



NERIUM™  
INTERNATIONAL

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# Product Training Guide

HONG KONG

### COMPANY BACKGROUND

Nerium International was founded in 2011 with the vision of “Making People Better.” From the very beginning, our corporate culture and product offerings have reflected our commitment to improve people’s lives. It’s simple: We want our customers to look and feel their best. Our age-fighting products allow them to do just that.

### OUR PRODUCT PHILOSOPHY: EXCLUSIVE PRODUCTS THAT DELIVER EXCEPTIONAL RESULTS

At Nerium, we provide best-in-class, age-fighting products, tailor-made to deliver visible results, while also fitting your busy lifestyle. This means we invest and partner with key scientific organizations to research, develop and create multifunctional products that offer exceptional results, while addressing the appearance of the signs of aging.

### HOW TO USE THIS GUIDE

We created this guide as a one-stop resource to help you locate key information about our products offered in Hong Kong. You can use this guide in a number of ways:

1. To learn about the Nerium product line.
2. As a reference guide for key ingredient information.
3. As a quick way to access Frequently Asked Questions regarding specific products, ingredients, usage instructions, etc.

## The Nerium Difference: Nerium Delivers Age-Fighting Breakthroughs

### WHAT SETS US APART FROM OTHER AGE-FIGHTING COMPANIES?

Our product formulas are based on patented, exclusive ingredients that no other company can use or duplicate. The benefit? Cutting-edge, proprietary products that are not available anywhere else.

### A SCIENTIFIC FOUNDATION

Nerium is rooted in science. Our promise is to provide proven, age-fighting products powered by the most advanced ingredients available.

### RESEARCH & DEVELOPMENT: WE LEAD THE WAY IN AGE-FIGHTING INNOVATION.

While we incorporate a number of tried-and-true ingredients into our formulas, we don’t stop there. We use exclusive ingredients created, developed and tested by the world’s top universities and scientific labs.

### PRODUCT TECHNOLOGY

Our products are powered by proprietary technology that harnesses the best from science and nature. We use exclusive, patented ingredients with proven antioxidants, peptides, plant extracts and vitamins to craft products that target the appearance of the signs of aging. It’s a customized approach that allows us to develop products that also target the underlying causes.

### FORMULATIONS

The key to our formulas is based on the use of ingredients originally developed in the biotechnology field that have been adapted for the age-fighting industry.

### THE NERIUM FORMULA DIFFERENCE

Each of Nerium’s age-fighting products:

1. Addresses the appearance of the signs of aging, providing effective short- and long-term results.
2. Contains antioxidants.
3. Works to address multiple signs of aging with one product.

## Key Discovery Story

### NAE-8® (NERIUMAD® FORMULA)\*

Years of biotechnology research led to this accidental discovery. Researchers discovered that the unique properties of the nerium oleander plant provided remarkable, age-fighting results when applied topically to the skin. The patented NAE-8 extract, derived from the nerium oleander and aloe vera plants, acts as an antioxidant and boosts the skin’s natural renewal process to reveal younger-looking skin.

\*Source: Signum’s R&D Experimental Biology Conference



# Age-Defying Night Cream

## NeriumAD® Formula

### WHAT IS IT?

A clinically tested, age-fighting product containing our exclusive, patented NAE-8® extract. In addition to this exclusive ingredient, our Night Cream is formulated with a mix of antioxidants, plant extracts and vitamins to help target multiple signs of aging.

### WHAT DOES IT DO?

- The Night Cream, powered by our proprietary NAE-8 extract:
  - Addresses the signs of aging.
  - Gently adheres to skin for maximum delivery of the key ingredients with a unique mask-like quality.
  - Addresses both the existing and future signs of aging, resulting in younger-looking skin.
- **Fights the appearance of:** Fine lines • Wrinkles • Discoloration • Uneven skin texture
- **Enlarged pores • Sagging skin**
- **Perfect for use on:** Face • Neck • Décolletage • Hands
- **Ideal for all skin types:** Non-comedogenic. Dermatologist tested.

### WHAT'S IN IT?

Key Ingredient	Function
NAE-8	A patented, proprietary extract and powerful antioxidant derived from nerium oleander and aloe vera that helps reduce the appearance of fine lines and wrinkles.
Aloe barbadensis leaf juice	This nutrient-rich ingredient forms the base of the formula. It's highly emollient and a well-known source of moisture and hydration.
Peptide matrix	A blend of collagen, elastin and glycosaminoglycans that helps restore skin's firmness.
Vitamin E	An antioxidant known to help protect the skin from free radicals and UV damage.
Castor seed oil	A natural, super-hydrating oil that softens the skin.
Hydrolyzed quinoa	Helps guard against environmental stressors and soothes irritated skin.
Rice bran oil	Rich in vitamin E and fatty acids; helps fight free radicals.
Olus oil	Moisturizes the skin and acts as a barrier to moisture loss.

### IN INDEPENDENTLY CONDUCTED CLINICAL TRIALS:

- Participants showed significant improvement in the appearance of their wrinkles.
- Participants showed significant improvement in their skin's radiance.
- Participants showed significant improvement in skin discoloration.

### WHAT'S NOT IN IT?

Parabens, colorants, DEA, propylene glycol.

### WHEN AND HOW DO I USE IT?

- Age-Defying Night Cream is designed for application at night, when skin is in its rest-and-repair cycle.
- After cleansing skin thoroughly, apply 4–5 pumps of product to face and neck. Apply to slightly damp skin for optimal absorption. Rinse skin the morning following usage.
- For optimal results, use with our Age-Defying Day Cream, NeriumAD Formula.

### PRODUCT FEATURES:

- This product is **multifunctional** and **perfect for women and men of any age**. It's the ultimate anti-aging cream that treats multiple signs of aging in one step and offers visible results that continue to improve over time.
- Unlike most night creams, **this product won't rub off when your head hits the pillow. It stays in place, working overnight.**
- The Night Cream incorporates a high percentage of botanical ingredients, which creates the nature-based aroma.
- Net weight: 30 ml/1 fl. oz.

**Ingredients:** NAE-8 Nerium Aloe Extract (Aloe Barbadensis Leaf Juice, Nerium Oleander Leaf), Peptide Matrix (Collagen, Elastin, Glycosaminoglycans), Oryza Sativa (Rice) Bran Oil, Stearic Acid, Glycerin, C14-22 Alcohols, Glyceryl Stearate, Ricinus Communis (Castor) Seed Oil, Cetyl Alcohol, Olus Oil, Cetearyl Glucoside, Cetearyl Alcohol, Sodium Borate, Carrageenan, Dicaprylyl Ether, Hydrolyzed Quinoa, Sodium Isostearoyl Lactylate, Dimethicone, Carrageenan, C12-20 Alkyl Glucoside, Water (Aqua), Sodium PCA, Caprylyl Glycol, Fragrance (Parfum), Glyceryl Caprylate, Tocopherol, Phenylpropanol, Sodium Hydroxymethylglycinate.

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# Age-Defying Day Cream

## NeriumAD® Formula

### WHAT IS IT?

A clinically tested, age-fighting Day Cream powered by our exclusive, patented NAE-8® extract. Our proprietary formula is also packed with antioxidants, peptides and plant extracts known to smooth the look of existing fine lines and wrinkles. Specifically created for daytime use, the sheer formula also moisturizes and softens skin.

### WHAT DOES IT DO?

- The Day Cream, powered by our proprietary NAE-8 extract:
  - Addresses the signs of aging.
  - Mimics the skin's natural age-fighting properties.
  - Binds moisture to the skin for long-lasting lightweight hydration.
- **Fights the appearance of:** Fine lines • Wrinkles • Discoloration • Uneven skin texture • Enlarged pores • Sagging skin
- **Perfect for use on:** Face • Neck • Décolletage • Hands
- **Ideal for all skin types:** Non-comedogenic. Dermatologist tested.

### WHAT'S IN IT?

Key Ingredient	Function
NAE-8	A patented, proprietary extract and powerful antioxidant derived from nerium oleander and aloe vera that helps reduce the appearance of fine lines and wrinkles.
Aloe barbadensis leaf juice	This nutrient-rich ingredient forms the base of the formula. It's highly emollient and a well-known source of moisture and hydration.
Peptide blend	Helps smooth the look of existing wrinkles.
CoQ10 (Ubiquinone)	An antioxidant that helps support natural, healthy collagen production.
Jjoba esters	Lightweight, natural moisturizer for long-lasting hydration.
Sodium hyaluronate	Naturally present in the skin, binds water to skin for volume and firmness.
Green tea	A well-known antioxidant that guards against environmental damage.
Vitamin E	An antioxidant known to help protect the skin from free radicals.
Vitamin C	A vitamin known for its antioxidant and skin-brightening properties.
Superoxide dismutase	A potent antioxidant that guards against free radical damage.

### IN INDEPENDENTLY CONDUCTED CLINICAL TRIALS:

- Participants had a significant increase in skin moisture.
- Participants had an improvement in uneven skin texture.
- Participants noted a reduction in pore size.

### WHAT'S NOT IN IT?

Parabens, colorants, DEA, propylene glycol, fragrance.

### WHEN AND HOW DO I USE IT?

After cleansing skin, apply 4 pumps to face and neck. Use once each morning. Product may be applied throughout the day and to other body areas as a moisturizer.

### PRODUCT FEATURES:

- The way to get the most effective anti-aging benefits is to use the Day Cream in conjunction with the Night Cream.
- This product is a lightweight formula crafted with non-oily oils.
- The sheer texture makes it perfect for women to wear under their makeup and for men to wear because it won't show on their skin. It soaks right into the skin without leaving any noticeable residue.
- Net weight: 30 ml/1 fl. oz.

**Ingredients:** Water (Aqua), NAE-8 Nerium Aloe Extract (Aloe Barbadensis Leaf Juice, Nerium Oleander Leaf), Glycerin, Dicaprylyl Carbonate, Caprylic/Capric Triglyceride, Leuconostoc/Radish Root Ferment Filtrate, Cetyl Alcohol, Glyceryl Stearate, PEG-100 Stearate, Cetyl Palmitate, Jojoba Esters, Squalane, Dimethicone, Sorbitol, Bisabolol, Glyceryl Caprylate, Cetearyl Glucoside, Sodium Hyaluronate, Pentylene Glycol, Tetrahexyldecyl Ascorbate, Avena Sativa (Oat) Kernel Extract, Santalum Album (Sandalwood) Extract, Phellodendron Amurense Bark Extract, Camellia Sinensis (Green Tea) Leaf Extract, Hordeum Distichon (Barley) Extract, Hydrogenated Lecithin, Tocopherol, Dipotassium Glycyrrhizinate, Allantoin, Superoxide Dismutase, Palmitoyl Dipeptide-5 Diaminobutyryl Hydroxythreonine, Palmitoyl Tripeptide-5, Tetradecyl Aminobutyrylvalylaminobutyric Urea Trifluoroacetate, Ubiquinone, Magnesium Chloride, Phenoxyethanol, Xanthan Gum, Disodium EDTA, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Tromethamine, Sodium Hydroxymethylglycinate, Potassium Sorbate. May Contain: Aminomethyl Propanol, Citric Acid.

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# Firming Body Contour Cream

## NeriumAD® Formula

### WHAT IS IT?

A clinically tested Body Contour Cream powered by our exclusive NAE-8® extract. This breakthrough formula helps firm and tone the appearance of problem areas for a sleeker, more youthful-looking body.

### WHAT DOES IT DO?

- The Body Contour Cream, featuring our proprietary NAE-8 extract:
  - Helps smooth and tighten skin for a more toned appearance.
  - Works to improve the appearance of cellulite and dimpled skin.
  - Provides soothing benefits and moisture to your skin, leaving it feeling soft and hydrated.
- **Key benefits:** Smooths • Tightens • Firms • Tones
- **Perfect for use on:** Upper arms • Thighs • Stomach • Love handles
- **Ideal for all skin types:** Dermatologist tested.

### WHAT'S IN IT?

Key Ingredient	Function
NAE-8	A patented, proprietary extract and powerful antioxidant derived from nerium oleander and aloe vera that helps firm and tone the appearance of problem areas for a sleeker, more youthful-looking body.
Aloe barbadensis leaf juice	This nutrient-rich ingredient forms the base of the formula. It's highly emollient and a well-known source of moisture and hydration.
Caffeine	Known to help stimulate circulation to smooth the appearance of dimpled skin.
Peptide matrix	A blend of collagen, elastin and glycosaminoglycans that helps restore skin's firmness.
Forskohlii root oil	Helps firm skin to reduce the appearance of dimpling.
White willow bark	Known to have astringent and exfoliating benefits.
Shea & cocoa butters	Natural moisturizers with superior skin conditioning properties.
Green tea	A well-known antioxidant that guards against environmental damage.
Sodium hyaluronate	Naturally present in the skin; binds water to skin for volume and firmness.

### IN INDEPENDENTLY CONDUCTED CLINICAL TRIALS:

- Participants reported positive improvements on their thighs.
- Participants reported an increase in skin hydration.
- Participants reported an improvement in the appearance of skin smoothness and cellulite.

### WHAT'S NOT IN IT?

Parabens, colorants, DEA, propylene glycol, fragrance.

### WHEN AND HOW DO I USE IT?

- Massage a quarter-sized amount of product into each targeted area in a circular motion for a minimum of 20 seconds or until fully absorbed.
- To maximize results, use twice a day. Optimal times of usage are after a warm shower and before bedtime.

### PRODUCT FEATURES:

- This breakthrough formula is clinically tested and **shown to help firm, tighten and tone the appearance of problem areas.**
- While this product helps target problem areas, it doubles as an advanced body moisturizer to smooth and hydrate skin.
- Net weight: 200 ml/6.7 fl. oz.

**Ingredients:** Water (Aqua), NAE-8 Nerium Aloe Extract (Aloe Barbadensis Leaf Juice, Nerium Oleander Leaf), Ethylhexyl Palmitate, Hydrogenated Polyisobutene, Glycerin, Cetyl Alcohol, Peptide Matrix (Collagen, Elastin, Glycosaminoglycans), Caffeine, Salix Alba Bark Extract, Cetearyl Alcohol, Phenoxyethanol, Camellia Oleifera (Green Tea) Leaf Extract, Isohexadecane, Cetearth-20, Polysorbate 80, Sorbitan Stearate, Hydroxyethyl Acrylate/Sodium Acryloyldimethyltaurate Copolymer, Theobroma Cacao (Cocoa) Seed Butter, Dimethicone, Ethylhexylglycerin, Xanthan Gum, Butyrospermum Parkii (Shea) Butter, Coleus Forskohlii Root Oil, Sodium Hyaluronate, Sodium Hydroxymethylglycinate, Disodium EDTA, Retinyl Palmitate, Tocopheryl Acetate.

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## FAQ

**Q: HAVE NERIUM'S SKINCARE PRODUCTS BEEN TESTED FOR ALLERGIC REACTIONS?**

**A:** Yes. The products have undergone rigorous, industry-standard dermatological safety testing to assess the potential for irritation and allergy. This ensures the vast majority of users will not experience an allergic response.

**Q: ARE NERIUM PRODUCTS SAFETY TESTED?**

**A:** Nerium products have undergone extensive safety testing. Testing has been performed at accredited laboratories, following Good Laboratory Practices and industry-recognized protocols. The products are safe to use.

**Q: ARE THERE OCCASIONAL DIFFERENCES IN NERIUM PRODUCTS?**

**A:** Our products are formulated with several proprietary compounds sourced from natural plants. Even though standard extraction protocols are followed, plant extracts may exhibit slight differences throughout the year depending on the environment and time in which the actual plants are harvested. These slight differences in appearance have no impact in any way on the safety, quality or efficacy of the product.

**Q: IS NERIUM NIGHT CREAM CONSIDERED A MOISTURIZER?**

**A:** No. Our Night Cream was not specifically designed to moisturize, although there are certain ingredients in the formula that can help hydrate the skin. Our Day Cream, however, is a very effective moisturizer.

**Q: CAN NERIUM PRODUCTS BE USED WITH OTHER SKINCARE PRODUCTS?**

**A:** Yes, there should be no impact on efficacy. As a general recommendation, you may want to test a small area of skin with both products before applying them on a larger area to see if there is any reaction to the combination.

**Q: CAN NERIUM PRODUCTS BE USED ON PROBLEM SKIN?**

**A:** Nerium products are cosmetics and are not designed to treat, cure or heal medical skin conditions. If you have a skin condition and would like to try the product, first test on a small area to ensure there is no reaction and that the product is compatible with your skin.

**Q: SHOULD I CHANGE THE AMOUNT OF NERIUM PRODUCTS I USE FOR DIFFERENT SEASONS OR TEMPERATURES?**

**A:** External environmental changes can play a major role in impacting the condition of the skin. As the climate changes from winter to summer, your skin may become very dry or sunburned, requiring different amounts of Nerium products to be used to compensate for some of these transitional, more sensitive and reactive skin states.

**Q: DOES NERIUM WORK ON ALL SKIN TYPES?**

**A:** Nerium products are designed to work with all skin types. However, that does not eliminate the possibility that someone with highly reactive or sensitive skin may experience minor irritation. If you feel this may be the case for your skin, it's best to test the product on a small area before applying it to a larger area.

**Q: HOW DO I INTRODUCE NERIUM INTO MY DAILY ROUTINE?**

**A:** Every time a new product is introduced to your daily routine, you may or may not encounter a temporary response. In some cases, your skin may need to gradually become accustomed or adapt to a product prior to long-term usage. We recommend allowing at least two to three weeks for your skin to acclimate. If you have a severe reaction, stop using any new products and seek medical advice.

**Q: HOW SHOULD NERIUM PRODUCTS BE STORED?**

**A:** Due to the nature of the products, they can be impacted by extremely hot or cold temperatures (for example: being left in the trunk of a car). As a rule, follow the storage conditions stated on the package to preserve the product's highest quality as established by Nerium. Keep bottles at room temperature as much as possible.

**Q: DO NERIUM SKINCARE PRODUCTS HAVE AN EXPIRATION DATE?**

**A:** Currently there are no regulations or requirements in the United States to include expiration dates on cosmetic products. Nerium has established a two-year shelf life on our products; this time expectation is supported as long as the products are stored correctly. If you suspect the products have not been stored properly, please ensure the contents have not changed color, consistency or smell before applying or selling. If this is the case, do not apply or sell the products.

This FAQ is written with a Hong Kong perspective based on country-specific regulatory compliance.

# Key Ingredients

Nerium products contain many of the best age-fighting ingredients on the market. These ingredients are standouts in the fight to combat the signs of aging. Use this glossary to help you understand the incredible ingredients found in Nerium products.

## ALOE BARBADENSIS LEAF JUICE

Extracted from the leaves of the aloe vera plant, this powerful juice contains many beneficial components including polysaccharides, which are responsible for skin's natural ability to hydrate and retain water.

## BISABOLOL

Extracted from the chamomile plant. Provides a soothing effect to the skin.

## CAFFEINE

Smooths the appearance of dimpled skin.

## FORSKOHLII ROOT OIL

A natural ingredient that helps firm skin to reduce the appearance of dimpling.

## GREEN TEA

A super antioxidant that contains polyphenols.

## JOJOBA ESTERS

Lightweight, natural moisturizer known for providing long-lasting hydration.

## NAE-8®

Our patented, propriety extract derived from nerium oleander and aloe vera acts as a powerful antioxidant that targets free radical damage and works on the top layer of skin to boost natural cell renewal.

## NERIUM OLEANDER

This plant is hardy, adaptable and bears clusters of pinkish-white and red flowers in the spring time. Our exclusive and patented NAE-8 ingredient is formed from processing the nerium oleander leaf and aloe vera plant.

## PEPTIDES

Peptides, advanced peptides and peptide blends are composed of amino acids and are the building blocks of proteins. They support skin's natural production of collagen and elastin, which is critical to fight the signs of aging.

## PEPTIDE MATRIX (COLLAGEN, ELASTIN AND GLYCOSAMINOGLYCANS)

Restores skin's suppleness and firmness for a youthful, even and radiant complexion.

## RICE BRAN OIL

Fights free radicals to help combat the look of premature aging.

## SHEA BUTTER

A superior natural moisturizing ingredient that protects skin from dryness and other environmental factors.

## SUPEROXIDE DISMUTASE

Potent antioxidant that guards against free radical damage.

## TETRAHEXYLDECYL ASCORBATE (VITAMIN C)

A vitamin known for its antioxidant and skin-brightening properties.

## TOCOPHEROL (VITAMIN E)

A potent antioxidant.

## UBIQUINONE (COQ10)

A vitamin-like ingredient with antioxidant properties that occurs naturally in the skin. Supports healthy collagen production.

## WHITE WILLOW BARK EXTRACT

Known for its exfoliating benefits. Contains salicin, an aspirin-like structure that helps to reduce skin irritation.

# Key Terms

In discussing age-fighting, there are many terms and phrases that are commonly referenced. The following definitions can help you better understand the science behind Nerium's products.

## ANTIOXIDANTS

Antioxidants work to protect cells from free radical damage caused by environmental factors such as smog, pollution and sun exposure.

## EXTRINSIC FACTORS

Environmental factors, such as sun exposure, stress, inflammation, poor eating habits, pollution and smoking.

## FREE RADICALS

An especially reactive atom or group of atoms. They can damage cells, proteins and DNA by altering their chemical structure. Antioxidants fight free radicals.

## INTRINSIC FACTORS

Physiological and genetic causes of aging skin, including poor circulation, reduced estrogen, diminished cell turnover, decreased collagen and decreased elastin synthesis.

## OXIDATIVE STRESS

Imbalance between the production of free radicals and the body's ability to counteract or detoxify their harmful effects with antioxidants (see Antioxidants and Free Radicals).

The Key Ingredients and Key Terms sections are written with a Hong Kong perspective. Please refer to each country's Product Training Guide for approved language and claims. The Product Training Guide is for internal use by Nerium Brand Partners only.



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