Night Supply™ Nourishing Cream

NUTRICENTIALS™

Nutricentials™ are topically applied nutrient building blocks proven by research to naturally enhance the healthy appearance of skin. These essential nutrients found in local diets around the world are delivered to the skin in their purest, most concentrated forms.

POSITIONING STATEMENT
Night Supply™ Nourishing Cream is for normal to dry skin and features phosphatidylcholine to restore flexibility and resilience to the skin.

CONCEPT
Optimize your skin’s repair process at night. Featuring patented phosphatidylcholine, derived from soy, Night Supply™ Nourishing Cream helps reinforce the skin’s membranes and restore flexibility and resiliency to the skin while you sleep. Life provides a barrage of environmental stressors and skin cell membranes are the first point of attack. They become rigid, losing their natural plasticity and vitality, which accelerates aging. With Night Supply™ Nourishing Cream—wake up to noticeably soft, youthful looking skin. Formulated with rich emollients to provide deep moisturisation for normal to dry skin types.

TARGET AUDIENCE
Men and women ages 20+ with normal to dry skin who are interested in optimising their skin’s nighttime repair process.

PRODUCT CLAIMS
• Optimise your skin’s nighttime repair process for noticeably soft, youthful looking skin.
• Fortify the skin’s membranes to help increase resiliency and flexibility.
• Advanced formula provides thorough hydration to quench dry skin without the heavy feel typical of overnight creams.
• Safety-allergy-dermatologist tested.

KEY INGREDIENTS
• Patented Phosphatidylcholine—helps restore flexibility and resiliency to the skin for increased smoothness and softness.
• Vitamin E (tocopheryl acetate)—intercepts skin-damaging free radicals.
• Macadamia nut oil, squalane, evening primrose oil, and shea butter—naturally derived emollients provide intense night time moisturisation.
• Herbal extracts of chamomile, calendula, and matricaria—comfort and soothe skin.

USAGE/APPLICATION
Apply in the evening after cleansing and toning. Smooth over face and neck using fingertips.

DEMONSTRATIONS
“Keeping the grape a grape”: To demonstrate what Night Supply™ Nourishing Cream does for the skin, bring grapes and raisins to your meeting and display them on a table. Explain that in order for a juicy plump grape to become a raisin, the individual cellular membranes that hold in the contents of each cell must lyse or burst and release the life-sustaining moisture within it. Cut a grape in half and allow some of the juice to drip out. Unfortunately, it’s impossible to turn a raisin back into a fresh, vibrant grape. But, you can “keep the grape a grape” by protecting the integrity of its cellular membranes.

As we age, our cell membranes, the structures that hold in vital contents and keep out damaging substances, become rigid and more prone to breakage. This leads to many of the common signs we associate with aging—dull complexions, saggy areas, and wrinkles. Night Supply™ Nourishing Cream works to fortify skin’s membranes to keep your skin healthy and youthful looking.
**Night Supply™ Nourishing Cream**

**FYI**

- Phosphatidylcholine, which is derived from soy lecithin, is a natural occurring component of cells and one of the most abundant phospholipids in animals and plants. It is the major constituent of cell membranes, making up the phospholipid bilayer that keeps the outside out and the inside in.

- “Since my business is concerned with beauty as well as health, I number many media personalities, models, and celebrities among my patients. They have to look great at all times—a strain for the rest of us even on our best days. These demands keep me searching for that next anti-aging miracle. I know I’ve found it: polyenylphosphatidylcholine, PPC for short (pp. 124–125).”
  —NICHOLAS PERRICONE, M.D., THE PERRICONE PRESCRIPTION

**COMPLEMENTARY PRODUCTS**

- **Creamy Cleansing Lotion**—protects the skin’s delicate moisture barrier while effectively cleansing the skin of dirt, oil, and impurities.

- **pH Balance Toner**—restores skin to its optimal pH level, allowing moisturisers to work more effectively. Features strawberry extract to help diminish the appearance of pores.

- **Moisture Restore™ Day Protective Lotion SPF 15 Normal to Dry Skin**—provides rich emollience with shea butter, evening primrose oil, and meadowfoam seed oil to enhance the skin’s natural barrier function and increase hydration levels.

- **Celltrex® Ultra Recovery Fluid**—provides needy dry skin with concentrated levels of the polyphenol hydroxytyrosol for supple, healthy looking skin

- **Intensive Eye Complex**—provides a unique combination of shea butter and kukui nut oil to help improve suppleness and keep the delicate skin around the eye properly moisturised.

**INGREDIENTS**