the skin's surface. In this clinically proven system, the key ingredient technologies featured in each product combine to create the most comprehensive skin brightening system available.

Target Audience

Men and women ages 20+ who want a lighter and/or more even skin tone.

Product Claims

The scientific method of the Nu Skin® Tri-Phasic White™ System addresses all three phases of the skin discoloration process:

- Minimizes the *activation* of discoloration.
- Inhibits the *synthesis* of discoloration.
- Visibly reduces the *expression* of discoloration on the surface of the skin.

The Nu Skin® Tri-Phasic White™ scientific method delivers the following skin benefits:

- Reduces the appearance of existing dark spots, uneven skin tone, and discoloration for a more brilliant complexion.



- Helps prevent the formation of new dark spots and discoloration for luminous, clear skin.
- Maintains an even, bright skin tone for translucent beauty.

Usage/Application

MORNING REGIMEN

- Tri-Phasic White™ Cleanser
- Tri-Phasic White™ Toner
- Tri-Phasic White™ Essence
- Tri-Phasic White™ Day Milk Lotion

NIGHT REGIMEN

- Tri-Phasic White™ Cleanser
- Tri-Phasic White™ Toner
- Tri-Phasic White™ Essence
- Tri-Phasic White™ Night Cream

Clinical

In a Nu Skin® Tri-Phasic White™ System clinical study, 100 percent of the participants experienced an overall improvement after 12 weeks*. The following improvements were observed by professional graders:

- 39% improvement in skin radiance.
- 41% improvement in skin evenness.
- 28% overall improvement.

* Improvement did not plateau at 12 weeks. With continued use, participants will see increased benefits.

FYI

Skin discoloration and overall skin darkening are a result of dark pigment on the surface of the skin due to a three phase process:

- The *activation* of melanocytes—melanin producing cells.
- The *synthesis* of melanin in the melanocytes.
- The *expression* of melanin on the surface of the skin.

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Complementary Products

- **Tru Face™ Essence**—an anti-aging formula that helps restore elasticity and firmness to the skin for a more contoured, youthful appearance.
- **Tru Face™ Line Corrector**—a revolutionary anti-aging gel that uses the power of peptides to reduce the appearance of moderate to deep lines and wrinkles resulting from mechanical aging, which is caused by habitual muscle movements.
- **Polishing Peel™**—resurfaces and polishes skin to immediately deliver skin smoothing results clinically proven to be equivalent to a professional microdermabrasion treatment.
- **Epoch® Glacial Marine Mud™**—a face and body mineral mud mask that draws out impurities and nurtures skin with more than 30 skin beneficial minerals. Add Clarifying Rare Earths™ Mineral Infusions for a more clear and even skin tone.
- **Nu Skin® Galvanic Spa™ System II**—features a new instrument and three interchangeable conductors for the face, scalp, and body to provide more spa and treatment benefits. Nu Skin® Galvanic Spa™ Pre-Treatment and Treatment Facial Gels work to restore skin's natural vibrancy by removing impurities and promoting cellular energy.

Frequently Asked Questions

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Do I have to use the entire Nu Skin® Tri-Phasic White™ System?

While each individual product helps fight one or more aspects of skin discoloration, only the entire system targets all three phases of the discoloration process—*activation*, *synthesis*, and *expression*. For this reason, we recommend using the entire system for best results. However, if there is only a small area of discoloration, we recommend beginning with Tri-Phasic White™ Essence as a spot treatment.

How long will it take to see results?

Results will vary from individual to individual, but clinical testing showed some improvement after four weeks of use with additional benefits after 12 weeks.

How does the Nu Skin® Tri-Phasic White™ System differ from other whitening systems?

Nu Skin® Tri-Phasic White™ is the only skin brightening system that uses a comprehensive method. By targeting multiple pigmentation pathways along all three phases of the skin discoloration process, the Nu Skin® Tri-Phasic White™ System works to minimize the *activation*, *synthesis*, and *expression* of melanin to deliver more complete skin brightening benefits.

Do I need to use the Nu Skin® Tri-Phasic White™ System continuously or can I alternate it with the Nu Skin 180® Anti-Aging Skin Therapy System?

Because the Nu Skin® Tri-Phasic White™ System works by helping reduce the *activation*, *synthesis*, and *expression* of discoloration, it is necessary to use the system continuously. Discontinuing use of the system allows pigmentation production to return to normal. Therefore, to maintain the results you achieve with the Nu Skin® Tri-Phasic White™ System, you should not discontinue use for an extended period of time. For targeted anti-aging treatments, we recommend supplementing your Nu Skin® Tri-Phasic White™ regimen with the Tru Targeted Treatment products designed to target your skin-aging concerns.

Can I use Tru Face™ products with the Nu Skin® Tri-Phasic White™ System?

Tru Face™ products are an excellent addition to the Nu Skin® Tri-Phasic White™ System. For example, you could add Tru Face™ Essence to your system regimen by applying it before Tri-Phasic White™ Essence. The same is true for Tru Face™ Line Corrector—apply after Tru Face™ Essence and before Tri-Phasic White™ Essence. Due to the gel format of Tru Face™ Revealing Gel and Tru Face™ Skin Perfecting Gel, these products may not layer well with the gel-like format of Tri-Phasic White™ Essence. If you experience a balling-up of the products, try applying a smaller amount of either Tru Face™ Revealing Gel or Tru Face™ Skin Perfecting Gel.

