

# S3

PHARMANEX BIOPHOTONIC SCANNER



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# LIGHT, INNOVATED

The patented Pharmanex BioPhotonic Scanner is a cutting edge testing tool that non-invasively measures carotenoid levels in living tissue, providing an immediate indication of a person's overall antioxidant levels. Everyone can instantly know their own antioxidant status, empowering individuals to make improvements to their diet and lifestyle, and help them to make an informed decision on which supplements are properly formulated to impact their antioxidant health.



# THE FREE RADICAL PROBLEM

Each day we are exposed to free radicals—many of the physical effects we call aging are a result of free radical damage, and no matter how healthy you try to be, you receive free radical damage every single day.



When left unchecked, free radical damage to your cells accumulates and can lead to serious health concerns later in life. In fact, free radical damage can cause premature aging and is a large factor in the deterioration of health over time.

## FREE RADICAL DAMAGE

A visual example of free radical damage is when you slice an apple and it turns brown. This natural process is called oxidation. As oxygen interacts with cells of any type – an apple slice – oxidation occurs.



NORMAL

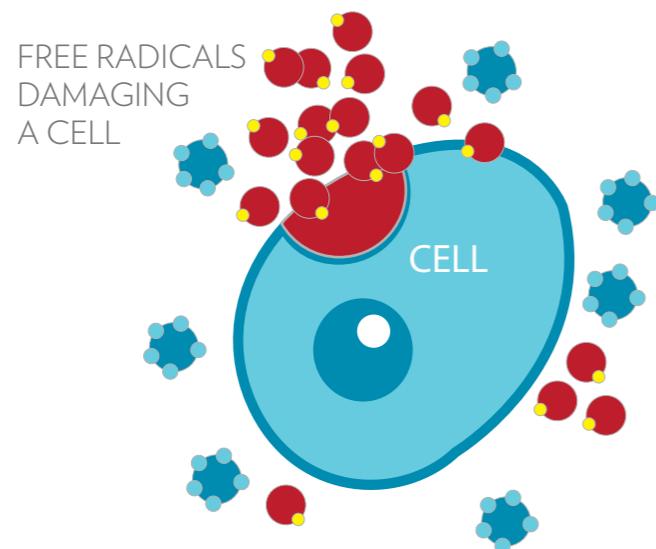
OXIDATION

# NATURE'S SOLUTION

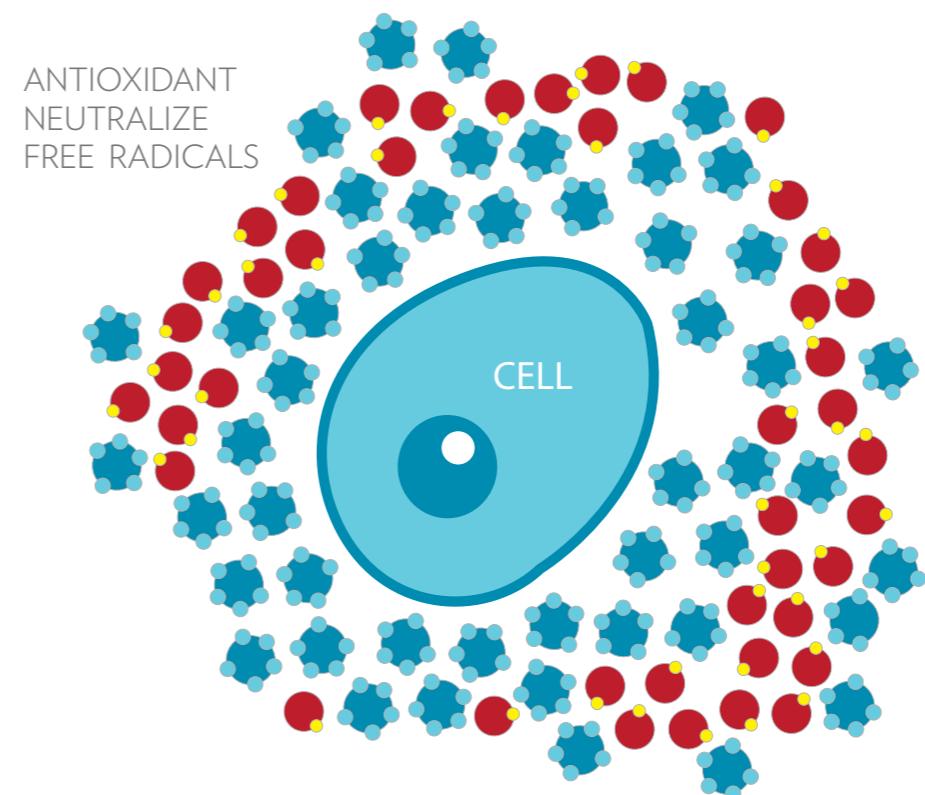
Antioxidants are your first defense against free radicals—they freely share their electrons and stop the degenerative chain reaction of free radicals. Our bodies naturally generate some antioxidants, however new research shows additional sources of antioxidants may provide added protection against a growing onslaught of free radical invaders.



## FREE RADICAL DAMAGE



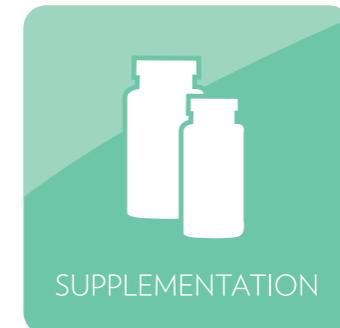
## ANTIOXIDANT PROTECTION



# HOW DO I PROTECT MYSELF FROM FREE RADICALS?

To protect yourself from free radicals, you should develop and maintain a healthy lifestyle.

You can limit your effects to free radicals by doing the following:



## WHAT ARE CAROTENOIDS?

Carotenoids are an important category of antioxidants; primarily responsible for the reds, oranges and yellows we see in fruits and vegetables. In our bodies, non-carotenoid antioxidants rely on carotenoids to defend and replenish themselves so that they can continue their cell protective work.



“Our understanding of antioxidants and their effect on overall health has dramatically increased through the use of the Pharmanex Biophotonic Scanner. Since its inception in 2003, thousands of people have been empowered to make better life choices through the personalized feedback they receive from the Scanner.”

JOSEPH CHANG, PH.D. CHIEF SCIENTIFIC OFFICER AND EXECUTIVE VICE PRESIDENT, NU SKIN ENTERPRISES

# HOW DO I KNOW MY SUPPLEMENTS ARE WORKING?

The answer is the Pharmanex® BioPhotonic Scanner. Pharmanex® was the first nutritional supplement company to provide you with a noninvasive, fast, and convenient way to determine your antioxidant status—and whether your supplements are actually working for you.



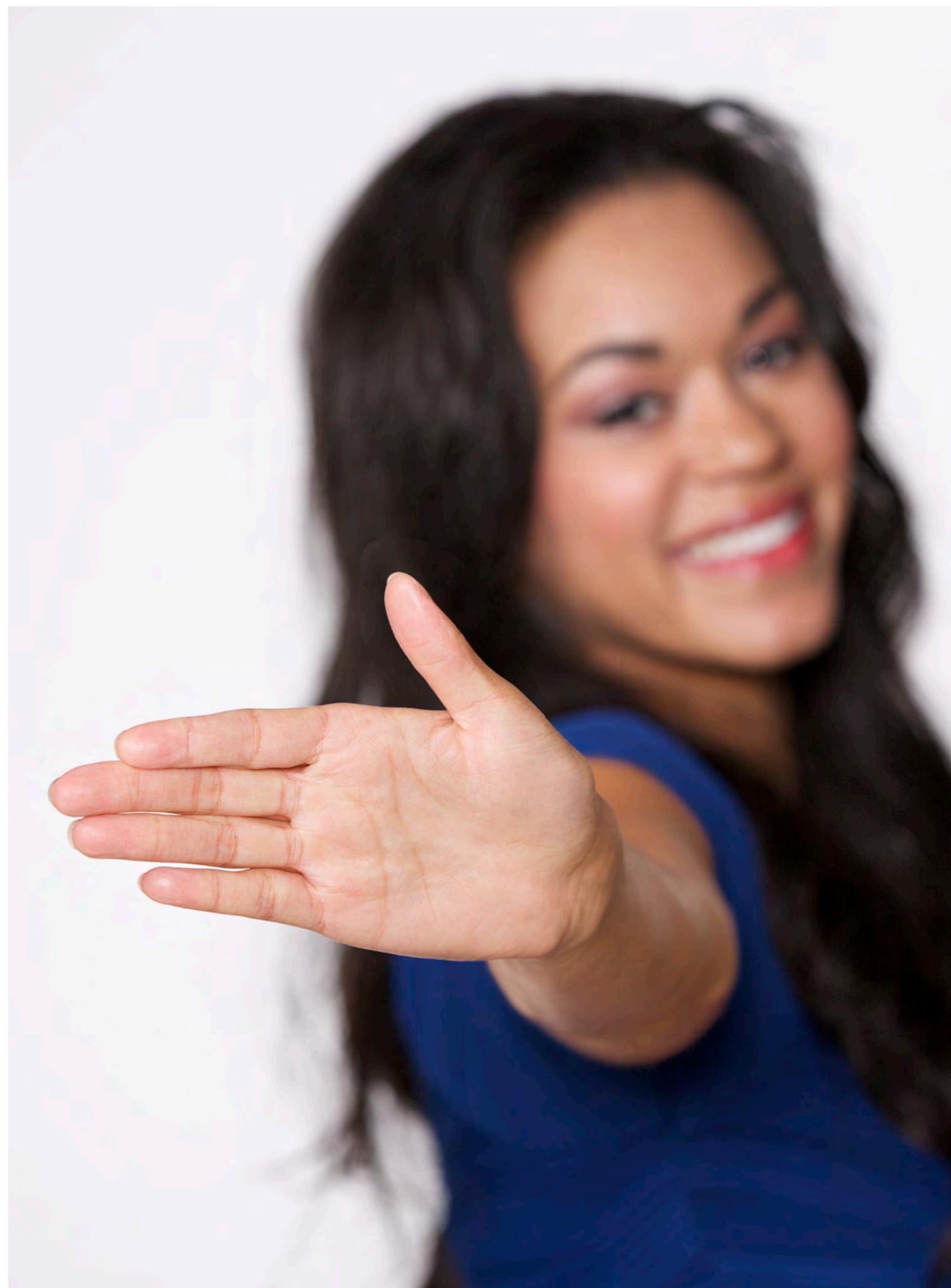
# HOW DOES THE SCANNER WORK?

The Pharmanex BioPhotonic Scanner is the world's first measuring tool that gives you a Skin Carotenoid Score (SCS)—immediate evidence of carotenoid antioxidant activity in your body. By placing the palm of your hand in front of the scanner's safe, low-energy blue light, within seconds you will obtain a reading of the carotenoid antioxidant levels in your skin—your Skin Carotenoid Scores (SCS)—which has been scientifically correlated to overall antioxidant status.

The technology of the Pharmanex BioPhotonic Scanner is based on an optical method known as Resonance Raman Spectroscopy, which has been used for many years in research laboratories.

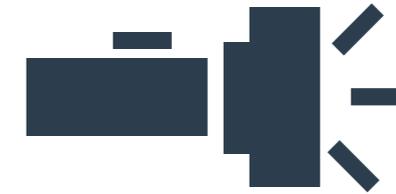
The Scanner measures carotenoid levels in human tissue at the skin surface using optical signals. These signals identify the unique molecular structure of carotenoids, allowing their measurement without interference by other molecular substances and providing the person being measured with their own SCS.

In less than one minute you can find out if your diet, lifestyle and supplements provide the antioxidant protection you need for promoting health.

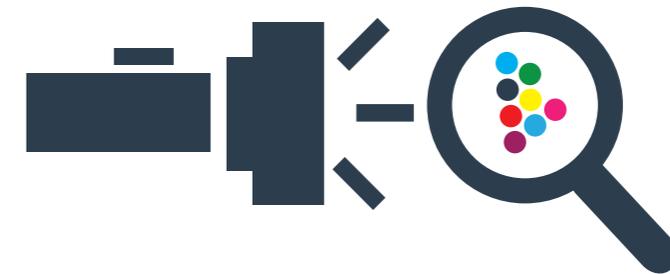


# WHAT DOES THE SCANNER MEASURE?

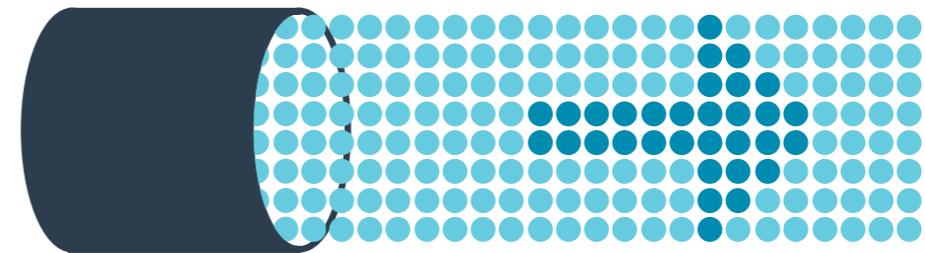
The scanner technology works on the principle of light and the fundamental particle of light is a photon.



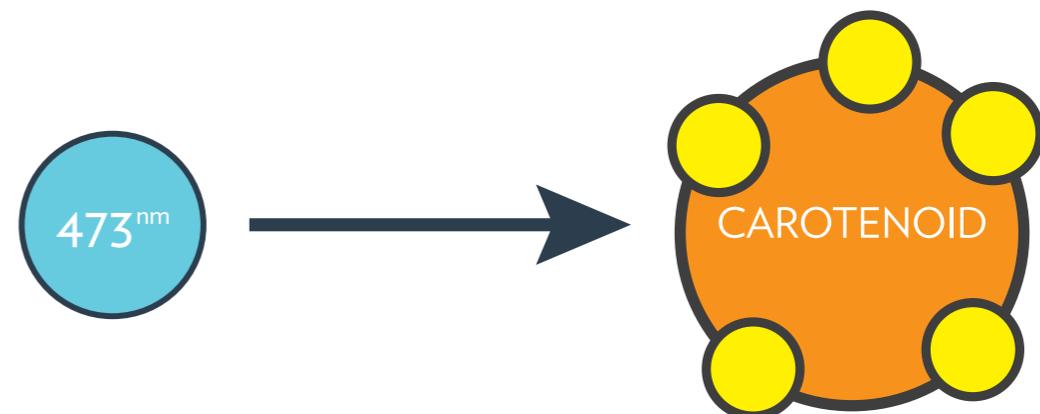
White light has photons of different wavelengths, which are represented by colors



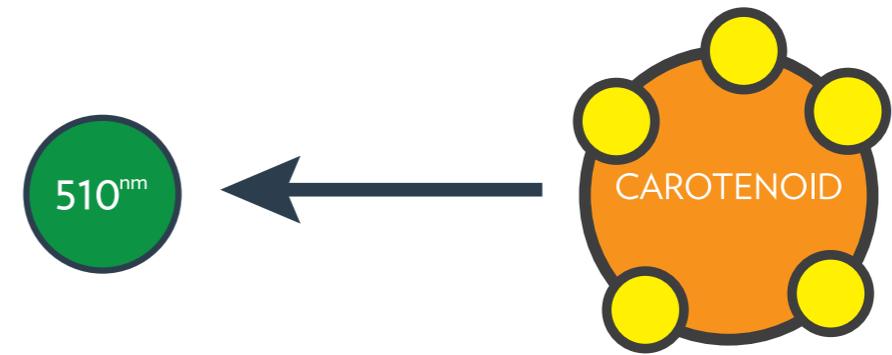
The scanner produces a narrow beam of light in which all of the photons are the same color-blue



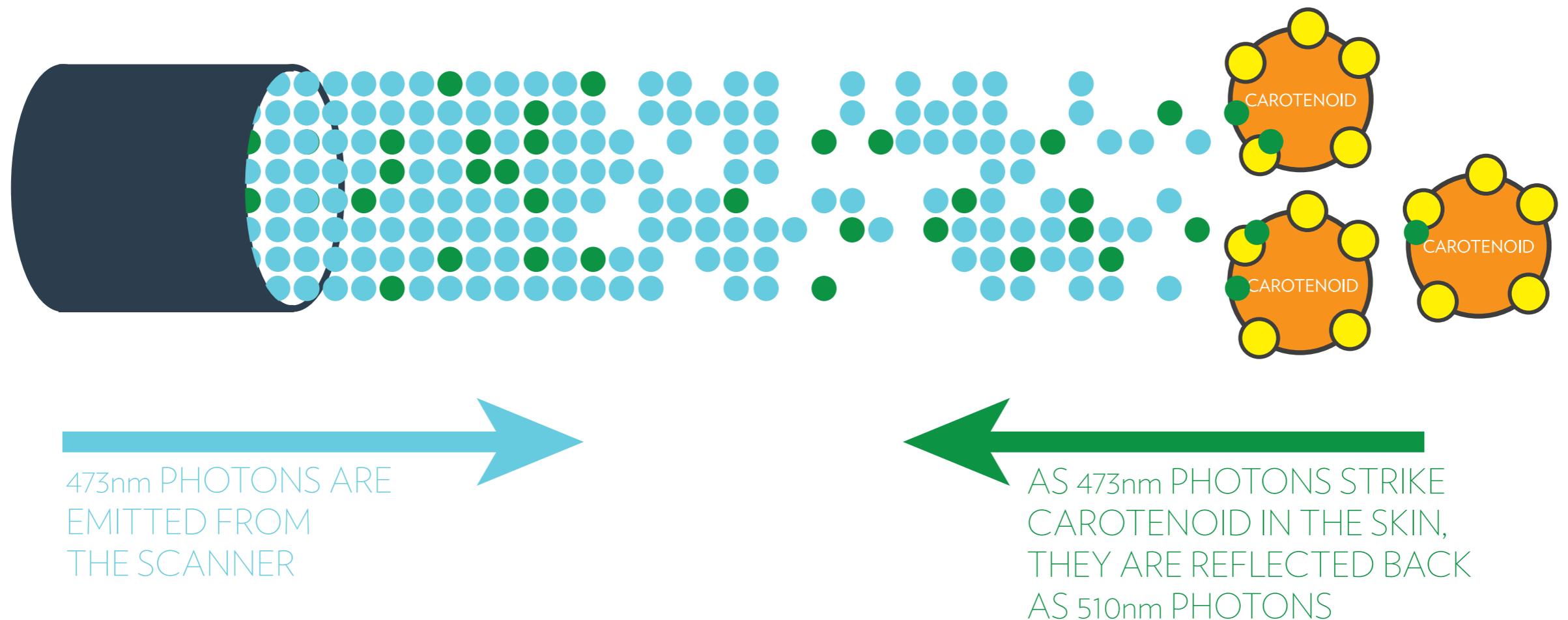
The blue light has a wavelength of 473 nanometers(nm)



When a 473 nm photon of light comes into contact with a carotenoid, something interesting happens. The energy level of 473 nm photon becomes excited to 510 nm, the wavelength associated with green light. The only molecule in nature that can shift a 473 nm photon to a 510 nm photon is a carotenoid.



As 473 nm photons strike carotenoids in the skin, they are reflected back as 510 nm photons. This is how the carotenoid concentration in your skin is measured. Because the number of photons reflected at the 510 nm wavelength is proportional to the concentration of carotenoids in the skin, these green photons are then counted to calculate the individual's SCS.



# WHAT DO YOUR RESULTS MEAN?



<b>DIETARY HABITS</b>	<ul style="list-style-type: none"> <li>• Low consumption of fruits and vegetables</li> </ul>	<ul style="list-style-type: none"> <li>• Moderate consumption of fruits and vegetables</li> </ul>	<ul style="list-style-type: none"> <li>• High consumption of fruits and vegetables</li> </ul>
<b>SUPPLEMENTATION</b>	<ul style="list-style-type: none"> <li>• Irregular or no supplementation</li> </ul>	<ul style="list-style-type: none"> <li>• Regular supplementation</li> </ul>	<ul style="list-style-type: none"> <li>• Optimal supplementation</li> </ul>
<b>LIFESTYLE CHOICES</b>	<ul style="list-style-type: none"> <li>• High Stress</li> <li>• High sun and pollution exposure</li> <li>• Smoker (including second hand smoker)</li> </ul>	<ul style="list-style-type: none"> <li>• Moderate Stress</li> <li>• Moderate sun and pollution exposure</li> </ul>	<ul style="list-style-type: none"> <li>• Low Stress</li> <li>• Low sun and pollution exposure</li> </ul>

- The above are general parameters based on over 1,000,000 scans. Your individual SCS may vary.
- Dietary habits, supplementation, and lifestyle choices represent possible score outcomes and do not reflect guaranteed score outcomes.
- Individual genetic differences can significantly influence the rate of antioxidant absorption and therefore your personal Skin Carotenoid Score.

# WHAT YOUR SCS MEANS

The measurement of your Skin Carotenoid Score (SCS) by the Pharmanex® BioPhotonic Scanner is a convenient and useful indication of tissue carotenoid concentrations and provides a good indication of antioxidant status and oxidative stress in the body.\*

Your SCS is reflective of long-term lifestyle habits, and is not subject to changes during short periods of hours or days. Scanning every 6-8 weeks is ideal to help you determine whether you are consuming an adequate amount of antioxidant containing nutrients. \*

\*The BioPhotonic Scanner has not been evaluated or approved by the FDA and is not intended to diagnose, predict, treat, cure or mitigate any disease.

# SCIENCE BASED AND CREDIBLE

Raman Spectroscopy, Nobel prize-winning technology that has been adapted for biological measurements and is an established scientific discipline backed by years of research.

Pharmanex is the exclusive owner of the patented, BioPhotonic Scanner technology. The world's first and only tool that measures carotenoid antioxidant levels non-invasively in living human tissue, validated by years of research, over 50 full-length peer-review articles, key studies and demonstrations presented at a number of prestigious scientific meetings and conferences all over the world.

This technology is only available for use by the general public through the Pharmanex network of independent distributors.



# HOW DO YOU IMPROVE YOUR RESULTS?

## SUPPLEMENTING WITH PHARMANEX® PRODUCTS



Increase your antioxidant protection by making a commitment to healthy lifestyle changes and supplementing your diet with Pharmanex products. Begin with the LifePak® product that fits your needs, and then choose from an extensive line of the finest nutritional products available.

**LifePak Nano** - Designed to be the most scientifically advanced anti-aging supplement for adults.\*  
01 003610

**LifePak** - Antioxidants, vitamins, minerals and phytonutrients to support anti-aging benefits.\*  
01 003680

**LifePak. Prime** - Provides an array of vitamins, minerals, and antioxidants.\*  
01 003485

**LifePak. Women** - Comprehensive formula of vitamins, minerals, and antioxidants especially developed for women in their child bearing years.\*  
01 003486

**Jungamals. SCS** - Vitamins, minerals, and beneficial antioxidants essential for young, growing bodies.\*  
01 003705

**G3** - Lipocarotenes® that provide powerful antioxidant protection and support a healthy immune function.\*  
2 bottles 01 003648  
4 bottles 01 103107

**Eye Formula** - Provides total protection of the macula, and maintain healthy antioxidant levels.  
01 003747

\* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



## IF YOU CAN'T MEASURE IT, IT'S NOT SCIENCE

Every aspect of Pharmanex is deeply rooted in the science of better health and supporting your efforts to lead a life full of vitality. Pharmanex is the difference, demonstrated—in our research, in our technology, and in our products, because improving your life is our number one concern.

## OUR RISK-FREE SCS GUARANTEE

Choose a SCS Certified product, add it to your monthly Automatic Delivery Rewards (ADR) and watch your SCS improve! Use the Pharmanex BioPhotonic Scanner to provide immediate evidence of your carotenoid antioxidant level. If your SCS does not improve after taking your SCS Certified product at the recommended dosage for 60 days (Eye Formula 90 days) we will refund your money. For more information visit [nuskin.com/product\\_guarantee](https://nuskin.com/product_guarantee).



 PHARMANEX®

# BIOPHOTONIC SCANNER S3

LIGHT, INNOVATED





[www.nuskinusa.com](http://www.nuskinusa.com)

1.800.487.1000

01 005006

Nu Skin, Provo, UT 84601

“With the Pharmanex BioPhotonic Scanner it will be very difficult for any competitor to match the Pharmanex differentiation proposition for distributors and consumers alike.”

— JOSEPH CHANG, PH.D

CHIEF SCIENTIFIC OFFICER AND EXECUTIVE VICE PRESIDENT