






# COMPARISON of Popular Skin Care Systems

## Don't pay MORE for products that do LESS!

We compared **bio** with the best-selling and hottest new skin care lines. **No comparison.**

Price Difference		Lancome® +\$37.43 	Estee Lauder® +\$87.79 	NuSkin® +\$132.65 	Jeunesse® +\$223.67 	Nerium®  <small><b>Note:</b> Nerium does not have a Cleanser or a Serum so they don't have enough products to accurately compare cost or effectiveness as a complete Skin Care System.</small>
\$50 Gift Card	YES!	no	no	no	no	no
Internal Products	YES!	no	no	no	no	no
Aloe 200x	YES!	no	no	no	no	no
Astaxanthin	YES!	no	no	no	no	no
S.O.D.	YES!	no	no	no	no	no
Vegan Hyaluronic Acid	YES!	unknown	unknown	unknown	unknown	unknown
Questionable Ingredients (see back)	NONE!	30 ingredients (see back)	42 ingredients (see back)	17 ingredients (see back)	21 ingredients (see back)	14 ingredients (see back)

**True skin rejuvenation... from the inside out! • 60-Day money back guarantee gives you two full months to try it for yourself!**

### Our safety and purity standards

We began with a panel of hand-picked skin care experts who identified the world's most effective skin rejuvenating ingredients. Then we applied Purium's safety and purity standards. Thousands of ingredients fell by the wayside during the process. We used the database of the non-profit, non-partisan Environmen-

tal Working Group ([ewg.org/skindeep](http://ewg.org/skindeep)) which includes more than 69,000 skin care products and ingredients. Only the ingredients that meet their highest safety standard ("green") were considered. All other ingredients were immediately removed from consideration. Then we cross-checked against the standards of Whole Foods Market®. Any ingredients that Whole

Foods wouldn't allow, we also omitted. But we weren't done. We then referenced the California Safety Standards database as well as a separate chemical toxin database that eliminated even more ingredients. Once every ingredient passed these four screenings, Purium owner and formulator David Sandoval conducted a fifth and final review.

# bio™

## beautiful inside & out

we did our  
homework  
so you don't  
have to

**PURIUM**  
SKIN CARE

Below are the list of ingredients found in our competitor's products that we would never put in our products, and we suggest you don't put them on your skin. Be aware that these chemicals only represent the questionable ingredients from this brand's cleanser, serum and night cream. That's right, in just three products, each of our top competitors use between 14 and 42 questionable ingredients! We encourage you to read labels – ours and theirs. Once you do, we are confident you will treat your skin and your body to Purium's bio.

### Lancome® Questionable Ingredients

Acrylamide/Sodium Acryloyldimethyltaurate Copolymer  
Aminopropyl Ascorbyl Phosphate  
Anthemis Nobilis  
BHA  
BHT  
BIS-PEG-18 Methyl Ether  
Dimethyl Silane  
Butylene Glycol  
Caprylic/Capric Triglyceride  
Dimethicone  
Disodium EDTA  
Fragrance (Parfum)  
Hexylene Glycol  
Hydrolyzed Rice Bran Extract  
Isododecane  
Isohexadecane  
Lecithin  
Nylon-12  
Oleth-10  
PEG-10 Dimethicone  
PEG-6  
Phenoxyethanol  
Polymethyl Methacrylate  
Polysilicone-11  
Propanediol  
Salicylic Acid  
Sodium Hydroxide  
Sodium Metabisulfite  
Squalane  
Titanium Dioxide

### Estee Lauder® Questionable Ingredients

Benzyl Alcohol  
Benzyl Benzoate  
Benzyl Salicylate  
Bis-peg-18 Methyl Ether Dimethyl Silane  
Butylene Glycol  
Butylphenyl Methylpropional  
C13-14 Isoparaffin  
Ceteareth-25  
Ci 77891 / Titanium Dioxide  
Citral  
Citronellol  
Coumarin  
Dimethicone  
Disodium Edta  
Ethylparaben  
Geraniol  
Hexyl Cinnamal  
Hydroxycitronellal  
Isopropyl Myristate  
Laureth-7  
Lecithin  
Limonene  
Linalool  
Methyl Gluceth-20  
Methylparaben  
Mineral Oil  
Octyldodecanol  
Parfum / Fragrance  
Peg-100 Stearate  
Peg-20  
Petrolatum  
Phenoxyethanol  
Polyacrylamide  
Polysorbate 20  
Propylene Glycol  
Sodium Benzoate  
Sodium Hydroxide  
Synthetic Fluorophlogopite  
Tetrasodium Edta  
Tin Oxide  
Tocopheryl Acetate  
Triethanolamine

### NuSkin® Questionable Ingredients

Butylene Glycol  
Caprylic/Capric Triglyceride  
Ceramide 3  
Chlorphenesin  
cyclopentasiloxane  
Dimethicone  
Dimethicone PEG-8 Meadowfoamate  
disodium EDTA  
Fragrance (parfum)  
Isoceteth-20  
isohexadecane  
Methylparaben  
PEG-75 STEARATE  
Pentylene glycol  
Phenoxyethanol  
polysorbate 80  
Potassium Sorbate  
Squalane  
steareth-20  
Tetrasodium EDTA

### Jeunesse® Questionable Ingredients

Baicalin  
Carbomer  
Cocamide DEA  
Cocamidopropyl Betaine  
Cyclopentasiloxane  
Fragrance  
Glycolic Acid  
Isododecane  
Lecithin  
Phenylpropanol  
Propanediol  
Retinyl Palmitate (Vitamin A)  
Salicylic Acid  
Sodium Benzoate  
Sodium Hydroxide  
Sodium Lactate  
Steareth-2  
Steareth-21  
Tetrahexyldecyl Ascorbate  
Tocopheryl Acetate (Vitamin E)  
Triethanolamine

### Nerium® Questionable Ingredients

Aminomethyl Propanol  
Caprylic/Capric Triglyceride  
Dimethicone  
Disodium Edta  
Hydroxythreonine  
Parfum  
Peg-100 Stearate  
Pentylene Glycol  
Phenoxyethanol  
Potassium Sorbate  
Sodium Borate  
Sodium Hydroxymethylglycinate  
Squalane  
Tetrahexyldecyl Ascorbate

Note: Nerium does not have a Cleanser or a Serum so they don't have enough products to accurately compare cost or effectiveness as a complete Skin Care System.

PURIUM bio is a  
proprietary formula  
made exclusively for

**PURIUM**  
HEALTH PRODUCTS™

Making Healthy Cool

LONG BEACH, CA • MADE IN U.S.A.

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### Competitive Information

All competitive information derived from competitors' corporate websites as of July 2015. Price comparisons based upon Purium retail price vs. competitor's retail price. Toxicity research based upon ewg.org, Whole Foods Markets and California Safety Standards databases as of July 2015.



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SKIN CARE