



 NUSKIN®

Updated 06/09/06

# Nu Skin 180<sup>o</sup>®

*Younger  
Looking Skin  
Is Just a  
Week Away*



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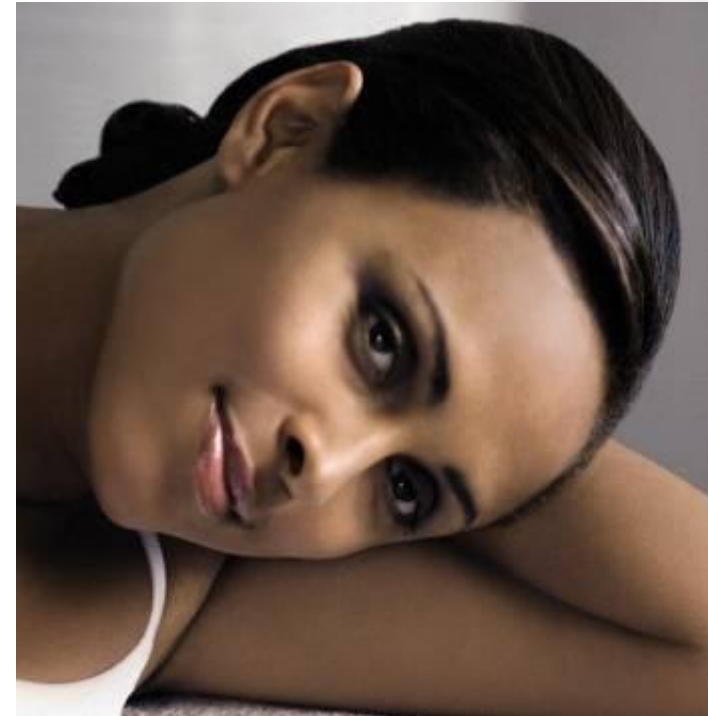
## Nu Skin 180°<sup>®</sup> Anti-Aging Skin Therapy System Overview

# Nu Skin 180°<sup>®</sup>

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## Did You Know?

As you age, your skin begins to thin. Chemical exfoliation has been shown to increase skin thickness. Scientists attribute this thickening to the synthesis of glycosaminoglycans (moisture binding molecules that fill in the space between structures in the dermis) and collagen within the dermis.



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## Objectives

After viewing this course, you should have an understanding of the following:

- How the Nu Skin 180°<sup>®</sup> System addresses the different signs of skin aging.
- Nu Skin 180°<sup>®</sup> products and key benefits.
- The role of the Nu Skin 180°<sup>®</sup> ingredients in treating aging.

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Previous Curriculum Review

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## What Causes Aging?

There are three types of aging responsible for the decline in skin health and function:

- **Biological aging** (intrinsic)—The result of changes, often genetically determined, that occur naturally within the body.
- **Environmental aging** (extrinsic)—The result of free radical damage generated by accumulated exposure to sunlight (photoaging), pollution, or cigarette smoke.
- **Mechanical aging**—The result of continually repeated wrinkle-causing behaviors.

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## Nu Skin 180°<sup>®</sup> Anti-Aging Skin Therapy System

When you are young, your skin functions optimally. It appears smooth, firm, and evenly toned. As you age, your skin slowly loses these youthful attributes.

As the effects of biological aging and environmental damage accumulate over time, your skin's behaviors change—healthy behaviors decrease and aging behaviors increase.

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## Introduction

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## Signs of Aging Skin

Skin aging results from the deterioration of structures in the skin and the slowing of healthy skin function causing:

- Decrease in structural proteins.
- Irregular pigment production.
- Decline in healthy cell renewal.
- Decrease in natural moisturizers.



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## Signs of Aging Skin

Decline in skin function leads to visible signs of aging:

- Lines and wrinkles
- Loss of firmness
- Uneven skin tone and discoloration
- Rough texture
- Dull, sallow complexion
- Enlarged pores
- Dry skin



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## Turning Back Your Skin's Clock

Even if you did not properly care for your skin in years past, there are many technologically advanced ingredients and exceptional botanicals that help repair sun damage and reverse some of the effects of biological, environmental, and mechanical aging.



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Nu Skin 180°<sup>®</sup>  
Anti-Aging Skin Therapy System

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## Nu Skin 180<sup>°</sup><sup>®</sup> Anti-Aging Skin Therapy System

Your skin is telling you it's time to make a change. Decide today to look younger next week with Nu Skin 180<sup>°</sup>.

Designed to reverse the full range of aging effects, this system is clinically proven to diminish fine lines and wrinkles, refine texture, and even skin tone for an overall more youthful appearance.



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## Nu Skin 180°<sup>®</sup> Anti-Aging Skin Therapy System

Many anti-aging systems can be too aggressive and cause unnecessary irritation in some sensitive skin types, leaving those individuals without help for aging concerns.

The Nu Skin 180°<sup>®</sup> Anti-Aging Skin Therapy System features polyhydroxy acids that are gentle enough for all skin types and produce visible anti-aging results in as little as seven days.



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## Target Audience

Men and women ages 35+ who want to diminish the appearance of fine lines and wrinkles, improve their skin tone and texture, and reverse the signs of sun damage.



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## Key Benefits

Each product in this system plays an integral role in delivering the following benefits:

- a) Begins to reverse the effects of biological and environmental aging in as little as seven days
- b) Helps erase the appearance of fine lines and wrinkles
- c) Works to firm the skin
- d) Increases skin smoothness and radiance
- e) Diminishes the appearance of pore size
- f) Minimizes the look of age spots and discoloration
- g) Repairs signs of past UV exposure and protects skin against future sun damage

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## Key Ingredients

Nu Skin 180°<sup>®</sup> Anti-Aging Skin Therapy System is a comprehensive system that addresses multiple anti-aging effects. Each product in the system contains key ingredients in efficacious levels that are scientifically proven to help reverse the signs of biological and environmental aging.

- Polyhydroxy acids
- Vitamin C
- Di- and tri-peptides
- Light activated photosomes
- Creatine
- Alphahydroxy acids

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## Hydroxy Acids

The Nu Skin 180°<sup>®</sup> Anti-Aging Skin Therapy System addresses multiple signs of aging through the many clinically effective ingredients including hydroxy acids. Hydroxy acids increase cell turnover. An increase in cell turnover leads to improvements in firmness, complexion, lines and wrinkles, texture, and pigmentation.

There are several different types of hydroxy acids, each with different characteristics. Two of the more common ones found in cosmetics are alphahydroxy acid and polyhydroxy acid.

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## Alphahydroxy Acids

Alphahydroxy acids are small, having only one hydroxyl group. This enables them to quickly penetrate the skin, which is one of the reasons they are so effective and aggressive. Though they cause no harm, their rapid penetration overwhelm the sensory nerves, which may cause a stinging or burning sensation in those with sensitive skin.

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## Polyhydroxy Acids

Polyhydroxy acids are larger than alphahydroxy acids, containing two or more hydroxyl groups. With a larger molecular size, polyhydroxy acids have a longer absorption time, making them non-sensitizing. Over time, polyhydroxy acids provide the same anti-aging power found in alphahydroxy acids. Polyhydroxy acids work with all skin types and are well suited for those with sensitive or clinically challenged skin.

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Key Benefits Supported

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## Key Benefits Supported

### **a) Begins to reverse the effects of biological and environmental aging in as little as seven days**

The clinical data validates that with the Nu Skin 180°<sup>®</sup> Anti-Aging Skin Therapy System younger looking skin is just a week away. In a seven day clinical study, Nu Skin 180°<sup>®</sup> produced the following results:

- 39 percent improvement in elasticity.
- 19 percent improvement in texture.
- 29 percent improvement in discoloration.
- 35 percent increase in skin moisture levels.

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## Key Benefits Supported

### **b) Helps erase the appearance of fine lines and wrinkles**

Different products in the Nu Skin 180°<sup>®</sup> System contain key ingredients that increase collagen levels or preserve existing collagen, decreasing the appearance of fine lines and wrinkles.

Vitamin C is a key component in the production of pro-collagen, a precursor to collagen. Di- and tri-peptides are short chain amino acids that nourish and supply the building blocks necessary to promote the production of structural proteins like collagen. Creatine increases the cells ability to protect and repair structural proteins. Soy isoflavones preserve existing collagen.

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## Key Benefits Supported

### c) Works to firm the skin

A combination of products within the Nu Skin 180<sup>o</sup>® System feature key ingredients that increase collagen and elastin levels or protect existing structural proteins for an overall effect of increased skin elasticity and improved firmness.

Soy isoflavones inhibit the degradation of structural proteins. Di- and tri-peptides from hydrolyzed rice protein stimulate production of skin proteins that improve firmness. Creatine promotes DNA repair, increasing the ability of cells to rebound from the effects of aging and stress. This process helps protect and repair current collagen and elastin levels.

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## Key Benefits Supported

### **d) Increases skin smoothness and radiance**

Polyhydroxy acids in Nu Skin 180°<sup>®</sup> Cell Renewal Fluid promote cell renewal directly as they stimulate healthy exfoliation and accelerate skin cell turnover for a smooth, radiant, more youthful complexion.

Products within the Nu Skin 180°<sup>®</sup> System work indirectly by protecting against free radicals that damage dividing basal cells, increasing skin thickness by stimulating the synthesis of collagen, and repairing possible DNA damage that can cause a decrease in cell renewal in the future.

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## Key Benefits Supported

### e) **Diminishes the appearance of pore size**

Polyhydroxy acids in Nu Skin 180°<sup>®</sup> Cell Renewal Fluid increase cell renewal and slough off dead skin cells that line pores, making them appear smaller.

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## Key Benefits Supported

### f) **Minimizes the look of age spots and discoloration**

Nu Skin 180°<sup>®</sup> Anti-Aging Skin Therapy System addresses even skin tone in two ways. First, polyhydroxy acids in Cell Renewal Fluid exfoliate existing discoloration, revealing a brighter, more even skin tone. Second, the production of new discoloration is interrupted by the vitamin C in the Face Wash.

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## Key Benefits Supported

### **g) Repairs signs of past UV exposure and protects skin against future sun damage**

Nu Skin 180°<sup>®</sup> Anti-Aging Skin Therapy System contains ingredients that assist and promote the repair of damage from past UV exposure.

The Nu Skin 180°<sup>®</sup> System contains full spectrum sunscreens that block both UVA and UVB rays, protecting the skin against future sun damage. Also, intrinsic repair processes help repair current damage that would show up later on the skin as a sign of aging.

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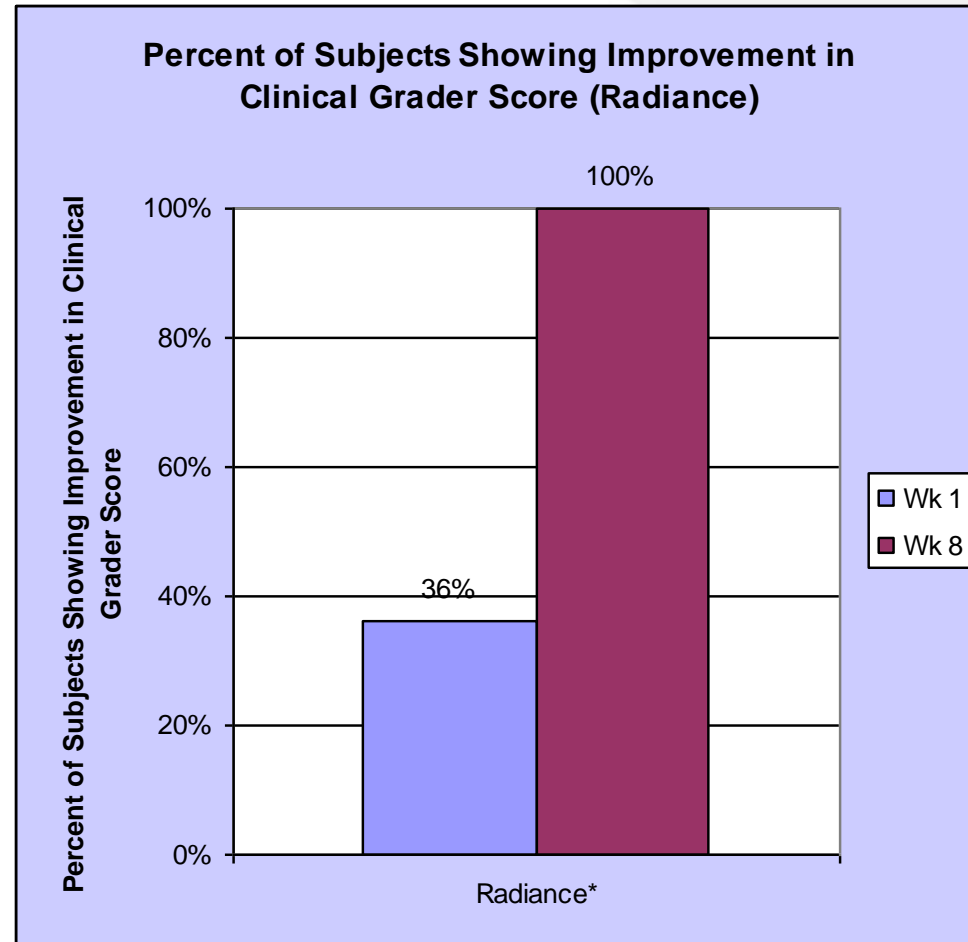
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Percentage of participants exhibiting improvement in **overall radiance\*** according to clinical grader assessment:

**Week One: 36 Percent**

**Week Eight: 100 Percent**

**\*composite of multiple attributes**



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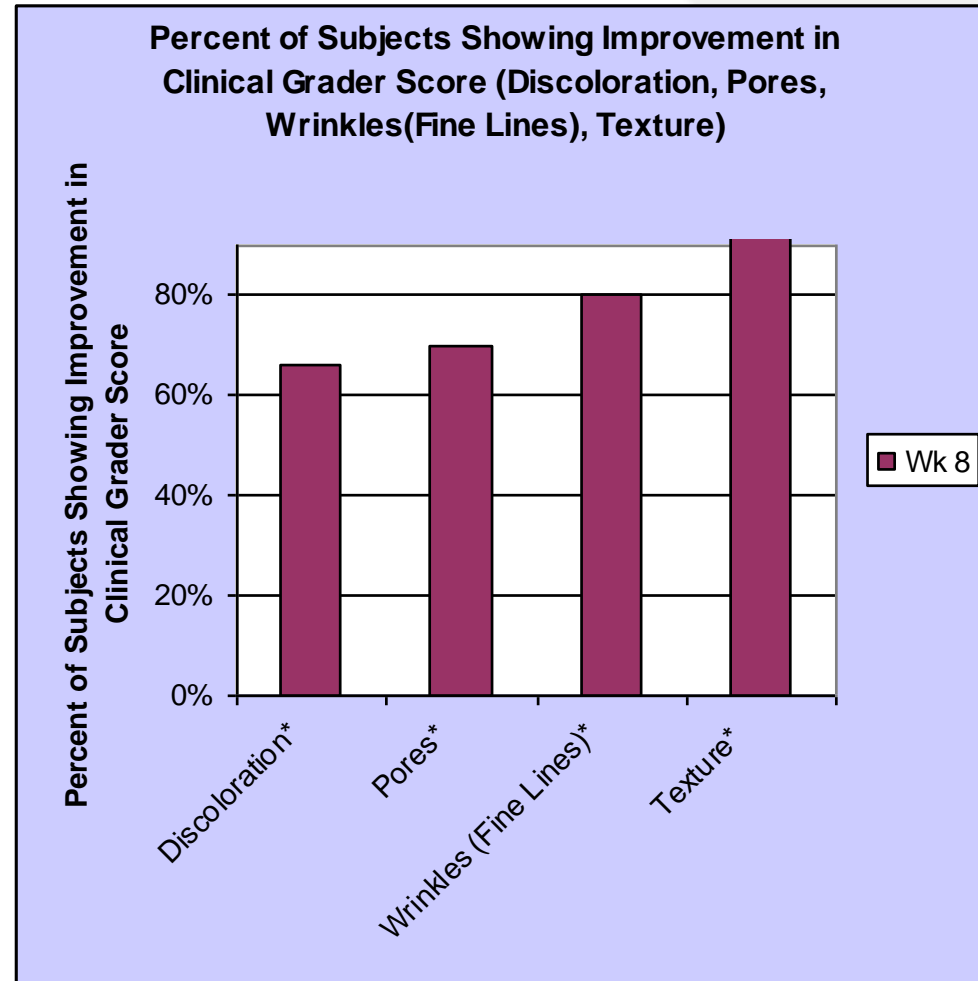
•Percentage of participants exhibiting improvement according to clinical grader assessment at eight weeks:

•Discoloration: 66 Percent

•Pores: 70 Percent

•Wrinkles: 80 Percent

•Texture: 100 Percent



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Nu Skin 180<sup>o</sup>®  
Individual Products

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## Nu Skin 180<sup>®</sup> Products

- Face Wash—Cleanse
- Skin Mist—Tone
- Cell Renewal Fluid—Treat
- UV Block Hydrator SPF 18—Protect
- Night Complex—Hydrate

*Sold Separately*

- AHA Facial Peel and Neutralizer—Intense Treat



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## Nu Skin 180<sup>®</sup> Face Wash

**Nu Skin 180<sup>®</sup> Face Wash** is an extraordinary anti-aging cleanser that targets age spots and discoloration and helps support collagen production to diminish wrinkles and firm the skin.

### Key Ingredients

- **Vitamin C**—diminishes the appearance of lines and wrinkles, firms the skin, and evens skin tone.
- **Sesame and soybean oils**—prevent moisture loss.
- **Grape, ginkgo biloba, and ginseng extracts**—provide antioxidant protection.



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## Nu Skin 180°<sup>®</sup> Skin Mist

**Nu Skin 180°<sup>®</sup> Skin Mist** protects against future wrinkling and loss of firmness, while it refines and tightens pores and calms the skin.

### Key Ingredients

- **Di- and Tri-peptides**—improve firmness and diminish appearance of lines and wrinkles.
- **HMW complex**—soothes and calms skin.
- **Mushroom extract**—helps diminish the appearance of pore size.



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## Nu Skin 180°<sup>®</sup> Cell Renewal Fluid

**Nu Skin 180°<sup>®</sup> Cell Renewal Fluid**, now with PHAs, gently but effectively accelerates cell renewal, diminishing lines and wrinkles, smoothing texture, and minimizing pore size.

### Key Ingredients

- **Polyhydroxy acid (15 percent gluconolactone)**—gently increases cell turnover through chemical exfoliation.
- **Soy isoflavones**—promote skin firmness and the smoothing of fine lines and wrinkles.



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## Nu Skin 180<sup>®</sup> UV Block Hydrator SPF 18

**Nu Skin 180<sup>®</sup> UV Block Hydrator** features DNA enzymes to help diminish the signs of sun damage and micronized zinc oxide (a physical sunscreen) to provide full spectrum protection against UVA and UVB rays.

### Key Ingredients

- **Light activated photosomes (lipid encapsulated DNA repair enzymes)**—help repair the signs of sun damage.
- **Micronized zinc oxide**—full spectrum sunscreen.
- **Shea butter and avacado oil**—visibly reduces wrinkles through unique fatty acid profile and natural moisturizing properties.



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## Nu Skin 180<sup>®</sup> Night Complex

**Nu Skin 180<sup>®</sup> Night Complex** features creatine to promote DNA repair. Antioxidants protect against free radical damage, and rich emollients strengthen the skin's protective barrier.

### Key Ingredients

- **Creatine**—promotes collagen and elastin production and increases recovery from UV exposure.
- **Macadamia nut oil, phospholipids, and meadowfoam seed oil**—provide rich emollients to maintain and protect the skin's vital moisture barrier.
- **Ginkgo biloba leaf extract, grape seed extract, vitamin E**—soothe and comfort the skin while neutralizing free radicals.



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## Nu Skin 180<sup>°</sup><sup>®</sup> AHA Facial Peel and Neutralizer

### Nu Skin 180<sup>°</sup><sup>®</sup> AHA Facial Peel and Neutralizer\*

contains a scientifically proven formula to sweep away the appearance of aging and sun damage without the recovery time required by aggressive clinical peels.

#### Key Ingredients

- **AHA (lactic acid 10 percent)**—stimulates normal cell renewal and breaks apart dead cell buildup.
- **Avena sativa (oat) kernel**—exhibits soothing and comforting properties to agitated skin.

\*Sold separately.



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## PHA with AHA

Although PHAs and AHAs have been shown to provide tremendous anti-aging results by themselves, recent research indicates that in combination, PHAs and AHAs can be used to attain increasingly beneficial effects.

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## BIOLOGICAL AND ENVIRONMENTAL AGING SUMMARY CHART

Skin Functions That Decline		Decrease in Structural Proteins		Irregular Pigment Production	Decline in Healthy Cell Renewal			Decrease in Natural Moisturizers
Resulting Signs of Aging		Lines and Wrinkles	Loss of Firmness	Uneven Tone and Discoloration	Rough Texture	Dull, Sallow Complexion	Enlarged Pores	Dry Skin
Nu Skin 180 <sup>o</sup> ® Products That Target the Signs of Aging	Face Wash	Vitamin C		Vitamin C				
	Skin Mist	Di- and Tri-Peptides	Di- and Tri-Peptides			HMW Complex	Mushroom Extract	
	Cell Renewal Fluid	PHA, Soy Isoflavones	Soy Isoflavones	PHA	PHA	PHA	PHA	PHA, Soy Isoflavones
	UV Block Hydrator SPF 18	Photosomes, Sunscreen Prevention	Sunscreen Prevention	Sunscreen Prevention	Photosomes, Sunscreen Prevention	Photosomes, Sunscreen Prevention	Sunscreen Prevention	Sunscreen Prevention
	Night Complex	Creatine	Creatine		Creatine	Creatine		Emollients
	AHA Facial Peel and Neutralizer	Lactic Acid		Lactic Acid	Lactic Acid	Lactic Acid	Lactic Acid	

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## Usage and Regimen Recommendations

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## Usage



### **Morning Regimen**

Step 1: Face Wash

Step 2: Skin Mist

Step 3: Cell Renewal Fluid\*

Step 4: UV Block Hydrator SPF 18

### **Evening Regimen**

Step 1: Face Wash

Step 2: Skin Mist

Step 3: Cell Renewal Fluid\*

Step 4: Night Complex

\* AHA Facial Peel and Neutralizer can be done once a day, three times per week in place of Cell Renewal Fluid. Use for six weeks, then cycle off.

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## Companion Products

**Tru Face™ Essence**—restores youthful elastin levels to the skin to restore firmness.

**Tru Face™ *Instant* Line Corrector**—temporarily reduces the appearance of fine lines and wrinkles for up to 12 hours.

**Tru Face™ Line Corrector**—utilizes a pro-collagen peptide to improve moderate to deep lines and wrinkles.

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## Review

Gentle enough to use every day (by all skin types) yet powerful enough to produce visible results in just seven days.

- Nu Skin 180°<sup>®</sup> System targets sun damage, fine lines and wrinkles, rough texture and/or dull, sallow complexions.
- Contains PHAs to gently yet effectively accelerate cell renewal, allowing for continuous use.
- Option of a more aggressive AHA in the Nu Skin 180°<sup>®</sup> Facial Peel and Neutralizer.

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Test Your Knowledge

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Question 1 of 5

**1.** Which of the following is NOT a key ingredient in the Nu Skin 180<sup>o</sup> System?

- Polyhydroxy acids
- Creatine
- Oligopeptides
- Di- and tri-peptides

Submit

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## Congratulations!

You have completed the  
Nu Skin 180°<sup>®</sup> System overview.