



**SAB INSIGHT**



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# The Science Behind



## Employing the best minds in the world!

When the SAB first set out to create Nutriance, we established extremely high standards and expectations for content, performance and validation. We not only wanted "leading edge," state-of-the-art products of the finest quality, we wanted scientific proof that they "turned back the hands of time." We wanted Nutriance to be the most effective skin and personal care line in the world! To accomplish this, the SAB sought out the world's best formulators, raw material suppliers and performance-testing clinical laboratories.

We found the formulators in Switzerland. The Swiss have a world-renowned reputation for skin care excellence and we found the best of the best: People who formulate the world's most prestigious

skin and personal care products. We knew these formulators would be the perfect choice for Nutriance and, as you will see, we have been proven right.

From the very beginning, we met, discussed and indoctrinated them to the GNLD product philosophies and our way of doing things. Together we looked at more than 1,000 raw material and formula variations. Through a vigorous process of testing, challenging, adjusting and reformulating, we finally arrived at a set of prototype formulas that embodied our core product philosophies and reflected the latest, most scientifically advanced ingredients and manufacturing technologies. The result is exclusive GNLD formulas with raw materials and technologies not available anywhere else that provide benefits you will see and feel with the very first use!

The new Nutriance™ Skin and Personal Care product line represents four years of research and development by GNLD's Scientific Advisory Board (SAB) and members of our distinguished Global Science Network. Nutriance marks the "leading edge" of skin and personal care product science and technology.

Like all GNLD products, Nutriance is based in Nature and backed by Science, following the strict dictates of GNLD philosophies. These new products are revolutionary examples of what a commitment to excellence can do. Their performance is truly amazing! Clinical studies prove Nutriance can erase fine lines and wrinkles, and change the way skin ages!



## Identifying superior raw materials

Selecting raw materials is always a challenge for us. Our standards are high, our philosophies are strict, and our expectations for performance are demanding.

All of the new Nutriance products are manufactured with the finest raw materials in the world. They are rich in botanical extracts including Aloe Vera, Green Tea and Echinacea for the myriad of skin benefits they provide. They contain special groups of botanical extracts to deliver specific effects on certain skin types, plus broad-spectrum natural antioxidants, including vitamins A, C and E, and both UVA and UVB sunscreen protection.

The most amazing ingredient delivers a benefit we refer to as ACR or Activated Cellular Response. Based on an exclusive combination of amino acids, niacin (vitamin B3) and ATP (adenosine triphosphate, the currency of cellular energy), ACR has been shown to stimulate skin cell metabolism and renewal - naturally.

These are just a few natural ingredients that make Nutriance the only skin care that's Youth Renewing, Skin Protecting and Age Defying.



French clinical testing facility validates the age-defying power of Nutriance.

## Clinical tests unveil amazing results

Assuring every Nutriance product performed as we expected was always at the forefront of our thinking. We needed to know that each formula would provide real benefits to real people in real world use.

To do this, the SAB sought out the world's most sophisticated testing laboratories. We found the one we wanted in France. The French have a great reputation for clinical testing of skin and personal care products, and we chose their best, indeed the world's best clinical testing laboratory to validate the new Nutriance. The capabilities of this testing facility are so strong and the work is so well respected that it is accepted by virtually every major government regulatory agency in the world.

Every Nutriance product has been tested in this French laboratory, under the watchful eye of the SAB and the direction of world-renowned dermatologists, in controlled clinical environments, and on virtually all skin types. Over a period of nearly nine months, we performed more than 100 tests on more than 1,000 test subjects — the results are astounding. These studies show that you can expect amazing results that you will see and feel starting with the very first use!

*Studies show you can expect amazing results you'll see and feel with the very first use!*



Refreshing Facial Cleanser 1 and Foaming Gel Cleanser 2 are proven to enhance and support skin's natural pH balance, while sweeping away impurities.



*Purifying Facial Scrub increases skin smoothness by 30%.*

## A Natural Balance for smoother softer skin

The research shows:

1. Nutriance Cleansers not only leave skin clean and refreshed, but also enhance and support its natural, healthy pH balance.

Additionally, if you have skin that tends toward being dry, our clinical studies show the cleansing process will not further dehydrate, as many other cleansing products do.

2. Nutriance Purifying Facial Scrub makes skin 30% smoother and 33% softer in just one use.

3. Nutriance Toners not only soothe and firm skin, but they, too, enhance and support natural, healthy skin pH.

If you have oily skin or patches of oiliness, our clinical studies show that with Balancing Toner 2 you can expect to see:

- ✔ A 37% reduction in skin oiliness.
- ✔ 17% fewer visible pores on the skin's surface.
- ✔ Skin that's 15% smoother and 20% cleaner.

This is all achieved with natural herbal extracts, including Witch Hazel and Tormentil to help turn down lipid production and re-establish an optimal moisture balance.



*Refining Toner 1 and Balancing Toner 2 soothe, firm, and support natural pH.*

## Moisturizers deliver around-the-clock protection

When you use our new Moisturizers not only will your skin look and feel softer and more supple, and be protected against the aging effects of UV light, but it will be drenched in age-defying moisture.

Clinical tests show that with:

- ✔ Enriching Moisturizer 1, you can expect an 86% increase in skin moisture 30 minutes after application, and still have 67% higher moisture levels 4 hours later!
- ✔ Revitalizing Moisturizer 2, you can expect 79% more moisture in your skin 30 minutes after application and still 70% higher moisture levels 4 hours later!

## ACR can change the way your skin ages!

When you use our new Renewing Antioxidant Treatment, you will experience benefits on an even greater scale. This product truly represents the leading edge of skin care science. It delivers groundbreaking ACR. Clinical tests show that exclusive ACR delivers metabolic accelerators to speed up cell metabolism naturally, making skin not only look younger, but act younger.



*Enriching Moisturizer 1 and Revitalizing Moisturizer 2 keep skin well hydrated for hours.*

As the name suggests, Renewing Antioxidant Treatment is rich in natural antioxidants, including lipid-soluble vitamins A & E and water-soluble vitamin C, plus the natural antioxidant power of Green Tea. Our clinical results showed as much as 90% increase in the skin cells' natural antioxidant capacity.



*Test results proved Renewing Antioxidant Treatment erases the appearance of small lines and wrinkles by as much as 28% in just 28 days.*

These ingredients, and many more, add up to a product that delivers youth-renewing benefits. Our clinical tests prove that Renewing Antioxidant Treatment erases the signs of age right before your eyes. When you use it, you can make the fine lines and wrinkles of aging disappear. You can change the way your skin ages!



## Before Nutriance

With the most sophisticated instrumentation available, we were able to develop computer-enhanced photographs that show the dramatic differences you can expect.

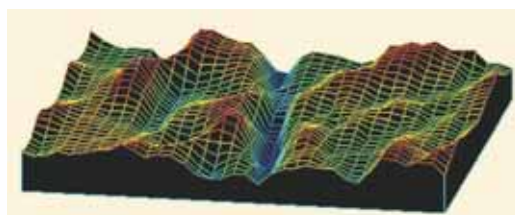


Fig. A: **Before Nutriance:** Skin topography is rough and coarse. Blue areas represent the deepest lines and wrinkles.

This first photo-micrograph (Fig. A) was taken of a specific skin site at the time the test was started. The overall topography of the skin shows substantial unevenness that equates to the coarse, rough appearance of aged skin. The red areas represent the highest, roughest surfaces of the skin, while the blue areas represent the deepest lines and wrinkles.

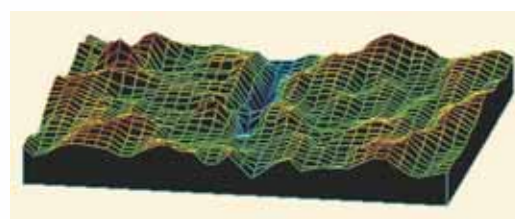


Fig. B: **After Nutriance:** Lines and wrinkles have been dramatically reduced or have disappeared.

## After Nutriance

This second image (Fig. B) shows that exact same skin site after Nutriance. As you can see, the skin topography has changed dramatically. The red “peaks” have diminished and the blue lines and wrinkles have either disappeared all together or been dramatically reduced.

Compare these before and after images directly — you can really see the GNLD Differences. Notice the way that deep blue wrinkle in the top image is nearly gone after Nutriance. See how the small line to the left of that big wrinkle in the upper image is *completely gone* in the lower image.

This is scientific proof that Nutriance not only makes lines and wrinkles disappear, but does so by stimulating natural skin cell metabolism to rebuild the underlying structure, returning the skin to a previous, more youthful state.

Our clinical test results show you can expect a 28% reduction in lines and wrinkles in just 28 days. That’s 1% per day!

That’s a dramatic reduction in the signs of age.

- ✓ Would you like to have 10% fewer wrinkles 10 days from now?
- ✓ Would you like to look 20% younger 20 days from now?
- ✓ Maybe 30% younger a month from now?

These incredible clinical studies prove that with Nutriance you can!

There are many, many more test results that prove Nutriance products work. Every new Nutriance product was thoroughly tested to assure it was safe for all skin types, and safe around the eyes. Here are just a few of the age-defying results:

- ✓ Nourishing Collagen Cream increased skin moisture 76%, and reduced wrinkles by 18% and fine lines by 25%.
- ✓ Aloe Vera Gel moisturises, soothes and calms skin surface, and helps alleviate minor skin discomfort.

The list goes on. The world’s most sophisticated technology proves GNLD’s Nutriance products deliver state-of-the-art, leading edge science, performance and benefits.

With the new Nutriance product line, we have the opportunity to share the most advanced skin and personal care products available. We’ve got the GNLD Differences!

- ✓ Exclusive GNLD formulas.
- ✓ Developed under the direction of the SAB with world-leading Swiss formulators.
- ✓ Made with the finest raw materials in the world.
- ✓ Clinically tested and proven to work in Europe’s leading testing laboratory.

The new Nutriance is Youth Renewing, Skin Protecting and Age Defying. **With Nutriance, we can actually slow, stop and even reverse the signs of aging.** And we have the science to prove it!!



Nourishing Collagen Cream and Aloe Vera Gel work together to help you look younger, longer.

