

# Tri-Phasic White™ Essence

## THE SCIENTIFIC METHOD FOR BRILLIANT SKIN

### System Positioning Statement

Nu Skin® Tri-Phasic White™ is a comprehensive skin brightening system containing five products that work together to minimize the *activation*, *synthesis*, and *expression* phases of the skin discoloration process.

### Positioning Statement

A light, silky serum that helps inhibit the *synthesis* of discoloration on the surface of the skin.

### Concept

Reveal your inner beauty. Vital for contributing to a brilliant, translucent skin tone, Tri-Phasic White™ Essence is formulated with Brightex™. This proprietary combination of ingredient technologies works in multiple ways to illuminate your complexion by targeting the series of reactions in the critical *synthesis* phase. Essential to the skin brightening process, Tri-Phasic White™ Essence should be used as part of your daily regimen.

### Target Audience

Men and women ages 20+ who want a lighter and/or more even skin tone.

### Product Claims

Inhibits the *synthesis* of discoloration in the following three ways:

- Antioxidant activity calms free radicals in the *synthesis* phase.
- Targets tyrosinase, an enzyme critical to discoloration *synthesis*.
- Encourages the *synthesis* reaction to produce the lighter form of melanin.

### Key Ingredient

**Brightex™**—a proprietary brightening blend that inhibits the *synthesis* of discoloration by targeting the three main chemical reactions within the *synthesis* phase.

- Antioxidant activity in Brightex™ targets one of the critical chemical reactions in the *synthesis* phase of the skin discoloration process.
- Tyrosinase, an enzyme critical to discoloration *synthesis*, is targeted by ingredients in the Brightex™ blend.



- If melanin is produced, Brightex™ encourages the production of lighter form.

### Usage/Application

Apply to face and neck in a thin layer. (You can also use this serum as a spot treatment to target a small area of discoloration.)

#### MORNING REGIMEN

- Tri-Phasic White™ Cleanser
- Tri-Phasic White™ Toner
- Tri-Phasic White™ Essence
- Tri-Phasic White™ Day Milk Lotion

#### NIGHT REGIMEN

- Tri-Phasic White™ Cleanser
- Tri-Phasic White™ Toner
- Tri-Phasic White™ Essence
- Tri-Phasic White™ Night Cream

### FYI

- Freckles, melasma (pregnancy mask), age spots (also known as liver spots), and general hyperpigmentation are all caused by melanin—the pigment in your skin—which is produced by melanocytes.
- Melanin is produced through a series of reactions. During melanin *synthesis*, the amino acid tyrosine is converted into one of two types of melanin—dark or light. Dark melanin is associated with dark skin, while light melanin is more predominant in people with fair skin.

### Complementary Products

- **Tru Face™ Essence**—an anti-aging formula that helps restore elasticity and firmness to the skin for a more contoured, youthful appearance.

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## Complementary Products (cont.)

- **Tru Face™ Line Corrector**—a revolutionary anti-aging gel that uses the power of peptides to reduce the appearance of moderate to deep lines and wrinkles resulting from mechanical aging, which is caused by habitual muscle movements.
- **Polishing Peel™**—resurfaces and polishes skin to immediately deliver skin smoothing results clinically proven to be equivalent to a professional microdermabrasion treatment.
- **Epoch® Glacial Marine Mud™**—a face and body mineral mud mask that draws out impurities and nurtures skin with more than 30 skin beneficial minerals. Add Clarifying Rare Earths™ Mineral Infusions for a more clear and even skin tone.
- **Nu Skin® Galvanic Spa™ System II**—features a new instrument and three interchangeable conductors for the face, scalp, and body to provide more spa and treatment benefits. Nu Skin® Galvanic Spa™ Pre-Treatment and Treatment Facial Gels work to restore skin's natural vibrancy by removing impurities and promoting cellular energy.

## Frequently Asked Questions

**Can Tri-Phasic White™ Essence be used as a spot treatment?**

Yes, Tri-Phasic White™ Essence works great as a spot treatment for individuals who want to target a small area of discoloration.

However, it is best to use Tri-Phasic White™ Essence as part of the Nu Skin® Tri-Phasic White™ System for overall lightening and brightening benefits.

### Which skin types can use Tri-Phasic White™ Essence?

Tri-Phasic White™ Essence is formulated for all skin types; however, it is a very potent formula so some people with sensitive skin may experience a brief stinging sensation.

### Which phase of the discoloration process does Tri-Phasic White™ Essence work to inhibit?

Tri-Phasic White™ Essence is formulated with Brightex™ which inhibits the *synthesis* phase of the discoloration process.

## Ingredients

Water (Aqua), Dimethicone, Butylene Glycol, Citrus Medica Limonum (Lemon) Peel Extract, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Phytosphingosine, Vitis Vinifera (Grape) Seed Extract, Thioctic Acid, Squalane, Ethoxydiglycol, Mentha Piperita (Peppermint) Leaf Extract, Polysorbate 60, Triticum Vulgare (Wheat) Germ Extract, Phospholipids, Disodium EDTA, Fragrance (Parfum), Chlorphenesin, Methylparaben, Ethylparaben.

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The Nu Skin® Tri-Phasic White™ System addresses all three skin discoloration phases:

Individual Products	Activation	Synthesis	Expression
Tri-Phasic White™ CLEANSER			Creatinine
Tri-Phasic White™ TONER	Carnosine		Fairtex™
Tri-Phasic White™ ESSENCE		Brightex™	
Tri-Phasic White™ DAY MILK LOTION	Hexapeptide-2 SPF 15 (UVA/UVB)		
Tri-Phasic White™ NIGHT CREAM	Diacyl Boldine		

