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**Product Claims Guidelines:**

**Marketing The Clinically Tested Results of NuCerity Products**

NuCerity’s products all share a foundation in dermatological science. However, you may promote our products only on the basis of their cosmetic benefits. You may never suggest that our products are intended or capable of diagnosing, treating, curing or preventing any disease, physical impairment or other condition. This includes, without limitation, suggesting our products are effective at curing or alleviating Rosacea, Eczema, Psoriasis, Melanoma or any form of Cancer, scrapes, or burns.

Also, be especially careful when sharing before-and-after photos that may be misinterpreted as illustrating a curative effect on any medical condition. Remember, unless you are a trained physician, you are not able to accurately identify any disease or medical condition in any photo, and you should never assume or suggest that you understand the medical nature of the changes illustrated in before-and-after images. Even if you have personal knowledge of the person depicted in the photos and his/her medical condition, you may not reference the condition by name or imply our products cured the condition. You may, however, refer to the general appearance depicted in the photos and improvements in the general appearance. For example, you may promote the reduction in redness, puffiness, and the appearance of fine lines and wrinkles. You may also note the restoration of luster and softness to dry, flaky or brittle skin.

**Skincerity**

What you can say…

* Skincerity’s active ingredients include Vitamin E and Grape Seed Oil.
* Clinically shown to be safe to use on most skin tones and skin types.
* Recommended by dermatologists.
* Skincerity can help prevent the signs of premature aging.
* Clinical studies have proven that regular use of the product results in a reduction in the appearance of wrinkles.
* Deep cleans on contact and flash dries in seconds.
* Delivers a continual source of nutrients to nourish parched and environmentally challenged skin.
* Smart-science clinging action helps to shed dull skin cells.
* May be used on top of other skin care and topical products to help them work better and faster.
* Retains the body’s own natural moisture to rehydrate dry, damaged skin.
* Skincerity is a revolutionary cosmetic barrier that helps your skin feel smoother and look younger in just days – even for dry damaged skin.
* Most people see and feel exceptional results within several weeks.
* Skincerity enhances your skin’s barrier function and natural ability to retain moisture.
* The Skincerity barrier contains microscopic pores that allow oxygen to reach the skin while helping the skin retain its natural moisture.
* Fades the appearance of stretch marks and scars.
* Aids in the relief of itchy skin caused by bites.

**Peptide Plus Moisturizer**

What you can say…

* Offers superior ingredients to revitalize skin.
* Peptides are amino acids that combat the appearance of crepiness by reenergizing and hydrating the skin while increasing firmness.
* Peptide Plus Moisturizer uses Shea Butter, which contains healthy lipids that assist in skin elasticity and protect the skin from harmful environmental and free radical damage.
* Peptide Plus Moisturizer is an amazing anti-aging complex that delivers instant hydration to help smooth and enhance skin tone and reduce the look of fine lines and other visible signs of aging.
* Helps rebuild the skin’s moisture content.
* Absorbs quickly for smoother, more radiant skin.
* Promotes healthier, younger-looking skin.
* Replenishes the skin’s supply of peptides.
* Is applied to the skin topically and can be used with other skin care products.
* Peptide Plus Moisturizer is an ultra-sheer, oil-free, fragrance-free formula that absorbs quickly for smoother, more radiant skin.
* Peptide Plus Moisturizer provides the perfect foundational piece to your daily skin care regimen.
* Provides an excellent moisture foundation under Skincerity.
* Peptide Plus Moisturizer is safe for damaged, mature, or fragile skin.
* Is safe for all skin types.

**Rejuvenating Barrier**

What you can say…

* Dermatologist recommended and safe for all skin types.
* Offers protection from skin damage caused by artificial light sources.
* Helps reduce the appearance of fine lines and wrinkles.
* Rejuvenating Barrier is the world’s only water-based skin barrier that creates soft, hydrated skin while providing an oil-free protection barrier.
* Quickly saturates the skin, leaving a smooth, satin finish.
* Perfect to use under makeup for even application.
* Its proprietary combination utilizes three of nature’s strongest elements to offer superior topical nutrition that crates soft, moist, younger-looking skin.
* Revitalizes skin that has been damaged by heat, cold, and dehydration.
* It is the perfect skin hydration solution for both women and men.
* Rejuvenating Barrier works through a unique, water-based delivery system that instantly “wicks” into the skin to provide a barrier that is receptive for use with other products.
* Rejuvenating Barrier is the ideal aftershave hydration solution.
* Provides a non-oily, non-greasy, soft dermal “shield” and helps to moisturize and protect the skin against damage.
* Helps to soothe the irritation that can come with freshly shaven skin while offering superior topical nutrition to create softer, more hydrated skin.
* Perfect for both day and nighttime use.
* Rejuvenating Barrier’s water-based formula eliminates the “heavy” feel of makeup and often reduces the amount of foundation that is required.
* When used as a makeup primer, it quickly saturates into the skin, leaving a smooth, satin finish that enables makeup to be applied evenly.

**Eye Effects 3**

What you can say…

* Eye Effects 3 Advanced Serum brings argireline, chamomile, hyaluronic acid, and witch hazel to even out fine lines, puffiness, and dark circles.
* Combined with a potent nutrient dose of lycopene, it plumps, smooths and hydrates the thin, fragile skin around the eyes with refreshing, radiant results.
* Restores hydration and delivers anti-aging nourishment to the thin, fragile skin around the eyes.
* Refreshes and lifts with beautiful results and is formulated to use both day and night.
* With its deep moisturizing formula, it refreshes, firms, and lifts to address the three aging sign around the eyes: fine wrinkles, dark circles, and puffiness.
* Radiant and youthful results that are available and affordable.
* Delivers a flawless finish and works perfectly under your makeup.
* Dermatologist recommended and safe for all skin types.

**Body Silk**

What you can say…

* Body Silk is a super-conditioning formula that feels great the minute you put it on and dries to a smooth, silky feel.
* It deeply hydrates, softens, and illuminates the appearance of skin and hair with a luxurious mixture of natural oils and nutrients.
* Results are a truly full-body hydration solution.
* Body Silk utilizes a unique combination of oils and nutrients to hydrate your skin.
* The light barrier helps to protect against harsh environmental conditions and relieves dry, sensitive skin.
* Use daily on your face and body to soothe and calm extremely dry and sensitive skin, as well as add deep conditioning and extra shine to your hair.
* For maximum 24-hour hydration, apply while the skin is still moist.
* Body Silk is a botanically enriched, heat-protected serum that protects against breakage and dryness when using styling tools and heating elements.
* Deeply hydrates skin, hair, and nails.
* Soothes and calms dry and sensitive skin.
* Improves skin tone and appearance.
* “Spa in a bottle.”
* Body Silk is also an amazing cuticle oil.

**Advanced Exfoliator**

What you can say…

* Daily exfoliating cleanser smooths and brightens skin.
* Removes deeply buried impurities.
* Restores balance to your skin.
* Sheds dead skin cells and wipes away blemish-inducing bacteria.
* Vitamins and minerals in our formula remove the bacteria trapped in dead skin cells that are primarily responsible for acne and other blemishes.
* Natural anti-inflammatories nourish and protects the skin.
* Advanced Exfoliator fully cleans, clears, and preps your skin for application of Skincerity or any of the other wonderful NuCerity products.

Is also great for smoothing and rejuvenating any dry, rough skin area such as elbows, knees, and heels.