

# Frequently Asked Questions

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## General Product Information

### 1. What is this product?

TRUVIVITY by NUTRILITE Moisturizing <TruAqua> Beauty Supplement is a premium daily skin complex designed with complementary ingredients to enhance and protect skin moisture, for healthy and more youthful-appearing skin. This supplement contains exclusive blends of the following plant extracts: Wheat Ceramides 30mg, Cherokee Rose Hips Extract 150mg, Wolfberry Extract 150mg, Grape Seed Extract 100mg, and an additional 100mg of Vitamin C. The extracts contained in this product compose a blend patented for its ability to support collagen and hyaluronic acid, two compounds that help hold natural moisture in the skin.

### 2. Who may benefit from consuming this product?

Target customers include “Beauty Enhancers”—those women between the ages of 25-39. She defines her beauty on her terms - based on her individual style, personality, and lifestyle. She aspires to flawless beauty for confidence and life success. She is always looking for new ways to enhance and protect her beauty.

### 3. How does this product work?

The blend of Cherokee Rose Hip Extract, Wolfberry Extract and Grape Seed Extract separately have been shown in laboratory experiments to support antioxidant protection, enhance production of collagen fibers, and inhibit the breakdown of existing collagen and hyaluronic acid; together these extracts combine in a powerful way to provide a three prong approach to protect and enhance the moisture and elasticity of skin as one ages. TRUVIVITY by NUTRILITE Moisturizing Beauty Supplement also contains a gluten-free wheat-derived extract containing plant ceramides. Ceramides are specialized fatty acids in the skin that help build a protective shield from the inside, to lock in skin moisture for improved maintenance of healthy, younger-looking skin.

### 4. What is the purpose for combining the primary ingredients together in this product?

The unique trio of plant botanicals—Cherokee Rose Hips, Wolfberry, and Grape Seed were chosen to provide complementary effects to help maintain and enhance the moisture and elasticity of skin as one ages. These three botanical extracts compose a blend- called PhytolInfuse™ <Phystora> Complex- that is patented for its use in Truvivity products and is designed to help support healthy collagen and hyaluronic acid levels in the skin. In addition, TRUVIVITY by NUTRILITE Moisturizing Beauty Supplement contains PhytolInfuse Complex comprised of a patented blend of DGDG and Ceramosides™ a gluten-free wheat-derived extract of plant ceramides to add another level of protection for skin by adding moisture-locking ceramides to the outer layer of the skin, improving elasticity and moisture levels.

### 5. What scientific evidence is there to support this product?

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The exclusive PHYTOINFUSE™ Complex found in TRUVIVITY by NUTRILITE Moisturizing Beauty Supplement is composed of a unique blend of Cherokee Rose Hips, Wolfberry, and Grape Seed extracts patented for its ability to support collagen and hyaluronic acid production; compounds that help hold natural moisture in the skin. Laboratory testing has shown these extracts alone and in combination improved collagen and hyaluronic acid synthesis markers in cells. Different laboratory tests showed these extracts in various combinations were able to slow or inhibit the activity of the enzymes responsible for the breakdown of collagen, hyaluronic acid and elastin in enzyme inhibition assays. The wheat ceramide extract is included in the supplement because of its strong clinical results on skin moisturization. A randomized double blind placebo controlled clinical study demonstrated that the same amount of extract that is contained in TRUVIVITY by NUTRILITE Moisturizing Beauty Supplement resulted in a statistical increase in clinically measured skin moisture, skin elasticity and skin smoothness. The majority of users in this clinical study stated their skin felt more moisturized, more elastic, and less dry/flakey.

**6. What are the primary plant-based ingredients in this product?**

Cherokee Rose Hips (*Rosa Laevigata*), a white fragrant rose found in Southern China, contains many valuable nutrients and is widely consumed in China as a component of some traditional Chinese medicines.

Wolfberry Extract is made from the antioxidant-rich berry of the *Lycium Barbarum* plant..

Grape Seed Extract is derived from the seed of the grape (*vitis vinifera*) and has been shown to be an important ingredient to support skin health and dermal healing.

Wheat Ceramides extract is an innovative skin moisturizing nutritional ingredient derived from the wheat kernel but has been specially processed to be gluten-free (less than

**7. How should this product be taken? Should it be taken on an empty stomach or with food?**

Usage instructions are 2 tablets, once per day of the TRUVIVITY by NUTRILITE Moisturizing Beauty Supplement, preferably at night to work with the body's natural renewal process and sleep cycle. Because the tablets work with the skin's natural moisturization processes, we also recommend the tablets are taken with a full glass of water.

**8. Is this product recommended for pregnant women or nursing mothers? If so what is the recommended serving?**

This product is not designed for pregnant women or nursing mothers and these individuals should consult with a licensed physician before taking this product.

**9. Is this product recommended for children? If so, what is the recommended serving?**

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This product is designed for adults and not recommended for children under that age of 12. Children over the age of 12 can consume this product at the same dose used by adults (2 tablets taken at one time, daily).

**10. Are there any other physical states/conditions for which use of this product is contraindicated?**

For most healthy individuals, if TRUVIVITY by NUTRILITE Moisturizing Beauty Supplement™ is consumed at the dose recommended on the label, there is little risk of excess side effects. Any individual with a medical condition, including seizure disorders, clotting disorders, diabetes, or severe depression should check with their personal licensed physicians before taking this supplement.

**11. Are there any interactions between this product and certain medications?**  
**SAFETY ANSWER**

**12. Are there any potential side effects from taking this product?**

Individual responses to this supplement will vary. Side effects should be minimal when this product is consumed according to the recommended label dose. Scientific and medical literature suggests that the amount of extract contained within this product is well tolerated when taken according to the label directions.

**13. Do any of the ingredients in this product exceed the upper level? Upper levels are the maximal level of intake that is considered safe.**

There are no ingredients in this product that exceed the upper levels. The optimal amount of Rose Hip, Wolfberry, Grape Seed, or Wheat Ceramide extracts are not known and there is not an established recommended daily intake. The amount of these extracts contained within TRUVIVITY by NUTRILITE Moisturizing Beauty Supplement™ is well below any dangerous levels noted in scientific literature for these ingredients.

However, in the interest of health and well-being, customers are highly encouraged to keep their health care provider informed about their personal use of dietary supplements.

**14. Can this product be taken with other dietary supplements?**

TRUVIVITY by NUTRILITE Moisturizing Beauty Supplement™ is designed to be used in combination with other NUTRILITE products. It allows the user to tailor their supplement program to meet their lifestyle and nutritional needs.

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### **15. Are there known foods or nutrients that may interact with this product?**

There are no foods known or nutrients that interact with the ingredients contained within TRUVIVITY by NUTRILITE Moisturizing Beauty Supplement™

### **16. Can you take this product after it has expired?**

Levels of nutrients are not guaranteed to maintain the potency listed on the label after the expiration date has expired on the bottle. Particularly for foods, the sensory characteristics such as flavor, odor, color and texture are not guaranteed past the expiration date.

### **17. How should this product be stored?**

Store this product in closed package in dry unavailability for children place with temperature not more than 25° C.

### **18. What is a nutricosmetic?**

A nutricosmetic is a nutritional product that may support the structure and function of the skin and enhance its health and appearance. Nutricosmetic merges the two words i.e. nutrition and cosmetics and is thought to enhance skin protection and appearance. E.g. Vitamin E is a potent skin friendly nutrient which enhances moisturization and reinforces defense against UV damage.

### **19. What is the role of skin barrier?**

The outermost layer of skin, the 'stratum corneum' acts as a skin barrier. It is composed of piles of flattened cells that are enveloped in a thick covering of fat arranged in layers composed of water-repellent lipids.

This structure made up of stacked layers of dead cells along with the water-proof coating acts as a barrier and blocks the leakage of water from within. It also provides a protective shield against the entry of foreign bodies like toxins, bacteria or allergens from the environment.

### **20. Does the skin need moisturization from inside?**

Radiant and youthful skin on the outside is possible only if the internal skin barrier is healthy. Cold, dry and chilly air, harsh chemicals, chlorinated water, itchy fabrics and pollutants can strip away the fatty oils and moisture from the skin barrier, leaving the skin unprotected. Sometimes, internal causes such as a genetic predisposition or other medical

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conditions like diabetes, psoriasis, hypothyroidism or malnutrition can also disrupt the barrier.

For radiant and youthful looking skin, it is just not enough to lather on topical moisturizers on the outside. Maintenance of the structure, the integrity and the functionality of the skin barrier through a good nutrient and internal moisture protection are equally essential for complete hydration from inside to outside.

### **21. Does the skin need nourishment during day and night?**

During the day, the skin is subject to damaging UV rays, pollutants, environmental stresses which may have a negative effect on the skin barrier. Nourishment during the daytime will defend and strengthen the integrity and enhance the functionality of the skin moisture barrier.

During the night, the processes of cell repair and rejuvenation are continuously going on within the skin and hence proper nourishment during the night time can reinforce these vital revival mechanisms.

### **22. What happens to skin when we sleep ?**

Sleep is a restorative phase in our daily cycle. During the night, while we sleep; the process of repair of damaged cells and regeneration of new cells goes on within the skin. So dead skin cells are removed and new cells take their place. These rejuvenating processes are extremely important for skin health and radiance.

### **23. What is the skins structure in general ?**

The outermost layer of the epidermis is the 'stratum corneum' which acts as a protective skin barrier. It is composed of stacks of flattened cells or 'corneocytes', composed of protein. Each corneocyte is enveloped in a thick covering of fat which is responsible for the water-repellent property of the skin. This waterproof layer is composed of lipids like ceramides, cholesterol, and free fatty acids (FFA).

The dermis or the lower layer of the skin contains a matrix of collagen and elastin fibers. These two proteins are responsible for the elasticity and flexibility of the skin. The interstitial spaces between this complex is filled with hyaluronic acid, water and protein complexes. Hyaluronic acid retains moisture within this spongy structure and thus maintains the integrity of the internal moisture structure.

### **24. How are creams and lotions absorbed?**

Absorption through skin is a complex mechanism that primarily takes place through the epidermis. The stratum corneum is the outermost layer through which creams and lotions have to

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pass. The stratum corneum is primarily composed of cholesterol, cholesterol [esters](#) and [ceramides](#) all of which are lipids. Hence lipid-soluble chemicals are absorbed better. Absorption depends on many conditions like the amount of product applied, duration of the exposure and the nature of the product.

### **25. Explain the importance of skin care from early age**

The skin mirrors health status and personality. It is an inseparable part of beauty and self image. What we feed the skin during the growing years is reflected in the form of skin wellness in the later years. Hence, skin care should start from an early age in order to prevent future problems like fine lines, age spots, pigmentation, and wrinkles. Basic precautions like regular application of sunscreen, cleansing and moisturization, consumption of a skin-friendly diet including fresh fruits and vegetables should become part of your daily routine right from the early years.

### **26. Explain the importance of skin hydration from inside?**

Just topical application of hydrating solutions is not enough to ensure optimal hydration. The protection and the reinforcement of the internal moisture structures are essential to augment hydration. If the skin cells are not nourished from within, the effect is mirrored on the outside and the skin loses its suppleness and radiance.

Internal hydration revives lustre, promotes smooth texture and elasticity and delays appearance of fine lines and wrinkles.

### **27. What are the effects of ageing on the skin ?**

Ageing is inevitable, however, how soon the skin ages will depend on many factors like lifestyle, diet, heredity, and personal and lifestyle habits.

As we grow older, internal changes like the breakdown of collagen and elastin, dehydration and the slowdown of cell turnover occur in the skin leading to external manifestations like loss of suppleness, fine lines and wrinkles.

#### **Breakdown of Collagen and Elastin**

Ageing causes many gradual changes to the thickness of the dermis. The essential molecules; collagen and elastin are produced at a slower rate, leading to a deterioration of the skin's elasticity and the ability to rejuvenate and repair itself.

#### **Loss of hydration**

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The structure of the skin barrier also undergoes age-related changes like alteration in the lipid content and reduction in the intracellular glue that binds proteins. The essential hydrating molecule Hyaluronic Acid begins to diminish. This loss, along with a compromised barrier, causes loss of moisture and decreases elasticity in aging skin.

## **Wrinkles**

With ageing, there is a reduction in collagen and elastin tissues in the dermis and dehydration of the stratum Corneum (SC) leading to a loss of tightness and suppleness of the skin, resulting in visible wrinkles on the surface of the skin and a loss of elasticity.

## **28. What skincare routine should one follow?**

Radiant skin is a great beauty asset; it is also a mirror of wellness. A simple skin care routine should be followed every day to ward off future skin issues.

### **Cleanser**

Exposure to pollutants and make-up can clog your pores and lead to breakouts. Use a cleanser every day to remove all the dirt and unwanted residue embedded within the skin.

### **Massage/Facial Mask**

Massages may help to improve blood circulation, relieve stress and maintain suppleness and should be done regularly. When you massage your skin, the temperature from your hands will help open up your pores.

### **Hydrating Toner**

Toners work by eliminating dead skin cells and replenishing the skin with moisture. They may balance the pH in the skin. Choose hydrating toners because toners with high levels of alcohol have a dehydrating effect on skin. .

### **Sunscreen**

The leading cause of wrinkles and skin aging is sun exposure. Sunscreens protect your skin from the devastation of sun exposure, sunscreens of SPF >15 should be unfailingly used before going out in the sun, even in cloudy weather.

### **Moisturizer**

A moisturizer should be applied to keep the skin well-hydrated and youthful-looking. The moisturizer should be applied with upward strokes after a shower every day.

### **Nutrition**

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Nutrition is a key element when it concerns skin health.

- Brightly coloured vegetables and fruits contain phytonutrients that can promote skin health. E.g. carrots, bell peppers etc.
- Berries are a great combination of antioxidants and vitamins C and E. They may augment collagen, the facial framework tissue which enhances skin suppleness
- Whole grains are good sources of fiber and regulate digestion and removal of toxins from the body which is mirrored as great skin
- Spinach and other green leafy vegetables are loaded with phytochemicals, antioxidants, vitamins A, C, E and the mineral iron - which is essential for keeping your blood healthy and your skin radiant
- Beans like black beans, chickpeas, lentils and soybeans are good choices of legumes to incorporate into your diet as they contain skin-friendly isoflavonoids.
- Oily fish like Salmon, mackerel are good sources of omega 3 fatty acid which is a great skin promoter as it provides skin elasticity

On the other hand, a diet high in processed or refined carbohydrates and unhealthy fats promotes skin aging.

## **29. How does internal health affect skin?**

The skin is a window to our inner health status. Any negative changes inside are mirrored in the form of skin problems outside.

The skin is usually radiant and glowing if all the inner health parameters are in shape. On the other hand, a decline in health is reflected on the skin in the form of changes in appearance, suppleness, colour, tone and texture.

E.g. When the iron levels drop, the haemoglobin levels and the red blood count go down, the skin begins to appear pale and there are dark circles under the eyes. Other nutritional gaps are also manifested as a loss of skin vitality and freshness e.g. deficiency in Vitamin A leads to skin becoming rough and scaly.

Thus the skin on the outside serves as a reflection of the internal wellness and harmony and can provide a correct insight into what's happening inside the body.

## **30. Explain the role of nutrients beneficial for skin health**

While there are many nutrients that are essential for skin, certain ingredients have a key role in



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maintain the skin's foundational moisture structure from the inside. By protecting the main components of this structure – hyaluronic acid and collagen, these ingredients help lock in and protect essential moisture.

### **Rosehip**

- Contains Proanthocyanidins that can improve skin colour, tone, texture.
- Antioxidant blend of ascorbic acid, vitamin E and carotenoids.

### **Grape seed:**

- Exhibits antioxidant effect and promote youthful skin, cell health, elasticity, and flexibility.
- Contains proanthocyanidins that protect skin from sun damage

### **Wolfberry**

- Powered with vitamin C, vitamin B complex, amino acids, carotenoids, and polysaccharides that help in improving skin elasticity and aiding skin renewal.
- Exhibits potent anti-oxidant effect
- Prevents free radical damage and delays the appearance of fine lines and wrinkles .

### **Gluten-free Wheat Ceramides:**

- Maintain and reinforce skin's moisture barrier
- Build a protective shield from the inside, helping to lock in moisture

### **Acerola Cherry Extract:**

- Provides powerful antioxidant protection
- Offers free radical protection.

### **31. Why is there a product for the day and for the night?**

During the daytime, the skin is subject to continuous onslaught by sunlight, pollutants and chemicals. This inevitable attack may compromise the functionality of the skin's moisture barrier. Hence, Truvivity Beauty Supplement with 'The PhytoInfuse™ Complex', with Wolfberry, Rosehip, and Grape Seed Extracts, helps refresh and strengthen the skin's foundational moisture structure by inhibiting the breakdown of hyaluronic acid levels and collagen.

When we sleep during the night, the processes of internal repair and regeneration are continuously going on within the body. Hence the Truvivity Beauty powder Drink contains 'The

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PhytoCeramides Complex', with gluten-free Wheat Ceramides, Cranberry Extract, and Acerola Cherry Extracts, helps protect skin's moisture barrier to lock in moisture, nourish dry skin cells, and boost hydration from within.

### **32. What are the global trends in this segment?**

From a superficial outlook towards 'looking' beautiful, the trend has now moved towards a holistic approach for skincare, consisting of glowing and radiant skin; skin that is 'well nourished and healthy'. Moreover, even externally applied cosmetics now have ingredients and formulations that have certain specific effects to promote the wellness of the skin. Hence, a skin care regime consisting of daily oral nutrient (nutri-cosmetic) support along with an external skincare routine is now recommended to provide balanced good health inside and out.