



United States NeriumAD Product Guide

PLEASE READ BEFORE USING

While exploring advanced biotechnology research on the *Nerium oleander* plant, researchers unearthed an accidental discovery: the unique properties of *Nerium oleander* provide remarkable age-defying results when applied to the skin. This finding led to the creation of the NeriumAD skincare line.

Scientists developed a breakthrough process, NBio-PL2, to derive our patented NAE-8 extract from the *Nerium oleander* and Aloe barbadensis plants, while also preserving each ingredient's unique and beneficial properties. Our exclusive NAE-8 extract contains antioxidant properties. This extract has changed the face of skincare, as it remains one of the main active ingredients in the innovative NeriumAD® product line.

Our revolutionary, nature-based products are noncomedogenic, gluten free, paraben free, cruelty free, and ideal for all skin types. NeriumAD products have been dermatologically tested and proven safe for all skin types.

NeriumAD Age-Defying Treatment contains the highest concentrated amount of the NAE-8 antioxidant, a powerful proprietary protein blend, and vitamin E to help tighten the appearance of your skin and reduce the appearance of wrinkles, discoloration, and enlarged pores. It also works to address texture and tone issues in order to make the skin appear youthful.

NeriumAD Age-Defying Day Cream includes a concentrated tripeptide blend, incorporated at clinical levels to give the appearance of smoother, tighter, and younger skin; vitamin C complex, which helps reduce the appearance of discoloration; green tea antioxidant, which reduces the appearance of signs of aging, such as wrinkles and discoloration; and four high-functioning moisturizers, including hyaluronic acid, for increased radiance and hydration.

TESTING

Production of the NAE-8 extract is strictly controlled. The planting, nurturing, and harvesting of the plant, along with the extraction process, is completed under stringent guidelines and follows recommended biotechnology procedures. At no time during production is the product tested on animals. Human testing has been performed in multiple studies to ensure the safety and efficacy of the product and to meet the high standards Nerium has instituted. This process guarantees that the product you are using is safe.

USAGE

NeriumAD Age-Defying Treatment: Begin your nightly ritual by cleansing your face thoroughly, then immediately apply a thin layer of NeriumAD Age-Defying Treatment to your face and neck. We recommend using four to five pumps. Our research has shown that using more than the recommended amount of the product does not always improve results. Apply evenly to slightly damp skin for optimal absorption. This age-defying product will feel similar to a mask; it is normal for your skin to feel a bit tighter than it would with a typical face cream.

NeriumAD Age-Defying Day Cream: Rinse your face in the morning, then apply four to five pumps of NeriumAD Age-Defying Day Cream to your face and neck. If needed, the day cream may be applied at other times during the day as a moisturizer.

NeriumAD products can also be applied to other areas of the skin such as: neck, décolletage, arms, hands, elbows, and knees. If any skin irritation occurs, we recommend reducing the amount of pumps used. The soft area around the eyes is always a very sensitive region, so we do not recommend using NeriumAD products on the delicate tissue area around your eyes.

REACTIONS

Skin is an amazing, living organ. Our skin constantly works to adjust to all types of circumstances in life including: harsh weather, oil, dust, skincare products, environment, etc. However, sometimes, the adjustment takes time and surface irritation may occur during the transition period. Additionally, for every cosmetic product introduced to the market, there may be a subset of the population that experiences minor irritation, such as: redness, itching, or breakouts, due to an individual allergy or reaction to one or more of the product ingredients. This may be a temporary issue that will resolve itself once your skin acclimates to the product. However, if the irritation persists, discontinue use of any new product and seek medical advice.

The individual ingredients found in NeriumAD products have undergone extensive safety testing and analysis, under a variety of conditions, to ensure they meet every quality and safety standard. These premium ingredients are carefully blended at optimum levels to nourish and rejuvenate your skin. The results speak for themselves. However, if you have sensitive, reactive skin, we suggest the following guidelines:

- **Skin Sensitivity**

NeriumAD products are designed to work with all skin types, but it is impossible to identify every potential reaction between cosmetic products like NeriumAD's day and night creams and individual skin types. You may already be aware of your skin's sensitivity to certain cosmetic ingredients, so please read our label carefully to ensure none of the high-quality ingredients used in NeriumAD products are among those to which you are sensitive.

- **Multiple Products**

If you are currently taking or using any other drugs or cosmetics in conjunction with NeriumAD products, they may be increasing your skin's sensitivity or reacting with the ingredients present in NeriumAD products. You may want to test a small area with both products to see if there is a reaction to the combination.

- **Skin Condition**

Assess your skin to determine its condition prior to using NeriumAD products. We recommend taking "before" and "after" photos of the areas on which you are using the product in strong sunlight. If your skin is dry or irritated, it is important that you use NeriumAD Age-Defying Day Cream twice daily in conjunction with NeriumAD Age-Defying Treatment at night to ensure your skin stays moisturized. We also do not recommend using NeriumAD products on skin with identified medical conditions such as acne, eczema, psoriasis, rosacea, or any other related conditions that require medical treatment or a dermatologist's prescription.

- **New Product Phase-In**

Every time a new product is introduced to your daily routine, you may encounter a temporary reaction. Your skin must become accustomed to a product to determine how it interacts with your skin long-term. If you experience minor irritations, give yourself time to adjust to using a new product. If you have minor to mild irritation, we recommend allowing at least two to three weeks for your skin to acclimate. If you have a severe reaction, we recommend you stop using any new products and seek medical advice. Nerium International makes every effort to ensure our products can be used by the largest segment of the population possible, but that does not eliminate the possibility that someone may experience minor irritation with our products.

ANALYZING ISSUES

Everyone has different skin, and each product can have different reactions with the skin. It is important to determine whether the reaction is a sensitivity of the skin or an allergic reaction. Both can look the same: redness, rash, itching, and swelling. Sensitivity issues will usually disappear with continued use over a few weeks, whereas an allergic reaction will be more long-lasting.

- **Resolving Issues**

- Eliminate other products you may be using at the same time to see if the interaction of products is causing the issue.
- Make sure you are following the directions exactly.
- Test the product in question on a patch of skin, perhaps on the underside of the arm, to determine if your skin has a unique sensitivity to it.
- If your symptoms do not subside, discontinue use of the product and seek medical advice.
Let the skin fully recover before reintroducing the product to a small area.

- **Continuing Problems**

If, upon reintroduction, you continue to experience irritation, redness, itching, or other sensitivities, discontinue use of the product and consult with your dermatologist or physician.

SUMMARY

Nerium International makes every effort to ensure our products can be used by the largest segment of the population possible, but that does not eliminate the chance that someone may have a reaction to our products. If you have any concerns, please call our Customer Support team at 855-463-7486 for assistance.

FAQ

Q: Have NeriumAD® products been tested for allergic reactions?

A: Yes. The products have gone through rigorous dermatological testing.

Q: Is NeriumAD night cream a moisturizer?

A: No. It is meant as a night-time application and is not designed to moisturize, although there are certain ingredients that can help moisturize. However the NeriumAD Day Cream is a very effective moisturizer.

Q: Can I use NeriumAD products with other skincare products?

A: There should be no impact on efficacy, but you may want to test a small area with both products to see if there is any reaction to the combination. Whenever applying multiple products, use the following rules: apply clearest first then to most opaque, and apply thinnest first then to thickest.

Q: Can I use NeriumAD products on problem skin?

A: NeriumAD products are cosmetics and should not be used on problem skin without first testing a small area to ensure there is no reaction to the proprietary compound in the product. NeriumAD products are not designed to treat or heal any skin issues, as they are designed as cosmetics only.

Q: How should NeriumAD products be stored?

A: The products are creams and can be impacted by both hot and cold temperatures. It is suggested that the bottles be kept at room temperature as much as possible. Extreme heat and cold can impact any cosmetic product and NeriumAD products are no different. If you find your product has been subject to one of these extremes (left in the trunk of your car), please ensure the contents have not changed color, consistency, or smell before applying or selling.

Q: Are there any dangers to children or pets from eating NeriumAD products?

A: Toxicology experts have concluded that NeriumAD products are safe, noting that if a one-year-old child ingested the full contents of 400 bottles of NeriumAD product, the child would still only reach a non-toxic dose of NeriumAD. It has also been concluded that the product is non-toxic to pets if accidentally ingested.

Q: Do NeriumAD products have an expiration date?

A: Currently there is no requirement for an expiration date on a cosmetic, but if the product is stored correctly, it should have a two-year shelf life. If it has not been stored properly, please ensure the contents have not changed color, consistency, or smell before applying or selling.

Q: Should I change the amount I use for different seasons or temperatures?

A: As with any skin product, environmental conditions can play a major role in impacting the condition of the skin. If your skin is sunburned or very dry, it is recommended that the amount of NeriumAD products used be reduced to compensate for more sensitive skin conditions.

Q: How often does Nerium International change the formulas of NeriumAD products?

A: We only made one change to the night cream formula in April of 2012, at which time we replaced the wheat protein with a quinoa protein to make the product gluten free.

Q: Why do NeriumAD products appear different occasionally from one bottle to the next?

A: Our products are formulated with natural plant proprietary compounds. From season to season, there are small variances in these plant ingredients.

Q: What is the mechanism that NeriumAD products use to reduce the appearance of wrinkles?

A: NeriumAD products are cosmetics. As such, it is not designed to make any structure changes to the skin.

Q: Are there genetically modified ingredients in NeriumAD products?

A: Nerium International has required suppliers who provide only non-GMO ingredients.

Q: Are there safety issues with products that contains the *Nerium oleander* plant?

A: Please see our safety documents at www.nerium.com/www/Science/safety

Q: Are NeriumAD products FDA approved?

A: The FDA does not review or approve any cosmetic products. Nerium follows all FDA regulations in regards to cosmetics.