

# Dividends™ Shave Cream

**SAME ROUTINE. MORE BENEFITS.™**

## Nu Skin® for Men Positioning Statement

Get more from your morning routine. Nu Skin® for Men helps men maximize the return on their time invested getting ready for the day. This line of multifunctional products delivers extra skin care benefits without adding extra hassle.

## Positioning Statement

With Dividends™ Shave Cream, you cleanse, exfoliate, and condition as you shave.

## Concept

Shaving. It's unavoidable—why not get more out of the process? Now you can cleanse, exfoliate, and condition all in one step as you shave with Dividends™ Shave Cream. This concentrated lather gently removes dirt and oil, and optimizes razor glide for a clean, smooth shave that makes your skin look and feel great.

## Target Audience

Men ages 20–40 who want to feel better about their image without adding time or hassle to their morning routine. These men aren't currently "skin-involved," but they appreciate skin care benefits when they experience them. They'll pay a premium for extra grooming benefits if getting the benefits doesn't add extra steps or hassle to their morning routine.

## Product Claims

- Cleanses, exfoliates, and conditions as you shave for a comfortable, smooth after-feel.
- Concentrated lather optimizes razor glide.
- Cream format allows for the delivery of additional skin care benefits.
- Provides antioxidant protection to skin.

## Key Ingredients

- **Mild surfactant blend**—effectively removes excess dirt and oil, and provides a rich, moisturizing consistency for optimal razor glide that is gentle to the skin.
- **Tegreen 97®**—a proprietary Pharmanex® antioxidant that helps protect skin from oxidizing free radical damage.
- **Licorice extract**—protects and soothes sensitive skin.



- **Bisabolol**—helps prevent nicks and cuts. Relieves skin from dryness, chapping, and chafing.
- **Vitamin E**—moisturizes and conditions.

## Usage/Application

Place a moderate amount of cream onto moistened hand and gently smooth onto skin before shaving. After shaving, rinse thoroughly with warm water.

## Global Media

*HealthNewsDigest.com* (U.S.A.)

In September 2003, *HealthNewsDigest.com* featured Nu Skin® for Men Dividends™ products in an article entitled "Shape Up Your Skin for Winter." The article reads, "Exfoliating is important to rid skin of a build-up of dead skin cells that cause itchiness and rashes, especially in unpredictable or dry weather. However, although shaving can be a 'natural' exfoliator for men, it can strip the skin. Choose a shaving cream that lubricates and moisturizes the skin without leaving it feeling tight and dry, such as Nu Skin's Dividends Shave Cream. The unique formula cleanses and exfoliates in one easy step, plus it relieves skin from dryness, chapping, and chafing often associated with shaving."

## Testimonials

"I just had to send a short note to Nu Skin. I'm not one for men's products, but I had to try Dividends Shave Cream. All I can say is the company has a winner here. There is no doubt in my mind that I'll be buying it again and again. I leave it on my face for 3–5 minutes before shaving. Then after a good rinse, I use Dividends Aftershave Balm—this is the ticket, the best product I have ever used, and the only one to use. Great product, second to none. Thank you very much." —MICHAEL PISCITELLI

# Dividends™ Shave Cream

## Complementary Products

- **Dividends™ Aftershave Balm**—makes facial hair softer, finer, and less noticeable so the results of your morning shave last longer.
- **Dividends™ Antiperspirant Deodorant**—reduces wetness and captures and eliminates existing and future odor-causing molecules—at the source.
- **Body Bar**—a soap-free cleanser formulated to refresh and effectively cleanse the skin. Its light grapefruit scent invigorates the senses.
- **4-in-1™ Shampoo, Condition, Hydrate, Protect**—a total hair care product that cleanses, conditions, hydrates, and protects in one convenient step.
- **Perennial® Intense Body Moisturizer**—a therapeutic body moisturizer that promotes “cellular durability,” helping to reinforce the skin’s natural defense mechanisms and protect against external aggressors.

## Frequently Asked Questions

### *How is Dividends™ Shave Cream different from other shave foams?*

Dividends™ Shave Cream delivers cleansing, exfoliating, and conditioning benefits in one step. This concentrated lather keeps beneficial ingredients close to the skin. It is also the first product to offer the benefits of Tēgreen 97®.

### *Can men who have sensitive skin confidently use Dividends™ Shave Cream?*

Yes, Dividends™ Shave Cream is formulated with soothing ingredients—Tēgreen 97®, bisabolol, and licorice. All of these ingredients combine to help prevent irritation associated with shaving, making Dividends™ Shave Cream ideal for men with sensitive skin.

### *Can women use Dividends™ Shave Cream on their legs?*

Yes, Many women have found Dividends™ Shave Cream to be excellent for shaving—they especially like the after-feel.

## Ingredients

Water (Aqua), Sodium Cocoyl Isethionate, Sodium Methyl Cocoyl Taurate, Myristic Acid, Peg-8, Octyldodecyl Benzoate, Glyceryl Stearate Se, Cetyl Alcohol, Camellia Sinensis (Green Tea) Leaf Extract\*, Dipotassium Glycyrrhizate, Bisabolol, Sodium PCA, Tocopheryl Acetate, Glycerin, Carthamus Tinctorius (Safflower) Seed Oil, Methyl Gluceth-20, Xanthan Gum, Fragrance (Parfum), Phenoxyethanol, Chlorphenesin, Methylparaben, Benzoic Acid.

\* Tēgreen 97® is a proprietary Pharmanex® antioxidant that neutralizes free radicals.

# Dividends™

## Antiperspirant Deodorant

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### Nu Skin® for Men Positioning Statement

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### Positioning Statement

Dividends™ Antiperspirant Deodorant reduces wetness and captures and eliminates existing and future odor-causing molecules—at the source.

### Concept

Body odor. Hiding it under fragrance doesn't work. Now you can erase odor—at the source. Dividends™ Antiperspirant Deodorant captures and eliminates existing and future odor-causing molecules. This microfine antiperspirant works overtime, delivering advanced wetness and odor protection. Dividends™ Antiperspirant Deodorant keeps you feeling clean and fresh all day.

### Target Audience

Men ages 20–40 who want to feel better about their image without adding time or hassle to their morning routine. These men aren't currently "skin involved," but they appreciate skin care benefits when they experience them. They'll pay a premium for extra grooming benefits if getting the benefits doesn't add extra steps or hassle to their morning routine.

### Product Claims

- Captures and eliminates existing and future odor-causing molecules.
- Microfine antiperspirant absorbs more easily.
- Helps prevent underarm irritation.

### Key Ingredients

- **Aluminum zirconium trichlorohydrate GLY**—microfine antiperspirant ingredient for advanced wetness and odor protection.
- **Bisabolol**—relieves skin from dryness, chapping, and chafing in a nonirritating formula.
- **Tegreen 97®**—a proprietary Pharmanex® antioxidant that helps protect skin from oxidizing free radical damage.

### Usage/Application

Apply thin layer directly to underarm skin. Do not apply to broken skin. If rash or irritation develops, discontinue use.

### Global Media

*Marie Claire* (Taiwan), circulation 38,000

The August 2003 edition of *Marie Claire* features Nu Skin® for Men Dividends™ Antiperspirant Deodorant in an article titled, "How to Select Body Care Products for Your Man." Nu Skin® for Men Dividends™ Antiperspirant Deodorant is listed as an editor's recommendation. The caption of the photo says, "Nu Skin, Dividends™ Antiperspirant Deodorant contains microfine antiperspirant, which keeps you feeling clean and fresh all day."

### Complementary Products

- **Dividends™ Shave Cream**—cleanses, exfoliates, and conditions as you shave.
- **Dividends™ Aftershave Balm**—makes facial hair softer, finer, and less noticeable so the results of your morning shave last longer.
- **Body Bar**—a soap-free cleanser formulated to refresh and effectively cleanse the skin. Its light grapefruit scent invigorates the senses, creating a pleasurable bathing experience every time.
- **4-in-1™ Shampoo, Condition, Hydrate, Protect**—a total hair care product that cleanses, conditions, hydrates, and protects in one convenient step.
- **Perennial® Intense Body Moisturizer**—a therapeutic body moisturizer that promotes "cellular durability," helping to reinforce the skin's natural defense mechanisms and protect against external aggressors.

### Frequently Asked Questions

*How is Dividends™ Antiperspirant Deodorant different from other deodorants?*

Dividends™ Antiperspirant Deodorant contains a unique odor-binding molecule. This molecule has a concave, flexible shape

# Dividends™ Antiperspirant Deodorant

with an internal cavity that gives it the unique ability to bind to odor-causing molecules and enclose around them, thus eliminating the odor.

## **Can women use Dividends™ Antiperspirant Deodorant?**

Yes, In fact, some women have said if they had to choose one product from a man's routine, they would choose Dividends™ Antiperspirant Deodorant. Why? Because it not only works very well, but also has a neutral fragrance and glides on clear.

## **Ingredients**

**Active Ingredient:** Aluminum Zirconium Trichlorohydrate 20%

**Other Ingredients:** Cyclomethicone, Stearyl Alcohol, Hydrogenated Castor Oil, C12-15 Alkyl Benzoate, Glyceryl Oleate, Camellia Sinensis (Green Tea) Leaf Extract,\* Bisabolol, Glycyrrhiza Glabra (Licorice Root Extract), Carthamus Tinctorius (Safflower) Seed Oil, Silica, Peg-8 Distearate, Aluminum Starch Octenylsuccinate, Fragrance (Parfum).

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# Dividends™

## Aftershave Balm

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Get more from your morning routine. Nu Skin® for Men helps men maximize the return on their time invested getting ready for the day. This line of multifunctional products delivers extra skin care benefits without adding extra hassle.

### Positioning Statement

Dividends™ Aftershave Balm makes facial hair softer, finer, and less noticeable, so the results of your morning shave last longer.

### Concept

Stubble—it starts growing back as soon as you shave, but it doesn't have to be that way. Extend the results of your morning shave with Dividends™ Aftershave Balm. This lightweight balm makes facial hair softer, finer, and less noticeable. Also prevents razor bumps, and cools and soothes the skin. Experience better results with Dividends™ Aftershave Balm.

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Men ages 20–40 who want to feel better about their image without adding time or hassle to their morning routine. These men aren't currently "skin involved," but they appreciate skin care benefits when they experience them. They'll pay a premium for extra grooming benefits if getting the benefits doesn't add extra steps or hassle to their morning routine.

### Product Claims

- Makes facial hair softer, finer, and less noticeable, extending the results of your morning shave.
- Cools and soothes the skin.
- Prevents razor bumps.

### Key Ingredients

- **Lauryl isoquinolinium bromide**—makes facial hair finer, softer, and less noticeable.
- **Tēgreen 97®**—a proprietary Pharmanex® antioxidant that helps protect skin from oxidizing free radical damage.
- **Aloe vera**—moisturizes and soothes skin.
- **Urea, yeast extract, algae extract, and glucosamine HCl**—a technologically advanced ingredient blend that minimizes razor bumps.



- **Menthyl PCA**—cools skin without menthol odor.
- **Algae and mugwort extracts**—provide anti-sting and soothing properties.
- **Bisabolol**—helps prevent nicks and cuts; relieves skin from dryness, chapping, and chafing.
- **Vitamin E**—moisturizes and conditions.

### Usage/Application

Apply to face and neck after shaving.

### Testimonials

"I just had to send a short note to Nu Skin. I'm not one for men's products, but I had to try Dividends Shave Cream. All I can say is the company has a winner here. There is no doubt in my mind that I'll be buying it again and again. I leave it on my face for 3–5 minutes before shaving. Then after a good rinse, I use Dividends Aftershave Balm—this is the ticket, the best product I have ever used, and the only one to use. Great product, second to none. Thank you very much."

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- **Perennial® Intense Body Moisturizer**—a therapeutic body moisturizer that promotes "cellular durability," helping to rein-

# Dividends™ Aftershave Balm

force the skin's natural defense mechanisms and protect against external aggressors.

## Frequently Asked Questions

***How long will it take before my facial hair starts to feel softer, finer, and less noticeable?***

In an in-house study, the majority of men who consistently applied Dividends™ Aftershave Balm after shaving noticed a reduction in five o'clock shadow in as early as four weeks.

***Dividends™ Aftershave Balm makes hair softer, finer, and less noticeable. What if I accidentally get it on my eyebrows, chest hair, or sideburns? Will it do anything to my hair in those areas?***

If you accidentally apply it to your eyebrows, chest hair, or sideburns, it will not remove hair in those areas. Dividends™ Aftershave Balm is not a depilatory—it is not used to remove unwanted hair from the body. It is formulated for use after shaving. With consistent use it will make hair softer, finer, and less noticeable.

***Can women use Dividends™ Aftershave Balm on their legs to make the results of shaving last longer?***

Yes, Dividends™ Aftershave Balm offers women the same benefits it does men. It will make leg hair softer, finer, and less noticeable, so the results of shaving last longer.

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## Ingredients

Water (Aqua), Trisiloxane, Butylene Glycol, Aloe Barbadensis Leaf Juice, Betaine, Hydroxyethyl Acrylate/ Sodium Acryloyldimethyl Taurate Copolymer, Squalane, Glycerin, Polysorbate 20, Dimethicone, Camellia Sinensis (Green Tea) Leaf Extract\*, Bisabolol, Dipotassium Glycyrrhizate, Yeast Extract, Menthyl PCA, Algae Extract, Artemisia Vulgaris (Mugwort) Extract, Laminaria Digitata (Algae) Extract, Allantoin, Arginine, Glucosamine HCl, Sodium PCA, Tocopheryl Acetate, Tocopheryl Linoleate, Urea, Phospholipids, Carthamus Tinctorius (Safflower) Seed Oil, Cyclomethicone, Dimethiconol, Phenyl Trimethicone, Polysorbate 60, Disodium EDTA, Lauryl Isoquolinium Bromide, Fragrance (Parfum), Chlorphenesin, Methylparaben.

\* Tēgreen 97® is a proprietary Pharmanex® antioxidant that neutralizes free radicals.

