

# YOUTH<sup>®</sup>

Look younger longer



## THE YOUTH STORY

# Look Younger Longer

YOUTH is skin care designed to make sure the world sees you as young as you see yourself.

In our quest to develop a revolutionary “youth complex,” we discovered something fascinating: it wasn’t that women minded getting older; they wouldn’t trade that wisdom for anything! They just didn’t like how what they saw in the mirror each day didn’t reflect how young they felt on the inside. And that was the inspiration for YOUTH – skin care products designed to make sure the world sees you as young as you see yourself.

To make sure you always look as young as you feel, start now. Your future self will thank you.

## THE YOUTH PROMISE

Our promise is that YOUTH skin care will not only dramatically improve the health of your skin but will also 100% guarantee to shift the appearance of your skin to a younger age.

## Clinical Results Without Compromise

When we were developing YOUTH®, we knew it could help transform how people saw themselves and how the world saw them, but we wanted to prove it.

That's why we engaged world-class skin experts to develop the exclusive Skin Age Index, which measures the key areas of skin aging – including the appearance of facial wrinkles, pore size, even skin tone, firmness, skin texture, hyperpigmentation, radiance, and sagging – with factual clinical data.

100% of women were clinically proven to have younger-looking skin.

2/3 actually shifted their skin age into a younger decade.

Clinically developed by world-class skin experts, the Skin Age Index measures the appearance of key signs of aging with factual clinical data.

Facial wrinkles	Pore size	Even skin tone	Firmness
Skin texture	Hyperpigmentation	Radiance	Sagging

And by measuring using the Skin Age Index, we found that **100% of women were clinically proven to have younger-looking skin after using the YOUTH Advanced Anti-Aging Regimen.**

Not only that, but **2/3 shifted their skin age to a younger decade – a decade of aging erased.**

And with YOUTH, **we've proven you don't have to sacrifice safety and purity for effectiveness.**

YOUTH products are all 100% vegan, gluten free, and cruelty free.

## YOUTH IS SAFE

**Our comprehensive “free-of” list contains more than 2,500 questionable chemicals and ingredients that you'll never find in any of our YOUTH products, including:**

Parabens  
Sodium/ammonium lauryl sulfate  
Phthalates  
Propylene glycol  
BHT  
BHA  
Mercury  
Hydroquinone  
Mineral oil  
Petrolatum  
Synthetic colours  
Synthetic fragrances  
Benzalkonium chloride  
Benzophenone  
Cyclomethicone  
Aluminum lakes  
Lanolin  
Petroleum-derived waxes  
Quaternium-15  
Methylisothiazolinone  
Butoxyethanol  
Coal tar  
1,4-dioxane (PEG derivatives)  
EDTA  
Ethanalamides (MEA/DEA/TEA)  
Formaldehyde-donating preservatives  
Triclosan  
Microbeads (microplastics)  
Aminobenzoic acid (PABA)  
Avobenzone  
Cinoxate  
Dioxybenzone  
Ecamsule  
Ensulizole (phenylbenzimidazole sulfonic acid)  
Resorcinol  
Perfluorinated compounds  
Styrene  
Propyl gallate  
Nitro and polycyclic musks

## WHY IS THIS IMPORTANT?

**BECAUSE IT'S WHAT SO MANY ARE LOOKING FOR IN THE SKIN CARE MARKET TODAY – AND NOT FINDING.** FOR OUR COMPLETE “FREE-OF” LIST, VISIT OUR [NATURALLY](https://www.shaklee.com/naturally) BLOG AT [GO.SHAKLEE.COM/NATURALLY](https://www.shaklee.com/naturally).

## The Science Behind YOUTH®

The key to beautiful, younger-looking skin is cell renewal. Young skin does this effortlessly. As we age, cell renewal slows and we produce less collagen and elastin. Unlike ordinary skin care, our advanced technology goes beyond addressing aging on the surface level and targets the cellular level of your skin. We do this using a patent-pending Youth Complex that activates a key youth protein to regenerate cells to produce more collagen and elastin.



**Patent-pending Youth Complex** couples *Lotus japonicus* with *Schisandra chinensis* fruit extract to regenerate cells to produce more collagen and elastin, and to activate a key youth protein to regenerate cells and structurally provide more nutrients and energy to your skin.



**Patent-pending muscadine grape** polyphenols protect and repair your skin's cellular DNA while blocking collagen and elastin breakdown.



**Multi-patented advanced Vital Repair®+ Complex** provides antioxidant nutrients and essential vitamins to block skin-damaging free radicals and encourage healthy cell growth.

### OTHER KEY SELLING POINTS

All YOUTH products are:

100% vegan

Cruelty free

Gluten free

Dermatologist tested

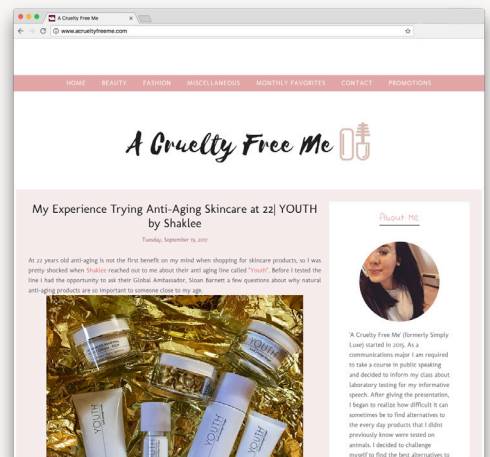
Hypoallergenic

Suitable for sensitive skin

Non-comedogenic

Ophthalmologist tested

### YOUTH HAS 8 PATENTS AND PATENTS PENDING



SEPTEMBER 2017: YOUTH WAS SEEN IN AND WAS GIVEN A RAVE REVIEW BY THE POPULAR BLOG A CRUELTY FREE ME.

## YOUTH Products



### LUMINOUS GEL OIL CLEANSER

Polish, purify, and prepare your skin with a patented blend of vitamins and polyphenols plus exfoliating algae in our 3-in-1 soap-free, pH-balanced cleanser.



### PERFECTING SKIN TONER

Exfoliate, hydrate, and nourish your way to glowing skin. Free your skin of dull cells and environmental pollutants to show the world a brighter, more radiant you.



### YOUTH ACTIVATING SERUM

The must-have product of our YOUTH collection has 10 times the actives to provide the critical regeneration step. Support collagen production, superior radiance, and rejuvenation with this potent blend.



### MINERAL DEFENCE MOISTURIZER SPF 30

This sun- and pollution-protection shield for your skin contains naturally derived mineral zinc oxide to provide chemical-free, SPF 30 broad-spectrum UVA/UVB protection. It also protects against environmental pollutants and free radicals. Plus, it has vitamins and minerals to moisturize your skin and improve overall appearance of skin tone.



### ADVANCED RENEWAL NIGHT CREAM

Our targeted night repair formulas help collagen and elastin production and aid skin renewal while you sleep. Your skin will appear younger looking, smoother, and more luminous with this proprietary botanical blend. Available in Rich or Light.



### RADIANCE C+E HYDRATING SERUM

Restore radiance with our powerful, patented dose of 20% pure vitamin C, which reduces the appearance of age spots, smoothes skin texture, and improves overall skin tone. Plus, it has vitamin E and raspberry cell extract to plump, brighten, and visibly reduce the appearance of lines and wrinkles. And Radiance C+E capsules themselves are plant based, 100% vegan, and biodegradable.



### YOUTH ACTIVATING BB CREAM SPF 30

Perfect your look. Our 5-in-1 beauty balm goes beyond beauty to even, correct, hydrate, nourish, and protect your skin. Plus, it contains naturally derived, chemical-free, SPF 30 broad-spectrum UVA/UVB sun protection. This multitasker provides buildable coverage: lighter with just one layer, or add more for additional coverage. Find your perfect match with one of our four shades, or blend two or more together for your own customized shade. Use a lighter shade to conceal and highlight, or use Shade 4 to bronze.

### ANTI-AGING REGIMEN

The products in this regimen cleanse, tone, hydrate, and protect. It includes **Luminous Gel Oil Cleanser**, **Perfecting Skin Toner**, **Mineral Defence Moisturizer SPF 30**, and **Advanced Renewal Night Cream (Light or Rich)**. To reap the benefits of our must-have Youth Activating Serum, you may want to try our Advanced Anti-Aging Regimen.



## Advanced Anti-Aging Regimen

Our recommended regimen provides four simple steps for remarkable results. The components are designed to work together to deliver results that grow over time. Each product in the regimen contains anti-aging vitamins and polyphenols to deliver treatment benefits with each of the four simple steps: cleanse, tone, renew, and hydrate/protect.

### Key Advanced Anti-Aging Regimen claims:

100% of women were clinically proven to have younger looking skin

2/3 of women actually shifted their skin age to a younger decade

### YOUTH QUICK FACTS

#### Tagline:

Look younger longer

#### Key marketing messages:

Clinical results without compromise

A decade of aging erased

Look as young as you feel

#### Results to remember:

100% of women were clinically proven to have younger-looking skin with the YOUTH Advanced Anti-Aging Regimen, as measured with the Skin Age Index

2/3 of women actually shifted their skin age into a younger decade with the YOUTH Advanced Anti-Aging Regimen, as measured by the Skin Age Index