

EPOCH® ICEDANCER®

INVIGORATING LEG GEL



POSITIONING STATEMENT

Epoch® IceDancer® Invigorating Leg Gel is a clear cooling gel that stimulates and instantly revives fatigued legs.

CONCEPT

Refreshes and revives your legs. Whether you're working or playing, time spent on your feet can leave your legs feeling exhausted. Rub in instant relief with this soothing alcohol-free gel formulated with natural wild mint—(mentha arvensis)—used by Northwestern Native American tribes for soothing aches and pains—and a combination of horse chestnut, eucalyptus, and peppermint oil to stimulate tired, achy legs. This clear, cooling formula can be applied right over stockings and quickly melts into your skin, leaving legs refreshed and revived.

TARGET AUDIENCE

Individuals who have tired, achy legs due to standing for long periods of time or being on their feet all day. Examples of people who would use this product are: nurses, flight attendants, presenters, food servers, retail salespeople, and people who travel, hike, run, etc.

PRODUCT CLAIMS

- Revives, stimulates, and refreshes tired legs.
- Cools and soothes achy legs.
- Alcohol-free, nonsticky, clear gel.
- Can be applied over nylons.
- Safety-allergy-dermatologist tested
- A donation of \$0.25 from each Epoch® product sold goes toward the Nu Skin Force for Good Foundation,™ a non-profit organization committed to creating a better world

for children by improving human life, continuing indigenous cultures, and protecting fragile environments.

KEY INGREDIENTS

- **Natural wild mint (mentha arvensis)**—used by Northwestern Native Americans to help revive and stimulate tired, achy legs. After spending long periods of time in the wild walking or running, the men would rub the Natural Wild Mint on their tired, achy legs to refresh and revitalize them.
- **Horse chestnut**—used to revitalize and stimulate the legs, easing the sensation of heaviness and swelling.
- **Eucalyptus, menthol, and peppermint oil**—combine to provide a cooling and invigorating sensation on the skin as well as a bold refreshing scent.

USAGE/APPLICATION

Generously massage over lower legs, calves, and behind the knees anytime as needed. Wash hands after use. Can be applied over nylons.

TESTIMONIALS

“IceDancer is a must-have for anyone who’s standing all day. The scent of wild mint is so reviving, and the cool gel soothes away my aches and pains. I feel like I could skate for hours.”

—ROSALYNN SUMNERS, FORMER WORLD FIGURE SKATING CHAMPION AND OLYMPIC SILVER MEDALIST

“Whenever I have a pain in my back I put the IceDancer gel on at night and in the morning my pain is gone—this is one terrific gel! I have been suffering those pains on occa-

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sion for more than 15 years, and instead of taking medicine like I did before, I use IceDancer.”

—MARTINE KUSTAAS, LIBERTY LAKE, WA

“I recently had a little grandson who cried in the night with growing pains in his legs. After 30 minutes rubbing and assuring him he didn’t really need his Mummy and Daddy, I reached for the IceDancer. Within two minutes he stopped crying and said, ‘You are magic, Grandma.’ My son-in-law calls it ‘Grandma’s Magic’ and my daughter has told lots of friends. It is a parent’s answer to a midnight cry!”

—MARJ MULHOLLAND, AUCKLAND, NEW ZEALAND

FYI

Northwestern Native American men spent long days and nights on their feet while hunting in the wild. Many hours of walking and running exhausted the men and left them with tired, achy legs long before they could afford to rest. These men found instant relief by rubbing the natural wild mint (*mentha arvensis*) leaves directly on their legs. Afterward, their legs would feel revitalized and invigorated enough to continue with renewed energy.

COMPLEMENTARY PRODUCTS

- **Epoch® Firewalker®**—a soothing foot cream formulated with Hawaiian ti plant extract, traditionally used by Polynesian firewalkers to absorb heat and to cool and soothe the skin. Great for individuals who spend long periods of time standing on their feet. A good companion to Epoch® IceDancer®.
- **Liquid Body Bar**—a creamy liquid body wash rich with humectants and scented with aromatic grapefruit extract to invigorate the senses while in the shower. Transforms the shower into an uplifting skin care experience that revives and invigorates.
- **Pharmanex® FlexCrème™**—a penetrating cream formulated to relieve discomfort associated with strains and sprains surrounding sore muscles and overworked joints. Epoch® IceDancer® revives and refreshes tired, achy legs and can be used along with with Pharmanex® FlexCrème™, which helps to relieve any accompanying muscle and joint discomfort.
- **Pharmanex® BioGingko®**—an oral supplement formulated to promote circulation in the brain and give mental performance a boost. Use Epoch® IceDancer® to provide an additional stimulating boost of energy during a busy day.

FREQUENTLY ASKED QUESTIONS

Will this help with joint pain or joint mobility?

Epoch® IceDancer® is designed to create a stimulating sensation on the skin to invigorate tired and sore legs (or other areas). It could also assist in helping comfort tired or sore joints. Someone looking to relieve discomfort and increase joint mobility will be interested in the Pharmanex® product FlexCrème.™

People say that Epoch® IceDancer® can be applied over nylons. Won't it stain or ruin nylons? Won't it be sticky?

Epoch® IceDancer™ was tested by numerous women. When applied over nylons, no one experienced staining or any other problems. Epoch® IceDancer™ is a very light gel, so it is not sticky, whether applied over nylons or directly on the skin.

Is this just Epoch® Firewalker® for the legs?

Epoch® Firewalker® soothes, while Epoch® IceDancer® invigorates. Epoch® IceDancer® and Epoch® Firewalker® are two distinct products. Epoch® Firewalker® is a soothing cream, usually used on feet that are hot, tired, and sore. Epoch® IceDancer® is a light gel that leaves a cool, invigorating sensation on the skin. It is generally used on tired legs, but we have heard from various users that they love the product for their back and neck.

Should I feel it right away?

It may take a little while before you start to feel the cooling effects of Epoch® IceDancer®. Most people begin to feel the revitalizing effects of Epoch® IceDancer® within five minutes.

Is this product good for expectant mothers?

Yes, this product is great for expectant mothers, and for everyone whose legs need a little energy boost.

INGREDIENTS

Water (Aqua), PPG-5-Ceteth-20, Glycereth-26, PEG-12 Dimethicone, Aloe Barbadensis Leaf Juice, Carbomer, Mentha Piperita (Peppermint) Oil, Menthol, Mentha Arvensis Leaf Extract, Aesculus Hippocastanum (Horse Chestnut) Seed Extract, Eucalyptus Globulus Leaf Extract, Sodium Hyaluronate, Butylene Glycol, Aminomethyl Propanol, Disodium EDTA, Phenoxyethanol, Caprylyl Glycol, 1,2-Hexanediol, Tropolone.

