



Under Embargo Until July 18, 2014

**SKIN'S NO. 1 ENEMY— GLYCATION — CAN BE REVERSED WITH
NEW TruAge SKIN A.G.E. THERAPY GEL**

**Morinda's New Skin Care Product Eliminates and Protects
Against Sugar Formation**

NEW YORK — JULY 18, 2014 — The desire for a younger, youthful look is always on the minds of consumers. Morinda, the leading creator of anti-aging beverages, supplements and skin care products, is addressing this issue with the unveiling of its latest innovation — TruAge Skin AGE Therapy Gel.

AGE Therapy Gel helps to reverse the external effects of damage caused by advanced glycation end-products (AGEs). This damage is also known as glycation. AGE Therapy Gel improves the skin's appearance while boosting its protective layer. This light, moisturizing gel works by disrupting AGE formation, while soothing and repairing stressed or damaged skin.

"Glycation is responsible for virtually every sign of aging and can have a devastating effect on skin," said Kira Davis, Morinda's global product development manager. "We created TruAge Skin AGE Therapy Gel from the best ingredients found in Morinda's flagship AGE-fighting product, TruAge Max, to create an exclusive product that promotes healthy collagen and elastin growth."

Naturally Defends Against AGEs

AGE damage, or glycation, occurs when excess sugars in the bloodstream bind with proteins in the skin, causing stiffness and inelasticity, while impairing the skin's protective function.

Using Morinda's proprietary topical TruAge Max formula, AGE Therapy Gel consists of noni, Cornelian cherry, olive leaf, blueberry and cranberry extracts, to fortify the skin's natural defenses against AGEs.

It works by penetrating deep inside pores, interacting with and dissolving the sugar-derived molecules — dicarbonyls — which readily form AGEs. AGE Therapy Gel's ingredients react with the dicarbonyls and take them out of circulation, preventing the formation of AGEs.

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From a Regular Beauty Routine to Protection

AGE Therapy Gel works on its own and as part of any daily skin care routine. The fast-absorbing, weightless formula is safe for all ages and skin types.

Key Benefits:

- **Protects** – The topical TruAge Max blend is comprised of ingredients that create a protective barrier against AGE accelerators such as free radicals, environmental damage and moisture loss.
- **Soothes** – Oat kernel extract and beta-glucan provide a soothing effect on skin, reducing redness and irritation, as well as helping to strengthen the skin's barrier function.
- **Repairs** – Carnosine has been shown to block AGE damage, protect minor cuts, scrapes and burns, and relieve dry, chapped skin. It also protects and relieves chafed and irritated skin.

Availability

AGE Therapy Gel is the latest addition to the TruAge Skin family. It is available now exclusively at the [Morinda Online Store](#) at a special introductory price of \$42.00. To purchase, or for more information, go to www.morinda.com.

About Morinda

Founded in 1996, Morinda is a global, research-driven company with a mission to use the power of nature to help people live healthier, longer lives. Cutting edge technology and extensive research have allowed Morinda to develop an innovative TruAge product line, as well as other natural wellness products that reflect its passion to help people live younger, longer. Morinda is headquartered in Provo, Utah, and has a presence in more than 70 countries worldwide. Learn more at www.morinda.com.

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