

Epoch® Everglide® Foaming Shave Gel



Positioning Statement

Epoch® Everglide® Foaming Shave Gel is a full foaming lather that provides a smooth, close, comfortable shave.

Concept

Takes the bite out of shaving. You'll enjoy a smooth, close, comfortable shave with Epoch® Everglide®. Its rich lather cushions skin against the harsh effects of everyday shaving with mullein, a botanical that grows in the American Southwest and has been used by Native Americans for its soothing properties.

Target Audience

- **Primary audience**—men of all ages interested in basic skin care and the Epoch® philosophy.
- **Secondary audience**—men and women of all ages who want a rich foaming shave gel.

Product Claims

- Rich gel provides a full lather and smooth glide for your razor.
- Soothing formula feels good on skin.
- Rinses thoroughly and won't clog razor.
- Safety-allergy-dermatologist tested.
- A donation of \$0.25 from each Epoch® product sold goes toward the Nu Skin Force for Good Foundation;™ a nonprofit organization committed to creating a better world for children by improving human life, continuing indigenous cultures, and protecting fragile environments.

Key Ingredient

- **Mullein (*verbascum thapsus*) extract**—mullein was used for centuries by Southwestern Native Americans and valued for its skin soothing properties. It was applied as a poultice externally to provide soothing emollients to the skin. Made from the leaf of the plant, mullein contains various terpenoid compounds that have a relieving effect.

Usage/Application

Gently massage a small amount of gel with your damp palms to form a full lather. Shave as usual. Rinse thoroughly with warm water.

FYI

Historically, mullein has been known by many names, such as flannel leaf, lamb's ear, beggar's blanket, and velvet plant—names that hint at its comforting qualities. The plant was used for years by Native Americans who would place the leaf in the bottom of their moccasins to cushion their feet. The leaf of the plant is thick, soft, and velvety to the touch and is known for its skin soothing properties.

Complementary Products

- **Enhancer Skin Conditioning Gel**—contains conditioning panthenol and soothing aloe vera. Use liberally after shaving with Epoch® Everglide® Foaming Shave Gel to soothe the skin and provide a healthy balance of moisture.
- **Dividends™ Aftershave**—this lightweight balm is specially formulated to make hair stubble softer, finer, and less noticeable, extending the results of your shave.
- **Perennial® Intense Body Moisturizer**—an all-over intense moisturizer that maximizes the skin's natural defense mechanisms against harsh environmental exposure. A good companion product to promote comfortable, healthy skin all over the body.

Frequently Asked Questions:

How does Epoch® Everglide® dispense?

Unique packaging holds Epoch® Everglide® Foaming Shave Gel in a balloon suspended inside the bottle. Pressing the pump allows the balloon to push the product out without the use of chemical propellants.

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What is the best way to achieve a cleaner, closer shave?

Heating the beard with warm water helps soften the hair for a cleaner shave. If you're ambitious, exfoliate before shaving. Exfoliating removes dead skin cells that can clog razors and also allows you to get a closer shave. Following shaving with Enhancer Skin Conditioning Gel to soothe skin and provide a healthy balance of moisture.

Can women use Epoch® Everglide® Foaming Shave Gel on their legs?

Yes, Many women use Epoch® Everglide® Foaming Shave Gel for shaving because of the way it helps protect skin from razor burn.

Can an electric shaver be used with Epoch® Everglide® Foaming Shave Gel?

Most electric shavers are not designed to be used with shave creams, lotions, or foams. Therefore, we do not recommend using Epoch® Everglide® Foaming Shave Gel with an electric shaver, unless the shaver is specifically designed for use with foams.

Can those with sensitive skin use Epoch® Everglide® Foaming Shave Gel?

Yes, Epoch® Everglide® Foaming Shave Gel is formulated with the soothing ethnobotanical mullein (*verbascum thapsus*) to help make shaving a less irritating experience, even for those with sensitive skin. Follow with Enhancer or Dividends™ Aftershave Balm for additional skin soothing benefits.

Ingredients

Water (Aqua), Palmitic Acid, Triethanolamine, Isopentane, Sorbitol, Ceteth-2, Verbascum Thapsus (*Mullein*) Extract, Glycerin, Butylene Glycol, Isobutane, Hydroxypropylcellulose, PEG-14M, Fragrance (Parfum), Chlorphenesin, Methylparaben.