



# Product Key & Assessment Guide

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CELAVIVE

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# Who We Are

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*go beyond what you see*

When it comes to beautiful skin, it's important to understand the biggest factor that influences your complexion—aging. Both chronological and lifestyle aging play a role in the way your skin looks and feels every day.

You experience stress from environmental and lifestyle factors that slow down your natural ability to fight the aging process. This can result in premature aging and cause other skin concerns to appear.

With key nutrients and powerful peptides, Celavive helps support healthy beauty-preserving functions within your skin to battle the most common signs of visual skin aging, including wrinkles, dryness, loss of elasticity, photo damage, discolouration, and texture. Go beyond traditional skincare regimens to rejuvenate your youthful appearance with the Celavive skincare system, only from USANA.

Each Celavive product contains innovative scientifically studied ingredients and vital nutrients to replenish, balance, and restore your skin's youthful appearance.

In only a few short weeks of using these products, expect to see:

- A brighter, radiant complexion
- Visibly firmer skin
- Reduced look of fine lines and wrinkles
- Improved hydration and smoother feeling
- Visibly even and healthy-looking skin tone

The entire Celavive line is paraben- and gluten-free, dermatologically tested, and formulated without harsh chemicals or preservatives.

✦✦ Celavive is the ultimate solution to achieving youthful, radiant skin and glowing confidence that shines while you accomplish goals, make memories, and age gracefully.

# Line Overview

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**Every person has unique skincare needs,** so make the most of your Celavive products by choosing the formulations that are right for you.



## AGING

Your first line of defense against aging with increased moisture production and bioactive peptides to visibly firm, smooth, and restore radiance.

**Technology: InCelligence, Olivol Botanical Blend**



## SENSITIVE SKIN

Microbiome-friendly skincare products intentionally formulated to directly nourish, revitalize, and promote the balance of your skin's delicate microflora for a happier-looking complexion.

**Technology: Postbiotics**



## PRO SERIES

**- Introducing the PRO SERIES -**

Clinically effective formulas designed to address specific skin concerns for faster, noticeable results.

**Technology: AHA/BHA + Bio-Retinols**

# How to use the Skin Assessment

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## VIRTUALLY

**Step 1:** Open the digital version of the Skin Assessment and explain how it helps identify the right products for your client's skin.

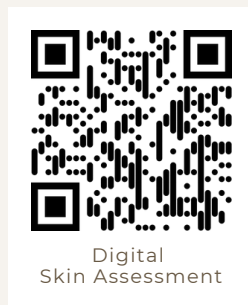
**Step 2:** Take their "before" photo.

**Step 3:** Complete the Assessment with your client.

**Step 4:** Review the results and open the product key to identify which products and supplements fit their goals the best.

**Step 5:** Fill out the routine portion of the Assessment and use this to create a Share List of products.

**Step 6:** Send the Share List link to your client for easy checkout.



## – Pro Tip –

Bring one of each product with you to easily demonstrate how the products work and create an engaging experience.

## IN-PERSON

**Step 1:** Sit down with your client in a quiet place. Inform them how the Skin Assessment helps identify the right products for their skin.

**Step 2:** Take their "before" photo.

**Step 3:** Complete the Assessment with your client.

**Step 4:** Review the results, ask questions, and then open the product key.

**Step 5:** Using the product key, identify which products and supplements fit their goals the best.

**Step 6:** Fill out the routine portion of the Assessment and use this to create a Share List of products.

**Step 7:** Send the Share List link to your client for easy checkout.

# STEP 1: Cleanse

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## Conditioning Makeup Remover

### Concern

Remove long-wear waterproof makeup, provide a more effective cleanse, and use as a double-cleanse

### Skin Type

All skin types

### Function

Gently cleanses to keep skin healthy looking by removing makeup, dirt, and impurities from the skin

AGING



## Creamy Foam Cleanser

### Concern

Oily skin, occasional breakouts, dull or texture issues

### Skin Type

Oily, combination, normal, dull

### Function

Creates a rich, foaming lather that effectively cleanses and gently exfoliates the skin while removing dirt and debris from the skin

AGING



Olivol Botanical Blend



Cell-Signalling Complex



Postbiotics



## Gentle Milk Cleanser

### Concern

Gentle, non-foaming cleanse that isn't harsh or irritating, ideal for more delicate or mature skin types

### Skin Type

Dry, very sensitive

### Function

Uses gentle emollients instead of foaming agents to remove dirt and oils and cleanse the skin, preps it for toning

AGING



Vegan



## Postbiotic Calming Cleanser

### Concern

Skin sensitivity, prone to blemishes, experiences moisture barrier issues like flaking, dryness, or the appearance of redness

### Skin Type

Oily, combination, normal, blemish-prone

### Function

Micro-foaming action that removes dirt and nourishes skin microbiome, improves moisture barrier

SENSITIVE SKIN



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## Cleanse

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### Exfoliating Scrub + Mask

#### Concern

Dull skin, texture issues or rough-feeling skin, large pores

#### Skin Type

All skin types

#### Function

Results in a softer, smoother-looking complexion while removing dead skin, effectively cleansing the skin and pores to help with problematic-looking skin, and improves overall skin texture

AGING



### 2-in-1 Dual-Action Power ✨

**Scrub:** Gentle hydrogel beads and charcoal help remove dirt, oil, and dead skin. At the same time, a unique mix of plant-based extracts, including Olivol Botanical Blend, revives radiance and shields your skin from the visible side effects of air pollution.

**Mask:** Charcoal is effective for detoxifying your pores to renew healthy-looking skin. Added mineral-rich sea salt (a clay-like substance with fine particles) nourishes your skin as it purifies. Simply leave the mask on your face for up to 15 minutes. It will help pull excess oils, sebum, bacteria, or other impurities from your pores. When you're done, you'll see clear, clean skin that feels refreshed and energized.



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# STEP 2: Tone

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## Perfecting Toner

### Concern

Prepping and effectively cleansing the skin, imbalanced skin or aging skin

### Skin Type

All skin types

### Function

Gently purifies and maintains proper moisture levels, helps balance the skin's pH levels after cleansing to improve product absorption and promote balance

AGING



## Prep the Skin

Celative Perfecting Toner is the perfect way to complete the cleansing process. Gently wipe away any traces of makeup or dirt and leave skin feeling conditioned. Cleanses the skin of impurities and prevents the look of blemishes.

Cleansing can remove natural oils from your skin, making it susceptible to irritants and unable to absorb the active ingredients in skincare that follows. Celative Perfecting Toner helps restore your skin's proper moisture and pH balance for optimal absorption.



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# STEP 3: Enhance



## Hydrating + Lifting Sheet Mask

### Concern

Very dry, dehydrated-looking skin, fine lines and wrinkles

### Skin Type

All skin types

### Function

Lifts and smooths the look of skin while providing intense hydration and visibly tighter, more luminous skin after just one 20 minute application

AGING



## Postbiotic Rescue Serum

### Concern

Sensitive skin prone to breakouts, visible redness, and compromised moisture barrier

### Skin Type

Stressed, blemish-prone, sensitive

### Function

Locks in moisture, replenishes the skin's moisture barrier, and provides an immediate cooling and refreshing feeling to the skin.

SENSITIVE SKIN



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## 4-in-1 Resurfacing Serum

### Concern

Fine lines and wrinkles, dull skin or uneven skin texture, experiences problematic skin or lack of luminosity

### Skin Type

All skin types, more sensitive skin should perform a patch test, may tingle upon application

### Function

The unique combination of AHA/BHAs, peptides, niacinamide, and bio-retinol makes this our most effective serum yet. Upon application skin will feel smoother and glowing, while long-term results will show improvement in the appearance of dark spots, breakouts, visible redness, and the appearance of fine lines and wrinkles.

PRO SERIES

## Multi-Tasking Magic

Celavive Resurfacing Serum is the combination of proven actives, combined with clinical innovation to achieve better results in fewer steps. Formulated to target four visible signs of aging, delivering immediate and lasting results:

**Texture**—Supercharged AHAs, BHAs, mandelic acid, and bakuchiol give the skin an instant glow and immediate softness.

**Brighten**—Addresses dull, uneven skin tone to reduce the appearance of discolouration.

**Clarify**—Deeply cleanses to diminish the look of pores and help resolve the appearance of problematic skin.

**Firm**—Reduces the appearance of fine lines and wrinkles for noticeably firmer-looking skin.



## Vitalizing Serum

### Concern

Fine lines and wrinkles, lack of luminosity and volume in the skin

### Skin Type

All skin types

### Function

Powerhouse peptide serum dramatically reduces the appearance of fine lines and wrinkles, discolouration, large pores, and loss of skin elasticity for noticeably younger-looking skin after one application

AGING



## Hydrating Eye Essence

### Concern

Under eye dark circles, puffiness, and fine lines

### Skin Type

All skin types

### Function

Ultra-hydrating formula to brighten, lift, and smooth the delicate eye area, lightweight hydration plus a stainless steel applicator tip to cool the eye area

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# STEP 4: Hydrate

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## Protective Day Lotion

### Concern

Sun exposure and its link to aging, simplified daytime routine

### Skin Type

Oily, combination

### Function

This lightweight lotion protects and hydrates for healthy-looking skin

AGING



## Protective Day Cream

### Concern

Sun exposure and its link to aging, simplified daytime routine

### Skin Type

Dry

### Function

This moisturizing cream protects and provides rich hydration for healthy-looking skin

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## Replenishing Night Gel

### Concern

Fine lines and wrinkles, uneven skin tone and texture

### Skin Type

Oily, combination, mature

### Function

Gel moisturizer that hydrates the skin overnight for long-lasting improvements in skin's natural radiance

AGING



## Replenishing Night Cream

### Concern

Fine lines and wrinkles, skin dryness or uneven skin texture

### Skin Type

Dry, mature

### Function

Promotes hydrated, radiant skin while you sleep and lessens the appearance of wrinkles. Promotes a youthful-looking plumping effect

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## Postbiotic Soothing Moisturizer

### Concern

Visible redness and sensitivity, areas of dryness and oiliness due to skin moisture barrier issues

### Skin Type

Sensitive, blemish-prone, combination

### Function

Boosts your skin's moisture barrier and visibly calms skin, goes on cool to hydrate and soothe dry skin, and improves problematic skin

SENSITIVE SKIN



## Postbiotic Barrier Balm

### Concern

Dry, flaky skin, areas of intense dryness and compromised moisture barrier

### Skin Type

Very dry, problematic

### Function

Acts like a second skin to replenish your skin's moisture barrier, seals in hydration and visibly helps support skin's moisture levels

SENSITIVE SKIN



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## Luminous Moisture Cream

### Concern

Hyperpigmentation, uneven skin tone

### Skin Type

All skin types

### Function

Restores skin's natural glow and helps visibly reduce unwanted pigmentation as it brightens, hydrates, and softens the skin, contains vitamin C and niacinamide to brighten skin's appearance

AGING



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## Radiant Facial Oil

### Concern

Fine lines and wrinkles, sensitive skin or uneven skin tone

### Skin Type

All skin types

### Function

Hybrid facial oil that absorbs quickly into skin to help it feel soothed and hydrated. Use on its own or combine with other moisturizers.

AGING



## Moisturizing Powerhouse

The oils your skin produces help seal in moisture and condition your skin for a soft and hydrated complexion. When your natural oil production is unbalanced, Radiant Facial Oil steps up.

Dry skin is often behind common visible signs of aging. Wrinkles, fine lines, and hyperpigmentation all stem from skin that lacks moisture. This can hamper your natural radiance and glow.

Our facial oil supports your skin's natural ability to retain moisture. The botanical oils and Chloroplastin cell-signalling actives in Radiant Facial Oil are full of hydrating agents your skin uses to thrive.

### Tip ✨

Add a few drops of Radiant Facial Oil into your face/body moisturizer for boosted hydration. Use as the last step of your night routine, add to ends of hair and nails for multi-use hydration.



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# USANA NUTRITIONALS

## FOR SKIN HEALTH

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- ✓ **Vitality / Longevity**
- ✓ **Foundational Wellness**
- ✓ **Total Body Health**
- ✓ **Phytonutrients**
- ✓ **Convenience**
- ✓ **InCelligence Technology**

## HealthPak

USANA HealthPak was scientifically formulated to be the ultimate solution for whole-body health and convenience. It includes premium foundational supplements with precise amounts of vitamins, minerals, and phytonutrients plus targeted antioxidant blends to support the natural processes that promote healthy biological aging, cellular defence, and energy.

Each a.m. and p.m. packet contains:

- **CellSentials: Vita Antioxidant** with InCelligence Complex (2 tablets)
- **CellSentials: Core Minerals** (2 tablets)
- **MagneCal D** (1 tablet)
- **CellSentials Booster** (1 tablet) a HealthPak exclusive!



- ✓ Science-backed
- ✓ Patented†
- ✓ Clinically Proven

## CellSentials / CellSentials Prenatal

Together as USANA CellSentials, **Vita Antioxidant** and **Core Minerals** provide comprehensive nutrient support to build a solid foundation for health.

Targeted blends of key vitamins, minerals, botanicals, and phytonutrients work together to activate your body's own biological processes associated with cellular energy, resilience, and optimal lifespans.

Formulated with our patented **InCelligence Complex†**, USANA CellSentials delivers advanced nutrition and harnesses the power of cell signalling to nourish, protect, and renew your cellular health while supporting a variety of metabolic functions throughout your body.

***Also available in a Prenatal format!***

†U.S. Pat. No. 10,632,101

# USANA NUTRITIONALS

## FOR SKIN HEALTH

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- ✓ Supports healthy skin aging
- ✓ Maintenance of skin elasticity
- ✓ Helps in connective tissue formation
- ✓ Supports the neutralization of oxidative stress

## Advanced Collagen

This powerful skin-health optimizer is formulated with type I and III high-quality collagen peptides—and other skin-supporting ingredients. You'll experience the benefits of ingredients like:

- **Biotin** for healthy-looking nails and hair
- **Vitamin C** for free-radical neutralization support



## USANA Probiotic

Each stick pack of USANA Probiotic contains a unique 50/50 mixture of two of the most well-studied probiotic strains: *Bifidobacterium animalis* subsp. lactis (BB-12) and *Lactobacillus rhamnosus* (LGG).

Supports good digestion and your overall health. Helps promote microbial balance with a boost of friendly bacteria.

*Gluten, sugar, dairy free*

**14 Stick Packs**

## Did You Know?

A happy gut shows in your skin. Things like excessive alcohol, stress, and poor food choices can all change the look of your skin.

It's called the Gut-Skin Axis and it's all about keeping your gut health in check to support your microbiome-friendly skincare routine.

There are lots of ways to keep your axis happy:

- Eat a balanced diet of probiotic-rich and fermented foods
- Be kind and gentle to your skin
- Take a supplement with a broad spectrum of probiotics

# USANA NUTRITIONALS

## FOR SKIN HEALTH

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### BiOmega

Concentrated omega-3 fatty acids plus vitamin D to support normal, healthy heart, brain, eye, skin, and joint function.

Formulated with advanced and guaranteed levels of EPA and DHA, which are important for memory and learning.

Made from responsibly sourced, cold-water, deep sea fish and flavoured with lemon oil to minimize any fishy aftertaste.



### Visionex DS

Visionex DS is expertly formulated with powerful antioxidants like lutein, zeaxanthin, bilberry extract, and vitamin C to help maintain the structure and integrity of the lens and support long-term eye health.

Formulated to include vitamin C, this eye health supplement helps with connective tissue formation.



## Proflavanol C<sup>200</sup>

USANA Proflavanol C<sup>200</sup> capsules contain a combination of high-quality grape seed extract with the free-radical quenching power of USANA's Poly C blend to raise levels of vitamin C for longer periods of time.

Designed with USANA's Nutritional Hybrid Technology, this powerful antioxidant supplement combines the benefits of both grape seed extract and vitamin C, offering support from oxidative stress.

***Also available in C<sup>100</sup>***

## Quick Links



Digital  
Skin Assessment

CELAVIVE

**USANA.com**