

ageLOC™ TRANSFORMATION

ageLOC™ POSITIONING

Nu Skin's exclusive ageLOC science targets arSuperMarkers—the ultimate sources of aging.

SYSTEM OVERVIEW

Prepare yourself for a truly transformational experience. Featuring a powerful lineup of four products, ageLOC™ Transformation is our most advanced anti-aging system ever, delivering unsurpassed anti-aging benefits. This complete and comprehensive skin care system cleanses, purifies, renews, moisturizes, and reveals younger looking skin in eight ways—for a more youthful, healthier looking you now and in the future.

TARGET AUDIENCE

PRIMARY MARKET:

- Women and men over 30 who are concerned with preventing and minimizing the signs of aging.

SECONDARY MARKET:

- Skin-conscious women and men younger than 30 who are concerned with the prevention of visible aging.

BENEFITS

- ageLOC™ targets the ultimate sources of aging to preserve the look of youth and reduce the appearance of aging.
- ageLOC™ Transformation delivers unsurpassed anti-aging benefits and is clinically proven to improve skin in eight significant ways in seven days*:
 - **Promote youthful skin structure**—patent-pending ingredient technology stimulates collagen production and reduces MMP production (MMPs destroy skin structure).
 - **Smooth texture**—contains ingredients proven to stimulate youthful cell renewal for smoother, softer skin you can feel.
 - **Even skin tone**—by reducing the appearance of blotchy, dull, and uneven skin for a smooth, youthful look.
 - **Reduce the appearance of fine lines and wrinkles.**
 - **Increase skin radiance**—with skin brightening technology.

* Based upon results of a third-party clinical trial where subjects showed clinically proven, visible results in all eight signs of aging in only seven days.

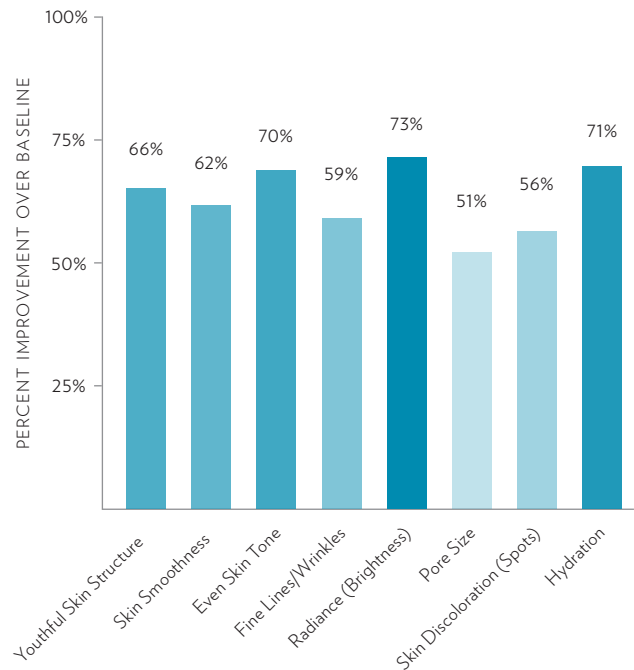


- Reduce the appearance of pores—through youthful cell turnover.
- **Reduce discoloration**—brightening technology interrupts unwanted melanin production in the skin for a reduction in spots of discoloration.
- **Increase hydration**—by stimulating hyaluronic acid, a moisturizing compound found naturally in the skin.

THIRD-PARTY STUDY RESULTS

As part of your anti-aging routine, ageLOC™ Future Serum provides amazing skin benefits.

ageLOC Future Serum: Self-Perception after 12 Weeks Use



ageLOC™ Transformation, which incorporates ageLOC™ Future Serum, showed truly transformational results:

- 100% of the subjects started showing improvements in two or more signs of aging in only seven days based on clinical assessments.
- 100% of the subjects showed an improvement in overall appearance including fine lines, skin smoothness, and radiance as determined by a clinical grader (after 12 weeks of use).

PRODUCTS WITHIN THE AGELOC™ TRANSFORMATION SYSTEM

- **ageLOC™ Gentle Cleanse & Tone**—cleanses, purifies, replenishes, and hydrates skin, while preparing it to receive advanced anti-aging ingredients, leaving your skin feeling soft, refreshed, and youthful.
- **ageLOC™ Future Serum**—delivers the maximum concentration of ageLOC™ to target the ultimate sources of aging. This luxurious serum is clinically proven to reveal younger looking skin in eight ways: by promoting youthful skin structure, smoothing texture, reducing the appearance of fine lines and wrinkles, increasing radiance, minimizing the appearance of pores, evening skin tone, reducing discoloration, and increasing hydration.
- **ageLOC™ Radiant Day SPF 22**—a lightweight, daily use emulsion that hydrates the skin and fortifies against signs of aging while skin brightening ingredients deliver visibly brighter, more radiant skin. This silky smooth formula also protects against sun damage with SPF 22, stimulates youthful cell renewal for a smoother, softer texture, and reduces the appearance of fine lines and wrinkles.
- **ageLOC™ Transforming Night**—ultra-mild ingredients mimic the skin's own structure, working with the skin's natural nighttime renewal process so you wake to glowing, supple, youthful looking skin. Specially formulated to reduce the look of fine lines, wrinkles, and pores, this premium night cream reduces sensitivity while replenishing the skin's natural moisture-binding ability for deep hydration.

KEY SYSTEM INGREDIENTS

- **ageLOC™**—proprietary Nu Skin® technology that targets arSuperMarkers, the ultimate sources of aging.
- **Pea extract, bamboo extract, and glucosamine**—a powerful anti-aging ingredient blend that has been shown to reduce the appearance of fine lines and wrinkles and increase cellular turnover, resulting in visually youthful skin.
- **Hyaluronic acid**—a moisturizing compound found naturally in the skin; selected for its capacity to bind and hold

moisture to the skin.

- **Equol**—helps the skin behave more like young skin. In vitro research shows that this patent-pending ingredient creates more youthful skin for improved skin structure and reduces the production of damaging enzymes like MMP3, which destroy skin structure. This ingredient also improves cell renewal giving the skin a more youthful resilience, glow, and smoothness.

USAGE

MORNING REGIMEN

Step 1: ageLOC™ Gentle Cleanse & Tone

Step 2: ageLOC™ Future Serum*

Step 3: ageLOC™ Radiant Day SPF 22

EVENING REGIMEN

Step 1: ageLOC™ Gentle Cleanse & Tone

Step 2: ageLOC™ Future Serum*

Step 3: ageLOC™ Transforming Night

ageLOC™ Transformation packages and instructions are optimized for 30-day use.

* Additional treatment products may be added to this system. For a more comprehensive approach, try Tru Face™ Essence Ultra in addition to ageLOC™ Future Serum.

COMPLEMENTARY PRODUCTS

- **Tru Face™ Essence Ultra**—restores skin definition and firmness. Features Ethocyn®, an anti-aging ingredient that has been clinically proven to improve the skin's elastin content, the key component to firm skin.
- **Galvanic Spa™ System II and Products**—the programmable Galvanic Spa™ Instrument with patented self-adjusting galvanic currents and interchangeable heads works synergistically with specially formulated products to facilitate the transport of key ingredients for optimal performance: Galvanic Spa™ Facial Gels with ageLOC™ restore skin's natural vibrancy by removing impurities, while delivering targeted ageLOC™ ingredients; Tru Face™ Line Corrector helps smooth the appearance of fine lines and wrinkles; Galvanic Spa® Body Shaping Gel helps reduce the appearance of cellulite; and Nutriol® Hair Fitness Treatment helps revitalize and promote healthy, abundant looking hair.
- **Tru Face™ IdealEyes™**—reduces the appearance of bags under the eyes while instantly increasing skin radiance and

smoothness. Designed specifically for the delicate eye area, this anti-aging treatment ensures your eyes look young, refreshed, and vibrant.

FREQUENTLY ASKED QUESTIONS

What are arSuperMarkers?

Age-related super markers or “arSuperMarkers” is a term Nu Skin coined that describes components of body chemistry that influence how we age and that are the ultimate sources of aging.

Is ageLOC™ Transformation a complete regimen?

Yes. ageLOC Transformation is a complete system consisting of a cleanse and tone combination product, treatment product, day lotion, and night cream. This system does target a full array of anti-aging concerns, but individuals benefit from adding additional treatment products, like Tru Face™ Essence Ultra, for a more comprehensive approach to their skin care needs.

Why isn't there a separate toner in this system?

The new ageLOC™ Gentle Cleanse & Tone product is a cleanser and toner combined, which may be a different format than other anti-aging systems. ageLOC Gentle Cleanse & Tone gently cleanses, purifies, and hydrates skin, preparing it to receive advanced anti-aging ingredients. The dual-action formula works gently at skin's own natural healthy pH, combining cleansing and toning into a single step, while leaving skin looking refreshed and youthful. While some systems require a separate toner step, the ageLOC™ system does not due to the unique nature of these premier anti-aging products.

Can I use other treatment products from core systems, Tru Face™ Galvanic Spa™ etc. with ageLOC™ Transformation?

Yes. ageLOC Transformation is a complete anti-aging system unlike anything else on the market, although you may still address specific individual needs by adding additional treatment products such as Tru Face™ Line Corrector, Tru Face™ Essence Ultra, Nu Skin 180°® AHA Facial Peel, Galvanic Spa, masks, scrubs, etc. can be safely and effectively added and will provide additional benefits.

Can I add an additional toner to ageLOC™ Transformation?

If you desire, you may add a toner to the ageLOC Transformation System after using ageLOC™ Gentle Cleanse & Tone, although one is not needed. The only benefit of

doing so would be the addition of key ingredients from that product, such as skin lightening from Tri-Phasic White™ Toner or reduced shine and oiliness from pH Balance Mattefying Toner.

How does the new ageLOC™ science fit into the existing Nu Skin portfolio?

ageLOC is a premier addition to the already exceptional Nu Skin product offering. Nu Skin systems have been and continue to be formulated with state-of-the-art technologies and ingredients. While previous Nu Skin systems were formulated to target one or even multiple signs of aging, ageLOC provides even greater anti-aging benefits by targeting the ultimate sources of aging. Many Nu Skin products such as Tru Face™ Essence Ultra are highly complementary to the ageLOC products and should still be used in conjunction with ageLOC.