

# Facial Cleansing Bar



## Positioning Statement

A soap-free facial cleanser in the convenience of a bar for all skin types.

## Concept

Facial Cleansing Bar, for all skin types, is a nondrying cleanser in the convenience of a bar. This soap-free formula contains mild cleansers to gently clean away dirt, unwanted oils, and other impurities. The bar's pH mimics that of the skin to help remove impurities without stripping the skin's protective moisture barrier. Additional moisturizing ingredients help maintain proper moisture levels for a soft, healthy looking complexion.

## Target Audience

Men and women of all ages and any skin type who prefer the convenience of a bar. This individual may be on the go, often at the gym, and/or frequently traveling.

## Product Claims

- Gentle soap-free cleansers wash away dirt, excess oils, and impurities.
- pH balanced for optimal skin health.
- Combination of humectants and emollients leave skin soft and hydrated.
- Compatible with all skin types.
- Safety-allergy-dermatologist tested.

## Key Ingredients

- **Vitamin E**—provides antioxidant relief against the harsh effects of environmental exposure.
- **Aloe vera gel**—delivers soothing moisturization, leaving skin soft and hydrated.
- **Allantoin**—promotes cell proliferation for vibrant healthy looking skin.

- **Jojoba oil**—closely resembles the skin's natural lipids to quickly absorb and supplement the skin's moisture content.

## Usage/Application

Apply to dampened skin. Work gently into a light lather. Rinse thoroughly. Follow with Nu Skin® toner and moisturizer formulated for your skin type.

## FYI

Alkaline soaps dry and damage the skin by breaking the skin apart and changing the structure of its components. Alkaline soap has a reactive chemical structure that breaks the bonds holding fatty acid and protein molecules together. These fatty acid and protein molecules make up the cellular membrane and structures that protect and maintain the skin's integrity. As these surface structures are denatured, it causes the skin to "break apart."

## Complementary Products

Nutricentials™ regimen formulated for your skin type:

### FOR NORMAL TO DRY SKIN:

- Facial Cleansing Bar
- pH Balancing Toner
- Celltrex® Ultra Recovery Fluid
- Moisture Restore™ Day Protective Lotion SPF 15 Normal to Dry
- Night Supply™ Nourishing Cream

### FOR COMBINATION TO OILY SKIN:

- Facial Cleansing Bar
- pH Balanced Mattefying Toner
- Celltrex® Ultra Recovery Fluid
- Moisture Restore™ Day Protective Lotion SPF 15 Combination to Oily
- Night Supply™ Nourishing Lotion

# Facial Cleansing Bar

## FOR ALL:

- 4-in-1 Shampoo daily use formula is great for all hair types and offers the convenience of one-step total hair care.

## Frequently Asked Questions

### *What is the advantage of a soap-free cleanser?*

Soap is an alkaline (basic pH) ingredient that strips the skin of needed moisture, which damages the protective moisture barrier.

### *Which skin types can use Facial Cleansing Bar?*

Facial Cleansing Bar is a gentle cleanser for all skin types and is great for people who prefer the convenience of cleansing their face with a bar instead of a liquid.

### *How is Facial Cleansing Bar different from other facial cleansing bars?*

Nu Skin® Facial Cleansing Bar is pH balanced and soap-free to protect the skin's natural barrier protection for soft, healthy looking skin.

## Ingredients

Sodium Cocoyl Isethionate, Maltodextrin, Stearic Acid, Cetyl Alcohol, Water, Nu Skin Cleansing Lotion (Water, Aloe Vera Gel, Stearic Acid, Glyceryl Stearate SE, Dioctyl Adipate, Octyl Stearate, Octyl Palmitate, Propylene Glycol, Sodium PCA, Allantoin, RNA, Fragrance, Bladderwrack Extract, Retinyl Palmitate, Ergocalciferol, Royal Jelly, Caramel, Cetearyl Alcohol, Ceteareth-20, Triethanolamine, Disodium EDTA, Butylparaben, Isobutylparaben, Isopropylparaben, Methylparaben, Phenoxyethanol), Sodium Isostearoyl Lactylate, Methyl Gluceth-20, Sodium Lactate, Lactic Acid, Glycerin, Tocopheryl Acetate, Jojoba Oil, Polyacrylamide, Titanium Dioxide, Fragrance.