

Tru Face® Essence

Firming Serum

RETURN TO FIRM



Product Overview

Over the years, you've been kind to your skin—expecting to look younger than your mother did at your age. You've been successful at targeting lines and wrinkles, but can't seem to beat the natural forces that diminish firmness around the chin and jawline. This is the modern age—isn't it time to leave undefined skin in the past? Now you can. Tru Face Essence helps you restore the firmness and contours that truly define a youthful appearance.

Tru Face Essence Firming Serum, featuring the patented anti-aging ingredient Ethocyn®, helps restore definition and firmness to the skin. This advanced technology targets elastin production—a key component to firm, healthy skin—with a formula so fine, yet so powerful, that it immediately helps restore youthful elastin levels in the skin. This is not your mother's skin care—this is science.

Target Audience

- Skin involved women ages 40+ concerned with restoring firmness and facial contour to reduce the appearance of sagging.
- Women of all ages actively seeking technologically advanced solutions to maintain or restore youthful facial contour and skin firmness.

Benefits

- Helps contour and firm the skin for a more youthful appearance.
- Promotes healthy elastin levels to help firm and define skin.
- Defines skin around the eyes, neck, chin, and jawline.

Key Ingredients

- **Ethocyn®**—anti-aging ingredient that has been clinically proven to improve the skin's elastin content—the key component to firm skin.
- **Retinyl palmitate**—a form of vitamin A, an antioxidant and conditioner that encourages skin elasticity and smoothness.
- **Tocopheryl linoleate**—a form of vitamin E that promotes soft, supple skin.

Usage/Application

Apply Tru Face Essence to clean, dry skin following your toning step. If you are using other Tru Face products, such as Tru Face Line Corrector, apply Tru Face Essence after applying the other treatment products.

To apply Tru Face Essence, tear open one capsule per use. Gently squeeze two or three drops directly on the areas of most concern and then apply the remaining product to the entire face, neck, and décolleté. A thin coat of product is all that is necessary to reach the maximum benefits. Since Ethocyn's skin activity is depleted 8 to 10 hours after application, Tru Face Essence should be applied to the face, neck, and décolleté twice per day. Include it as the final treatment step in your daily regimen prior to moisturizing.

Clinical

A clinical study showed after only two months of using Ethocyn twice a day, participants over 30 had an average of 100 percent increase in quantity and quality of elastin.

Testimonials

"I'm using Tru Face Essence and I really love it. It's working marvelously. I have a lot of people comment on how good my skin looks and how much tighter it appears. My makeup even goes on more smoothly. It really helps. I'm hooked!"

—Louise Williams, age 48

Demonstration

Seeing is believing—the results of Tru Face Essence speak loud and clear—so become a product of the product, and show your clients the benefits of Tru Face Essence.

- For a dramatic show-stopping demonstration of Tru Face Essence firming and toning benefits, apply Tru Face Essence to only one-half of your face for at least two months. This takes courage, but the results are very compelling. Best results are seen after four months.

Tru Face® Essence Firming Serum

- For a less dramatic, but equally compelling demonstration of Tru Face Essence firming benefits, take a close-up picture of your face before you begin to use Tru Face Essence. Then follow normal usage instructions, applying Tru Face Essence to your entire face. After two to four months of use, take another close-up picture of your face. Compare the two photos with your clients—they will be amazed at the differences.

FYI

Scientific research documents that skin elastin levels, in both men and women, start to decline after age 25.

Complementary Products

- **Tru Face® Line Corrector**—with pro-collagen peptides, targets medium to deep lines and wrinkles.
- **Face Lift™**—goes to work immediately, temporarily lifting, firming, and toning your skin while reducing the appearance of lines and wrinkles.
- **Nu Skin 180® System**—this aggressive regimen diminishes the appearance of fine lines and wrinkles, restoring your skin's youthful tone, texture, and vitality.
- **Tegreen 97®**—clinical studies indicate this proprietary antioxidant developed by Pharmanex can help prevent elastin level degradation.

Frequently Asked Questions

How does Tru Face Essence differ from other Tru Face products?

Each Tru Face product has a specific purpose and function. Tru Face Essence helps improve skin contouring and firmness. No other Tru Face product does this. Tru Face Line Corrector is a spot treatment that helps minimize the appearance of medium and deep wrinkles associated with mechanical aging. Tru Face® Skin Perfecting Gel helps prevent the effects of environmental aging and is a great way to keep young skin looking young. Tru Face® Revealing Gel smooths the skin, minimizes the appearance of pores, and brightens sallow, dull complexions—without irritation. Revealing Gel is a gentle way to fight biological aging. Tru Face Essence is compatible with each of these products.

How does Tru Face Essence work?

Tru Face Essence works naturally with the body to help improve skin elastin content. Elastin provides the elastic support for the skin and improves skin firmness and contouring.

When do I apply Tru Face Essence when using other Tru Face products?

Tru Face Essence is applied after other Tru Face products. For example, if using with Tru Face Line Corrector and Tru Face Revealing Gel the order of application would be: 1) Tru Face Line Corrector, 2) Tru Face Revealing Gel, 3) Tru Face Essence.

Can I use Tru Face Essence with the Nu Skin 180° System?

Tru Face Essence is an excellent complement to the Nu Skin 180° System.

How long do I need to use Tru Face Essence to get results?

Tru Face Essence should be used twice a day for two months for best results. Continued use is recommended to maintain results.

Ingredients

Cyclomethicone, Dimethiconol, Ethoxyheptyl Bicyclooctanone (Ethocyn), Squalane, Oenothera Biennis (Evening Primrose) Oil, Camellia Sinensis Leaf Extract, Retinyl Palmitate, Tocopheryl Linoleate, Dimethicone, Zea Mays (Corn) Oil.