



AT A GLANCE ...

The Science Behind NIA 24™

Goal of NIA 24™ products is to deliver Niacin (nicotinic acid) to the skin through the use of the patented Pro-Niacin™ molecule.

By increasing Niacin (NAD) content within the skin, several biochemical mechanisms are stimulated:

- DNA Repair
- Energy Metabolism
- Leptin release, hormone involved in immune response, wound healing
- Hyperpigmentation reduction by normalizing pigment transfer

The overall result of these stimulated mechanisms is a generation of healthier skin cells from the inside-out.

As cells divide and work their way to the surface, healthier Niacin-enhanced cells work to build a stronger, healthier skin barrier – skin's natural defense against UV rays, bacteria & toxins.

NIA 24™ works well pre- and post-treatment to skin rejuvenation therapies (laser, microderm, peels) b/c the healthier skin cells helps skin heal faster.

NIA 24™ improves sun damage and hyperpigmentation because it stimulates DNA repair proteins, which undo past damage; improves energy usage of the cell, which also helps the cell heal itself and normalizes pigment transfer from melanosomes.

NIA 24™ helps atopic skin, improves rosacea-like redness and reduces side effects of retinoic acid b/c it strengthens the skin barrier – your natural protection against the environment.

NIA 24™ represents B vitamin supplementation to the skin, which stimulates skin's own natural repair processes - a natural approach to skin care that creates healthier, younger looking skin from the inside-out.

Worthy of Mentioning ...

- NIA 24™ is backed by 30 years of research on the Pro-Niacin™ molecule. In addition, the National Cancer Institute is looking at the Pro-Niacin™ molecule as a potential skin cancer prevention agent.
- NIA 24™ represents a natural approach to skin care that works very well as a compliment therapy to other lines b/c it promotes the generation of healthier skin cells.
- NIA 24™ is simple and easy to use – the goal is 5% of the Pro-Niacin™ molecule twice daily. We have 3 products (SSC, IRC and SDP SPF 30) that enable you to achieve this.
- Encourage patients to visit www.NIA24.com - lots of information is available to them. Also, sampling patients always helps but be careful not to over-sample.

The Products

- **4 CORE Products**
 - **Gentle Cleansing Cream**
 - 1% Pro-Niacin™
 - Use daily
 - Cream cleanser containing sodium hyaluronate, olive oil – very hydrating
 - ** Won 2007 SELF Magazine Healthy Beauty Award for Best Dry Skin Cleanser
 - **Physical Cleansing Scrub**
 - 1% Pro-Niacin™
 - Use 2-3 times per week
 - Physical scrub that helps gently exfoliate the face (spherical beads won't tear skin)
 - **Skin Strengthening Complex**
 - 5% Pro-Niacin™
 - Use in the morning and at night
 - A moisturizing repair cream that contains antioxidants, ceramides, etc
 - **Sun Damage Prevention 100% Mineral Sunscreen SPF 30**
 - 5% Pro-Niacin™
 - Use in the morning
 - Is a mineral rather than chemical sunscreen, contains titanium dioxide / zinc oxide
 - Represents a “treatment sunscreen” in that it delivers protection AND repair
 - ** Recommended by Skin Cancer Foundation
- **2 NEW Products for 2007**
 - **Intensive Recovery Complex**
 - 5% Pro-Niacin™
 - Provides longer-lasting, more intense moisturization as well as skin brightening
 - Used for dryer skin types, in winter months, or when more moisture is needed
 - Is interchangeable with SSC b/c also contains 5% Pro-Niacin™ plus moisturization; will typically recommend SSC for morning and IRC at night
 - **Sun Damage Repair for Décolletage and Hands**
 - 2.5% Pro-Niacin™
 - A body product for shoulders, chest, hands, etc. – wherever have sun exposure
 - Formulated specifically for body b/c has heavier moisturizing ingredients and lower percentage of molecule to accommodate sensitivity of décolletage

Skin Type	AM [Morning]	PM [Evening]
Normal	Gentle Cleansing Cream* Skin Strengthening Complex SDP 100% Mineral Sunscreen SPF 30	Gentle Cleansing Cream* Intensive Recovery Complex
Oily	Gentle Cleansing Cream* Skin Strengthening Complex (Optional) SDP 100% Mineral Sunscreen SPF 30	Gentle Cleansing Cream* Skin Strengthening Complex**
Dry	Gentle Cleansing Cream* Intensive Recovery Complex —OR— Skin Strengthening Complex SDP 100% Mineral Sunscreen SPF 30	Gentle Cleansing Cream* Intensive Recovery Complex

*2 - 3 times per week, Substitute the Physical Cleansing Scrub for the Gentle Cleansing Cream once daily.

**In dry climates and during winter, use Intensive Recovery Complex instead of Skin Strengthening Complex.