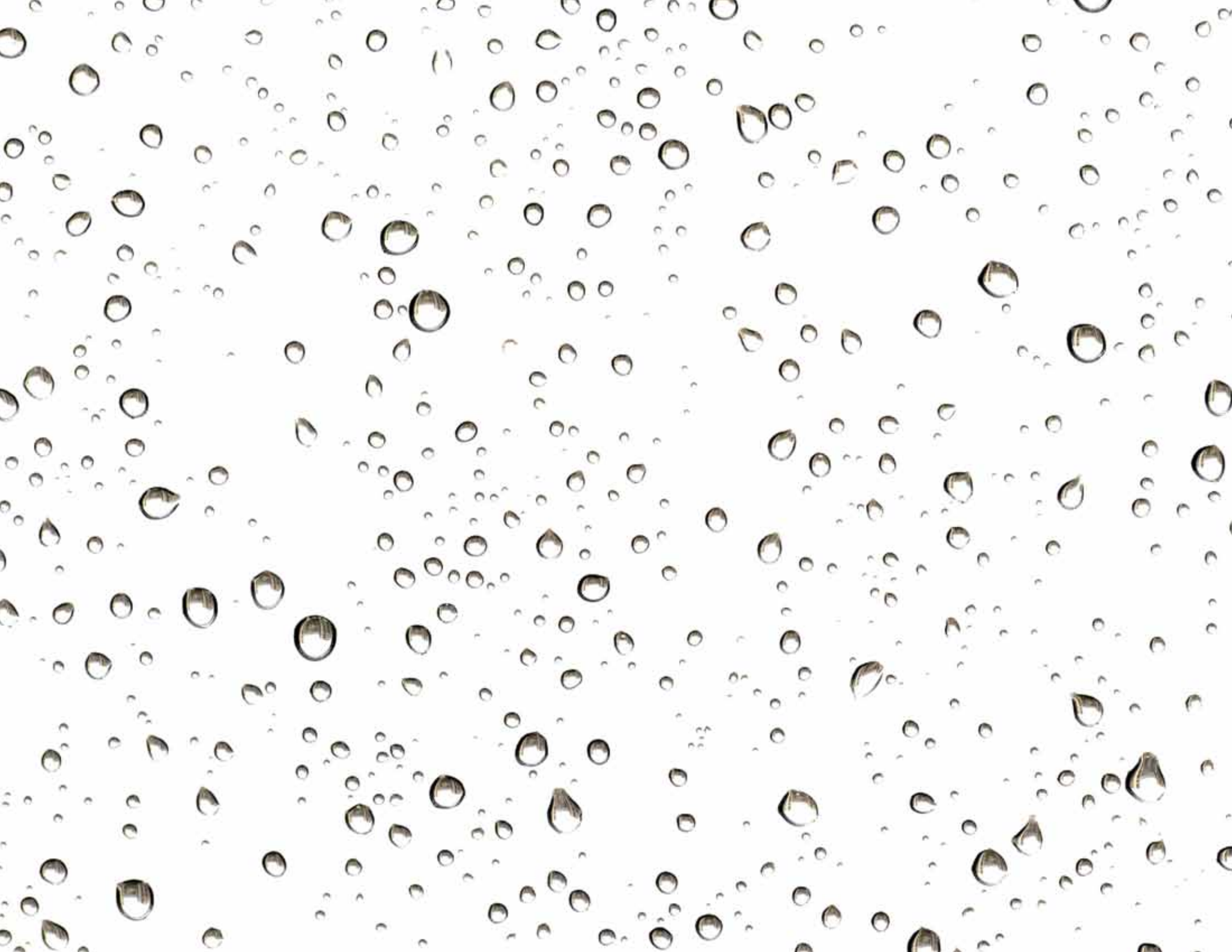


# enummi®

Introduction to the 4Life® enummi Skin Care Line







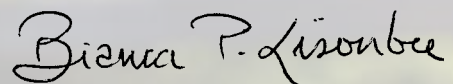
**Thank you for your interest in enummi®  
Skin Care products!**

For over a decade, 4Life Research™ has been at the forefront of Transferenceutical® Science, bringing you cutting-edge products that are safe and effective. Back in 2006, David began working with our Research and Development department to formulate the first of our enummi Skin Care products. I couldn't have been more excited about the prospect of pairing the power of 4Life Transfer Factor® with proven support ingredients for the kind of hydration, nourishment, and protection the skin needs for a vibrant and luminous complexion.

I love enummi Skin Care products for many reasons. I like knowing that my skin gets the great benefits of 4Life Transfer Factor, just as the rest of my body does. Plus, enummi Skin Care products are great for both women and men. Our whole family loves these products!

I hope you enjoy these products as much as I do!

Sincerely,



**Bianca Lisonbee**

4Life Co-founder





# The Immune System and Your Skin

The health of your skin is critical. It protects all of your internal organs and it's also an indicator of overall health. Poor skin health is usually a good sign that something is out of balance within the body itself.

Your skin is a key component of your immune system. It is the very first line of defense against outside elements such as dirt, debris, bacteria, and allergens.

Taking care of your skin is a big part of keeping your whole body healthy. Think of how great you feel when you look in the mirror and find clear, smooth, and radiant skin. Your skin helps you feel confident. And, when someone compliments you on your beautiful complexion and wants to know your secret, you can't help but smile.



# Physiology of the Skin

The skin consists of three major layers — epidermis or outer layers of the skin, dermis or middle layer of the skin, and subcutaneous tissue or innermost layer.

The **epidermis** is made up of the stratum corneum, where cells are constantly renewing themselves. Here, the natural exfoliation process sloughs off dead skin cells and brings new cells to the surface. Your skin completely rejuvenates itself every 21–30 days.

This means that cleansing and removing makeup, dirt, oil, and debris are crucial to maintaining the appearance of healthy skin. When these items get trapped on the surface of the skin, dead skin cells become sticky or tacky, holding onto debris and even causing dull, dry, flaky skin, and acne. When you cleanse the surface and remove excess dead skin cells and debris, you support overall

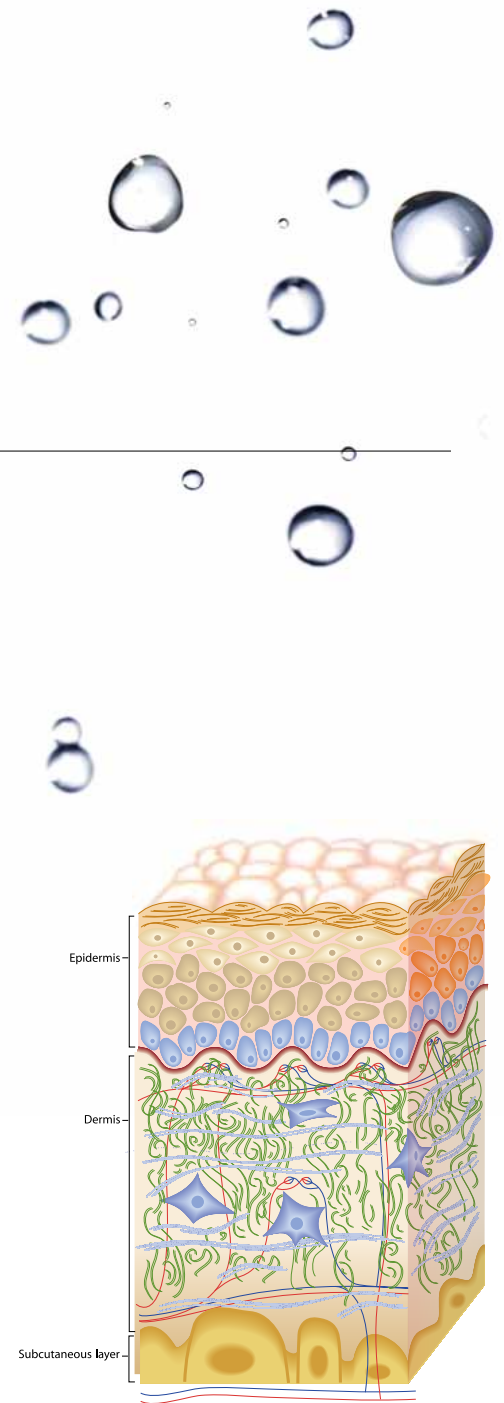
skin tone and prepare it for nourishing ingredients and moisture.

The bottom layer of the epidermis, or the basal layer, contains two types of cells. The first is melanocytes, which are responsible for the pigment in your skin. The second type, keratinocytes, grow and rapidly divide, making keratin. Keratin is a very strong protein that protects the outermost layers of the skin.

The **dermis** is the thickest layer of the skin and houses many important elements, including capillaries, sweat glands, and hair follicles. Collagen and elastin are also found here. These very important proteins keep your skin plump and lifted. Think of them as the scaffolding that holds up your skin. As you age, your collagen and elastin production slow down, leaving behind

wrinkles and sagging skin. A good test for elasticity is to pinch your upper eyelid and wait to see how long it takes to return to its normal state. When you're young, your skin bounces back immediately. However, as you age, your skin becomes slower in its response and that is when the pinch mark stays longer. Aging is inevitable, but there are measures you can take to protect your skin. It's crucial to start before the signs of aging show up, as it's much easier to preserve than it is to reverse.

The **subcutaneous layer** of the skin stores fat tissues and protects your body from the elements. It insulates the body, protects your muscles, and gives your face its contours. As you age, the fatty tissues begin degrading, which can lead to sagging skin, hollowing of the cheeks, and even thin and flattened lips.





Healthy Living  
for Healthy Skin

Your skin's beauty is reflected in the choices you make every day. Your lifestyle choices—including nutrition, exercise, and stress management— all play an important role in the appearance of your skin. In this section, you'll learn more about making healthy choices that support the look and feel of your complexion.

## Nutrition

You've probably heard the phrase "you are what you eat" and when it comes to your skin, it's true. Good nutrition and proper hydration can have a real impact on how your skin looks and feels. As the largest organ in your body, your skin needs nutrition for optimal health. Eating a variety of whole foods and drinking plenty of water to hydrate your skin can help improve your complexion.

### Foods to eat, foods to avoid

When choosing a diet for healthy skin, avoid foods that are highly processed and high in refined sugar. Junk food can cause skin inflammation and may accelerate the aging process. In addition, you may have noticed a reaction to common allergens such as eggs, milk, wheat, peanuts, soy, tomatoes, or sugar. Keeping a food diary can help pinpoint any foods that trigger

skin problems for you. Share your food diary with your doctor or dermatologist. So, what should you eat? Choose whole foods packed with vitamins and minerals, such as colorful fruits and vegetables. Foods high in omega-3 fatty acids, like almonds and salmon, may help contribute to your skin's health as well. For additional support, add a high-quality fish oil supplement such as 4Life's BioEFA™ with CLA and a comprehensive multivitamin like RiteStart®.

**Did you know?** *Skipping meals doesn't just make you hungry. When you skip meals, your body—including your skin—doesn't get the nutrients it needs to perform and look its best.*

## Hydration

Your skin needs moisture to remain resilient and plump. In fact, if you're dehydrated, you can see it immediately in your skin: wrinkles are more noticeable, your skin texture becomes uneven, and your skin may appear dull and dry.

Your hydration level depends on many factors, including your health, your activity level, and where you live. However, in general, most doctors recommend eight to nine cups of water a day. Drink additional fluids if you exercise on a regular basis, live in a hot or humid climate, or are pregnant or breast feeding.

**Tip:** *Instead of drinking soda, start drinking water. You'll most likely notice a dramatic improvement in your complexion. Sugary soft drinks can contribute extra pounds to your body and inflammation to your skin.*





***Did you know?** Many fruits and vegetables, such as watermelon and tomatoes, are 90% or more water by weight. Fruits and vegetables supply healthy antioxidants, but they can also help keep you hydrated. It's another great reason to eat more fruits and vegetables!*

## Supplementation

Eating a well-balanced diet helps ensure that your skin gets the vitamins it needs to stay healthy—supplements can provide powerful support. Vitamin C provides potent antioxidants and can help support healthy collagen production, while vitamin A helps promote cell renewal, supports healthy skin texture, and may reduce the appearance of fine lines. 4Life's RiteStart® products for men and women provide daily comprehensive support for your entire body, including your skin. For added antioxidant support, try Life C®, 4Life Transfer Factor® RioVida® Tri-Factor® Formula, and 4Life Transfer Factor® RioVida Burst® Tri-Factor® Formula.

## Stress

You know that stress can cause both physical and psychological problems, but did you know that it can also affect the appearance of your skin? When you become stressed, the level of your body's stress hormone (cortisol) rises. In turn, this causes an increase in oil production, which can lead to oily skin, acne, and other skin conditions.

In addition, stress-related habits—such as rubbing or scratching the skin—can cause irritation. Touching your skin with unwashed hands or picking at blemishes are two more bad habits that can cause your skin to become red, inflamed, and irritated.

Take steps to manage your daily stress in the way that works best for you. Go for a walk, talk with a friend, take a bubble bath, watch a funny movie, play with your kids, or try yoga or stretching.

## Exercise

You may already exercise for a healthy heart and for stress relief, but do you know that regular workouts—whether a session at the gym or a walk around the block—can also benefit your skin? Exercise increases circulation, nourishing skin cells through increased blood flow and giving skin a more radiant appearance.

Make sure to stay hydrated while you exercise and shower afterward to keep your skin clean.

***Tip:** 4Life's enummi® Gentle Facial Cleanser and enummi® Refreshing Toner are great products to keep in your gym bag.*

# Other tips for healthy skin

- Don't smoke. Smoking can speed up the normal aging of your skin and contribute to wrinkles.
- Keep your hands away from your face. Repeatedly touching your face can introduce germs and dirt that can clog up your pores and cause acne.
- Shower in temperate water. Taking extremely hot showers can dry out your skin and cause itching, flaking, and redness.
- Spend time outside, but dress appropriately for extreme hot or cold temperatures. Wearing sunglasses can help prevent wrinkles caused by repeated squinting. Wear a hat or use an umbrella if you spend a lot of time outside.
- Don't go outside without SPF protection. Make sure to frequently reapply if you spend long periods of time in the sun.
- Get plenty of high-quality sleep. A lack of sleep can show up as dark circles under your eyes.
- Establish and maintain a good skin care routine. Choose the right products for your skin type and use them on a regular basis. Read the next section about choosing products that complement your unique skin type.







# The Right Regimen for your Skin Type



## Identifying your skin type

Healthy skin starts with proper daily care, but different skin types require different approaches. Also, keep in mind that skin can change over your lifetime. The type of skin you had as a teenager may be different than the type of skin you have now, depending on climate changes, hormones, stress, medication, and other elements.

## What skin type do you have?

### 1 Oily skin

- Do you tend to wake up with oily skin, especially on your forehead, nose, and chin?
- Does your foundation usually wear off within a few hours?
- Are you prone to blemishes and breakouts?
- Do you have large pores?

### 2 Normal skin

- Is your skin tone even?
- Do you have small pores?
- Does your skin appear healthy and smooth?
- Do you rarely have breakouts?
- Do you rarely experience sensitivity to skin care products?

### 3 Dry skin

- Does your skin feel dry, tight, rough, or flaky?
- Does your skin have a dull appearance?
- Do you have red patches?
- Do you have fine pores?

### 4 Combination skin

- Do you have medium-sized pores?
- Do your forehead, nose, and chin tend to get oily, while your cheeks appear dry?
- Do you tend to develop blackheads on your nose and chin?

**Tip:** Sensitive skin is a symptom of all skin types and not necessarily a category on its own. enummi® Skin Care products have been formulated with gentle ingredients to support sensitive skin. If you have sensitive skin, apply a small amount first on one area of your face.

# Skin Care Regimens by Skin Type

## 1 Oily skin

**Step 1:** enummi® Gentle Facial Cleanser (am & pm)

**Step 2:** enummi® Refreshing Toner (am & pm)

**Step 3:** enummi® Life C Energizing Serum™ (am & pm)

enummi® Restoring Eye Cream (am & pm)

**Step 4:** enummi® Protective Day Moisturizer (am)

enummi® Night Recovery Cream (pm: use very lightly; if oiliness and breakouts occur, discontinue use)



## 2 Normal skin

**Step 1:** enummi® Gentle Facial Cleanser (am & pm)

**Step 2:** enummi® Refreshing Toner (am & pm)

**Step 3:** enummi® Life C Energizing Serum™ (am & pm)

enummi® Restoring Eye Cream (am & pm)

**Step 4:** enummi® Protective Day Moisturizer (am)

enummi® Night Recovery Cream (pm)



## 3 Dry skin

**Step 1:** enummi® Gentle Facial Cleanser (am & pm)

**Step 2:** enummi® Refreshing Toner (am & pm)

**Step 3:** enummi® Life C Energizing Serum™ (am & pm)

enummi® Restoring Eye Cream (am & pm)

**Step 4:** enummi® Night Recovery Cream (am: before enummi® Protective Day Moisturizer & pm)

enummi® Protective Day Moisturizer (am: after enummi® Night Recovery Cream)



## 4 Combination skin

**Step 1:** enummi® Gentle Facial Cleanser (am & pm)

**Step 2:** enummi® Refreshing Toner (am & pm)

**Step 3:** enummi® Life C Energizing Serum™ (am & pm)

enummi® Restoring Eye Cream (am & pm)

**Step 4:** enummi® Protective Day Moisturizer (am)

enummi® Night Recovery Cream (am: apply to the cheeks as needed before enummi® Protective Day Moisturizer & pm: apply all over face unless oiliness persists in T-zone; if so, apply only to cheeks and dry areas)





# Product Overview



Taking care of your skin doesn't have to take hours. In fact, it should only take a few minutes every morning and evening. Follow this simple four-step regimen to achieve a revitalized complexion and more radiant, younger-looking skin.

## Step 1: Cleanse



Skipping the cleansing process can be one of the most damaging things you can do to your skin. Sleeping in makeup can clog your pores. And if you don't have clean skin, you're wasting your time putting on treatments and moisturizers on top of dirt and makeup.

### Remove eye makeup

To remove your eye makeup, add a small amount of enummi® Gentle Facial Cleanser to a damp cotton pad. Hold the pad over the eye for a few seconds, then gently swipe across it. Be careful not to tug on the delicate skin around the eye. Repeat on the other eye and then rinse with lukewarm water. If needed, repeat the process.



### Cleanse your face

After eye makeup is removed, apply a generous amount of enummi Gentle Facial Cleanser and massage in small circular motions, always moving upward and outward. Rinse with lukewarm water and gently pat skin dry with a soft towel. Your skin is refreshed, revitalized, and ready for nutrients and moisture. Use morning and evening for best results.

enummi® Gentle Facial Cleanser gently washes away dirt, makeup, and debris—without stripping your skin of natural moisture—for a fresh, clean complexion.

- Features herbal extracts and vitamins to hydrate and replenish while cleansing
- Includes a botanical blend to make daily care a soothing ritual
- Gently cleanses to help maintain fresh, soft skin

### KEY INGREDIENTS

- ***Aloe barbadensis*** is an extract from aloe leaves that moisturizes and provides soothing properties for the skin. Used for thousands of years, this ingredient has a well-documented history of skin soothing benefits.
- ***Arnica montana* flower extract** moisturizes the skin for a more supple appearance.
- Derived from the horsetail plant, ***Equisetum arvense* extract** promotes calm skin.
- High in vitamin and mineral content, ***Macrocystis pyrifera* extract** is a seaweed extract that provides essential nutrients to the skin.
- ***Moringa pterygosperma* seed extract** is a natural ingredient derived from the seeds of the moringa tree. It provides purifying benefits for the skin and protects against environmental pollutants.
- **Sodium PCA** is derived from plant amino acids. As a natural moisturizing factor (NMF), it helps retain optimal moisture levels in the skin by attracting and retaining water.

## Step 2: Tone



Applying toner restores skin's proper pH, adds moisturizing ingredients, and prepares skin for target products. Spray enummi® Refreshing Toner directly onto the face or spray on a cotton pad and gently work in small circular motions. As a refresher throughout the day, spray it lightly over the skin for added moisture and revitalization.

***Tip:** For a dewy moisturized look, spray enummi Refreshing Toner very lightly over freshly applied makeup.*

***Tip:** Instead of aftershave, men can use toner for a soothing and revitalizing boost to freshly shaved skin.*

**enummi® Refreshing Toner** nourishes your skin with vitamins, antioxidants, and vital moisture to bring your skin into balance and prepare it for nutrient-rich treatments.

- Fortifies skin with natural humectants to retain hydration and moisture
- Restores pH balance and clears impurities and dead skin cells from the skin
- Promotes a smooth, fresh, and radiant complexion
- Contains Transfer Factor XF®



### KEY INGREDIENTS

- Made from the nutrient-rich substance produced by honeybees, **royal jelly extract** is rich in amino acids and promotes moisture retention for a healthy, youthful appearance.
- **Peony flower extract** gently tones the skin and provides soothing benefits for a refreshed complexion.
- Derived from the sugar beet, **betaine** acts as a humectant, provides moisture, and conditions the skin for a soft and smooth complexion.
- Also known as vitamin H, **biotin** is part of the vitamin B complex group. It conditions the skin, while providing a healthy glow.
- Derived from fruits, vegetables, and grasses, **sodium PCA** acts as a natural moisturizing factor (NMF) to help retain optimal moisture levels in the skin.



## Step 3: Target



Steps 1 and 2 prepare skin for nutrients and nourishing ingredients. Step 3 products are designed to remind skin how to behave when it was younger.

Apply enummi® Life C Energizing Serum™ in small circular motions, gently massaging into the skin. This luxurious serum delivers potent antioxidants and botanicals to tired skin for a more luminous complexion. Wait a few minutes to allow the formula to absorb into the skin before applying moisturizer. Use morning and evening for best results.

*Tip: Don't forget to apply to the neck and décolletage areas. Often, we forget about treating the delicate skin found on our neck and chest, although these areas age in much the same way as the skin on our face.*

**enummi® Life C Energizing Serum™** combines vitamin C and other botanicals to help energize sallow and tired-looking skin, improve texture and luminosity, diminish the appearance of age spots, and give skin the protection it needs against the elements.

- Helps brighten skin, improve overall skin tone, and diminish the appearance of age spots with vitamin C and other botanicals

- Provides skin with beneficial antioxidants to defend against the elements
- Energizes tired skin for a more luminous complexion
- Contains Transfer Factor E-XF™

### KEY INGREDIENTS

- **Olea europaea (olive) fruit oil and leaf extract** help attract and retain moisture for supple skin, provide soothing properties, and maintain the skin's barrier function.
- **Phenylethyl resorcinol** is a brightening ingredient that promotes even skin tone and reduces the appearance of age spots. It is also a skin protectant that maintains healthy cells and protects against the effects of oxidative stresses on the skin.
- **Tetrahexyldecyl ascorbate** is a stable form of vitamin C and a potent antioxidant for the skin. It supports healthy collagen production, evens overall skin tone, brightens age spots, and maintains the skin's natural barrier response.
- **Retinyl palmitate (vitamin A)** provides antioxidant properties and improves the appearance of fine lines and wrinkles and overall skin texture, while maintaining hydration in the skin.
- **Tocopheryl acetate (vitamin E)** provides superior antioxidant protection for the skin, reduces water loss, and maintains the skin's natural barrier.

Applying eye cream is an important step in any skin care regimen as this fragile area is often neglected. The skin around the eyes is very delicate and thin and is often one of the first places that shows signs of aging. Fine lines and wrinkles, dark circles, and puffiness all appear as we age. It's important to pamper this area and keep it moisturized. Apply enummi® Restoring Eye Cream to your ring finger and gently pat into the delicate skin around the eye area. Be careful not to get it directly in the eyes. Apply morning and evening for best results.



#### enummi® Restoring Eye Cream

reduces the appearance of dark circles, puffiness, fine lines, and wrinkles, while protecting the delicate under-eye area for a brighter eye and smooth appearance.

- Provides superior moisturizing and skin softening benefits with emollients and deep moisturizing ingredients
- Helps combat dark circles around the eyes with peptides that reduce the appearance of puffiness, fine lines, and wrinkles
- Restores vital nutrients with amino acids
- Provides antioxidant protection against the elements
- Contains Transfer Factor E-XF™



#### KEY INGREDIENTS

- A natural emollient derived from olives, **squalane** is a natural component found in the skin with antioxidant and immune-stimulating properties. As a natural moisturizing factor (NMF), it helps keep the skin moist by attracting and retaining water.
- **Acetyl hexapeptide-3** is an advanced hexapeptide that works to improve the appearance of wrinkles, especially in the eye area.
- **Phospholipids** are essential fatty acids that help maintain healthy cell barrier function. As natural moisturizing factors (NMF), they keep the skin moist by attracting and retaining water.
- **Chrysin** conditions the skin and works to reduce dark circles and puffiness in the eye area.
- **Amino Acid Blend** is a potent blend of antioxidants and amino acids that are found naturally in the body. This blend helps to promote healthy collagen production, energize cells, and retain moisture, preventing transepidermal water loss (TEWL). The ingredients in the blend act as natural moisturizing factors (NMF) to help keep the skin moist by attracting and retaining water.
- **Sandalwood, amur corktree bark, and barley extracts** help skin retain moisture levels, prevent transepidermal water loss (TEWL), and increase skin suppleness.
- Known for its excellent polyphenol content and antioxidant properties, **Camellia sinensis (white tea) extract** helps reduce the effects of oxidative damage and environmental stresses on the skin.

## Step 4: Moisturize and Protect



Moisturizing and protecting is the final step in the enummi® Skin Care regimen. This key step provides vital hydration, restores healthy moisture barrier function, and supports the skin's natural defense against the effects of aging. If you have never moisturized before, don't wait another day. Aging skin loses its natural ability to stay hydrated, so it's important to restore moisture. And you should protect your skin at any age with an SPF product every single day!

Moisturizing has many benefits, such as promoting soft, supple skin, but most importantly it protects in the morning and restores in the evening.

**Morning:** *After cleansing, toning, and applying treatments, apply a liberal amount of enummi® Protective Day Moisturizer to the face, neck, and décolletage area by massaging in small circular motions. Do not apply to the eye area. Apply every morning for best results.*

**enummi® Protective Day Moisturizer** provides vital protection, while nutrients and antioxidants create a moisture barrier to leave your skin hydrated, nourished, and protected.

- Defends with certified SPF 15 broad spectrum sun protection
- Provides hydration and creates a moisture barrier
- Provides antioxidants to the skin for excellent protection
- Contains Transfer Factor E-XF™



### KEY INGREDIENTS

- **Sunscreen Blend** (octinoxate, avobenzone, octisalate) protects the skin from a broad range of the sun's rays, including UVA and UVB rays.
- **Aloe barbadensis (aloe vera)** moisturizes and provides soothing properties for the skin. Used for thousands of years, this ingredient has a well-documented history of skin soothing benefits.
- **Moringa pterygosperma seed extract** helps protect against pollutants and condition the skin.
- Known for its excellent polyphenol content and antioxidant properties, **Camellia sinensis (white tea) extract** helps reduce the effects of oxidative damage and environmental stresses on the skin.
- **Phospholipids** are essential fatty acids that help maintain healthy cell barrier function. As natural moisturizing factors (NMF), they help keep the skin moist by attracting and retaining water.
- **Vitamins A, C, and E** provide antioxidant protection for the skin, reduce water loss, and provide a natural barrier.





**Tip:** Environmental changes, hormonal fluctuations, and other factors can contribute to different hydration needs. Pay attention to your skin and respond accordingly. If it feels dry and needs more moisture, try applying enummi® Night Recovery Cream before you apply enummi® Protective Day Moisturizer in the morning. In the evenings, slather skin with a generous amount and allow it to absorb before going to bed.

**Evening:** After cleansing, toning, and applying treatments, apply a liberal amount of enummi® Night Recovery Cream to the face, neck, and décolletage area by massaging in small circular motions. Do not apply to the eye area. Apply every evening for best results.

**enummi® Night Recovery Cream** works hard while you sleep to rejuvenate, retain moisture, and reduce the signs of aging so you can wake up to a refreshed and luminous complexion.

- Includes a moisture-rich complex that provides hydration and humectants to help skin retain its natural moisture barrier
- Fortifies the skin against environmental stresses with powerful antioxidants
- Rejuvenates and improves skin's radiance while you sleep
- Contains Transfer Factor E-XF™

#### KEY INGREDIENTS

- **Aloe barbadensis (aloe vera)** moisturizes and provides soothing properties for the skin. Used for thousands of years, this ingredient has a well-documented history of skin soothing benefits.
- **Sandalwood, amur corktree bark, and barley extracts** help skin retain moisture levels and prevent transepidermal water loss (TEWL) for supple skin.
- **Vigna conitifolia seed extract** promotes healthy cell turnover for smooth skin texture, reduces the appearance of fine lines and wrinkles, supports healthy collagen levels, and revitalizes for supple, smooth, and radiant skin.
- **Anhydroxylitol** is a humectant that visibly hydrates, prevents transepidermal water loss (TEWL), restores skin's moisture barrier, and rejuvenates for a luminous complexion.
- **Tocopheryl acetate** (vitamin E) is a superior antioxidant that provides protection for the skin, helps retain moisture levels, and creates a natural barrier.



A close-up photograph of a woman with dark hair, looking upwards and to the right with a slight smile. Her hands are gently cupping her face, with her fingers resting on her cheeks. The background is a soft, out-of-focus light color.

# Skin Specifics

Skin Specifics	Description	Recommended Product(s)	Other Tips
<b>Fine lines and wrinkles around the eyes</b>	As you age, your skin naturally begins to thin and fine lines and wrinkles begin to appear, especially around the eyes. Additional factors that can accelerate this process are sun damage, expressions like squinting, lack of hydration and nutrition, stress, and lack of sleep.	enummi® Protective Day Moisturizer  enummi® Restoring Eye Cream	Wear sunglasses whenever in the sun and try to wear a hat on those days you will be exposed for longer periods of time. Incorporate brightly colored fruits and vegetables into your diet to increase antioxidant protection. Drink at least 64 ounces of water each day.
<b>Dark circles around the eyes</b>	Dark circles are another condition that may become more prevalent with age. Heredity, sun exposure, lack of hydration and nutrition, and stress may also make these circles appear more intense.	enummi® Restoring Eye Cream	Get a full eight hours of sleep and make sure you drink at least 64 ounces of water each day. Try to keep stress levels at bay.
<b>Puffiness around the eyes</b>	Common causes of puffy eyes may include fluid retention, lack of sleep, or excessive rubbing of the eyes.	enummi® Restoring Eye Cream	Get a full eight hours of sleep and avoid drinking too many fluids right before you go to bed. Try putting your eye cream in the refrigerator overnight and applying it in the morning to help reduce puffiness.
<b>Uneven skin tone</b>	Sun damage, aging, oily skin, hormonal changes, poor nutrition, and lack of nutrients can all lead to uneven skin tone. The more you age, the more tired and sallow your skin may begin to look.	enummi® Protective Day Moisturizer  enummi® Life C Energizing Serum™	Make sure to protect your skin with an SPF product every day. Wear a hat and sunglasses for added protection on those days you spend a lot of time outside.
<b>Skin discolorations, dark spots</b>	Sun damage shows up in many ways, but the most prevalent are uneven skin tone, discolorations, and dark spots.	enummi® Protective Day Moisturizer  enummi® Life C Energizing Serum™	Make sure to protect your skin with an SPF product every day. Wear a hat and sunglasses for added protection on those days you spend a lot of time outside. Supplement your diet with 4Life Transfer Factor® RioVida® Tri-Factor® Formula or PBGS+® for additional antioxidant support.
<b>Dry, itchy, tight skin</b>	Dry skin is often hereditary. It can also show up as you age, as natural skin oils diminish. Environmental factors, including sun, wind, and cold can also dry out your face. Washing with harsh soaps or even scrubbing can worsen dry skin. And to compound matters, sometimes you might rush out the door and leave your skin without needed moisture and protection. This can dry out your skin and directly contribute to the aging process.	enummi® Gentle Facial Cleanser  enummi® Protective Day Moisturizer  enummi® Night Recovery Cream	Use a gentle cleanser and apply moisturizer within a few minutes of washing to help lock moisture into your skin. Take BioEFA™ with CLA. Essential fatty acids promote healthy skin. Drink at least 64 ounces of water each day. With climate changes, it is important to pay attention to your skin needs.  If you aren't getting enough moisture, try layering enummi Night Recovery Cream underneath your enummi Protective Day Moisturizer for extra hydration.
<b>Rough, uneven texture</b>	Aging, along with environmental factors like sun exposure and pollution, can strip your skin of natural collagen and elastin fibers and influence the texture of skin.	enummi® Life C Energizing Serum™  enummi® Protective Day Moisturizer  enummi® Night Recovery Cream	Incorporate antioxidant-rich foods into your diet. Supplement your nutrition with 4Life Transfer Factor RioVida Tri-Factor Formula or PBGS+ for additional antioxidant support. Take BioEFA with CLA. Essential fatty acids promote healthy skin. Drink at least 64 ounces of water each day.
<b>Tired, sallow-looking skin</b>	Similar to how a long day's work can leave your body feeling tired and low on energy, your skin feels the same way. Overstressed days, winter cold, smoking, or a lack of nutrients and moisture can contribute to a sallow and tired appearance.	enummi® Life C Energizing Serum™	Maintain a healthy diet, drink plenty of water, and get enough sleep to help support a healthy complexion. When applying enummi Life C Energizing Serum, try massaging in small circular motions, moving upward and outward. This will give your skin the energetic boost it needs.



# Enhance Your Business <sup>with</sup> enummi® Skin Care



So far, you've learned how to enhance your skin with enummi® Skin Care products, and now you can enhance your business as well. Combine these tips with your own system and feel free to tailor and customize them for your own specific needs.



Sharing enummi products with the men and women in your life is a wonderful opportunity to help them enjoy the benefits of healthy skin. The best way to sell skin care is through experience. Once someone uses the products, they'll notice a difference and be excited to share them with others.

#### **Be your own success story**

- Become a product of the product. In order to offer consultation and recommendations, you must know the products, how they work, why they work, and how they make your skin look and feel.
- Image is everything when it comes to selling beauty. Take the extra time to pamper your skin and, if you're a woman, get your makeup just right. Don't just tell your customers how wonderful the products are for their skin. Show them!
- Tell your success story. Everyone has had skin care challenges. Share your experience and encourage your customers to share their stories as well. This is a great way to connect with your customers while learning more about their product needs.

#### **Demonstrate the products**

Demonstration is a very powerful tool. Consider inviting a few guests over for a skin care class or an evening of pampering. Here are some suggestions for hosting your own successful skin care class.

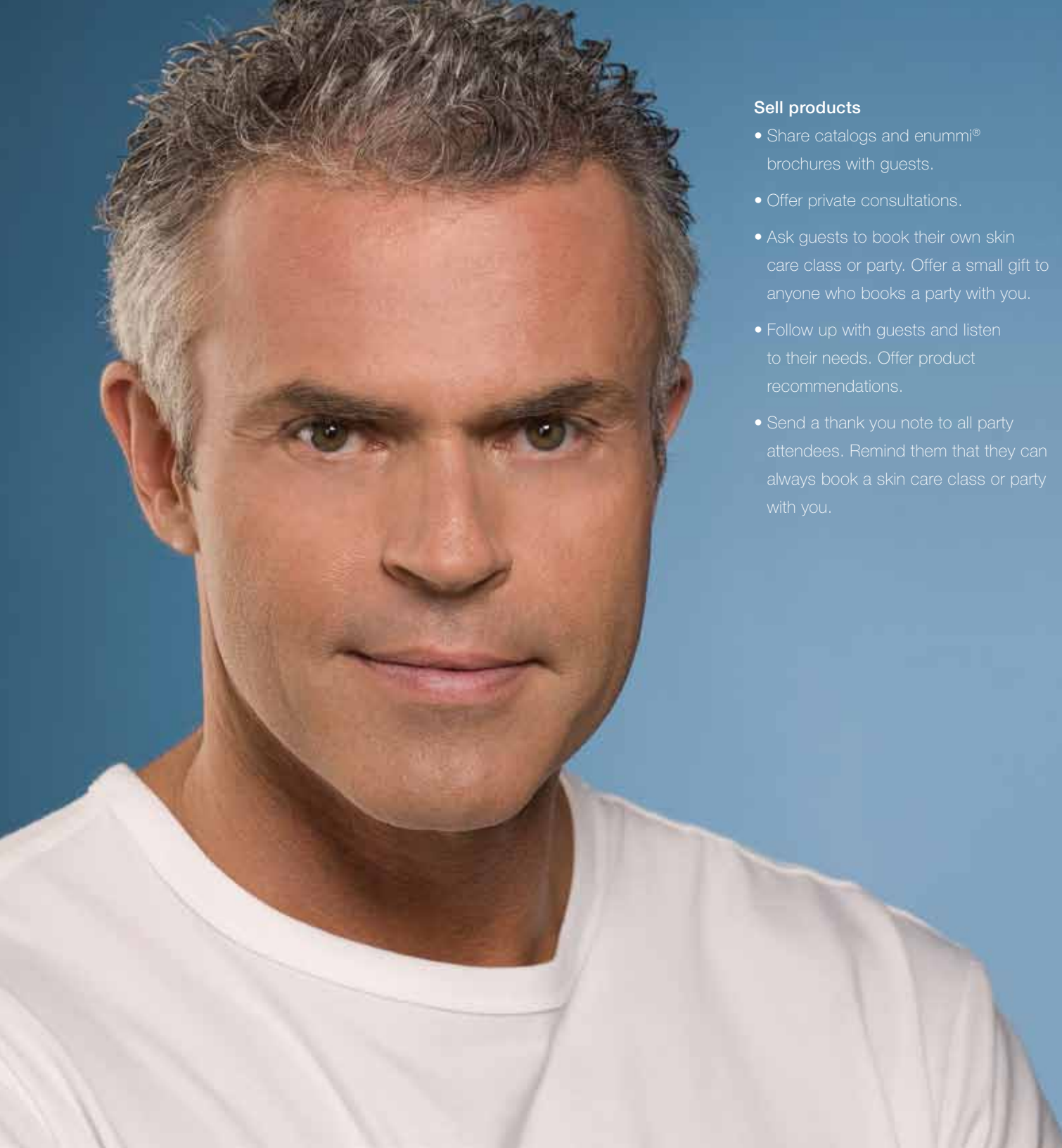
##### **Set up**

- Set out a display of the enummi Skin Care products.
- Set up several additional skin care stations for guests to use. Have a warm and wet washcloth, a hand towel, and a mirror at each station. Provide guests with headbands to pull their hair back before applying product.
- Show the enummi Skin Care training videos.

***Tip:** Beauty purchases are often an impulse buy. Create an exciting and positive atmosphere for your customers.*

#### **Demonstrate**

- Share your personal experience with the enummi Skin Care products.
- Ask guests to apply the products. Walk through the steps and talk about product benefits during each part of the process.
- Ask guests how the products feel on their skin.



### **Sell products**

- Share catalogs and enummi® brochures with guests.
- Offer private consultations.
- Ask guests to book their own skin care class or party. Offer a small gift to anyone who books a party with you.
- Follow up with guests and listen to their needs. Offer product recommendations.
- Send a thank you note to all party attendees. Remind them that they can always book a skin care class or party with you.

### **Overcome price concerns**

- Ask customers how much money they usually spend on clothes, accessories, and shoes. Ask how long those items last. Remind them that trends come and go but your skin is with you for life.
- Remind your customers that today's fashions will look that much better when they've got glowing, healthy skin.

### **Collect customer success stories**

- Feature a new skin care success story on your website each month.
- Take before and after photos of your customers to share at parties (with permission, of course!).
- Invite a customer with a great success story to your next skin care class or party.
- Feature customers on your Facebook page and encourage them to post their own positive stories online.
- Create a YouTube video that features success stories of several customers.



# Glossary





#### enummi® Gentle Facial Cleanser

- **Lauramidopropyl betaine** acts as a thickening agent for a smooth, luxurious application.
- **Sodium coco-sulfate** is derived from coconut oil and cleanses the skin to remove makeup, oil, dirt, and debris.
- **Sodium lauroamphoacetate** is a mild surfactant that gently cleanses and removes makeup, oil, dirt, and debris from the skin.
- Derived from vegetables and found naturally in the skin, **glycerin** helps retain moisture in the surface layers of the skin for a more supple appearance.
- **PEG-20 methyl glucose sesquistearate** is a complex mixture of glycol, fatty acids, and glucose that acts as both an emollient and surfactant.
- **Aloe barbadensis** moisturizes and provides soothing properties for the skin. Used for thousands of years, this ingredient has a well-documented history of skin soothing benefits.
- **Arnica montana flower extract** moisturizes the skin for a more supple appearance.
- **Arctium lappa root extract** acts as a soothing agent and also provides antioxidant protection to the skin.
- **Chamomilla recutita (Matricaria) extract** provides antioxidant protection to the skin.
- Naturally derived from the comfrey plant, **Symphytum officinale extract** has been used for its soothing properties for centuries.
- **Humulus lupulus (Hops) extract** is a soothing tonic with antimicrobial properties that gently conditions the skin to ensure a fresh, clean complexion.
- Derived from the horsetail plant, **Equisetum arvense extract** promotes healthy and beautiful skin with its natural soothing properties.
- Derived from seaweed, **Macrocystis pyrilera extract** is high in vitamin and mineral content and provides essential nutrients to the skin.
- **Tilia cordata flower extract** is a potent antioxidant with water-binding properties.
- Known as marshmallow root, **Althaea officinalis root extract** provides skin conditioning benefits.
- **Moringa pterygosperma seed extract** provides purifying benefits for the skin and protects against environmental pollutants.

- **Disodium EDTA** is a chelating agent that helps keep the integrity of the formula intact.
- **Panthenol** provides hydration to the skin and acts as a humectant to prevent moisture loss.
- Derived from plant amino acids, **sodium PCA** helps retain optimal moisture levels in the skin by attracting moisture and retaining it.
- **Caprylyl glycol** provides important skin conditioning benefits.
- A mild preservative that has positive antimicrobial benefits, **phenoxyethanol** has been shown to be less irritating than other common preservatives.
- **Hexylene glycol** is a humectant that helps skin retain moisture.
- Derived from citrus, **citric acid** helps adjust the pH of the formula.

#### enummi® Refreshing Toner

- **Butylene glycol** provides lubrication so that the formula effortlessly glides across the skin.
- Made from the nutrient-rich substance produced by honeybees, **royal jelly extract** is rich in amino acids and promotes moisture retention for a healthy, youthful appearance.

- **Peony flower extract** gently tones the skin while providing soothing benefits for a refreshed complexion.
- **Tetrasodium EDTA** is a chelating agent that helps keep the integrity of the formula intact.
- Also known as vitamin H, **biotin** is also part of the vitamin B complex group. It conditions the skin while providing a healthy glow.
- **Methyl Gluceth-20** acts as a water-binding and skin-conditioning agent.
- Derived from the sugar beet, **betaine** acts as a humectant, provides moisture, and conditions the skin for a soft and smooth complexion.
- Derived from fruits, vegetables, and grasses, **sodium PCA** acts a natural moisturizing factor (NMF) to retain optimal moisture levels in the skin.
- **Sodium hyaluronate** helps maintain the skin's moisture content and helps reduce moisture loss.
- **Sodium citrate** works to adjust the pH of the formula, while offering antioxidant and preservative properties.
- Derived from vegetables and found naturally in the skin, **glycerin** helps retain moisture in the surface layers of the skin for a more supple appearance.
- **Hexanediol** works as both an antimicrobial agent and preservative in the formula.

- **Caprylyl glycol** provides important skin conditioning benefits.
- Derived from citrus, **citric acid** helps adjust the pH of the formula.
- As 4Life's transfer factor extract from cow colostrum, **Transfer Factor XF®** provides powerful support.

#### enummi® Life C Energizing Serum™

- A silicone that acts as an emollient, **cyclopentasiloxane** provides lubrication, promotes shine, and conditions the skin.
- **Dimethicone crosspolymer** promotes a velvety texture so the formula glides smoothly across the skin. It also protects the integrity of vitamin C potency and acts as a water-binding agent.
- Derived from olive fruit, **Olea europaea (Olive) fruit oil** helps attract and retain moisture for supple skin.
- Extracted from olive leaves, **Olea europaea (Olive) leaf extract** provides soothing properties to the skin, helps maintain hydration, and maintains the skin's barrier function.
- **Phenylethyl resorcinol** is a brightening ingredient that promotes even skin tone and reduces the appearance of age spots. It is also a skin protectant that maintains healthy cells and protects against the effects of

oxidative stresses on the skin.

- **Tetrahexyldecyl ascorbate** is a stable form of vitamin C and potent antioxidant for the skin. This ingredient supports healthy collagen production, evens overall skin tone, brightens age spots, and maintains the skin's natural barrier response.

- A mild preservative that has positive antimicrobial benefits, **phenoxyethanol** has been shown to be less irritating than other common preservatives.

- **Retinyl palmitate** provides antioxidant protection and improves the appearance of fine lines, wrinkles, and overall skin texture, while maintaining hydration in the skin.

- **Tocopheryl acetate** provides antioxidant protection for the skin, preserves moisture levels in the skin, and maintains the skin's natural barrier.

- **Citrus aurantium dulcis (orange) oil** provides vitamin C antioxidant protection to defend against the elements.

- With exclusive extracts from cow colostrum and chicken egg yolk, **Transfer Factor E-XF™** provides patented support.

#### enummi® Restoring Eye Cream

- A natural skin emollient derived from olives, **squalane** provides antioxidant and immune-stimulating properties. This natural moisturizing factor (NMF) also helps the outer layer of the skin retain healthy moisture levels.
- An advanced hexapeptide, **acetyl hexapeptide-3** works to improve the appearance of wrinkles, especially in the eye area.
- **Glyceryl stearate** acts as both an emollient and emulsifier.





- **PEG-100 stearate** acts as both an emollient and emulsifier.
- **Butylene glycol** provides lubrication so that the formula glides effortlessly across the skin.
- **Cetearyl methicone** is a skin conditioner that promotes a silky, smooth appearance.
- **Dimethicone** is an emollient that provides lubrication to the skin and promotes water-binding.
- An unsaturated fatty acid that acts as an emollient, **linoleic acid** retains moisture and creates a moisture barrier in the skin.
- **Vitamin K** acts as an antioxidant to promote healthy cell function.
- **Glycine soja sterols** help lubricate the skin and act as emollients for soft, smooth skin.
- **Phospholipids** are fatty acids essential to the function of cell membranes, helping promote healthy barrier function. These natural moisturizing factors (NMF) help the outer layer of the skin retain healthy moisture levels.
- **PEG-10 rapeseed sterol** is a fatty acid component of the rapeseed plant that acts as an emollient.
- **Palmitoyl oligopeptide** blends with amino acids to help the skin function in a healthy manner. It also may support healthy collagen production and lessen the appearance of surface wrinkles.
- **Cyclopentasiloxane** helps provide lubrication to the skin by giving the formula a silky feel as it glides across the skin.
- **Cyclohexasiloxane** helps provide lubrication to the skin by giving the formula a silky feel as it glides across the skin.
- **Ethylhexyl palmitate** is a softening agent that acts as an emollient and helps reduce water loss in the skin.
- **Silica dimethyl silylate** provides lubrication to the skin and acts as a thickener to give the formula a creamy feel.
- **Caprylyl glycol** is a skin conditioning agent.
- A mild preservative that has positive antimicrobial benefits, **phenoxyethanol** has been shown to be less irritating than other common preservatives.
- **Hexylene glycol** is a humectant that helps the skin retain moisture.
- **Sodium hyaluronate** helps the skin maintain moisture content and helps reduce moisture loss.
- Derived from vegetables and found naturally in the skin, **glycerin** helps retain moisture in the surface layers of the skin for a more supple appearance.
- **Steareth-20** helps stabilize the emulsifying ingredients.
- **N-Hydroxysuccinimide** helps reduce the appearance of dark under-eye circles for a brighter eye.
- **Chrysin** conditions the skin and works to reduce dark circles and puffiness in the eye area.
- **Palmitoyl tetrapeptide-7** helps communicate with skin cells, complementing antioxidant ingredients for healthy skin.
- **Vitamin C** is a water-soluble vitamin and potent antioxidant for the skin. It supports healthy collagen production, overall skin tone, and the skin's natural barrier response.
- **Vitamin A** provides antioxidant properties and helps cells to communicate in a healthy way, while promoting cell renewal. It may improve skin texture and fine lines, and support healthy collagen production.
- **Vitamin E** is a superior antioxidant that provides protection for the skin, preserves moisture levels in the skin, and supports the skin's natural barrier.



- **Disodium EDTA** is a chelating agent that helps keep the integrity of the formula intact.
  - Derived from plant amino acids, **sodium PCA** helps retain optimal moisture levels in the skin by attracting moisture and retaining it. As a natural moisturizing factor (NMF), it helps the outer layer of the skin retain healthy moisture levels.
  - Derived from the sugar beet, **betaine** acts as a humectant, provides moisture, and conditions the skin for a soft and smooth complexion.
  - From the leaves and berries of the Mountain Ash plant, **sorbitol** is a humectant that prevents skin dryness and provides lubrication for a smooth, velvety application on the skin.
  - **Amino Acid Blend** (alanine, arginine, glycine, lysine, proline, serine, and threonine) is a potent blend of antioxidants and amino acids that are found naturally in the body. The blend helps promote healthy collagen production, energize cells, and retain moisture to help prevent transepidermal water loss (TEWL). As natural moisturizing factors (NMF), the ingredients in the blend help keep the skin moist by attracting and retaining water.
  - **Glutamic acid** is an amino acid with water-binding properties.
  - **Xanthan gum** is a natural thickening agent.
  - **Hydrogenated lecithin** is a phospholipid that works as an emollient and water-binding agent to smooth and soften the skin.
  - **Ammonium acryloyldimethyltaurate/VP copolymer** acts as a thickening agent for a creamy, luxurious application.
  - **Behenyl alcohol** acts as a thickening agent. This ingredient is not related to irritating forms of alcohol.
  - **Sandalwood, amur corktree bark, and barley extracts** help skin retain moisture levels, prevent transepidermal water loss (TEWL), and increase skin suppleness.
  - A stable form of vitamin C, **tetrahexyldecyl ascorbate** is a potent antioxidant for the skin. It supports healthy collagen production, overall skin tone, and the skin's natural barrier response.
  - **Bisabolol** is extracted from chamomile and acts as a soothing ingredient.
  - **Sodium hydroxide** regulates the pH of the formula.
  - **Gossypium herbaceum** improves the appearance of fine lines and wrinkles for a more radiant complexion.
  - **Mica** is a mineral that helps create the appearance of softer, more radiant skin.
  - A natural mineral, **titanium dioxide** emulsifies and thickens, while providing lubrication.
  - **Sorbic acid** is a plant-derived, gentle preservative known for its non-sensitizing properties.
  - Derived from the leaves of white peony, **Camellia sinensis (white tea) extract** is known for its excellent polyphenol content and antioxidant properties, which aid in reducing the effects of oxidative damage and environmental stresses on the skin.
  - With exclusive extracts from cow colostrum and chicken egg yolk, **Transfer Factor E-XF™** provides patented support.
- enummi® Protective Day Moisturizer**
- **Octinoxate** is a sunscreen agent used to protect the skin from the sun's rays.
  - **Avobenzone** is a sunscreen ingredient that protects against a range of the sun's rays.
  - **Octisalate** is a sunscreen agent used to protect skin from the sun's rays.
  - **Diethylhexyl carbonate** is an emollient and skin-conditioning agent.
  - **C12-15 alkyl benzoate** works as an emollient and thickening agent.
  - **Glyceryl stearate** acts as both an emollient and emulsifier.
  - **Butylene glycol** provides lubrication so that the formula glides effortlessly across the skin.



- **Dimethicone** provides lubrication to the skin and is a water-binding agent.
- **Potassium cetyl phosphate** acts as an emulsifier for soft and supple skin.
- **Cyclopentasiloxane** helps provide lubrication to the skin, giving the formula a silky feel as it glides across the skin.
- A mild preservative that has positive antimicrobial benefits, **phenoxyethanol** has been shown to be less irritating than other common preservatives.
- **Caprylyl glycol** is a skin-conditioning agent.
- **Ethylhexylglycerin** is a skin-conditioning agent that also complements the preservative system, protecting the integrity of the formula.
- **Hexylene glycol** is a humectant that helps the skin retain moisture.
- An extract from aloe leaves, ***Aloe barbadensis* (aloe vera)** moisturizes and provides soothing properties for the skin. Used for thousands of years, this ingredient has a well-documented history of skin soothing benefits.

- Derived from the seeds of the Moringa tree, ***Moringa pterygosperma* seed extract** helps protect against pollutants.
- A plant extract from the leaves of white peony, ***Camellia sinensis* (white tea) extract** is known for its excellent polyphenol content and antioxidant properties, which aid in reducing the effects of oxidative damage and environmental stresses on the skin.
- **Magnesium aluminum silicate** is a thickening agent for smooth application on the skin.
- **Tetrasodium EDTA** is a chelating agent that helps keep the integrity of the formula intact.
- **Xanthan gum** is a natural thickening agent.
- Derived from coconut fatty alcohol, **cetyl alcohol** works as an emulsifier, emollient, and thickener.
- Derived from vegetables, **glycerin** is found naturally in the skin. This ingredient helps retain moisture in the surface layers of the skin for a more supple appearance.

- **Phospholipids** are fatty acids that are essential to the function of cell membranes, helping to maintain healthy barrier function. As a natural moisturizing factor (NMF), this ingredient helps keep the skin moist by attracting and retaining water.
- **Tocopheryl acetate (vitamin E)** is a superior antioxidant that provides protection for the skin, preserves moisture levels in the skin, and maintains the skin's natural barrier.
- **Retinyl palmitate (vitamin A)** provides antioxidant properties and improves the appearance of fine lines, wrinkles, and overall skin texture, while maintaining hydration in the skin.
- **Ascorbyl palmitate (vitamin C)** is a water-soluble vitamin and potent antioxidant for the skin. This ingredient supports healthy collagen production and overall skin tone, and maintains the skin's natural barrier response.
- **Sodium hydroxide** regulates the pH of the formula.
- With exclusive extracts from cow colostrum and chicken egg yolk, **Transfer Factor E-XF™** provides patented support.

### enummi® Night Recovery Cream

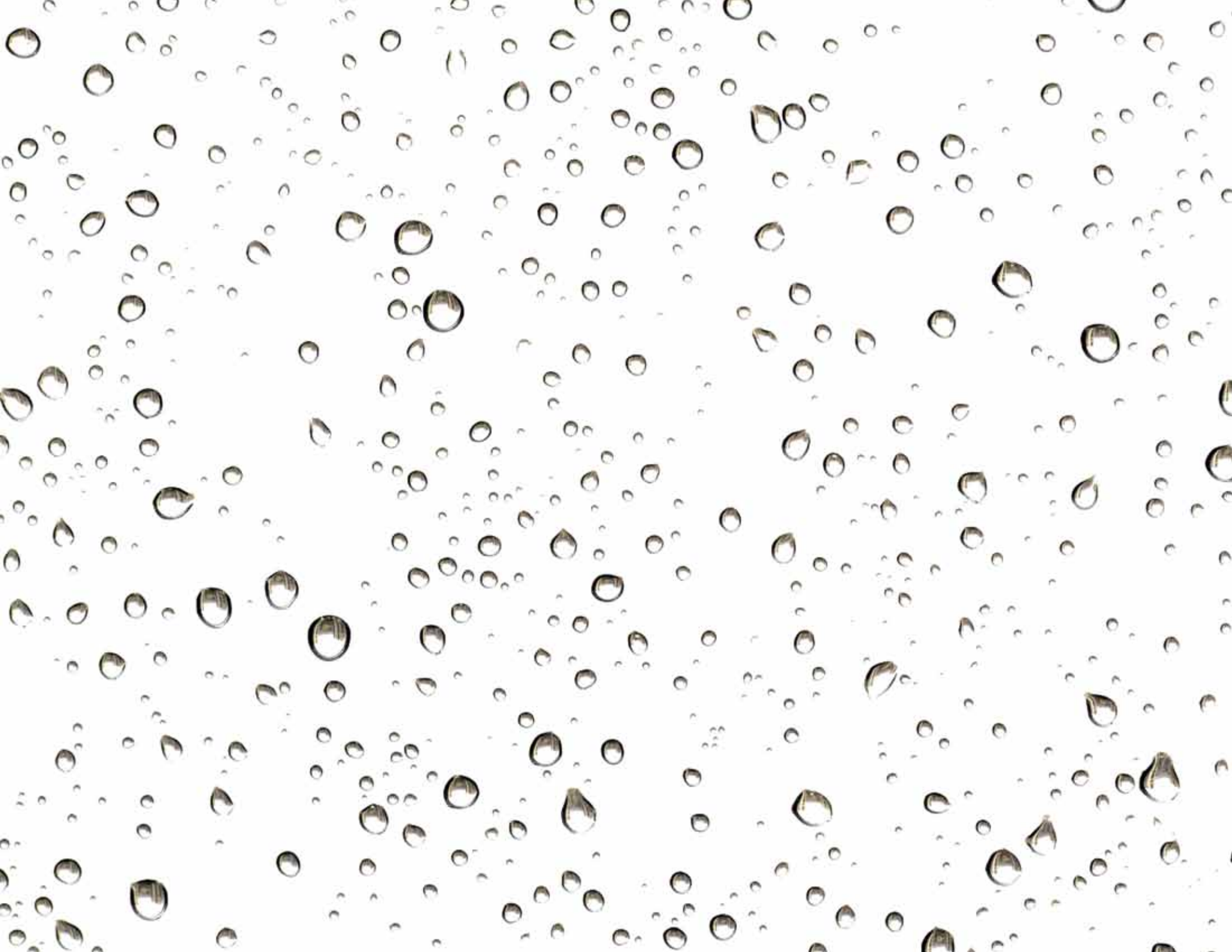
- Derived from coconuts, **caprylic/capric triglyceride** helps provide moisture and thickens the formula so it's smooth and creamy.
- ***Aloe barbadensis* leaf juice** moisturizes and provides soothing properties for the skin. Used for thousands of years, this ingredient has a well-documented history of skin soothing benefits.
- Derived from vegetables, **glycerin** is found naturally in the skin. This ingredient helps retain moisture in the surface layers of the skin for a more supple appearance.
- **Diethylhexyl carbonate** is a skin conditioner that provides lubrication for a smooth application.
- **Polysorbate 20** is a gentle emulsifier typically derived from coconuts.





- **Ethylhexyl palmitate** is a softening agent that acts as an emollient and helps reduce water loss in the skin.
- **Sandalwood, amur corktree bark, and barley extracts** help skin retain moisture levels, prevent transepidermal water loss (TEWL), and increase skin suppleness.
- **Vigna conitifolia seed extract** promotes healthy cell turnover for improved skin texture, reduces the appearance of fine lines and wrinkles, supports healthy collagen levels, and revitalizes for supple, smooth, and radiant skin.
- **Sodium hyaluronate** helps maintain the skin's moisture content and helps prevent moisture loss.
- **Panthenol** provides hydration to the skin and acts as a humectant to prevent moisture loss.
- **Tocopheryl acetate (vitamin E)** is a superior antioxidant that provides protection for the skin, preserves moisture levels in the skin, and maintains the skin's natural barrier.
- **Allantoin** is a soothing ingredient and moisturizer. It also promotes healthy cell turnover.
- **Xylitylglucoside** is a humectant that retains moisture in the skin.
- **Anhydroxylitol** is a humectant that visibly hydrates, prevents transepidermal water loss (TEWL), restores skin's moisture barrier, and rejuvenates for a more radiant complexion.
- **Xylitol** is a humectant that promotes hydration and retains moisture in the skin.
- **Disodium EDTA** is a chelating agent that helps keep the integrity of the formula intact.
- **Xanthan gum** is a natural thickening agent.
- **Carbomer** increases the viscosity of the formula and acts as an emulsifier.
- **Ammonium acrylate/acrylamide copolymer** acts as a thickening agent for a creamy, luxurious application.
- **Polysobutene** thickens the formula so it glides easily over the skin.
- **Sodium citrate** works to adjust the pH of the formula, while offering antioxidant and preservative properties.
- A mild preservative that has positive antimicrobial benefits, **phenoxyethanol** has been shown to be less irritating than other common preservatives.
- **Caprylyl glycol** is a skin-conditioning agent.
- **Sorbic acid** is a plant derived, gentle preservative known for its non-sensitizing properties.
- **Sodium hydroxide** regulates the pH of the formula.
- With exclusive extracts from cow colostrum and chicken egg yolk, **Transfer Factor E-XF™** provides patented support.







"You can find an enummi® Skin Care product in almost every room in our house and I take these products everywhere I go in the world."

**Gabriela Daughtrey**  
**Platinum International Diamond**  
**California, USA**



"After seeing my wife Zoraida use enummi® Skin Care products, I tried them for myself. I use enummi® Gentle Facial Cleanser when I shave and I use enummi® Protective Day Moisturizer after I shave. I recommend these products to everyone!"

**José Martín Rosado**  
**Gold International Diamond**  
**Florida, USA**

For more information about 4Life® products and the 4Life opportunity, contact:

©2012 4Life Trademarks, LLC. All Rights Reserved.  
U.S. Distribution Only.