

Nu Skin 180° Face Wash

Facial cleanser

Product Format

Creamy liquid, packaged in a flexible tube with flip-top cap.

Size

125 ml

Nu Skin 180° System

Younger looking skin is within weeks away

Your skin is telling you it's time to make a change. Decide today to look younger tomorrow with Nu Skin 180°. Designed to help reverse the full range of ageing effects, this system is scientifically proven to help diminish fine lines and wrinkles, refine texture and even skin tone for an overall more youthful appearance.



Product Overview

Cleanse away the signs of environmental ageing. Nu Skin 180° Face Wash contains 10 percent active, efficacious vitamin C, making it one of the most extraordinary anti-ageing cleansers available. This level of concentrated vitamin C is a potent tool against multiple signs of ageing. In addition to targeting age spots and discoloration, this rich, creamy formula helps support collagen production to diminish wrinkles and firm the skin. Treat your skin to the ultimate anti-ageing cleanser for a fresh, clean, more youthful complexion.

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.

Product Benefits

- Smooths lines and wrinkles.
- Promotes a firmer, more youthful complexion.
- Evens skin tone by helping reduce dark spots and discoloration.
- Leaves skin feeling clean, fresh and soft.
- Features a patented waterless formula that delivers 10 percent active, free-flowing vitamin C (L-ascorbic acid) to the skin.

Key Ingredients

- **Vitamin C** – a necessary component of collagen production that helps diminish the appearance of lines and wrinkles

and firm the skin. It also evens skin tone by working to reduce skin discoloration.

- **Sesame and soybean oils** – rich emollients that prevent moisture loss and help maintain the skin's protective moisture barrier.
- **Grape seed, ginkgo biloba leaf and ginseng extracts** – minimise skin damaging free radicals.

Usage/Application

Use morning and night as the first step of the Nu Skin 180° System. Moisten face and neck with lukewarm water. Place a small amount of cleanser onto fingertips. Apply to face and neck. Then, with wet hands, gently work into a light lather. Rinse with warm water and pat dry. Avoid contact with the eye area. (Please note: lathering Nu Skin 180° Face Wash in your hands before applying will release the active vitamin C before it reaches the skin, decreasing effectiveness.)

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

Warning: Before using, please perform a patch test on a small area of skin. If redness or irritation occurs, discontinue use immediately.

Nu Skin 180° Face Wash

Complementary Products

- **Nu Skin 180° System** – designed to help reverse the full range of ageing effects, each product in this system plays an integral role in delivering anti-ageing benefits and works synergistically to enhance results.
- **Nu Skin 180° AHA Facial Peel and Neutralizer** – features 10 percent lactic acid to decrease the appearance of fine lines and wrinkles and enhance cell renewal for improved texture, radiance and pore size.
- **Tru Face® Essence Ultra** – features Ethocyn®, a patented anti-ageing ingredient which helps restore facial firmness. Tru Face® Essence Ultra is now combined with coenzyme Q10, Tēgreen 97® and a protective antioxidant network to promote cellular energy production and help prevent future signs of ageing.
- **Tru Face® Line Corrector** – features a revolutionary pro-collagen peptide that helps soften moderate to deep lines around the mouth, eyes and forehead.

Demonstration

When stable, vitamin C is a powerful anti-ageing ingredient. However, keeping it stable and active in a solution is one of the biggest challenges scientists face when formulating with vitamin C. To demonstrate that the vitamin C in Nu Skin 180° Face Wash is stable and active, follow these steps:

1. Fill a glass with regular tap water.
2. Add iodine until water is a rusty brown colour.
3. Squeeze a spoonful of Nu Skin 180° Face Wash into the iodine-water solution and stir.

4. The rusty brown solution will turn white.

Explain to your customers that when iodine binds to active vitamin C, it turns white. But if the vitamin C is not active, the iodine solution will not turn white.

Frequently Asked Questions

Why doesn't Nu Skin 180° Face Wash foam as much as typical cleansers?

Nu Skin 180° Face Wash uses an anhydrous (waterless) formula of free-flowing vitamin C to preserve the efficacy of vitamin C. Thus, this water-free formula foams less than other cleansers.

Is it still okay to use Nu Skin 180° Face Wash with water?

Yes. However, do not lather it in your hands first because this will release the active vitamin C before it reaches the face, decreasing effectiveness.

Can I use Nu Skin 180° Face Wash without the other products in the Nu Skin 180° System?

Yes. In fact, Nu Skin 180° Face Wash is a great cleanser for anyone who wants fresh, vibrant skin.

Ingredients

Glycerin, Ascorbic Acid, *Sesamum Indicum* (Sesame) Seed Oil, C12-15 Alkyl Benzoate, Sodium Cocoyl Isethionate, Hydrogenated Soybean Oil, Sodium C14-16 Olefin Sulfonate, *Vitis Vinifera* (Grape) Seed Extract, *Ginkgo Biloba* Leaf Extract, Panax Ginseng Root Extract, Stearyl Glycyrhethinate, Phospholipids, Butylene Glycol, Carbomer, Silica, Fragrance (*Parfum*), Titanium Dioxide (CI 77891).

BIOLOGICAL AND ENVIRONMENTAL AGEING SUMMARY CHART

SKIN FUNCTIONS THAT DECLINE		Decrease in Structural Proteins BIOLOGICAL AND ENVIRONMENTAL AGEING SUMMARY CHART		Irregular Pigment Production	Decline in Healthy Cell Renewal			Decrease in Natural Moisturisers
RESULTING SIGNS OF AGEING		Lines and Wrinkles	Loss of Firmness	Uneven Skin Tone and Discolouration	Rough Texture	Dull, Sallow Complexion	Enlarged Pores	Dry Skin
NU SKIN 180° PRODUCTS	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	

This document is for use by Nu Skin Enterprises Europe staff and independent distributors. It is not to be circulated to members of the public.