

TRI-PHASIC WHITE® ESSENCE

REVEAL A BRIGHTER, MORE RADIANT YOU

SYSTEM POSITIONING STATEMENT

Nu Skin® Tri-Phasic White® is a comprehensive skin brightening system containing five products that target all three critical phases of the discoloration process.

Phase 1: Protecting from initial factors that cause discoloration.

Phase 2: Targeting a key component in the discoloration process.

Phase 3: Reducing the appearance of discoloration. Nu Skin Tri-Phasic White is a clinically proven skin brightening system to help you achieve even-toned, glowing skin.

PRODUCT POSITIONING STATEMENT

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 reducing the appearance of existing dark spots, uneven skin tone, and discoloration. Tri-Phasic White® Essence should be used as part of your daily regimen.

TARGET AUDIENCE

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

BENEFITS

- Contains antioxidants to help calm free radicals.
- Reduces the appearance of discoloration.
- Promotes a brighter, more brilliant complexion.

KEY INGREDIENTS

- **Brightex**—a proprietary brightening blend that provides potent antioxidant protection with soy isoflavones, citric acid, grape seed extract, and lipoic acid. Combined, these ingredients work in multiple ways to illuminate the complexion by reducing the appearance of existing spots, uneven skin tone, and discoloration.
 - Antioxidant activity in Brightex targets free radicals.



- Brightex targets a key component of discoloration which leads to more even skin tone.

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

- **Tri-Phasic White® Radiance Mask**—a skin brightening facial treatment that helps reduce discoloration and

TRI-PHASIC WHITE[®] ESSENCE

maintain a translucent skin tone. Sold separately from the Tri-Phasic White[®] System, this soothing, nonwoven fiber mask comes premoistened and ready to apply.

- **ageLOC[®] Tru Face[®] Essence Ultra**—an anti-aging formula that helps firm the skin for a more contoured, youthful appearance.
- **Tru Face[®] Line Corrector**—a revolutionary anti-aging gel that uses the power of peptides to reduce the appearance of lines and wrinkles.
- **Polishing Peel**—resurfaces and polishes skin to immediately deliver skin smoothing results clinically proven to be equivalent to a professional microdermabrasion treatment.

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 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.

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, Ethoxydi-glycol, Mentha Piperita (Peppermint) Leaf Extract, Polysorbate 60, Triticum Vulgare (Wheat) Germ Extract, Phospholipids, Disodium EDTA, Fragrance (Parfum), Chlorphenesin, Methylparaben, Ethylparaben.

2

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

Individual Products	Phase I / Protect	Phase II / Target	Phase III / Reduce
Tri-Phasic White [®] CLEANSER			
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	Diacetyl Boldine		
Tri-Phasic White [®] RADIANCE MASK	Portulaca Oleracea (Purslane) Extract	Tetrahydrodiferuloylmethane (THDM)	

