

A man and a woman are shown from the waist up, wearing white t-shirts and blue jeans. They are in a dynamic, dancing pose. The man is on the left, looking down with a slight smile, his hands in a dance-like gesture. The woman is on the right, looking up with her mouth open as if singing or shouting, her hands also in a dance-like gesture. The background is split into two colors: teal on the left and pink on the right.

BEAUTY
FOCUS
COLLAGEN+

Inside-out gorgeous. Full-circle fabulous.

An inside look at our all-out amazing new beauty supplement.



BEAUTY FROM WITHIN IS WHAT IT'S ALL ABOUT.

Topical beauty is no longer enough for today's consumers. **68%** believe they get more beauty benefits by what they put in their bodies.

Source: Beauty Supplement Consumer A&U Research



Beauty has no gender. Beauty is everywhere and within everyone.

And *beauty from within* is about how you look and feel.

It's a physical reflection of your inner health.

It's about the visible results you can achieve with the right nutritional supplements.

The real secret to a beautiful outside begins on the inside.

CONSUMERS TRULY WANT IT ALL.

SKIN THAT IS

Beautifully
protected

Youthfully
hydrated

Ravishingly
radiant

FROM PRODUCTS THAT

Feel like a
beauty brand

Are safe/
trusted

Provide
visible results

Are proven
& effective

And **82%** believe
supplements can
improve their outward
appearance, too.

Youthful glowing skin, gorgeous hair
and beautiful strong nails.

Source: Beauty Supplement Consumer A&U Research



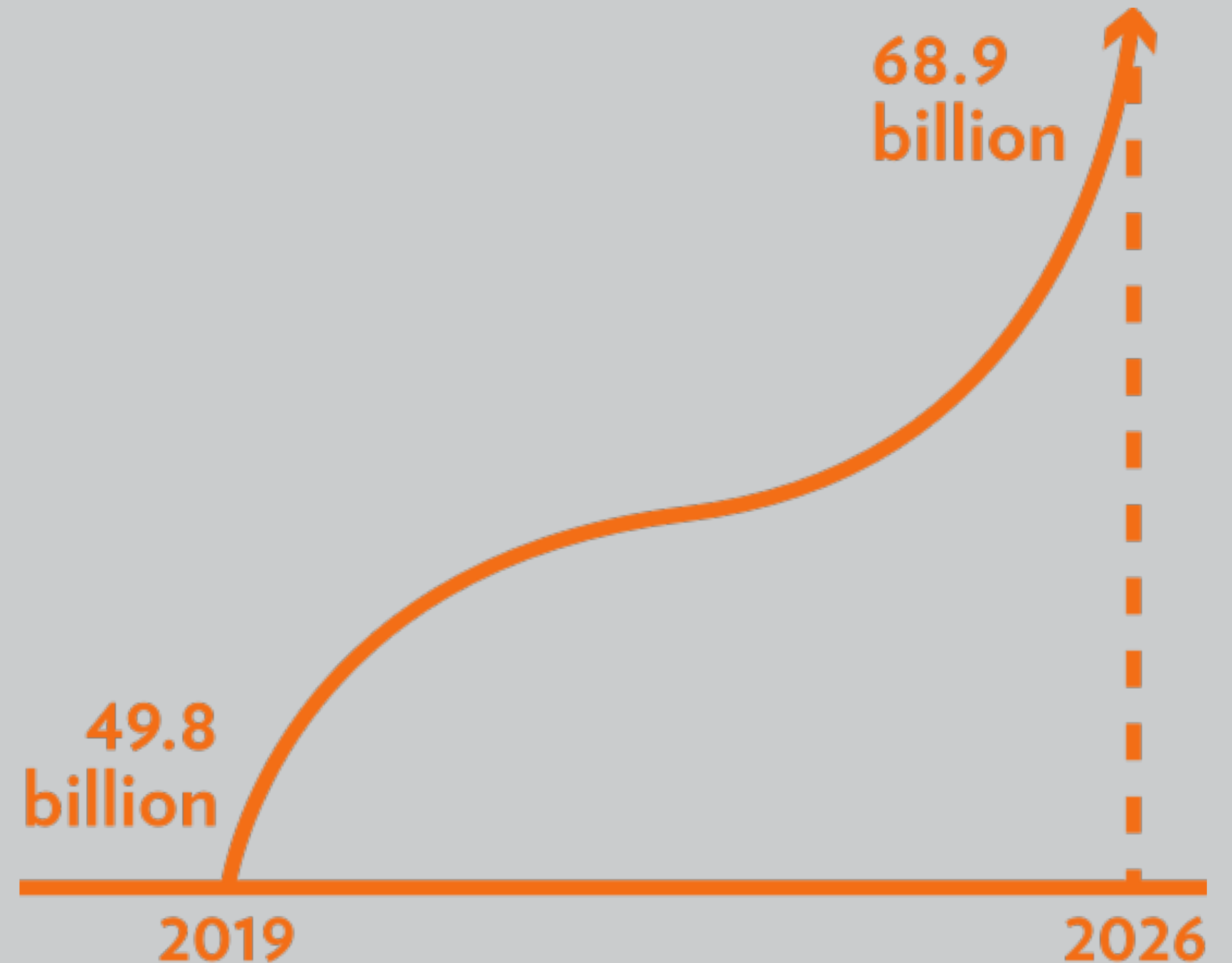
THAT TREND IS GROWING. FAST.

Trend forecasters predict the health and beauty supplement market size to reach **68.9 billion by 2026**.

Plus, the direct sales channel is driving the highest revenue share.

(Pretty sweet, right leaders?)

Source: <https://www.grandviewresearch.com/industry-analysis/women-health-beauty-supplements-market>





Consumers want the **safety, efficacy** and **reassurance** of supplements from wellness experts with the appeal and feel of a beauty brand.

But they haven't found beauty and wellness products that are **designed to work even better together for jaw-dropping results.** All from a company they know and trust.

That is, **until now.**



GET READY FOR NU SKIN'S **INCOMPARABLE** BEAUTY FOCUS COLLAGEN+

Now you can sip your way to skin that's **inside-out gorgeous.**

And it's all about the **+**.

Sure, the collagen peptides themselves are incredible. But this is **SO. MUCH. MORE.**



ON THE PLUS SIDE

(how we beat the competition)





UNIQUE, PROPRIETARY BLEND THAT'S AS **ONE-OF-A-KIND** AS YOU ARE

(nope, you can't get it anywhere else)

FEATURING

Bioactive Collagen Peptide[®] fingerprint that stimulates your skin cells to produce more **collagen and elastin**



Lutein for **radiance** and to help protect against oxidative stressors, like blue light



Phytoceramides help to strengthen and protect your skin's barrier to retain **moisture**

Beauty Focus Collagen+ contains elite bioactive collagen peptides featuring a unique peptide fingerprint.

These peptides are both a building block for collagen AND more effectively fire up your skin's receptors to boost collagen and elastin production.

Unlocking more collagen and elastin production = more stunning results.

All that beauty and nutritional science in your daily drink.

Refreshing, isn't it?





DID YOU KNOW?

Collagen fibers are like pieces of elastic and as we age, they get stretched out, resulting in fine lines and wrinkles. Nobody wants that.

And every year, we lose about 1.5% of our collagen. Even more with environmental stressors like sunlight.

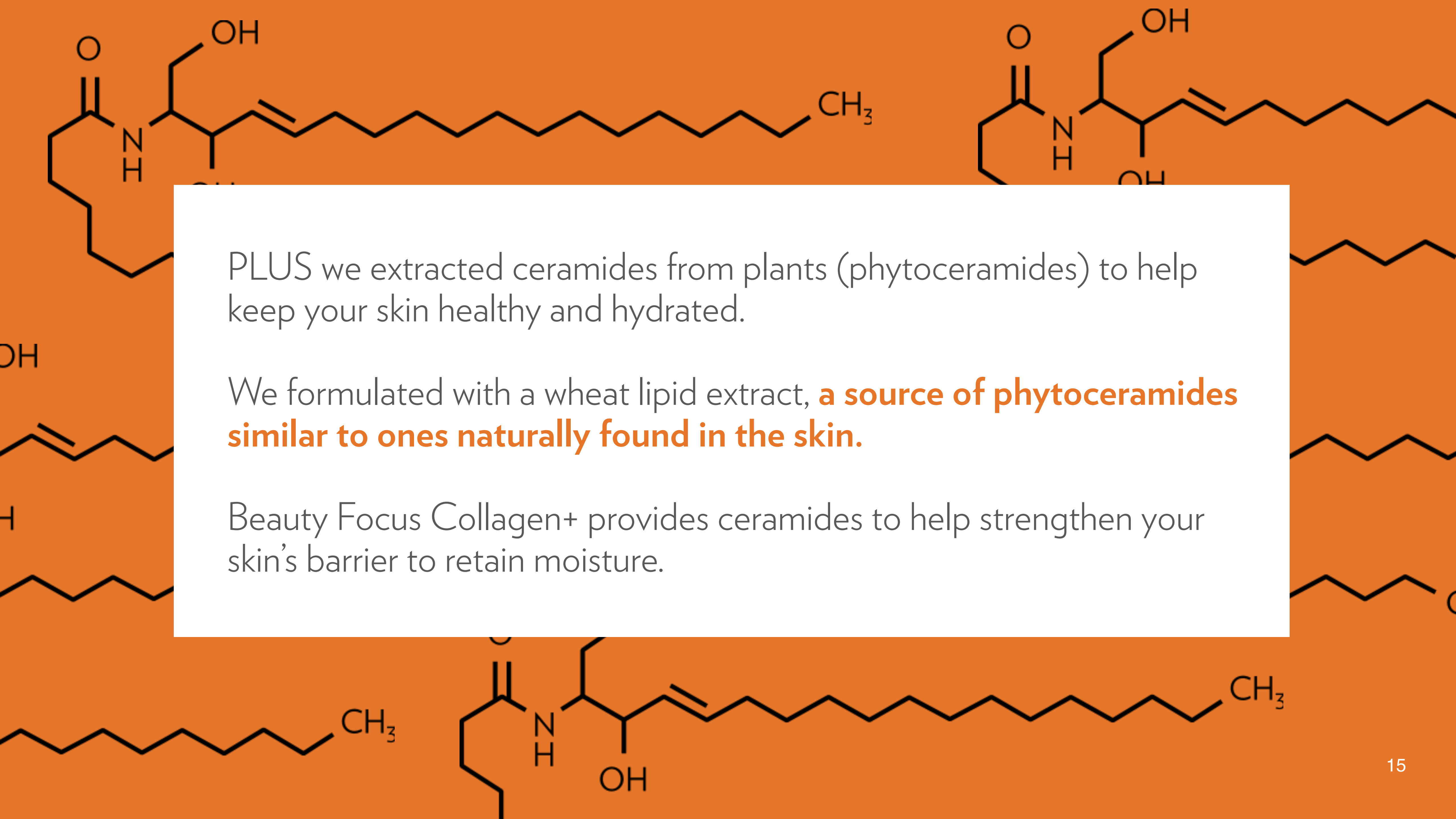
The clock is ticking. Start your journey to gorgeous skin now.

Unlike other collagen supplements, we handpicked a carotenoid called **Lutein—from marigold flowers.**

Acting as a powerful antioxidant, Lutein is clinically proven to improve your skin's radiance by helping to protect it against stressors like blue light.

High five to Lutein for boosting your glow.

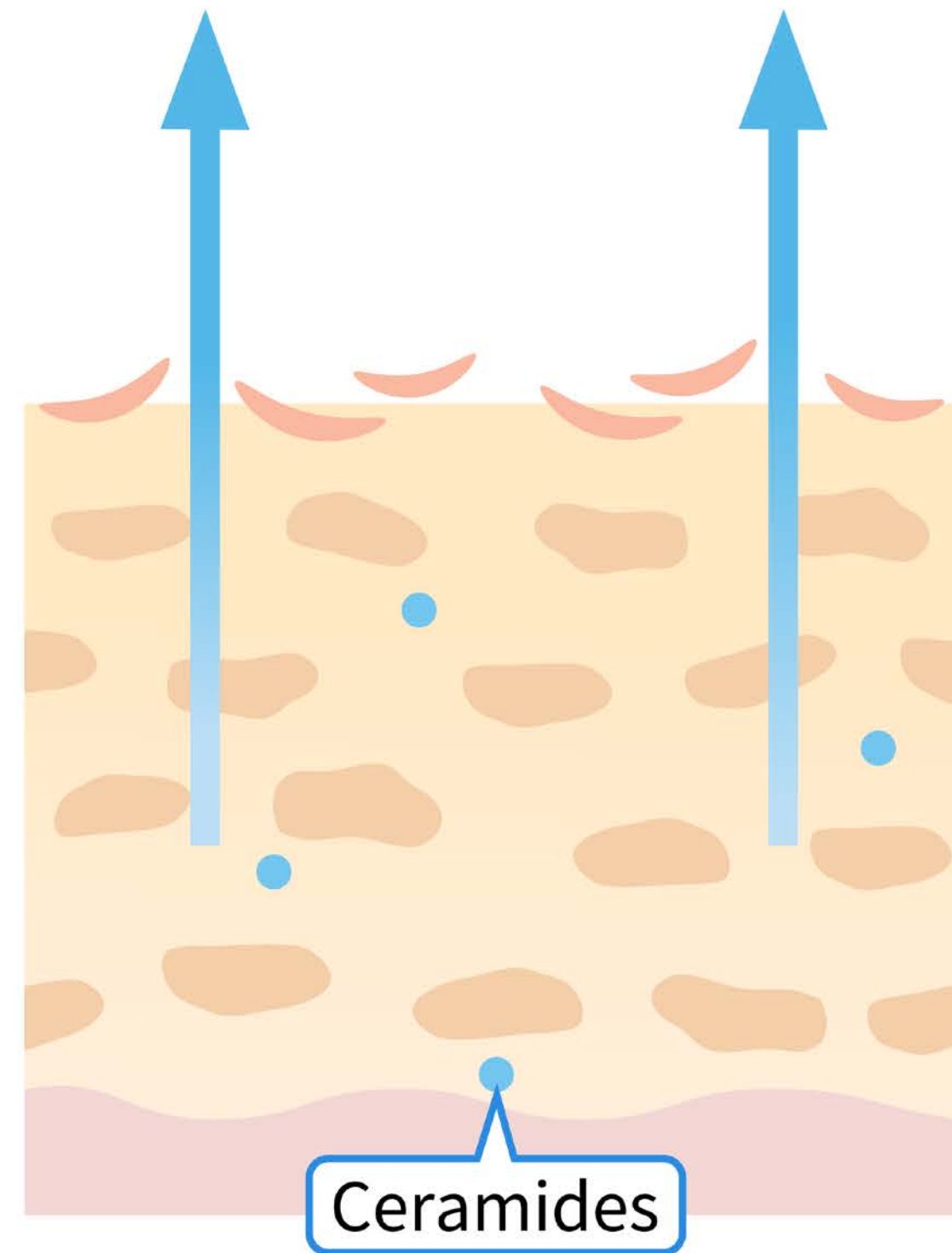
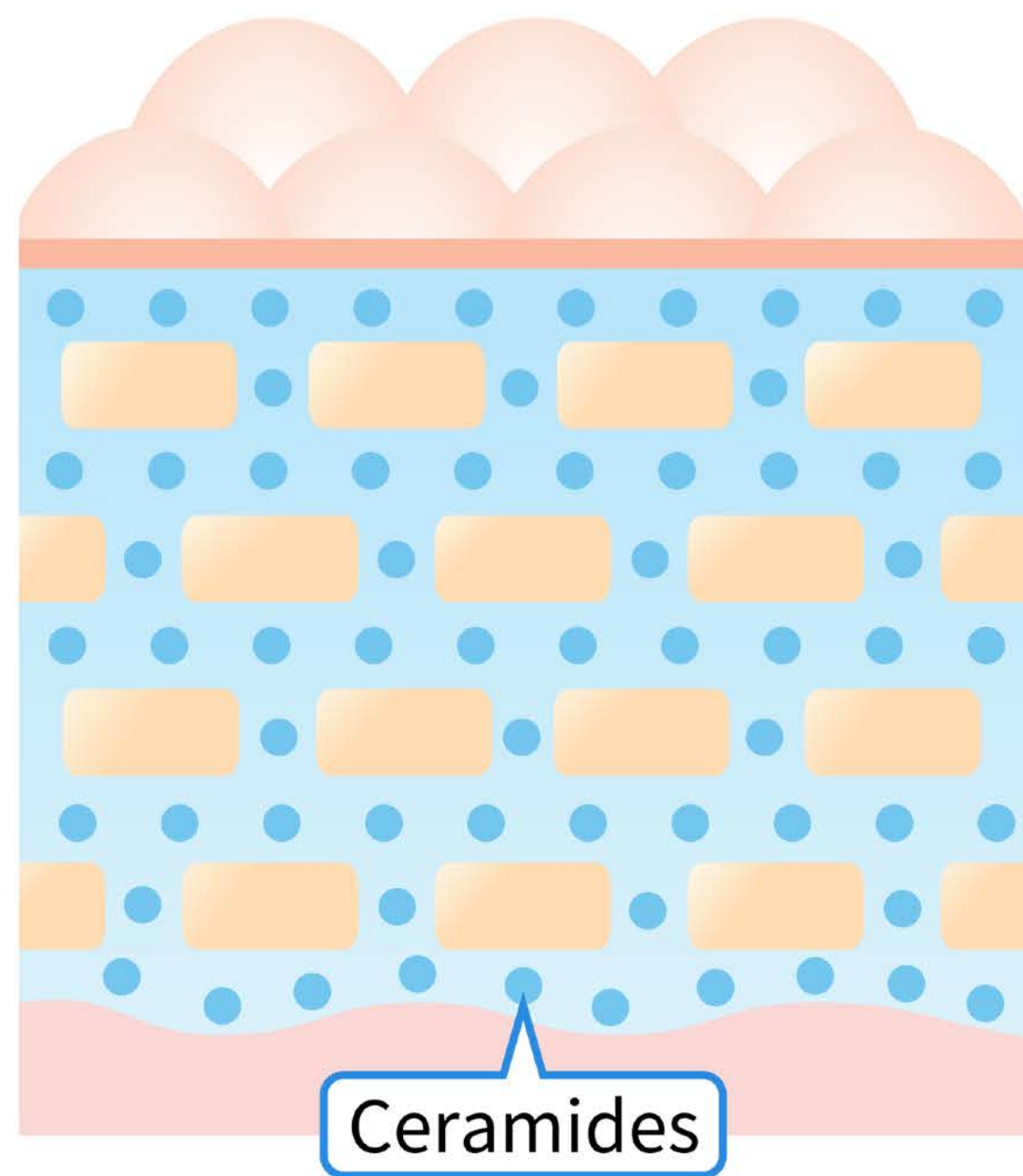


The background features several chemical structures of ceramides, which are complex lipids. They consist of a sphingosine backbone with various fatty acid chains attached. Labels include 'O', 'OH', 'NH', and 'CH₃'.

PLUS we extracted ceramides from plants (phytoceramides) to help keep your skin healthy and hydrated.

We formulated with a wheat lipid extract, **a source of phytoceramides similar to ones naturally found in the skin.**

Beauty Focus Collagen+ provides ceramides to help strengthen your skin's barrier to retain moisture.



WHAT EXACTLY ARE CERAMIDES?

Ceramides are fats that make up 50% of the skin's top layer. But did you know that by the time we reach 30, they've depleted significantly—a downward trend that continues as we age? Because of their location, ceramides can greatly affect how our skin looks. These skin quenchers help lock in hydration and are the key to soft, smooth, and supple skin.



CLINICALLY PROVEN FORMULA

(and it's only available from Nu Skin)

The proof is in the science. In double-blind placebo clinical studies, our collagen peptides consistently showed:



improvement
in elasticity



decrease in
visible wrinkle
volume



increase in
skin protein



better
complementary
benefits from
topical products



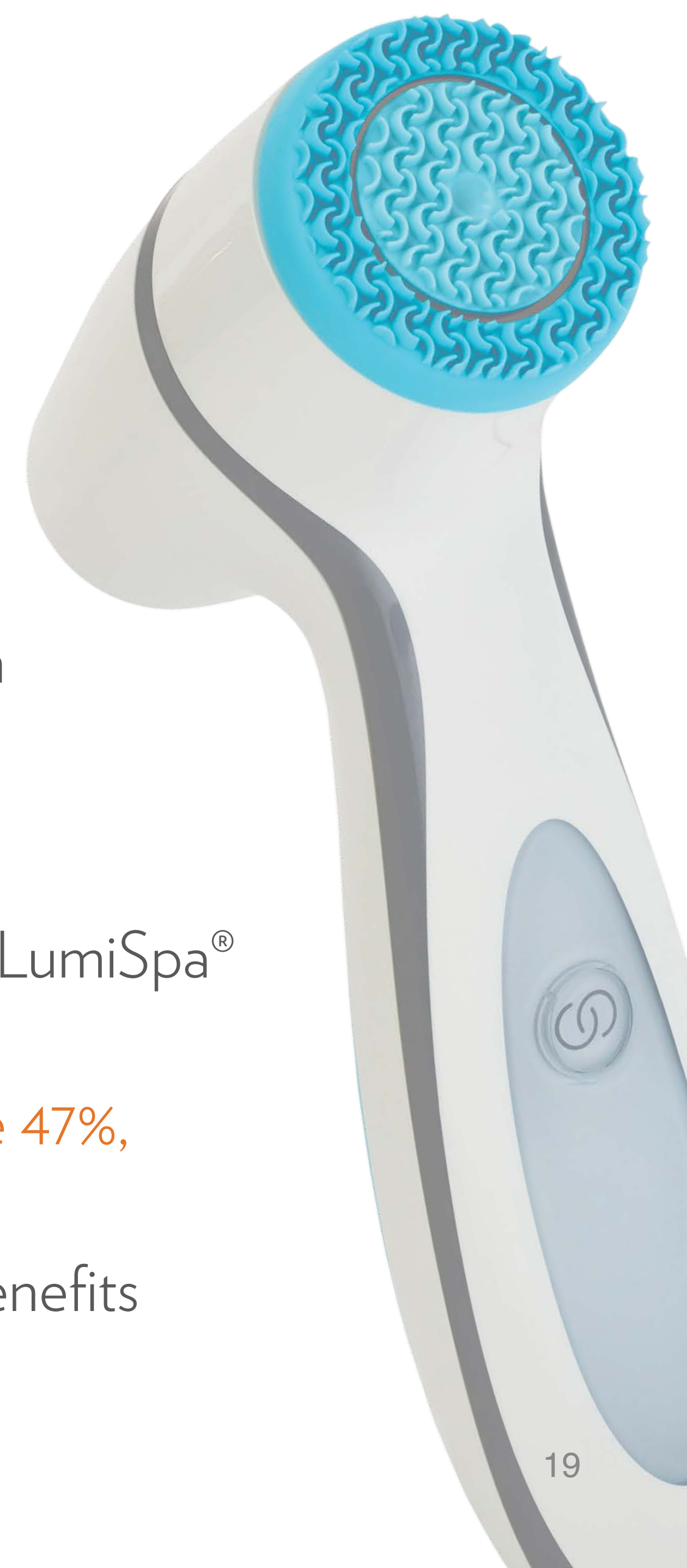
CLINICALLY PROVEN TO BE EVEN BETTER WITH LUMISPA

(that's right, *only* from Nu Skin)

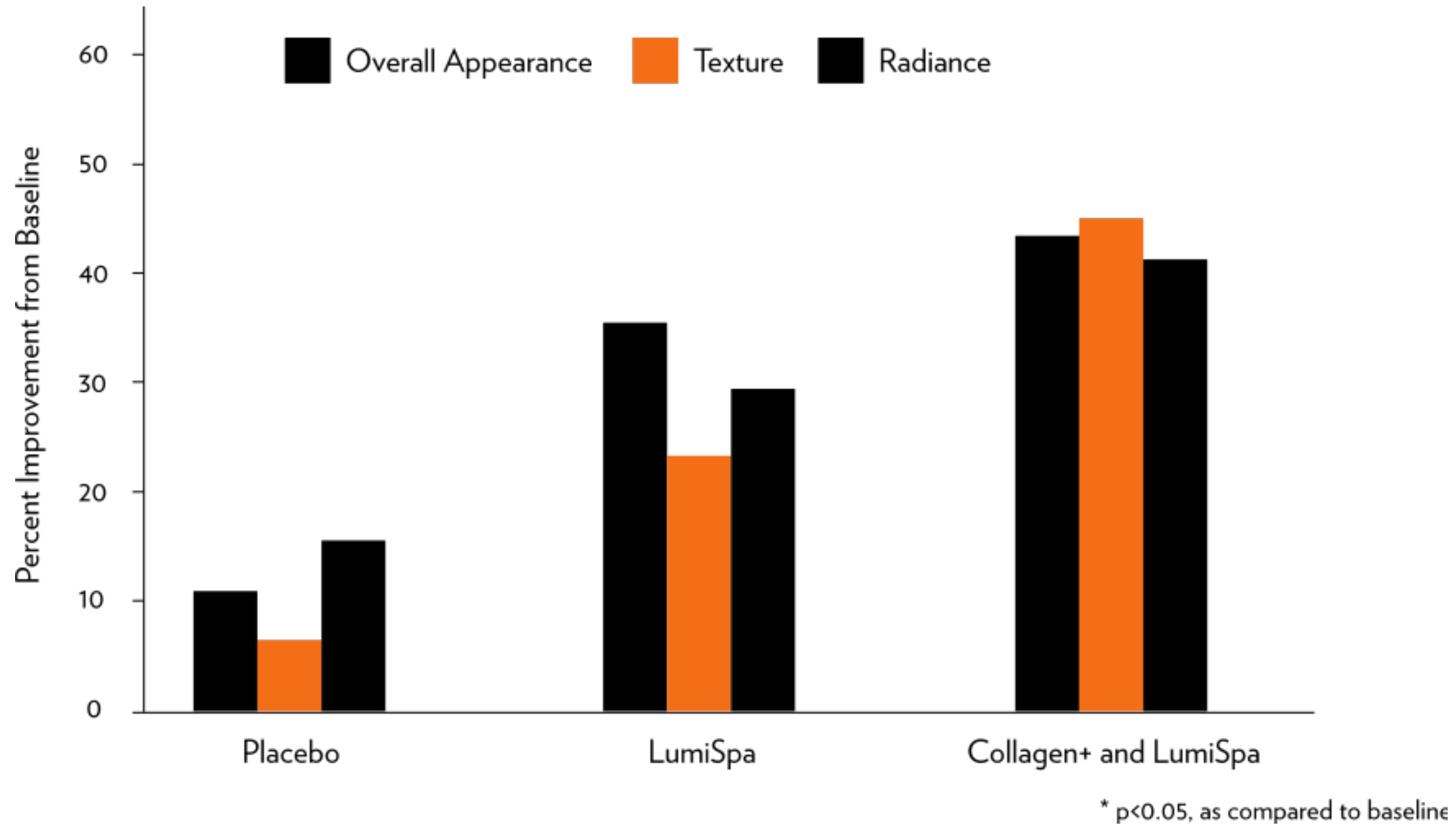
On its own, *Beauty Focus Collagen+* is clinically proven to promote gorgeous, youthful-looking skin. BUT, when combined with our innovative beauty products and world-renowned LumiSpa, Collagen+ preps the skin for results that are even more full-circle fabulous.

- ✓ When used together, Collagen+ and ageLOC LumiSpa *provide a 79% visible improvement in texture*, versus a 40% improvement when using an ageLOC® LumiSpa® regimen alone.*
- ✓ When used together, Collagen+ and ageLOC LumiSpa *improve skin radiance 47%*, versus a 33% improvement when using ageLOC LumiSpa alone.*
- ✓ Collagen+ helps improve skin health and preps it for better complementary benefits when used with skin care products and devices like LumiSpa.

*Over baseline after 4 weeks according to the expert visual grading in our clinical study.



EXPERT VISUAL GRADING AT 4 MONTHS



COLLAGEN+ & AGELOC LUMISPA

Power Boost Your Beauty Routine

Taking Collagen+ prepares skin for better complementary benefits and skin health, **nearly doubling the visible texture benefits** of an ageLOC LumiSpa regimen, compared to an ageLOC® LumiSpa® regimen alone.*

Feed your inner strength & fire up your daily glow.

For results you can see.

*Over baseline according to the expert visual grading in our clinical study.

*Source Euromonitor International Limited; Retail Value RSP terms; all channels; 2017 to 2020. Beauty Systems are athome Skin Care Beauty Devices that are exclusively paired or recommended to be used with a topical consumable of the same brand. Claim verification based on Euromonitor custom research and methodology conducted January-March of 2021. Sales of at-home skin care beauty devices includes sales of electric facial cleansers as defined in Passport database. This category does not include hair care/removal appliances, body shavers, and oral care appliances.





RESULTS THAT ARE MIRROR-CLEAR

(we've got you covered)

- ✓ *Boosts collagen* and *elastin* production in your skin
- ✓ Helps *improve skin radiance*
- ✓ Helps *protect skin against oxidative stressors, like blue light*
- ✓ Supports hydration and *moisture levels*
- ✓ Helps visibly *reduce fine lines* and *wrinkles*



BEAUTY FOCUS COLLAGEN+. IT'S *A WORLD-CLASS WIN-WIN FROM WITHIN.*

Sip your way to skin **that's inside-out
gorgeous** with a truly **unique ingredient**
blend for all-out amazing results.

Rejuvenated, radiant skin.

Here you come.

