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**DO YOU BELIEVE IN
TRANSFORMATION?**

YOU WILL.

OBAGI[®]
SYSTEM

NU-DERM[®]

Full prescribing information has been
provided to your physician.

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OBAGI[®]
SYSTEM

NU-DERM[®]

THE OBAGI NU-DERM® SYSTEM

for skin that looks
and **acts younger**
and healthier.

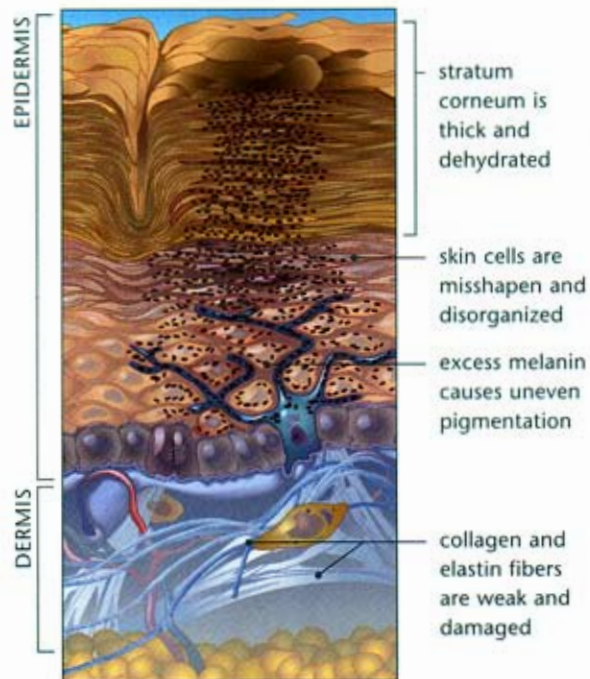
A woman in a white dress and hat holding a white umbrella on a beach.

Aging and environmental assaults—such as too much sun, hormones, stress and pollution— affect not only the way your skin looks and feels, but also your skin's health. The Obagi Nu-Derm System is a physician-prescribed skin care system that actually corrects the functions and health of your skin. The System **transforms** your skin at the cellular level, resulting in skin that looks and **acts younger** and healthier.

What are the effects of aging and photodamage on your skin?

As your skin ages, the turnover of skin cells slows significantly, throwing off the balance between the growth of healthy new skin cells and the sloughing off of old damaged skin cells. Collagen and elastin begin to slowly break down, causing the skin to lose its resilience, resulting in fine lines, wrinkles and sagging. Daily exposure to UV light accelerates this aging process and causes uneven pigmentation.

AGING, PHOTODAMAGED SKIN

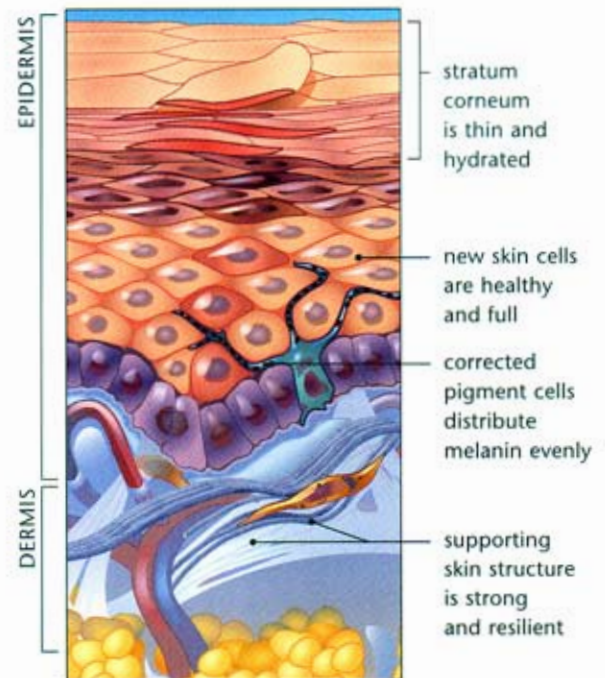


Skin becomes rough and wrinkled as dead surface cells accumulate.

Why does the Obagi Nu-Derm System transform your skin?

The Obagi Nu-Derm System penetrates below your skin's surface, transforming skin cell functions at the cellular level and correcting the damage within your skin. Administered using a specific sequence of dosage and frequency that's right for your skin condition, the prescription-based System triggers a **therapeutic cascade** that makes your skin look and **act younger** and healthier.

TRANSFORMED, YOUNGER-ACTING SKIN



Healthy new skin cells reach the surface and skin is soft and smooth.

Who should use the Obagi Nu-Derm System?

If you've experienced occasional sunburns, daily sun exposure, hormonal changes, stress and environmental pollution, then your skin will show signs of premature aging. Your genetic history may also make you more prone to the effects of aging skin. Developed for all skin types, the Obagi Nu-Derm System can be tailored to your skin care goals.



BEFORE

AFTER



BEFORE

AFTER

Photos courtesy of Dr. Zein E. Obagi

What can you expect while using the Obagi Nu-Derm System?

Your skin will undergo four phases of transformation:

1

OUT WITH THE OLD

- ▶ The Obagi Nu-Derm System penetrates to the deepest layer of the skin to correct signs of aging
- ▶ Old, dead skin cells are replaced with fresh cells
- ▶ Reactions such as itching, dryness and redness indicate that your treatment protocol is working

By the end of this phase, which typically lasts 6 weeks depending on your skin condition, you will notice a visible improvement.

2

IN WITH THE NEW

- ▶ Your skin begins producing normal, healthy cells
- ▶ Healthy new cells are pushed to the surface faster
- ▶ Pigment cells are distributing melanin more evenly
- ▶ Collagen and elastin production is stimulated
- ▶ Your skin begins to tolerate the treatment and reactions subside

At the end of this phase, you will notice a significant improvement in the look and feel of your skin.

3

HEALTHY GLOW

- ▶ All skin cells are in the process of transformation
- ▶ All layers of the skin receive an increased supply of nutrients and blood flow
- ▶ Healthy, strong collagen and elastin production continues
- ▶ Skin is smooth, naturally hydrated, evenly colored and more resilient

Your skin is looking and acting younger and healthier.

4

THE NEW YOU

- ▶ The Obagi Nu-Derm System has delivered on the promise of skin transformation
- ▶ Your goal now is to make it a permanent part of your daily health care routine

You will begin a personalized Obagi Nu-Derm System maintenance protocol to ensure the continuation of younger-acting skin.

What can the Obagi Nu-Derm System do for your skin?

With conscientious use of the Obagi Nu-Derm System (as prescribed by your physician), photodamaged and hyperpigmented skin can be transformed to look and **act younger** and healthier. Your skin will be smoother, firmer, more even-colored and properly hydrated. You and others will notice significant improvement in the way your skin looks and feels.



BEFORE

AFTER



BEFORE

AFTER

Photos courtesy of Dr. Zein E. Obagi

Why is the Obagi Nu-Derm System better than other products?

Regardless of skin type and condition, the Obagi Nu-Derm System has demonstrated superior results time and time again. In a recent clinical study involving 301 patients, the Obagi Nu-Derm System was proven to be 2–3 times more effective than other commonly prescribed skin care treatments.* In only 12 weeks, patients with mild to moderate photodamaged skin yielded significant improvements in key measures of photodamaged skin.

THE OBAGI NU-DERM SYSTEM IS PROVEN TO BE...

6x more effective

than the most commonly recommended skin care products at reducing fine wrinkles

3x more effective

than a hydroquinone treatment at reducing mottled hyperpigmentation and sallowness

2x more effective

than a tretinoin treatment at reducing wrinkles and improving firmness

*Data on file.

