NUFACE®

Professional Training Manual

NuFACE | **Who We Are**

Our Vision

To be the leading innovator of clinically proven, multi-solution, at-home devices used by every woman to look and feel more beautiful.

Our Story

Carol Cole, the creator of NuFACE, began her career more than 30 years ago as an esthetician at the famed Golden Door Spa in Southern California, where she specialized in microcurrent facials. She quickly developed a loyal client list of celebrities & influencers and garnished rave reviews. Understanding her client's desires for a non-invasive, at-home, easy-to-use, anti-aging solution, Carol sought to develop a handheld device that would utilize microcurrent technology for women who wanted to take anti-aging into their own hands. With the help of daughters, Tera and Kimberly, Carol launched the first NuFACE device in 2005 with overwhelming success.

Our Mission

Founded by women, for women, NuFACE is focused on transforming the way consumers approach skin care by delivering clinically proven, non-invasive devices for ideal skin health. Made in the USA and professionally recommended, NuFACE delivers innovative multi-solution products to consumers worldwide.

Carol Cole | Founder, NuFACE

NuFACE | **Our Technologies**

Microcurrent

Microcurrent is low-level, electrical current that is capable of facial stimulation, sending soft, gentle waves through the skin, tissues and down to the facial muscles. Microcurrent has been shown to stimulate ATP production, which drives the creation of key structural proteins such as collagen and elastin.

The increase in ATP also energizes the facial muscles, similar to how exercise energizes the muscles of our bodies. Unlike anywhere else on the body, the facial muscles are directly connected to the skin, thus the result of energizing the muscle is often an improved, lifted appearance.

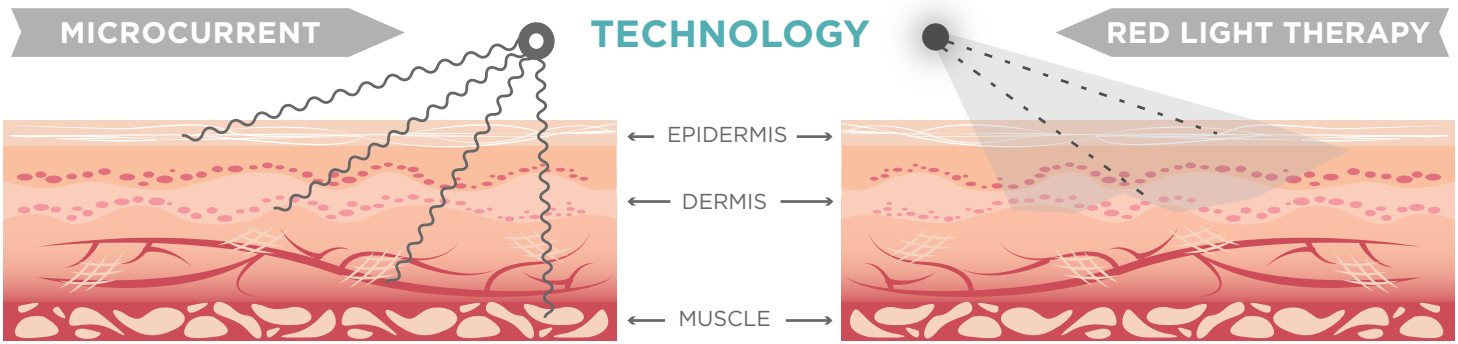
Fitness for Your Face™

Exercise sculpts and tones the body, microcurrent contours and tones the face. Like exercise, benefits are visible and long-lasting. Skin Care is Your Nutrition. Microcurrent is Your Exercise.

Red Light Therapy

Red light therapy is exposure to specific wavelengths of light. In aesthetic applications, red light is emitted through LEDs (light emitting diodes) which produce light energy with very little heat, providing a non-invasive, comfortable experience.

Red, amber and infrared light possess specific wavelengths that penetrate different depths within the dermis. The light triggers a natural, intracellular reaction within the dermis, similar to how plants use light to create energy, and leads to an increased production of collagen and elastin. The result is a reduction in the appearance of fine lines and wrinkles.

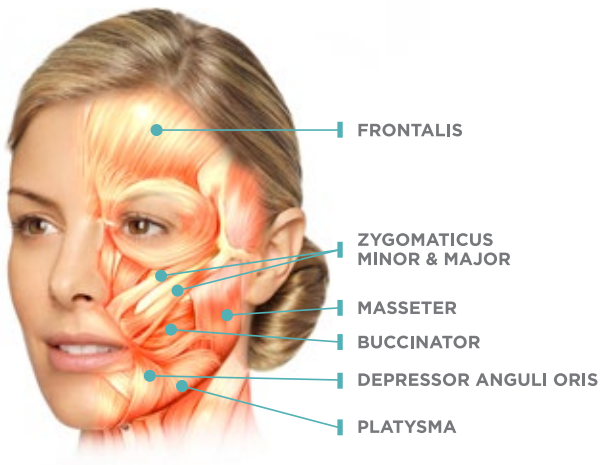


NuFACE | **Understanding Facial Structure**

Facial Muscles

Muscles are the foundation of the facial structure and control our facial movements and expressions.

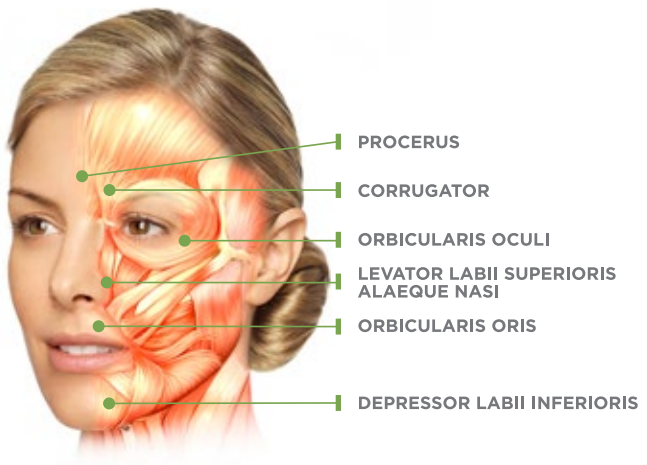
Because facial muscles are attached to the skin, their condition directly impacts the appearance of the face, leading to concerns such as loose, sagging skin and loss of contour.



Eyes & Lips

The muscles of the eyes and lips are circular muscles that control most facial expressions.

The repetitive use of these muscles leads to increased signs of aging, such as eyebrow furrows, crow's feet and smile lines.



NUFACE Trinity® PRO

The NuFACE Trinity PRO is an FDA-cleared, multi-solution, skin care device innovatively designed with interchangeable treatment attachments to help rejuvenate and improve your appearance.

The NuFACE Trinity PRO is available exclusively in professional spas and medical offices and features enhanced microcurrent output and an extended warranty.

Facial Toning Kit

Features

- Multi-solution
- 5 level intensity control
- Rechargeable battery with charging cradle
- Initial charge: 12 hours
- Charge lasts 2 weeks of daily treatments
- 2 year warranty

MSRP: $325

- Includes NuFACE Trinity Facial Trainer Attachment
- Includes 2 oz. NuFACE Gel Primer

NuFACE | **Gel Primer**

Gel Primer

What it is
The essential **first step** to every NuFACE microcurrent treatment.

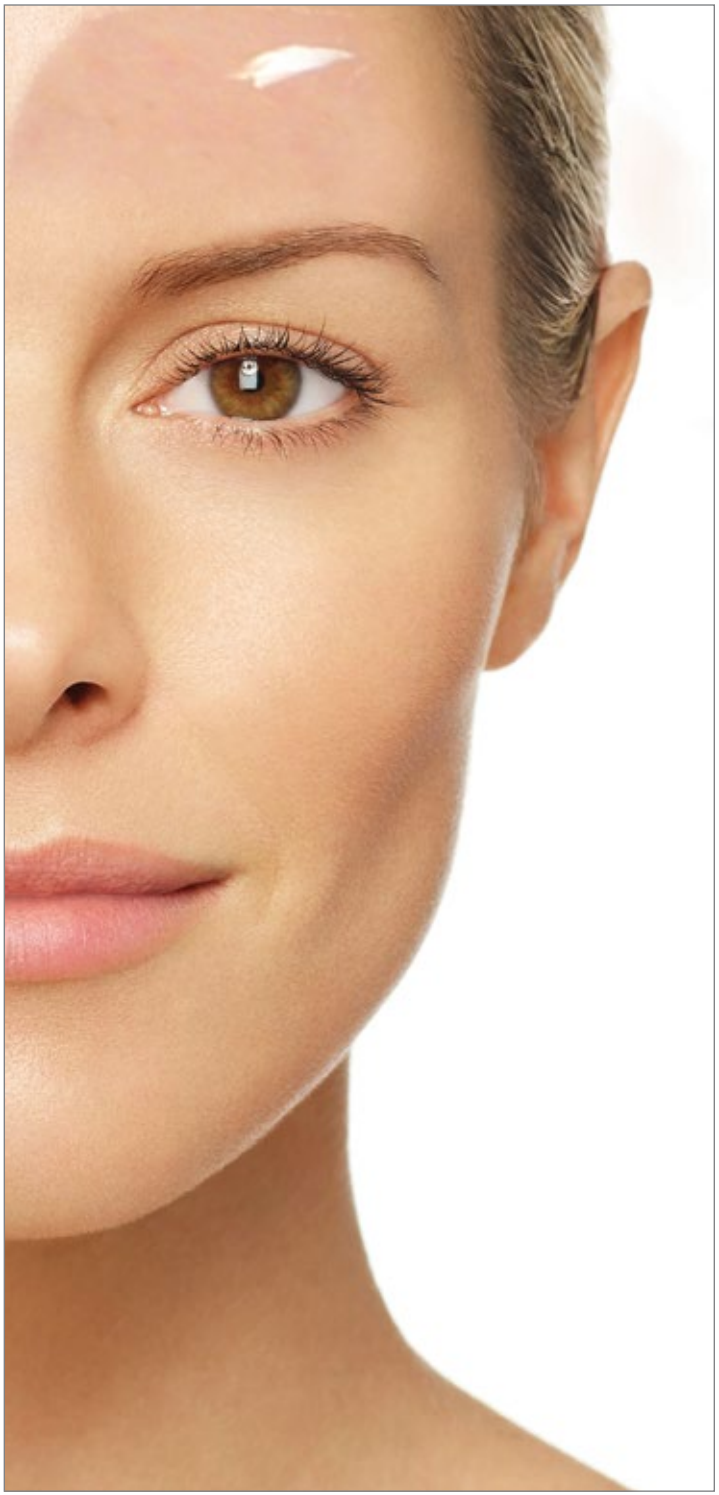
What it does
Conducts microcurrent into the skin and allows for an easy glide.

Benefits
Ensures maximum results with no sensation.

How to use
Before microcurrent treatment, apply a mask-like layer so that skin appears wet.

Key Ingredients
Water, Conductive Polymers

MSRP: $29 (5 oz.) / $12 (2 oz.)



NUFACE
Trinity® PRO

Facial Toning Device

What it is
Microcurrent device FDA-cleared for facial stimulation.

What it does
Gently stimulates larger surface areas of the face to provide a 5-minute facial-lift.

Benefits
Clinically tested for improved facial contour, skin tone and wrinkle reduction in as little as 5 minutes a day.[1]

Features
- Large spheres for large surface areas
- Smart skin sensor
- 5-second treatment timer
- 20-minute auto shut-off

MSRP: $325
- Includes NuFACE Trinity Facial Trainer Attachment
- Includes 2 oz. NuFACE Gel Primer

Key Selling Points:
- Clinically tested
- Known as the 5-minute facial-lift, with both visible and cumulative results
- Natural, non-invasive, no downtime
- Fitness for Your Face™

1. ENGAGE CLINICAL STUDY, A SINGLE CENTER, NON-RANDOMIZED, SINGLE-ARM TRIAL TO EVALUATE THE EFFICACY OF THE NuFACE TRINITY DEVICE WITH NuFACE TRINITY FACIAL TRAINER ATTACHMENT; STUDY NUMBER BCS 11-029.

How To Use | 3 EASY STEPS

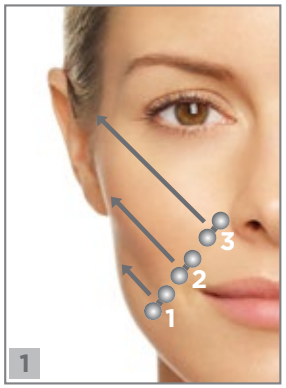
1 PREP
Cleanse skin and apply NuFACE primer.

2 LIFT
Glide the Facial Trainer over face as directed.

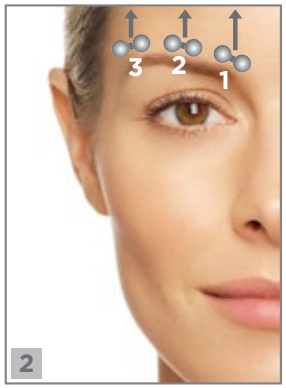
3 FINISH
Remove NuFACE primer with a damp cloth.

Basic Treatment (5 minutes)

Glide spheres in the direction of arrows until BEEP sounds. Complete 1-2-3 sequence 3 times for each area.



STEP 1
Place spheres on nasolabial fold and glide toward ear avoiding the eye area. Complete 1-2-3 sequence 3 times.



STEP 2
Place spheres slightly above brow and glide toward hairline. Complete 1-2-3 sequence 3 times.

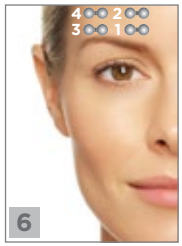
Advanced Holds (optional)

Lift and hold each position for 1-2 BEEPS, no repeating.

STEP 3
Under jawline, lift and hold spheres horizontally for 1-2 BEEPS, no repeating.

STEP 4
On jawline, lift and hold with one sphere, place other sphere above. Continue to end of jawline for 1-2 BEEPS, no repeating.

STEP 5
Under cheekbone, lift and hold spheres horizontally for 1-2 BEEPS, no repeating.



STEP 6
On forehead, lift and hold spheres horizontally for 1-2 BEEPS, no repeating.

Treatment Frequency

First 60 Days
- 5 minutes per day
- At least 5 times per week

After 60 Days
- 5 minutes per day
- 2-3 times per week for maintenance

Contraindications

Do not use the NuFACE Trinity Facial Trainer if you have or suspect one of the following conditions:

- Subject to epilepsy or seizures
- Recent facial or other surgery
- Pacemaker or electrical implanted device
- Active cancer
- Pregnancy
- Under the age of 18

NUFACE Trinity® PRO

ELE (Effective Lip & Eye) Attachment

What it is
Microcurrent treatment attachment FDA-cleared for facial stimulation.

What it does
Gently stimulates hard-to-reach eyebrow furrows, crow's feet and smile lines.

Benefits
Improves the appearance of the eye and lip areas.

Features
- Innovative treatment wands
- Smaller spheres for precise targeting
- Smart skin sensor
- 5-second treatment timer
- 21-minute auto shut-off

MSRP: $149

Key Selling Points:
- Designed for hard-to-reach areas
- Precise targeting for eyes and lips
- Perfect in the morning to revitalize eyes

How To Use | 3 EASY STEPS

1 PREP
Cleanse skin and apply NuFACE primer.

2 LIFT
Hold/Glide the ELE over areas as directed.

3 FINISH
Remove NuFACE primer with a damp cloth.

Lips

Lift and hold each position until BEEP sounds. Complete 1-2 sequence 3 times for each area.

STEP 1
Place spheres under lower lip and hold. Complete sequence 3 times.

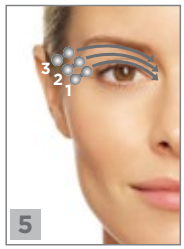
STEP 2
Place spheres above upper lip and hold. Complete sequence 3 times.

STEP 3
Place spheres on nasolabial folds and hold. Complete sequence 3 times.

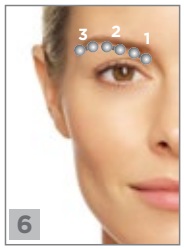
Eyes

Glide spheres in the direction of arrows until BEEP sounds (with the exception of area 6 which are holds.) Complete 1-2-3 sequence 3 times for each area.

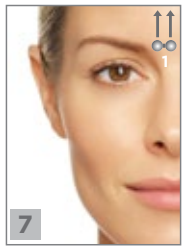
STEP 4
Place spheres at the outer corner of the eye and glide to the inner corner. Complete 1-2-3 sequence 3 times.



STEP 5
Place spheres at the outer corner of the eye and glide to the inner corner. Complete 1-2-3 sequence 3 times.



STEP 6
Place spheres just below the eyebrow, lift and hold. Complete 1-2-3 sequence 3 times.



STEP 7
Place spheres in the middle of the eyebrows, slightly off-center, and glide to the center of the forehead. Complete 3 times.

Treatment Frequency

First 60 Days
- Use on desired eye and lip areas
- At least 5 times per week

After 60 Days
- Use on desired eye and lip areas
- 2-3 times per week for maintenance

Contraindications

Do not use the NuFACE Trinity ELE if you have or suspect one of the following conditions:

- Subject to epilepsy or seizures
- Recent facial or other surgery
- Pacemaker or electrical implanted device
- Active cancer
- Pregnancy
- Under the age of 18

NUFACE Trinity® PRO

Wrinkle Reducer
Attachment

What it is
Red LED treatment attachment FDA-cleared for the treatment of full-face wrinkles.

What it does
Delivers a precise combination of red, amber, and infrared light that penetrates different depths of the dermis, targeting fine lines and deeper wrinkles.

Benefits
Naturally reduces the appearance of fine lines and wrinkles.

Features
- 36 total LEDs
- Ergonomically-optimized
- Protective shield/skin sensor
- 3-minute treatment timer
- 21-minute auto shut-off

MSRP: $149

Key Selling Points:
- Naturally reduces the appearance of fine lines and wrinkles
- Fits around natural contours of the face
- Non-invasive, no downtime

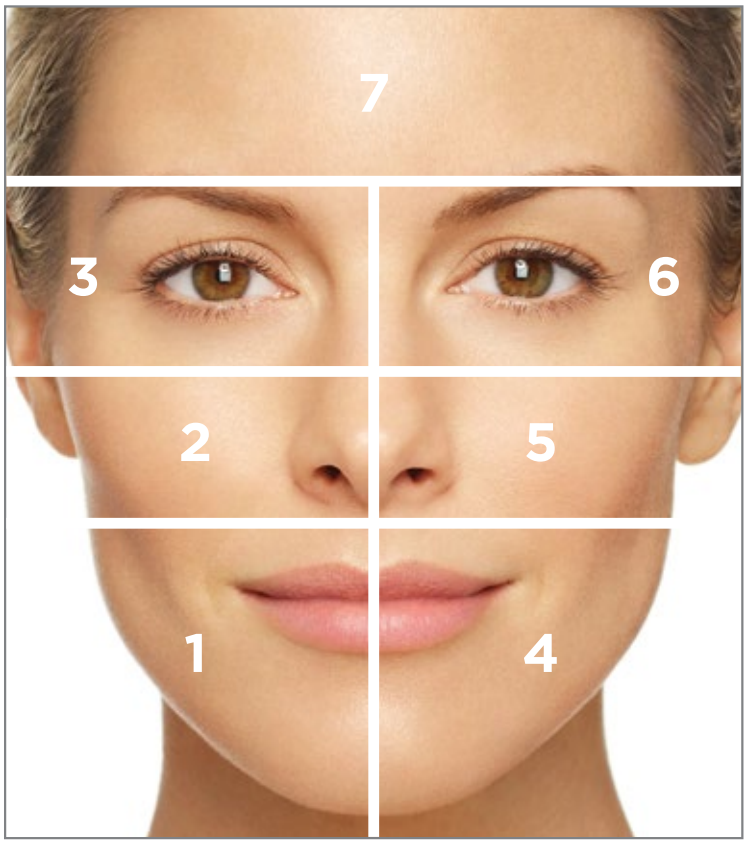
How To Use | 3 EASY STEPS

1 PREP
Cleanse skin.

2 SMOOTH
Hold the Wrinkle Reducer over fine lines and wrinkles as directed.

3 FINISH
Apply preferred skin care products.

Place Wrinkle Reducer in direct contact with skin over fine lines and wrinkles in each area until BEEP sounds.



Treatment Frequency

First 60 Days
- Use 3 minutes per area, maximum 21 minutes for entire face
- At least 5 times per week

After 60 Days
- Use 3 minutes per area maximum 21 minutes for entire face
- 2-3 times per week for maintenance

Contraindications

Do not use the NuFACE Trinity Wrinkle Reducer if you have or suspect one of the following conditions:

- Subject to seizures or epilepsy
- Avoid neck if thyroid problem
- Sensitive to light
- Suspicious or cancerous lesions
- Topical or systemic steroids
- Pregnancy
- Under age of 14

NUFACE®
mini

Facial Toning Device

What it is
Petite, portable microcurrent facial toning device FDA-cleared for facial stimulation.

What it does
Gently stimulates larger surface areas of the face.

Benefits
Improves your appearance by providing a 5-minute facial-lift.

Features
- Convenient, compact size
- 3 level intensity control
- 5-second treatment timer
- 5-minute auto shut-off
- Rechargeable battery with power adapter
- Initial charge: 16 hours
- Charge lasts 2 weeks of daily treatments
- 1 year warranty

MSRP: $199
- Includes 2 oz. NuFACE Gel Primer

Key Selling Points:

- Great starter device for the microcurrent beginner
- Travel-friendly anti-aging solution
- Perfect for gift-giving
- Attractive price point

How To Use | 3 EASY STEPS

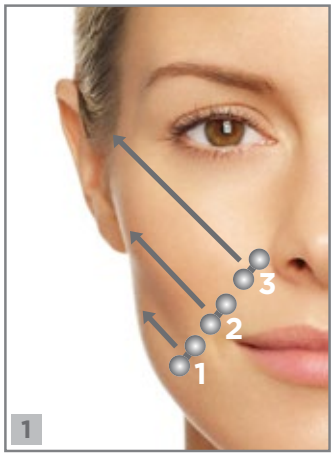
1 PREP
Cleanse skin and apply NuFACE primer.

2 LIFT
Glide the NuFACE mini over face as directed.

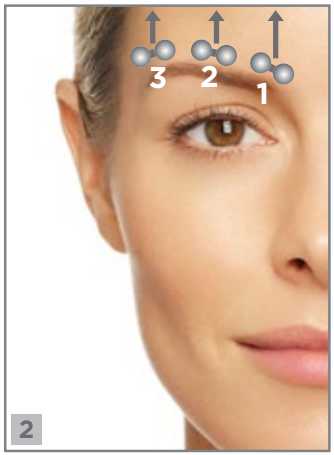
3 FINISH
Remove NuFACE primer with a damp cloth.

Basic Treatment (5 minutes)

Glide spheres in the direction of arrows until BEEP sounds.
Complete 1-2-3 sequence 3 times for each area.



STEP 1
Place spheres on nasolabial fold and glide toward ear avoiding the eye area. Complete 1-2-3 sequence 3 times.



STEP 2
Place spheres slightly above brow and glide toward hairline. Complete 1-2-3 sequence 3 times.

Treatment Frequency

First 60 Days
- 5 minutes per day
- At least 5 times per week

After 60 Days
- 5 minutes per day
- 2-3 times per week for maintenance

Contraindications

Do not use the NuFACE Trinity Facial Trainer if you have or suspect one of the following conditions:

- Subject to epilepsy or seizures
- Recent facial or other surgery
- Pacemaker or electrical implanted device
- Active cancer
- Pregnancy
- Under the age of 18

NuFACE | **24K Gold Gel Primers**

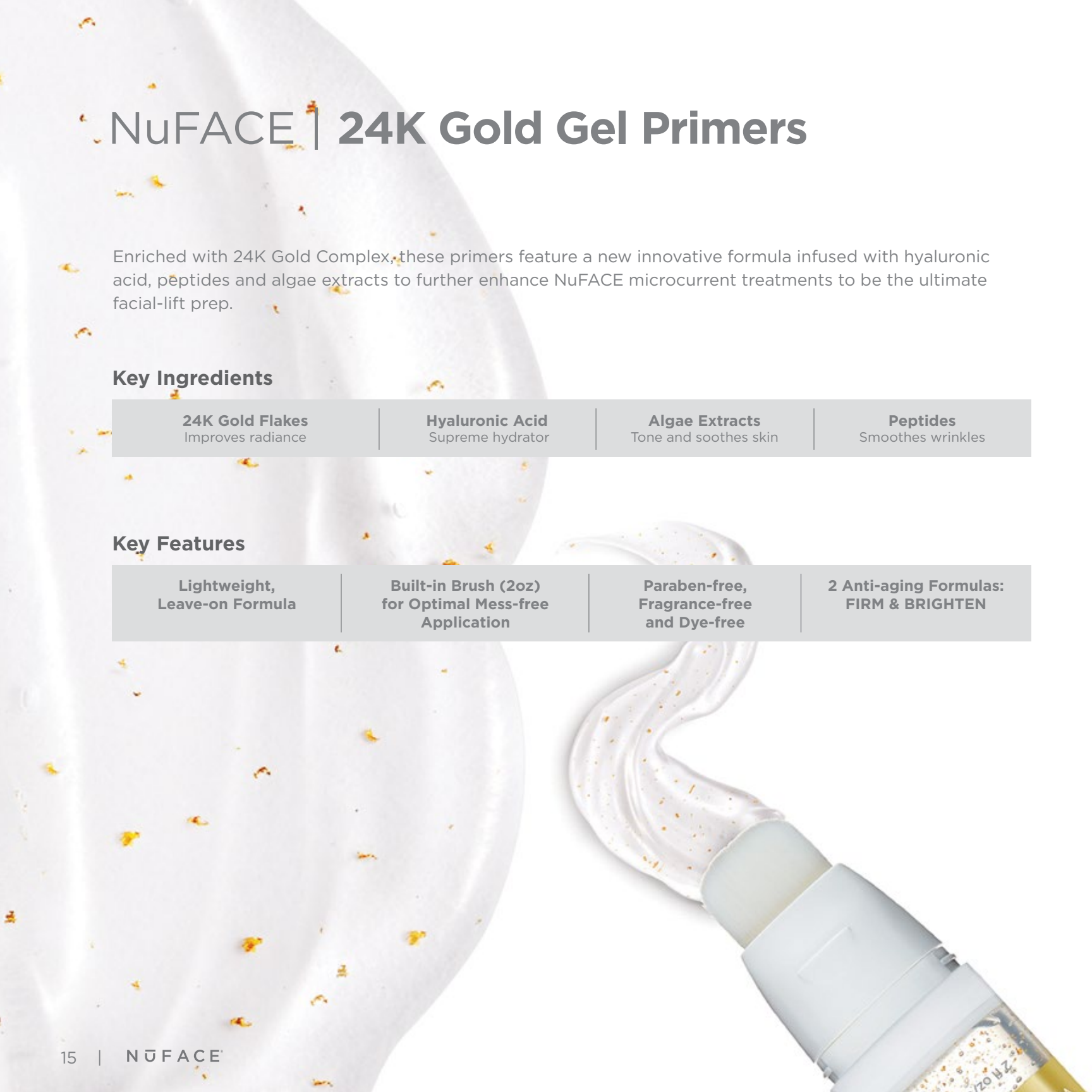
Enriched with 24K Gold Complex, these primers feature a new innovative formula infused with hyaluronic acid, peptides and algae extracts to further enhance NuFACE microcurrent treatments to be the ultimate facial-lift prep.

Key Ingredients

24K Gold Flakes Improves radiance	**Hyaluronic Acid** Supreme hydrator	**Algae Extracts** Tone and soothes skin	**Peptides** Smoothes wrinkles

Key Features

Lightweight, Leave-on Formula	**Built-in Brush (2oz) for Optimal Mess-free Application**	**Paraben-free, Fragrance-free and Dye-free**	**2 Anti-aging Formulas: FIRM & BRIGHTEN**



NuFACE | **24K Gold Gel Primers**

FIRM

What it is
A lightweight, leave-on gel primer infused with firming ingredients.

What it does
Ensures easy glide and utilizes firming ingredients to help tighten and tone.

Benefits
Younger-looking skin

How to use
Before microcurrent treatment, brush directly onto clean skin so that skin appears wet. Leave primer on for additional benefits.

Key Ingredients
DMAE, Alpha Lipoic Acid

MSRP: $39 (2 oz.)
$85 (16 oz.) BACKBAR

BRIGHTEN

What it is
A lightweight, leave-on gel primer infused with brightening ingredients.

What it does
Ensures easy glide and helps diminish dark spots with brightening ingredients.

Benefits
More radiant-looking skin

How to use
Before microcurrent treatment, brush directly onto clean skin so that skin appears wet. Leave primer on for additional benefits.

Key Ingredients
Niacinaminde, Licorice Root Extract

MSRP: $39 (2 oz.)
$85 (16 oz.) BACKBAR

NuFACE | **Gel Primers & Hydrators**

Gel Primer

What it is
The essential first step to every NuFACE microcurrent treatment.

What it does
Conducts microcurrent into the skin and allows for an easy glide.

Benefits
Ensures maximum results with no sensation.

How to use
Before microcurrent treatment, apply a mask-like layer so that skin appears wet.

Key Ingredients
Water, Conductive Polymers

MSRP: $29 (5 oz.) / $12 (2 oz.)

Optimizing Mist

What it is
3-in-1 aloe-infused, hyaluronic acid hydrating spray for face and body.

What it does
Optimizes gel primer, refreshes make-up, hydrates face and body.

Benefits
Keeps skin smooth, soft and refreshed. Enhances microcurrent treatment.

How to use
Mist lightly before or over gel primer, makeup or bare skin and body.

Key Ingredients
Hyaluronic Acid, Aloe Vera

MSRP: $29 (4 oz.)

NuFACE | **Anti-Aging Infusion Serums**

Nourisher (S1)

Superfruit Stem Cell Serum

What it does
Promotes the effectiveness of other serums and repairs, nourishes and protects the skin's own stem cells.

Benefits
Nourishes & Protects

How To Use
Apply 4-5 drops over face, neck and décolleté. Use AM & PM. Avoid eye area.

Key Ingredients
Apple Stem Cells, Grape Stem Cells, Alpine Rose Stem Cells

MSRP: $88 (1 oz.)

Smoother (S2)

Powerhouse Peptide Serum

What it does
Smoothes fine lines and wrinkles and slows the aging process with a concentrated complex of 6 powerful anti-aging peptides.

Benefits
Smoothes & Reduces

How To Use
Apply 4-5 drops over face, neck and décolleté. Use AM & PM. Avoid eye area.

Key Ingredients
Palmitoyl Oligopeptide, Matrixyl, Argireline, Regu-Age, Eyeliss, Syn-Ake

MSRP: $84 (1 oz.)

Lifter (S3)

Vitamin C & Hyaluronic Acid Serum

What it does
Helps achieve maximum lift and brightening using the antioxidant power of Vitamin C while supremely hydrating the skin with hyaluronic acid.

Benefits
Lifts & Hydrates

How To Use
Apply 4-5 drops over face, neck and décolleté. Use AM or PM. Avoid eye area. Avoid layering with Collagen Booster.

Key Ingredients
Ascorbic Vitamin C, Hyaluronic Acid

MSRP: $84 (1 oz.)

Collagen Booster (B1)

Copper Complex

What it does
Stimulates collagen production for maximum tightening of the skin using the healing benefit of copper while improving overall tone and complexion.

Benefits
Firms & Tightens

How To Use
Apply 4-5 drops over face, neck and décolleté. Use AM & PM. Can be used in eye area. Avoid layering with Lifter.

Key Ingredients
Copper Peptide, Coneflower Extract, Panthenol

MSRP: $84 (1 oz.)

NuFACE | **FAQS**

General

Q: How long does my NuFACE Trinity have to be on the charging cradle?
A: Charge your NuFACE Trinity device for 12 hours before the first use. The blue lights will stay illuminated when device is charged. The NuFACE Trinity device is meant to live on the charging cradle when not in use. We recommend a full charge cycle of 12 hours if the battery power is drained completely. A fully charged NuFACE Trinity should last for approximately two weeks of use based on a daily 20-minute treatment time.

Q: Can I use multiple attachments in the same treatment? In which order should I use them?
A: Each attachment offers a unique solution to meet your anti-aging goals, and all can be used as part of your daily NuFACE treatment. You should use your NuFACE Trinity Wrinkle Reducer (red LED) attachment prior to using your Facial Trainer, ELE or NuFACE mini (microcurrent).

Q: Can I use NuFACE with my favorite skin care products?
A: YES. All NuFACE devices work synergistically with many skin care lines. However, do not use oil-based skin care products before your NuFACE microcurrent treatment as the oil may prohibit the optimal delivery of microcurrent. For advanced results, apply your favorite NuFACE serum before you apply the NuFACE Gel Primer.

Q: Can I use NuFACE while wearing makeup?
A: NO. Your skin should be clean and free of any makeup, oil-based products or moisturizers. Products such as these can prohibit the optimal delivery of microcurrent.

Q: If I am planning cosmetic surgery or other procedure, can I use a NuFACE device?
A: If you are planning to or have had recent surgical facelifts, laser treatments, Botox and/or injectables, you should consult your doctor before using any NuFACE device.

NuFACE | **FAQS**

Gel Primer

Q: Why do I need to use the NuFACE Gel Primer? Is there another primer option?
A: The NuFACE Gel Primer is formulated specifically for microcurrent conductivity. Traditional skin care gels and primers do not have conductivity benefits. The NuFACE Gel Primer also enables easy gliding, ensuring optimal results from NuFACE devices.

Q: How much NuFACE Gel Primer should I apply to my face?
A: Enough NuFACE Gel Primer should be applied in a mask-like layer, so that the microcurrent attachments glide easily without dragging the skin. When enough primer is applied, it is normal to not feel the current. Apply primer in sections as you treat to prevent the primer from drying out. Use the Optimizing Mist to reactivate if drying occurs, or apply more primer.

Microcurrent Devices

Q: I do not feel anything when using a NuFACE device. Is that normal?
A: YES. The NuFACE Gel Primer conducts the current beyond the skin, so you should feel little to no sensation at all. If you feel an uncomfortable sensation, you need to apply more primer or re-wet the primer. The NuFACE devices do not vibrate or contract the muscles; the microcurrent gently stimulates the face with the low-level electrical current.

Q: I see flashing lights when using a NuFACE device. Is this normal?
A: A common reaction is a perception of flashing lights during your NuFACE treatment, resulting from the stimulation of the optic nerve. This is normal. If you notice this condition constantly and when not using your NuFACE device, please consult your doctor.

Q: What are the differences between the NuFACE mini and the NuFACE Trinity?
A: Both the NuFACE mini and the NuFACE Trinity deliver a low-level electrical current (microcurrent), which stimulates the skin to improve its appearance. The NuFACE Trinity is designed with interchangeable treatment attachments that offer multiple anti-aging solutions with the ease and convenience of just one device. NuFACE mini is a microcurrent-only device that is petite, portable and powerful.

NuFACE | **FAQS**

Light Therapy Devices

Q: Do I have to wear goggles while using LED?
A: NO. The LEDs turn off when not in direct contact with the skin. However, it is not advisable to look directly at the light. If you are sensitive to the light, you can purchase goggles from your local drugstore.

Q: How many LEDs are there and how long do they last?
A: There are 36 LEDs including 22 red (628-642 nm), 10 amber (605 nm) and 4 infrared (850 nm). The lifespan is 25,000 hours.

Q: Why do the LEDs pulse? Why does it appear that some do not light up?
A: Based on in-depth literature review, it was concluded that pulsed light is more efficacious. Infrared light is not visible to the naked eye.

Q: Why is there a protective shield and why do I have to hold it directly to my skin?
A: The protective shield has a skin sensor that activates the LEDs when in direct contact with the skin and protects the lights from serums and external factors. The direct contact allows your skin to absorb as much light as possible.

Q: How is the Wrinkle Reducer different from the microcurrent devices?
A: The Wrinkle Reducer (red LED) is FDA-cleared for the treatment of full-face wrinkles and works to naturally reduce the appearance of fine lines and wrinkles. The Facial Trainer (microcurrent) is FDA-cleared for facial stimulation and is clinically tested for improved facial contour, skin tone and wrinkle reduction.

NuFACE | **NOTES**

NuFACE | **NOTES**

NuFACE | **NOTES**

NUFACE®

WHERE BEAUTY + TECHNOLOGY MEET

1325 Sycamore Ave. | Suite A | Vista, CA 92081 | Toll Free: 888.360.3667 | F. 760.650.3667

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