

# Pharmanex® BioPhotonic Scanner

An example of innovation



## POSITIONING STATEMENT

The patented Pharmanex BioPhotonic Scanner is a cutting edge tool that non-invasively measures carotenoid levels in your skin. It provides you with a personalised Skin Carotenoid Score (SCS), immediate evidence of your carotenoid level.

The technology used in the Scanner is an optical method known as Resonance Raman Spectroscopy. Carotenoid molecules have characteristic long chains of conjugated double-bonds, which generate strong and unique Raman signals. The carotenoids alpha-carotene, beta-carotene, lycopene, lutein and zeaxanthin can all produce strong Raman Spectroscopy signals at 518 nm when excited with 478 nm laser light.

## CONCEPT

By simply placing your hand in front of a low-energy blue light, you get your SCS. It helps you determine whether or not you are consuming adequate amounts of carotenoids. It will also help you to see how taking LifePak+\* or JVI\* regularly could increase your SCS.

- **A tool to benefit all:**

*Customer oriented* – Carotenoids are a family of more than 600 pigments found in nature that gives colour to egg yolks, tomatoes, all green leaves, fruits and flowers. When customers are scanned and they receive their SCS, they become aware of their carotenoid level. This could lead them to a diet high in fruits, vegetables and carotenoid-containing food supplements.

*Business oriented* – The Scanner is a powerful sales tool. After being scanned and consuming the Scanner Certified Products ordered on Automatic Delivery Rewards (ADR), customers are re-scanned. This gives them concrete evidence on how their SCS has evolved and demonstrates that their Pharmanex products are making a difference. The Scanner is also a great sponsoring tool to show to your potential partners the business opportunity that this unique device represents.

- **Unique and recognised:** Developed by doctors and physicists, and validated by key scientific studies, the Nobel Prize winning technology of the Scanner is unique. This means it is a revolutionary tool that provides you with a competitive business advantage. Please note that the Scanner can only be leased and not sold to you.
- **Not a medical device:** The Scanner is not intended to be used for medical purposes. It is not a medical device or diagnostic tool of any kind and is not intended to diagnose, treat, mitigate, cure or prevent any disease or affect the structure or any function of the body.
- **Innovative and evolutionary tool:** Innovative, as the S1 brought all the technology that once resided solely in a lab room to people’s living room. While the S1 brought success and technological advancement, innovation came calling again. And Nu Skin responded with the introduction of a newer, smaller, faster version of the Scanner – the S2. But innovation did not stop there – it only just began there. Now, a decade later, the science that occupied an entire room, is introduced to you in the form of the sleeker, more portable, faster and brand new S3.

### THE EVOLUTION OF THE DIFFERENCE DEMONSTRATED

Launch date	2003	2005	2006	2013
Scanner model	S1	S2	S2 Everest edition	S3
Warm up time	30 min	5 min	5 min	0 min
Calibration time	17 min	4 min	90 sec	30 sec
Calibration steps	9 scans	3 scans	1 Operator Scan	1 Dark Cap Scan
Weight of Scanner	4.5 kg	2.3 kg	2.3 kg	1.46 kg
Scan time	3 min	90 sec	90 sec	30 sec
Temperature range	21-24° C	10-35° C	10-35° C	10-35° C
Connected device	laptop	laptop	laptop	iPad mini & Scanner App

### PRIMARY BENEFITS AND FEATURES

The S3 is the next generation of business innovation. Now you can:

- Scan more customers within the same amount of time
- Scan anywhere: smaller, lighter, portable, wireless, battery operated (500 scans or 6 hours of constant use on a single charge)
- Scan at any time: sync with the Nu Skin Enterprises server once per month, upload is automatic with WIFI
- Scan using easy steps and explore new features with the Scanner App:
  - Overview of your Scanner status
  - Tracking of your scans records
  - Automatic reminders to test and synchronise your Scanner
  - Online sign up of new ADR or Distributors
  - Automatic customer follow-up
  - Demographics: score comparison and analysis tool
  - Purchase of digital Scan Card numbers
  - Support and help services

## WHO SHOULD USE THIS DEVICE?

**Customers:** Anyone who is at least 18 years old.

**Scanner Operator:** You need to be a qualified Nu Skin Distributor – contact your local Account Manager to learn how to qualify to lease a Scanner.

## SCANNER CERTIFIED PRODUCTS\*

- LifePak+
- JVI

\* These products may or may not be available for sale in your country. Please refer to our website for product availability in your country.

## WARNINGS:

The S3 is a very sensitive piece of equipment, please handle it with care. To reduce the risk of fire or electric shock, do not expose the S3 to rain or moisture. The recommended operating temperature for the S3 runs from 10° C to 35° C.

## FREQUENTLY ASKED QUESTIONS

### ***What does the Pharmanex BioPhotonic Scanner measure?***

It measures the level of carotenoids in the skin. Carotenoids are a family of more than 600 pigments found in nature that gives colour to egg yolks, tomatoes, all green leaves, fruits and flowers. The most well-known carotenoids as measured by the Scanner technology are beta-carotene, lutein, zeaxanthin and lycopene.

### ***In what way is S3 different from S1 and S2?***

S3 uses the same technology as the S1 and S2 to measure the same thing: the Skin Carotenoid Score. It is only an evolution and not a revolution. This enhanced model is more in line with the technologies of today. It makes your scan sessions easier, faster and improves the interaction and follow-up with those you scanned.

### ***What does the S3 unit include?***

The S3 unit includes the following items:

- 1 S3 Pharmanex BioPhotonic Scanner device
- 1 Carrying case
- 1 Charging kit and power cords.



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