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## **NU SKIN EPOCH LINE FEATURES NATURAL INGREDIENTS AND INDUSTRY-LEADING SUSTAINABLE PACKAGING**



In honor of the 25<sup>th</sup> Anniversary of Nu Skin's Epoch line, the skin, hair, body and baby collection is getting a sustainable and beautifully designed refresh. Originally created in 1996, Epoch is now better than ever as each product in the 13-piece collection helps reduce the brand's carbon footprint, all while featuring safe, natural and effective ethnobotanical ingredients inspired by indigenous cultures around the world.

Epoch's innovative Eco-Pac packaging, a first in the beauty industry, is constructed of 100 percent Bio-pe (a bio-based plastic resin derived from sugarcane), which uses 83 percent less carbon emissions and an average of 10 percent less

plastic per product. The light-weight packaging does not include any fossil-fuel-based ingredients and features a monolayer structure for recycling ease. Based on 2020 sales, Nu Skin will now save 76 tons of virgin plastic each year with this new Eco-Pac design. Each product also has new and noteworthy artwork linking the history of the ingredients to the people and culture from which the ethnobotanical wisdom originated.

In addition to visible results, sustainable packaging and reduced emissions, the Epoch collection gives back to benefit the planet. For the last 25 years, donations from Epoch® product sales have accounted for more than \$13 million donated to the Nu Skin Force for Good Foundation. To enhance Nu Skin's giving opportunities and deepen the impact, the Foundation grants funds to Nu Skin's long-term charity partners and invests in global giving initiatives. For example, one of its charity partners, Seacology, has already saved more than 1.4 million acres of some of the planet's most vulnerable ecosystems, benefiting indigenous and island communities. And Feed the Children, an integral part of the Seeds of Hope initiative, has planted the majority of the 650,000 fruit and baobab trees in villages throughout Malawi to give local communities food and a renewable resource.

The new Epoch packaging will be available per product on a rolling basis beginning in March 2021. Epoch products range in price from \$14 to \$40. For more information, please visit nuskin.com.

### ***The Epoch Products***

#### **BODY**

##### **Epoch® Baobab Body Butter| \$35**

A deliciously rich cream, **Epoch Baobab Body Butter** quenches skin's thirst with shea butter and the fruit of the African baobab tree. The African Baobab fruit pulp extract is sustainably sourced from a women's collective in Burkina Faso.



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**Epoch® Sole Solution® Foot Treatment | \$30.75**

**Epoch Sole Solution Foot Treatment** features crushed allspice berry, which is traditionally used by the indigenous people of Central America to relieve persistent dry, cracked, red skin on heels, toes and sides of feet.

**Epoch® Firewalker® Foot Cream | \$18.26**

**Epoch Firewalker Foot Cream** uses natural ingredients like Hawaiian ti plan extract, which is traditionally used by Polynesian firewalkers to absorb heat and to cool and soothe skin.

**Epoch® IceDancer® Invigorating Leg Gel | \$18.26**

**Epoch IceDancer Invigorating Leg Gel** features the natural wild mint mentha arvensis, used by indigenous Northwestern Native Americans to help revive, stimulate and refresh tired legs, while cooling and soothing aches.

**Epoch® Polishing Bar | \$20.50**

Containing glacial marine mud and sisku'pas (ground bark) used by Native Americans of the Pacific Northwest to smooth the skin, **Epoch Polishing Bar** is a soap-free, all-over deep cleanser that effectively cleanses while helping slough off dead skin cells for a smooth, clean feeling.

**Epoch® Antiseptic Hand Sanitizer (1 oz. 5 pack) | \$16.25**

Featuring lavender, which was used by many in early Roman, Greek and European civilizations for its cleansing effects, **Epoch® Antiseptic Hand Sanitizer** kills 99.99 percent of the most common germs and bacteria. Unlike other formulas, it is nondrying and does not damage nail polish. While this product does not fit in the Eco-Pac tube, it comes in a bottle made with 100 percent PCR (Post Consumer Recycled Plastic).

**SKIN**

**Epoch® Glacial Marine Mud | \$35.88**

This skin-renewing estuary treasure helps exfoliate dead skin cells, remove skin contaminants and rejuvenate damaged or troubled skin. **Epoch Glacial Marine Mud** nurtures skin with more than 50 beneficial minerals and trace elements, including zinc and sea botanicals, inspired by Pacific Northwest Tribes.

**Epoch® Yin and Yang Mask | \$33**

The **Epoch Yin and Yang Mask** is infused with nourishing porcelain flower grown through controlled environment agriculture (CEA) and microencapsulated charcoal that activates with a gentle massage to visibly transform the mask, revealing fresh and healthier-looking skin. Its ingredients are derived from indigenous Chinese cultures.

**Epoch® Blemish Treatment | \$14.09**

Combining proven pore-clearing acne medicine with Job's tears (which are used historically in Asia to reduce redness), as well as burdock (which helps clear up troubled complexions) and yarrow and chamomile extract (both of which soothe the skin), **Epoch Blemish Treatment** helps keep any imperfections at bay.

**HAIR**



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**Epoch® Ava Puhi Conditioner | \$39.72**

The **Epoch Ava Puhi Conditioner** contains the true extract from the ava puhi bulb, which has been used by Polynesians for centuries to soften and condition the hair. While this product does not fit in the Eco-Pac tube, it comes in a bottle made with 100 percent PCR.

**Epoch® Anti Dandruff Shampoo | \$19.54**

Using the same ava puhi bulb inspired by Polynesian culture, **Epoch Anti Dandruff Shampoo** cleanses hair while leaving it soft and silky. While this product does not fit in the Eco-Pac tube, it comes in a bottle made with 100 percent PCR.

**Epoch® Ava Puhi Moni® Shampoo and Light Conditioner (25.4 oz) | \$39.72/\$40.36**

Using the same ava puhi bulb inspired by Polynesian culture, **Epoch Ava Puhi Moni Shampoo and Light Conditioner** is a two-in-one product that gently cleanses and hydrates, leaving hair clean, vibrant and lustrous. While this product does not fit in the Eco-Pac tube, it comes in a bottle made with 100 percent PCR.

**BABY**

**Epoch® Baby Hibiscus Hair & Body Wash | \$19.31**

Incorporates hibiscus flower extract, used by traditional cultures in Southeast Asia and Central America, to help moisturize and maintain a healthy-looking scalp while cleansing the skin and hair. **Epoch Baby Hibiscus Hair & Body Wash** is a tearless wash and dispenses as a foam for easy bathing. While this product does not fit in the Eco-Pac tube, it comes in a bottle made with 100 percent PCR.

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