



### **What is skincents?**

Skincents is a line of nine spa-inspired face and body products which combine luxurious textures, subtle scents and proven skin agents (vitamins, minerals, antioxidants, and emollients.) This line is based simple 4-step approach—*cleanse, exfoliate, nourish and treat* to healthy, radiant, youthful skin.

### **Why was it created?**

It's easy to get overwhelmed by the sea of skin solutions on the marketplace. Many of these products contain harmful ingredients, some are ineffective and others are either too confusing to use or too expensive to afford. The point of skincents was to create a simple, safe and effective line of products that would restore the health and appearance of your skin without draining your wallet and would be easy to share with others.

### **What is the market for restore products?**

Today's skin care market represents more than \$40 billion annually—\$11.6 billion in China, \$5.6 billion in Japan, \$6 billion in Europe, and \$5.8 billion in the US—which is projected to grow to more than \$7 billion over the next three years. And if you think the Baby Boomer generation influenced music, transportation, and the economy, you can only imagine how they are influencing the skin care market.

### **Why CENTS?**

Here's the regimen most experts recommend:

- (1) Clean your skin at least once a day with a gently cleanser designed for you skin type.  
This ensures your dry skin is not unduly stripped of moisture or your oily skin left feeling greasy.
- (2) Exfoliate at least once a week with a gentle scrub—preferably a fine microderm treatment to slough off dead skin and remove the build up of other impurities that clog your pores.
- (3) Include a daily moisturizer, which (as you'll see in a short while) we've taken to the next level with a cell-nourishing serum that does a lot more than simply hydrate your skin.
- (4) And finally integrate targeted skin solutions to help address your unique skin needs.

### **What makes skincents unique?**

Waiora's Skincents solutions combine time-tested ingredients, proven cosmeceutical technologies, and a simple 4-step approach—*cleanse, exfoliate, nourish and treat*—to restore your appearance & confidence. The story is as much about what's in the product as what's not.. Each facet of the product's experience was considered during formulation—scent, texture, consistency, and ideal objective (what do we want accomplished with the product). We wanted to ensure that the experience was as positive as possible to make the most of the sampling/sharing efforts.



### **What kinds of ingredients in skin care are bad?**

Unlike most national brands, skincents formulations do not include mineral oil, dimethicone, cyclomethicone, propylene glycol, butylene glycol, (PEG) polyethylene glycol, (SLS) Sodium Lauryl Sulfate / Sodium Laureth Sulfate, Phthalates, Urea, Parabens, (DEA) Diethanolamine, (MEA) Momoethanolamine, and (TEA) Triethanoamine, fragrances or color additives.

### **Is there anything else we should know about the new line?**

Yes. Each skincents product formulation is:

- Vitamin, mineral and botanical-based
- Dermatologist tested; won't clog pores
- Never tested on animals
- Formulated without parabens, mineral oil or fragrances

### **Where can I go for more information on the skincents line?**

Visit [www.skincents.com](http://www.skincents.com) for product information, ingredients glossary, related skin revitalization articles and much more!

### **What products are included in the line?**

- **FACE:** Cleansing Facial Gel, Moisturizing Facial Cleanser, Refining Microderm Treatment, Revitalizing Facial Serum, Firming Facial Mask, and Regenerating Wrinkle Treatment
- **BODY:** Balancing Body Cleanser, Exfoliating Body Scrub and Hydrating Body Butter

### **What benefits can you expect from the cleansers and how are they different?**

Key benefits:

- Removes makeup, dirt, and excess oils without stripping skin's natural moisture levels.
- Thoroughly cleanses while maintaining skin's natural pH balance
- Evens out tone for fresh, healthy-looking skin
- Leaves skin feeling clean, fresh and soft.

The foaming action of the cleansing gel uses gentle, naturally derived surfactants (these are ingredient that help lather and cleanse) to help wash away makeup, impurities and excess oils—making this cleanser ideal for combo-to-oily skin. While the luxurious base of the moisturizing cleanser combines nourishing emollients (these are ingredients that help soften and moisturize) and gentle non-drying surfactants to help soothe and hydrate cracked skin while removing dirt, makeup and other impurities—making this cleanser ideal for normal-to-dry skin.



### **What blend is featured and what benefits can you expect from the Refining Microderm Treatment?**

This gentle refining exfoliant features our **MicroFINE 5 Blend** comprised of Jojoba beads, Zea Mays corn meal, aloe vera, capric / caprylic triglycerides, and Glycerin. These exfoliators combine with other ingredients to:

- Gently exfoliate dull, lifeless skin without being abrasive.
- Help refine dry, rough skin.
- Promote absorption and retention of moisturizing nutrients.
- Restore your skin's natural moisture factor

### **What blend is featured and what benefits can you expect from the Revitalizing Facial Serum?**

This luxurious serum features our **Cell Nourishing Complex**—a powerful blend of healing butters, essential oils, botanical extracts and vitamins to help nourish and regenerate tired, sun-damaged skin to reveal a luminous, flawless complexion.

Other key benefits include:

- Smoothes skin texture and diminishes pore size.
- Helps minimize the appearance of fine lines and wrinkles.
- Nourishes skin at cellular level.
- Protects against environmental and free radical damage.

### **What blend is featured and what benefits can you expect from the Firming Facial Mask?**

Our *Firming Facial Mask*, combines clay from Southeast Asia (Kaolin), and cornstarch with vitamin B and other botanicals to firm and tighten skin.

Featuring our **Skin Firming Complex** this unique clay mask will help:

- Gently firms and tightens skin.
- Decongests pores and lifts impurities.
- Improves elasticity and stimulates circulation.
- Boosts cell renewal and revitalizes your skin

### **What blends are featured and what benefits can you expect from the Regenerating Wrinkle Treatment**

Safer than Botox and more effective than retinol, this unparalleled wrinkle treatment features our **Triple Peptide Complex** and **Wrinkle Defense Blend**—rich in peptides, vitamins, antioxidants and other proven skin regenerating agents like DMAE and CoQ10.

- Visibly reduce the depth and appearance of fine lines and wrinkles.
- Stimulate the production of elastin and collagen.
- Promote firmer, more resilient skin.
- Help repair damaged cells at a molecular level.



### **What is the significance of the peptides in the wrinkle treatment?**

Peptides are a group of amino acids that are considered today's big answer to wrinkles and aging skin. In fact peptides have been shown to be so effective at turning back the visual signs of aging that their challenging botox and retinol for position in the market place.

They are not only the way the cells in our body communicate with one another; they have been likened to a key that starts a car engine, for their ability to stimulate collagen production.

Need proof of their effectiveness? Look at the ingredient lists of some of your national brands like Olay and Strivectin. Many popular brands rushed back into formulation when they reviewed the results of a 2002 clinical study by Johnson and Johnson on pentapeptides. This study reported an up to a 90 percent reduction in the appearance of wrinkles, 80 percent improvement in smoothness, 76 percent improvement in suppleness and a full 92 percent moisturization increase.

### **What benefits can you expect from the Balancing Body Cleanser?**

A refreshing blend of coconut oil, Mojave extract and essential oils, you'll recall from our facial cleansers that the benefits include:

- Remove environmental pollutants, dirt and excess oils without stripping skin's natural moisture levels.
- Thoroughly cleanse while maintaining skin's natural pH balance.
- Even out skin tone for healthy-looking skin.
- Leave skin feeling clean, fresh and soft.

### **What benefits can you expect from the Exfoliating Body Scrub?**

Gently scrub away dry flaky skin with walnut shell powder, a blend of essential oils, and invigorating botanical extracts to soften your skin, priming it for the hydrating power of our body butter.

Your first application will help you appreciate how the body scrub...

- Gently exfoliates surface impurities and dull, dry skin.
- Improves skin texture and tone.
- Reveals healthy, radiant skin.
- Rinses completely, leaving no residue to clog or irritate the skin.

### **What benefits can you expect from the Hydrating Body Butter?**

A luxurious blend of shea butter, sweet almond oil, brown sugar, honey, vanilla and other skin-nourishing ingredients like aloe vera and vitamin E leaves your skin supple, touchably soft and hydrated for hours.

A few other benefits that you'll notice include:

- The way it moisturizes without leaving skin greasy.
- Natural humectants provide long-lasting moisture protection.



- Penetrates deep into the skin for maximum hydration.
- Vitamins, minerals and natural botanicals nourish skin cells.

**What are the size, cost and item numbers for these new products?**

- Cleansing Facial Gel  
Item No. 7020 (4 oz)  
**MEMBER: \$19.95 / 20 PV**  
Retail: \$24.95
- Moisturizing Facial Cleanser:  
Item No. 7021 (4 oz)  
**MEMBER: \$19.95 / 20 PV**  
Retail: \$24.95
- Refining Microderm Treatment:  
Item No. 7040 (2.5 oz)  
**MEMBER: \$24.95 / 25 PV**  
Retail: \$29.95
- Firming Facial Mask:  
Item No. 7030 (2.5 oz)  
**MEMBER: \$29.95 / 30 PV**  
Retail: \$35.95
- Revitalizing Facial Serum:  
Item No. 7110 (1 oz)  
**MEMBER: \$39.95 / 40 PV**  
Retail: \$49.95
- Regenerating Wrinkle Treatment:  
Item No. 7050 (1 oz)  
**MEMBER: \$64.95 / 65 PV**  
Retail: \$79.95
- Balancing Body Cleanser:  
Item No. 7520 (6 oz)  
**MEMBER: \$19.95 / 20 PV**  
Retail: \$24.95
- Exfoliating Body Scrub:  
Item No. 7530 (4 oz)  
**MEMBER: \$22.95 / 23 PV**  
Retail: \$27.95
- Hydrating Body Butter:  
Item No. 7500 (6 oz)  
**MEMBER: \$24.95 / 25 PV**  
Retail: \$29.95

\*\* Most are 30-day supplies depending on how often and how liberally you apply the product. Individual products are not available until April 1<sup>st</sup>.



**What packs will be available?**

- **Skincents Basics (4-Piece Kit) for Combo-to-Oily**  
Contains: Cleansing Facial Gel, Refining Microderm Treatment, Firming Facial Mask, and Revitalizing Facial Serum  
Item No. 27250  
**MEMBER: \$99.95 / 100 PV**  
Retail: \$124.95
- **Skincents Basics (4-Piece Kit) for Normal-to-Dry**  
Contains: Moisturizing Facial Cleanser, Refining Microderm Treatment, Firming Facial Mask, and Revitalizing Facial Serum  
  
Item No. 27200  
**MEMBER: \$99.95 / 100 PV**  
Retail: \$124.95
- **Skincents Complete (6-Piece Kit)**  
Contains: Cleansing Facial Gel, Moisturizing Facial Cleanser, Refining Microderm Treatment, Firming Facial Mask, Revitalizing Facial Serum, and Regenerating Wrinkle Treatment  
  
Item No. 27100  
**MEMBER: \$179.95 / 180 PV**  
Retail: \$224.95
- **Skincents Body Essentials (3-Piece Kit)**  
Contains: Balancing Body Cleanser, Exfoliating Body Scrub and Hydrating Body Butter  
  
Item No. 27500  
**MEMBER: \$65.95 / 66 PV**  
Retail: \$79.95
- **Skincents Travel Pack (9-Piece Kit)**  
Contains sample size of the following: Cleansing Facial Gel, Moisturizing Facial Cleanser, Refining Microderm Treatment, Firming Facial Mask, Revitalizing Facial Serum, Regenerating Wrinkle Treatment, Balancing Body Cleanser, Exfoliating Body Scrub and Hydrating Body Butter  
  
Item No. 27900  
**MEMBER: \$39.95 / 35 PV**  
Pack is only available to Waiora Distributors