

# GENTLE CLEANSE & TONE



## PRODUCT OVERVIEW

*Reveal fresh, pure skin morning and night.*

ageLOC Gentle Cleanse & Tone is a luxurious foaming cleanser that combines cleansing and toning into a single step. It gently cleanses, purifies, replenishes, and hydrates skin, preparing it to receive advanced anti-ageing ingredients. An effective time saver, this dual-action formula helps maintain skin's natural healthy pH and delivers an infusion of ageLOC to the skin, targeting the sources of ageing while leaving skin feeling refreshed and youthful.

## TARGET AUDIENCE

PRIMARY MARKET:

- Women and men over 30 who are concerned with preventing and minimizing the signs of ageing.

SECONDARY MARKET:

- Skin-conscious women and men younger than 30 who are concerned with the prevention of visible ageing.

## PRODUCT BENEFITS

- ageLOC targets the sources of ageing to preserve the look of youth and reduce the appearance of ageing.
- Cleanses and purifies skin, preparing the skin to receive anti-ageing ingredients.
- Replenishes and maintains skin's moisture, increasing healthy hydration.
- Works at the skin's own natural healthy pH, helping to preserve skin's natural moisture.
- Formulated with mild cleansing ingredients gentle enough for all skin types.

## KEY INGREDIENTS

- **ageLOC Proprietary Blend**—targets the sources of ageing.
- **Betaine**—retains water, increasing skin hydration.
- **Mild surfactants and glycerin**—cleanses the skin while maintaining the skin's natural lipid barrier and adding moisture to the skin.

## USAGE

Use both morning and night. Moisten face and neck with lukewarm water. Place three pumps on fingertips and gently massage face and neck, avoiding contact with the eyes. Rinse with warm water and pat dry. ageLOC Gentle Cleanse & Tone package size and instructions are optimised for 30-day use.

## COMPLEMENTARY PRODUCTS

- **ageLOC® Future Serum**—this luxurious serum is clinically proven to reveal younger looking skin in eight ways: by promoting youthful-looking skin, smoothing texture, reducing the appearance of fine lines and wrinkles, increasing radiance, minimising the appearance of pores, evening skin tone, reducing discoloration, and increasing hydration.
- **ageLOC® Radiant Day SPF 22**—a lightweight, daily use emulsion that hydrates the skin and fortifies against signs of ageing while skin brightening ingredients deliver visibly brighter, more radiant skin. This silky-smooth formula also protects against sun damage with SPF 22, promotes youthful cell turnover for a smoother, softer texture, and reduces the appearance of fine lines and wrinkles.
- **ageLOC® Transforming Night**—ultra-mild ingredients work with the skin's natural nighttime renewal process so you wake to glowing,

## ageLOC™ GENTLE CLEANSE & TONE

supple, youthful looking skin. Specially formulated to reduce the look of fine lines, wrinkles, and pores, this premium night cream reduces sensitivity while replenishing the skin's natural moisture-binding ability for deep hydration.

- **Tru Face® Essence Ultra**—restores skin definition and firmness. Features Ethocyn®, an anti-ageing ingredient that has been clinically proven to improve the key component to firm skin.
- **Tru Face® IdealEyes®**—reduces the appearance of bags under the eyes while instantly increasing skin radiance and smoothness. Designed specifically for the delicate eye area, this anti-ageing treatment ensures your eyes look young, refreshed, and vibrant.

### FREQUENTLY ASKED QUESTIONS

#### Which skin types can use ageLOC Gentle Cleanse & Tone?

ageLOC Gentle Cleanse & Tone was formulated to be mild, so people of all skin types can effectively use it.

#### What makes ageLOC Gentle Cleanse & Tone both a cleanser and a toner?

The skin's pH is approximately 5.5, though most experts agree that healthy skin can vary in pH between 4.5 and 6.5. ageLOC Gentle Cleanse & Tone has been formulated to have a pH of approximately 5.5–6.0. This falls within the healthy range for skin and, therefore, the product functions as both a cleanser and a toner, helping to balance the skin's pH. Another important role for a toner in some of our core systems (in addition to balancing pH, which prepares the skin to accept treatment products) is to act as a vehicle for delivering key ingredients to the skin.

#### How does ageLOC Gentle Cleanse & Tone help maintain the proper pH of the skin if I use water to rinse off the impurities it has cleansed?

While water typically has a different pH than the skin, it really does not have the ability to change the pH during rinsing after the ageLOC Gentle Cleanse & Tone. Water contains very few components that would contribute to a rapid change of the skin to a non-desirable pH. Therefore, rinsing this pH balancing product from the skin with water is insignificant to overall pH.

### INGREDIENTS

Water (Aqua), Glycerin, Cocamidopropyl Hydroxysultaine, Betaine, Sodium Methyl Cocoyl Taurate, Lauryl Methyl Gluceth-10 Hydroxypropyltrimonium Chloride, Disodium Laureth Sulfosuccinate, Polysorbate 20, Narcissus Tazetta Bulb Extract, Schizandra Chinensis Fruit Extract, Citric Acid, Disodium EDTA, Fragrance (Parfum), Sodium Benzoate, Caprylyl Glycol, 1,2-Hexanediol

Paraben-free.

Ethocyn® is a registered trademark of BCS.