RENEW INTENSIVE SKIN THERAPY™
Clinically proven to heal and protect even the driest skin.

THE NEED
Millions fight a daily battle with irritated skin that keeps them from living life to its fullest. Trying to find relief can be a frustrating experience.

COMPETITIVE SOLUTIONS
Supermarket brand lotions can leave a greasy film on your skin that can prevent your skin from breathing. Plus, they don’t stand up to handwashing, so you have to constantly reapply them.

THE MELALEUCA SOLUTION
Renew is clinically proven to work faster, better, and last longer than US brand Eucerin®, the leading US dermatologist-preferred lotion. This non-greasy, total-body formula is light enough for daily use, yet powerful enough to improve the chronic dry skin of eczema. Clinical studies show that after only 24 hours, Renew leaves severely dry skin significantly softer, smoother, more moisturised, and healthier than US brand Eucerin®. Melaleuca offers a complete dry skin therapy system including hand wash, body wash, and bath oil, to give you everything you need to fight chronic dry skin.

THE MELALEUCA VALUE
On average, it would take 4–6 applications of US brand Eucerin® per day to equal just two applications of Renew.

Thousands of Melaleuca customers use Renew Intensive Skin Therapy. These customers have shared their stories of the life-changing relief they’ve experienced with Renew. Over and over we have heard that Renew is the best dry-skin therapy they’ve found. We love to hear these stories. But stories are not scientific evidence. So in order to find out whether Renew is the only dry skin therapy you’ll ever need, we decided to test Renew against Eucerin®, the US brand most doctors recommend and Renew’s strongest competitor. Two independent, double-blind clinical studies were conducted by a world-renowned research firm in the harsh winter conditions of Winnipeg, Manitoba, Canada. We expected good results, but the clinical findings exceeded even our expectations.

A GROWING NEED
Around the world, almost 180 million people suffer daily from severely dry skin. And millions more must deal with eczema, a chronic dry skin condition that’s grown dramatically over the last 30 years. Sadly, many of these cases are children. In fact, 90% of sufferers experience symptoms before they reach the age of five. In the United States alone, over $1 billion a year is spent trying to fight the effects of eczema.
Pushing Renew to the Limit

The independent research facility conducted two studies. The first study examined Renew’s ability to improve severely dry skin versus its strongest competitor. The second study looked at whether Renew improved the dry skin symptoms associated with eczema. Both studies took place in Winnipeg to thoroughly test Renew’s ability to show results in even harsh, blustery, dry winter weather.

Each study was designed to be double-blind, which means the participants only knew the two lotions as “Product A” and “Product B.” Even the clinicians gauging the results were unaware which products were which. Researchers compared how Renew performed against the market leader Eucerin in improving the:

- dryness,
- roughness,
- moisture content,
- and moisture retention

of severely dry skin. Skin was observed and measured over the course of 14 treatment days. These same areas were measured again after skin received no treatment for seven days.

How Did Renew Do?

Renew outperformed, outlasted, and flat out beat Eucerin in every area tested on severely dry skin. After 24 hours, Renew left dry skin significantly:

- softer,
- smoother,
- more moisturised,
- and healthier.

Even after 14 days of steady use, Eucerin didn’t improve dry skin as well as Renew. When compared to Eucerin, Renew attracted five times more moisture after 14 days. And skin’s ability to retain moisture improved by more than seven times versus Eucerin. What do these numbers mean for severely dry skin? Because Renew makes it easier to attract and retain moisture, Renew literally helps skin heal itself—it puts an end to dry skin.

After the 14-day treatment period, researchers had participants stop using both lotions for a full week. Untreated skin suffered seven days of wear and tear in Winnipeg’s harsh winter weather. And Renew kept working! Even after one full lotion-free week, the roughness level of skin previously treated with Renew was 55% better than pre-study measurements. How did Eucerin fare? Eucerin testers saw their skin return to its previous dry and rough appearance, similar to its appearance before the study.
**Eczema’s Growing Impact**

Over the last 30 years, the number of eczema cases has grown dramatically. Sadly, many of these are children. In fact, 90% of chronic dry skin sufferers experience a combination of redness, itching, flaking, and scaling before they reach the age of five.

Earlier, we mentioned a second clinical study that evaluated Renew’s ability to improve the chronic dry skin symptoms associated with eczema. And the results set a significant milestone for Renew. When participants with eczema used Renew, the clinical study found that their severely dry skin saw significant improvements in redness, itching, flaking, and scaling. These results confirm what so many customers have told us—Renew can help you and your loved ones find relief from the chronic dry skin associated with eczema.

During the eczema study, researchers tested skin’s moisture level after 14 and then 21 days of use. Renew users showed a higher level of hydration in eczema-prone skin than Eucerin users. Remember that the more moisture your skin can hold onto, the healthier it is and the better it is able to heal itself.

**A Renew Milestone**

Now we have the clinical results that support the Renew stories we’ve heard from our customers for years—Renew works and is proven to deliver dry skin relief faster, better, and longer than the leading dermatologist preferred lotion. With Renew you have a perfect daily moisturiser, that’s also powerful enough to relieve the chronic dry skin of eczema.

**What Makes Renew Different**

According to the American Academy of Dermatology, those who suffer from severe dry skin can’t get by with a simple cosmetic moisturiser like regular hand lotion. They need “a therapeutic moisturiser.” Renew answers the call in two ways. First, it keeps skin health and prevents dry skin when used daily. Second, Renew relieves severely dry skin associated with chronic skin conditions like:

- eczema
- psoriasis
- rosacea

The only dry-skin therapy of its kind, Renew provides a special combination of nature’s best moisturisers—glycerin and allantoin—and penetrating T36-C5 Melaleuca Oil.

**Malaysian Glycerin.**

Going beyond the industry standard (animal tallow), Renew’s natural glycerin is from exotic Malaysian palm kernel and palm oils. The glycerin in Renew shores up your skin’s natural protection against moisture loss. Glycerin attracts just the right amount of water to your skin cells so they stay properly hydrated. Plus, rather than just sitting on top of your skin (which can lead to clogged pores), Renew’s glycerin softens your skin while letting it breathe. A study in the *Journal of Investigative Dermatology* found that glycerin can also help wound healing and skin conditions like psoriasis. So Renew’s high glycerin content “helps your skin heal itself” by attracting and retaining much-needed moisture.

**Allantoin.**

Renew Intensive Skin Therapy also contains allantoin—which is derived from the herb comfrey. For centuries, the comfrey root and leaves were used as a wound-healing medicine. The allantoin in Renew promotes skin cell regeneration by helping pull moisture deep into your skin and forming a protective shield against moisture loss.

**T36-C5 Melaleuca Oil.**

With its naturally soothing and penetrating properties, T36-C5 Melaleuca Oil helps soothe away dry, itchy irritation.
Renew Hand Wash vs. Dial Antibacterial Soap with Moisturiser

In order to find out if Renew Hand Wash could improve the condition of skin exposed to frequent hand washing and improve the effects Renew Lotion had on the skin, we tested it against US brand Dial® Antibacterial Soap. It was a double-blind study conducted by a world renowned clinical laboratory in Canada.

Measurements were taken on days 4, 18, and 25 to determine the following:
- Skin barrier function
- Skin hydration condition
- Visual grading of dry skin

The clinical results found that frequent hand washing with Renew Hand Wash is less drying to skin, and was found to damage skin barrier functions less than the leading liquid hand soap, and reduces moisture content less. Renew Hand Wash is gentler to hands and was clinically proven to work with Renew Lotion to moisturise hands better than using Renew Lotion alone and better than the leading liquid hand soap.

Banish Dry Hands—Even If You’re a Frequent Hand Washer

Made with the same powerful moisturisers as Renew Lotion, Renew Hand Wash is clinically proven to help your hands retain more moisture with every wash.

Unlike ordinary soap, Renew Hand Wash protects your skin from moisture loss even as it gently washes away dirt and germs. It keeps providing that protection no matter how often you wash your hands.

Hydrated Skin, Even After the Shower

It’s a sad truth—as soon as you step out of the shower, your skin can start to feel dry and chapped. But here’s a happy fact—now you can shower with the hydrating, protecting power of Renew.

Formulated specifically for dry skin sufferers, Renew Body Wash can help you keep your skin from drying out when you bathe. It contains the same moisturising technology that powers Renew Lotion, plus skin-soothing vitamin E, all to protect your skin and leave behind a softer, more hydrated feeling that lasts long after you wrap yourself in your towel.

Double Your Dry Skin Relief with Renew Bath Oil

Another member of the Renew family, Renew Bath Oil helps you kiss those sandpaper arms and legs goodbye. By adding a capful of Renew Bath Oil to your tub, the oil works with the heat of your bath to soothe and soften rough, dry skin. Renew Bath Oil is the only bath oil with nature’s own Melaleuca Oil T36-C5™. you’ll feel the “ahhh” of relief fast. For best results, use Renew Intensive Skin Therapy immediately following your bath for irresistibly softer skin.
Purpose: This demonstration will illustrate how *Renew Intensive Skin Therapy* delivers softer, smoother, healthier-looking skin without leaving your hands greasy with unnecessary oils.

**Supplies Needed:**
- *Renew Intensive Skin Therapy*
- *Ego® QV Lotion*
- Oil-absorbing sheets
- Black tile

**Talking Points**

We compare *Renew* to *QV Ego*, a leading brand of lotion in Australia and New Zealand.

Not all lotions are created equal. *QV Ego* uses paraffin, which leaves hands feeling greasy and suffocates the skin.

*Renew* is a non-greasy, exclusive formula with natural ingredients that absorb fully into the skin to help skin heal itself.

You can see the difference. *QV Ego* is greasier, leaving a layer on the skin.

**Step 1:** Ask for a volunteer and have him or her rub *QV Ego* on top of one hand and *Renew* on the top of his or her other hand until each lotion is fully absorbed.

**Step 2:** Now, rub an oil-absorbing sheet on the hand with *QV Ego* and place the sheet on the black tile. You will notice the sheet with *Ego* will look very greasy.

**Step 3:** Do the same thing to the hand with *Renew* on it and place the sheet on the black tile. You will notice that there is virtually no oil on the sheet with *Renew*.

**Step 4:** Place the two oil-absorbing sheets side by side against the black tile to best compare the results.

**Why does it work that way?**

One of *Ego® QV’s* main ingredients is mineral oil (also known as soft white paraffin). When paraffin is used as a primary moisturising ingredient, it can form a film on your skin, blocking your pores and interfering with normal skin respiration. Heavy oils, like paraffin, weigh down and suffocate the skin. Paraffin does not absorb into the skin because the molecules are too large to penetrate the skin.

*Renew*, on the other hand, does not use any paraffin. *Renew* is the only skin lotion that combines allantoin, glycerin, and the penetrating properties of Melaleuca Oil to pull moisture into your skin and combine to form a protective seal against moisture loss.