

TRI-PHASIC WHITE® CLEANSER

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

Brighten your complexion every time you cleanse. Tri-Phasic White® Cleanser features creatinine to help reduce discoloration on the surface of the skin. Tri-Phasic White® Cleanser is a this pearlescent, moisturizing mousse cleanses and brightens skin for a fresh, luminous appearance. This advanced cleanser also works to improve skin tone and texture while leaving skin feeling silky-soft.

TARGET AUDIENCE

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

BENEFITS

- Cleanses and brightens skin for a fresh, radiant appearance.
- Pearlescent, moisturizing cleanser leaves skin silky-soft while improving skin tone and texture.
- Diminishes the appearance of skin discoloration.

KEY INGREDIENTS

- **Creatinine**—this natural compound reduces skin discoloration while helping to improve and brighten skin tone for a fresh, glistening appearance.

USAGE/APPLICATION

Moisten face and neck with warm water. Work a small amount into a light lather and gently massage over face and neck, avoiding eye area. Rinse thoroughly with warm water and pat dry.

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

- Although scientists understand the pigmentation process, it is still unclear as to why melanin occasionally groups to form a freckle.
- Phase 3 helps reduce the appearance of discoloration through which melanin is brought to the surface of the skin and made visible to the eyes.

COMPLEMENTARY PRODUCTS

- **Tri-Phasic White® Radiance Mask**—a skin brightening facial treatment that helps reduce discoloration and 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 features Ethocyn®, an ingredient clinically

TRI-PHASIC WHITE[®] CLEANSER

proven to improve the key component of firm skin.

Ethocyn[®] is a registered trademark of BCS.

- **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

Which skin types can use Tri-Phasic White[®] Cleanser?

Tri-Phasic White[®] Cleanser is gentle enough for all skin types.

Can I use Tri-Phasic White[®] Cleanser with other products that are not part of the Nu Skin[®] Tri-Phasic White[®] System?

Tri-Phasic White[®] Cleanser is gentle and safe for use with other Nu Skin[®] products. However, to achieve a brighter complexion, Tri-Phasic White[®] Cleanser needs

to be used as part of the entire Nu Skin[®] Tri-Phasic White[®] System.

INGREDIENTS

Water (Aqua), Butylene Glycol, Dimethicone PEG-8 Meadowfoamate, Panthenol, Portulaca Oleracea Extract, Dipotassium Glycyrrhizate, Tetrahydrodiferuloylmethane, Allantoin, Xanthan Gum, Sodium Magnesium Silicate, HDI/Trimethylol Hexyllactone Crosspolymer, Silica, Disodium EDTA, Chlorphenesin, Methylparaben.

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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)	

