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## Did you know?

Elastin is not just found in the skin. It also provides elasticity to arteries, the heart, lungs, bladder, and some ligaments and cartilage.



# Objectives

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

- Skin structural proteins
- Aging and elastin
- How Tru Face Essence Ultra works to increase elastin levels
- Key benefits and ingredients of Tru Face Essence Ultra

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# Curriculum Review

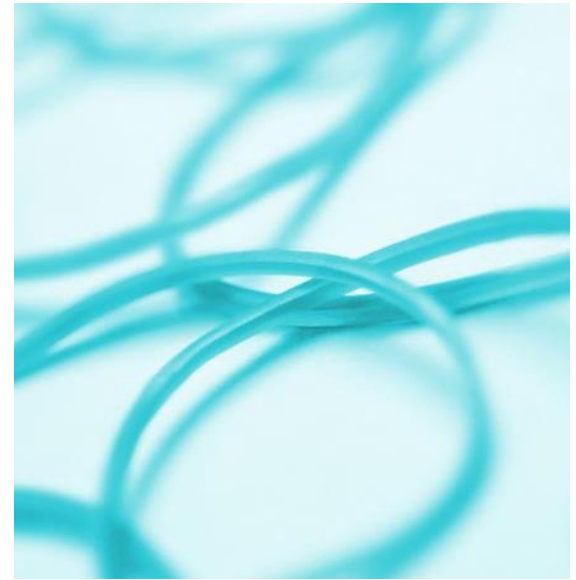
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# Elastin

Elastin is an elastic, coiled protein fiber that helps skin maintain its flexibility and elasticity. Much like a rubber band, this skin protein has the ability to stretch and then snap back into shape.





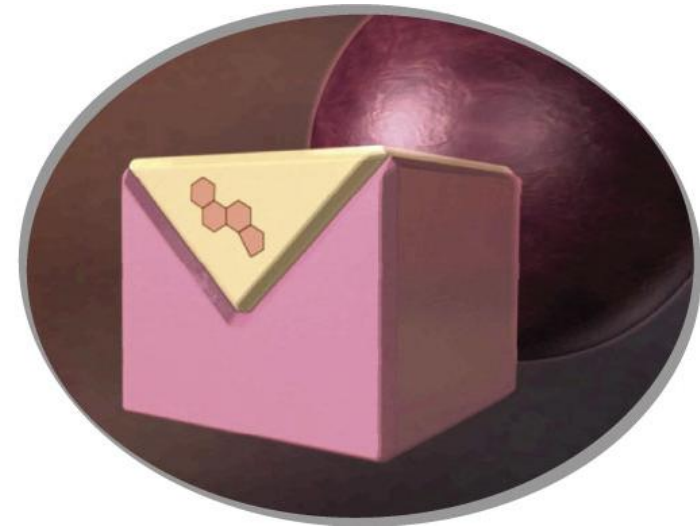
## Elastin Production

Elastin is produced by specialized skin cells called fibroblasts.

Fibroblast cells contain specific receptors, or binding sites, on their cell membranes.

These receptor sites have the ability to:

- Turn **off** elastin production
- Turn **on** elastin production



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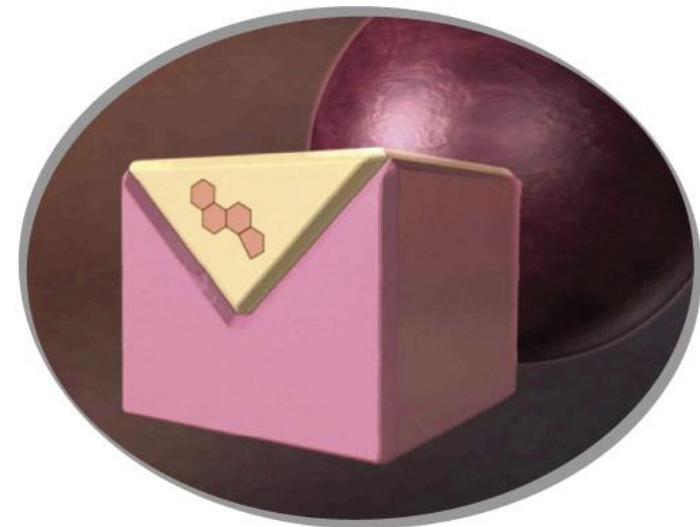
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## Turning Off Elastin Production

When a DHT hormone binds to a receptor on the fibroblast, a signal is sent to the DNA in the nucleus of the fibroblast cell to decrease or stop production of elastin.

As elastin production is decreased, the skin loses resilience and the ability to snap back—skin begins to sag and look aged.

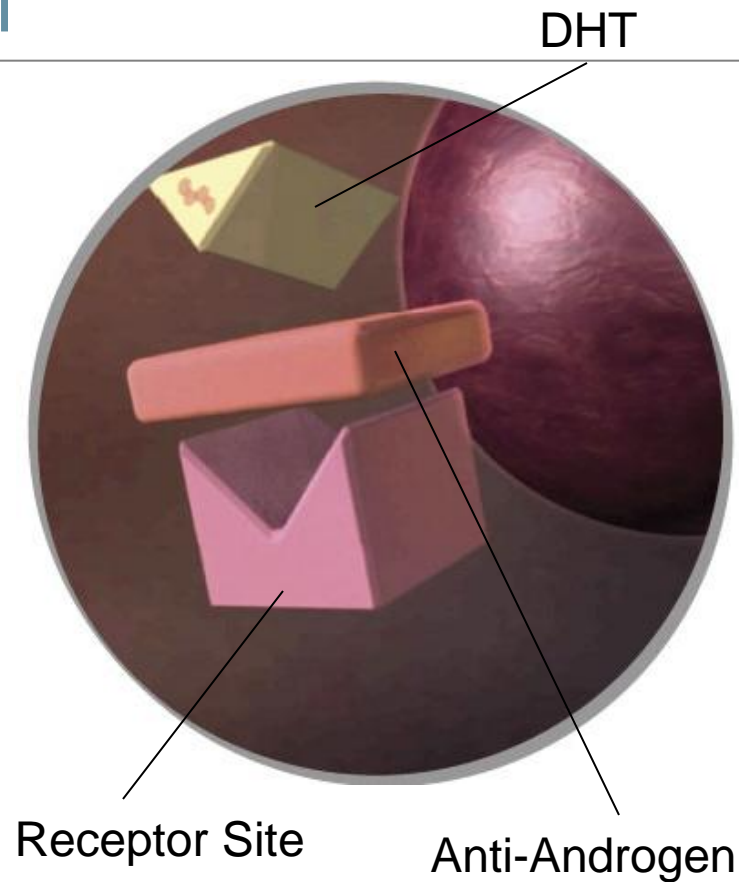




## Turning On Elastin Production

Anti-androgens have an affinity for the same receptors to which DHT binds. Anti-androgens partially fit over the receptor, but not perfectly. They compete with DHT and prevent it from binding to the fibroblast. This inhibits the receptor from sending a message to stop elastin production.

An anti-androgen molecule could be compared to a goalie, blocking DHT from binding with the receptor.



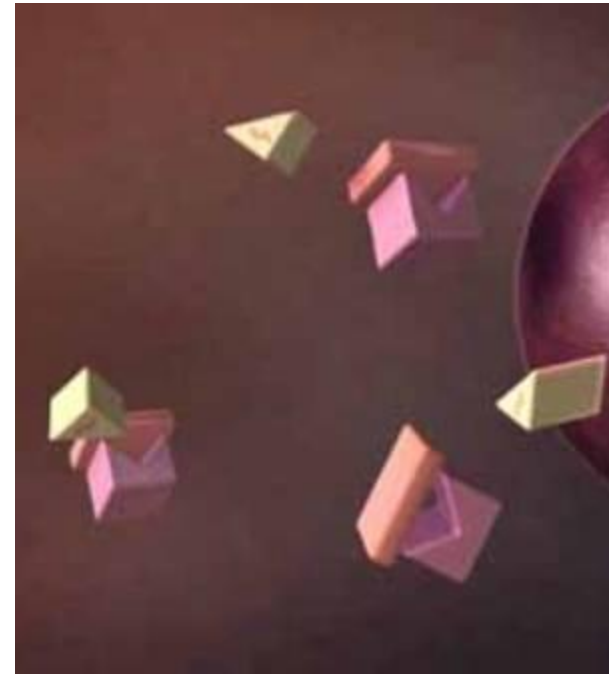
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## Young Skin

When we are young, our DHT level and corresponding receptors are low, so elastin is produced in abundance. In our 20s, the ratio of DHT and receptors to anti-androgens is balanced—elastin production begins to level off.

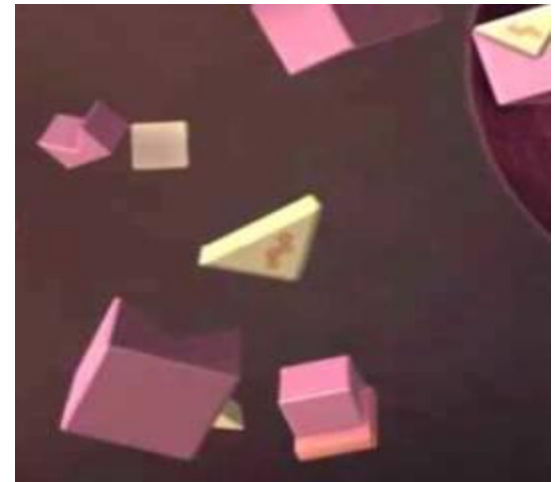




## Aging Skin

As we age, the ratio of DHT and DHT receptors to anti-androgens changes.

When the equilibrium is disrupted, both DHT and DHT receptors increase and anti-androgens decrease. This naturally occurring imbalance allows more opportunities for DHT to bind with the receptor, causing elastin production to decline. The result is a loss of contour and skin firmness.

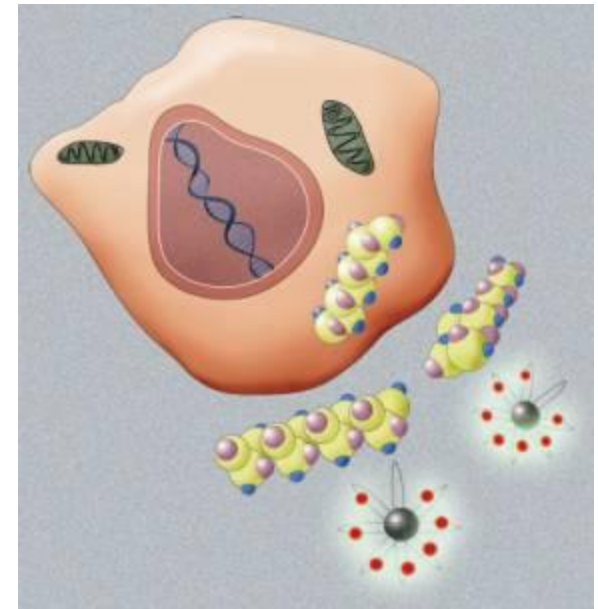




# Free Radicals and Antioxidants

**Free radicals** are unstable, highly reactive molecules that damage the skin, leading to side effects associated with skin aging, such as lines and wrinkles, dullness and sagging.

**Antioxidants** are nature's defense against the damaging effects of free radicals, guarding cellular structures and DNA against aging free radicals.



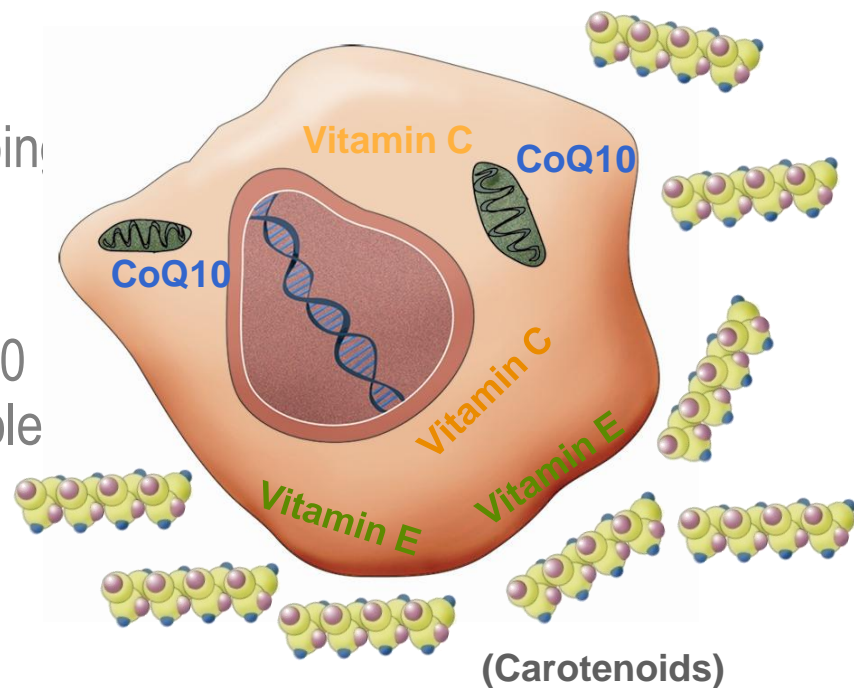


# The Antioxidant Network

Antioxidants work optimally as a network to protect cellular health and viability.

Carotenoids are known as “blotters” and provide the first line of defense by absorbing a large part of the free radicals’ load.

In addition to carotenoids, the powerful “redox” (regenerating) antioxidants CoQ10 and vitamins C and E play a significant role the antioxidant network.

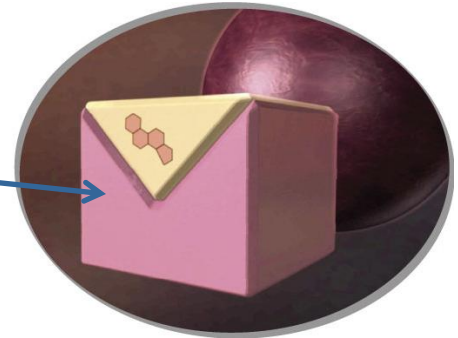




# Review: DHT, Anti-Androgens, and Antioxidants

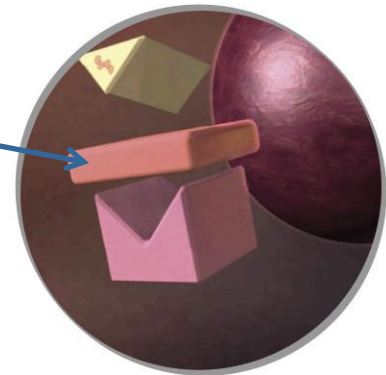
## DHT

- Binds to the DHT receptor.
- Signals the nucleus to stop producing elastin.



## Anti-Androgens

- Have an affinity for DHT receptors.
- Block the DHT from binding with its receptor.



## Antioxidants

- Protect the skin from free radical damage
- Work best in a network

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# Introduction

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## Return to Firm

Every day you battle natural forces that cause sagging, loose skin. You have spent too much time and money on treatment products that don't seem to help. Now you can fight the signs of aging with a complete anti-aging product.



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## Tru Face Essence Ultra

Welcome to the future of anti-aging skin. Featuring 25 percent more serum, and combined for the first time with coenzyme Q10, Tēgreen 97<sup>®</sup>, and a protective antioxidant network, the powerful science of Tru Face Essence Ultra helps restore facial firmness, promotes cellular energy production, and helps prevent future signs of aging.





## Product Benefits

- a) Promotes skin firmness and elasticity and fights current signs of aging with Ethocyn®, an ingredient clinically proven to improve skin elastin content.
- b) Helps prevent degradation of elastin with elastase inhibitors.
- c) Contains Tēgreen 97®, CoQ10, and colorless carotenoids, a complete protective antioxidant network that helps prevent future signs of aging.
- d) Helps contour and firm the skin for a more youthful appearance.
- e) Defines skin around the eyes, neck, chin, jaw line, décolleté, and hands.



## Key Ingredients

- Ethocyn®—an anti-aging ingredient that has been clinically proven to improve the skin's elastin content, the key component to firm skin.
- Antioxidants—compounds that neutralize free radicals or prevent free radical-initiated chemical reactions.
- Tēgreen 97®—a proprietary antioxidant that helps protect the skin from oxidizing free radical damage.
- Lipid-C (Tetrahexyldecyl ascorbate)—a powerful form of vitamin C that helps protect elastin and collagen from degradation enzymes that attack skin proteins..
- CoQ10—a powerful antioxidant, coenzyme Q10 promotes cellular energy production and function best within an antioxidant network.
- Colorless Carotenoids—unique antioxidants produced from algae that help protect the skin from environmental hazards.

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## Description of Benefits



## Description of Benefits

- a) Promotes skin firmness and elasticity and fights current signs of aging with Ethocyn<sup>®</sup>, an ingredient clinically proven to improve skin elastin content.

Elastin is produced by elastin-producing cells called fibroblasts. In young skin, these fibroblasts are able to produce elastin freely. But in aging skin, an abundance of the hormone DHT works to inhibit elastin production.

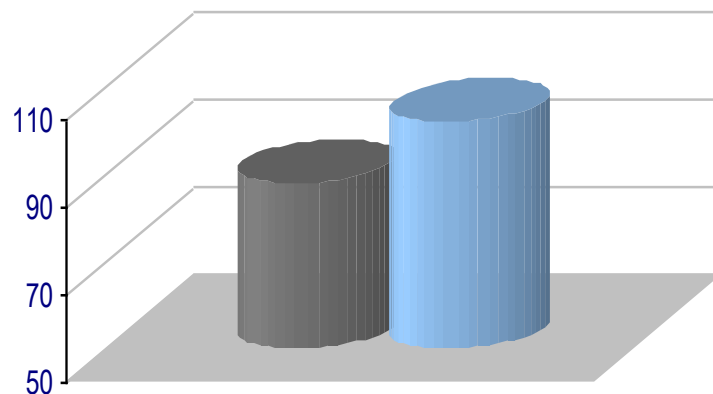
Ethocyn, a patented and clinically proven ingredient, promotes healthy elastin levels by blocking DHT from sending a signal to fibroblasts to stop elastin production.



## Clinical Study

In an eight-week dose-response study, subjects showed an average increase in skin elastin content of 88 percent, across a range of Ethocyn® concentrations.

For the Ethocyn concentration selected for Tru Face Essence Ultra, the mean elastin increase was 102 percent.



*Average increase in elastin content—  
range of concentrations.*

*Average increase in elastin content—  
concentration in Tru Face Essence.*



## Description of Benefits

### **b) Helps prevent degradation of elastin with elastase inhibitors.**

With age there is a natural decline in the amount of elastin production due to an imbalance in both DHT and DHT receptors to anti-androgens, which signals messenger molecules to stop elastin production. Free radicals stimulate elastase (an enzyme responsible for the breakdown of elastin) activity. When over stimulated, elastase will break down more elastin, which is no longer being reproduced or replaced at the rate it once was due to free radical damaged fibroblasts and the aforementioned imbalance.

Fighting free radicals is an essential part of preventing skin aging and maintaining a youthful appearance.



## Description of Benefits

- c) **Contains Tēgreen 97<sup>®</sup>, CoQ10, and colorless carotenoids, a complete protective antioxidant network that helps prevent future signs of aging by protecting against skin-aging free radicals.**

This network consists of a powerful combination of green tea and lipophilic antioxidants that act synergistically to protect the structures of the skin. By providing a network of antioxidants, the protective function against free radicals is not only enhanced, but the key ingredients are also more available to perform other functions that can benefit the skin.

Antioxidants work optimally as a network to protect cellular health and viability. Carotenoids are known as “blotters” and provide the first line of defense by absorbing a large part of the free radicals’ load. In addition to carotenoids, the powerful “redox” (regenerating) antioxidants CoQ10 and vitamins C and E play a significant role in the antioxidant network.

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## Description of Benefits

**d) Helps contour and firm the skin for a more youthful appearance.**

Tru Face Essence Ultra features Ethocyn® to help restore definition to the skin by promoting healthy, youthful elastin levels.



## Description of Benefits

- e) **Defines skin around the eyes, neck, chin, jaw line, décolleté, and hands.**

Sagging skin not only effects the face, but the neck, chest, and hands often show early signs of aging. With 25 percent more serum, Tru Face Essence Ultra protects the skin with an antioxidant network and promotes elastin production with Ethocyn®—increasing skin resiliency, returning skin's youthful contours and definition.



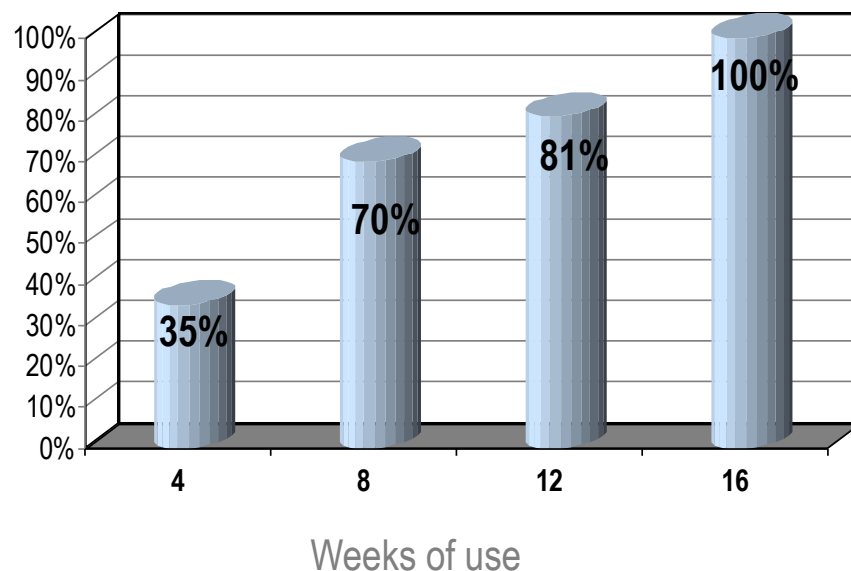


## Consumer Use Study

In a Nu Skin sponsored study to confirm the efficacy of Ethocyn® as formulated into a cosmetically pleasing product for topical application, the percentage of individuals responded at the following intervals:

- 35 percent at week 4
- 70 percent at week 8
- 81 percent at week 12
- 100 percent at week 16

% of Participants Noticing Improvement



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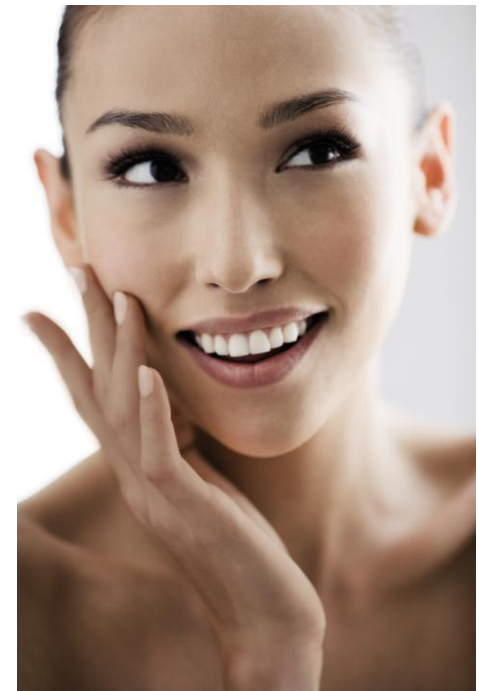
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## Usage Regimen Recommendations

After cleansing and toning, apply True Face Essence Ultra as the last layer of your treatment step. Finish with your core system moisturizer.

Since Ethocyn's skin activity is depleted 8 to 10 hours after application, Tru Face Essence Ultra should be applied to the face, neck, and décolleté twice a day.



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## Complementary Products

**Tru Face™ Line Corrector**—with a pro-collagen peptide, targets medium to deep lines and wrinkles.

**Galvanic Spa™ System II with Pre-Treatment and Treatment Gels**—advanced gels help increase circulation and cellular energy.

**Nu Skin 180°® Anti-Aging Skin Therapy System**—an aggressive regimen that diminishes the appearance of fine lines and wrinkles, restoring your skin's youthful tone, texture, and vitality.



## Review

**Function:** Helps restore elasticity and firmness to the skin with Ethocyn, while protecting existing elastin for a more contoured, youthful appearance.

**Benefits:**

- Ethocyn®—anti-aging ingredient that has been clinically proven to improve the skin's elastin content, the key component to firm skin.
- Antioxidants—compounds that neutralize free radicals or prevent free radical-initiated chemical reactions.

**Key Ingredients:** Ethocyn, Antioxidants, Tēgreen 97, CoQ10, Vitamin C, and Colorless Carotenoids.