

EPOCH®

FOOT TREATMENT

Restores Healthy Looking Heels, Toes, and Soles



POSITIONING STATEMENT

Epoch® Foot Treatment is a therapeutic foot cream for those suffering from rough, dry, or cracked feet.

TAGLINE

Restores Healthy Looking Heels, Toes, and Soles.

CONCEPT

If you have chronically dry, cracked feet and have tried all kinds of moisturizers, you know instead of getting better, the problem persists or even gets worse. A persistent problem like this requires more than moisturizing. You need a product that works on the underlying cause. Epoch® Foot Treatment brings the hidden solution of the rainforest to you. Epoch® Foot Treatment features crushed all-spice berry (Pimenta dioica)—traditionally used by the indigenous people of Central America to relieve persistent dry, cracked, red skin on heels, toes, and sides of feet. So much more than a moisturizer, Epoch® Foot Treatment restores healthy looking heels, toes, and soles.

TARGET AUDIENCE

Women and men ages 18+ who experience severely dry or cracked skin on their feet.

PRODUCT BENEFITS

- Works on the underlying cause of rough, dry, and cracked feet, returning them to a soft, smooth, healthy looking condition.
- Delivers noticeable relief in the first few weeks of use.
- Softens and exfoliates dead cell buildup and calluses for soft, smooth skin.

- No added fragrance; naturally fragranced with allspice berry.
- Safety-allergy-dermatologist tested.

KEY INGREDIENTS

- **Crushed allspice berry (Pimenta dioica)**—used by indigenous people in the rainforests of Central America to relieve persistent dry, cracked, red skin on heels, toes, and sides of feet.
- **Urea**—exfoliates calluses and dead cell buildup while providing deep moisturization.
- **Papain**—a proteolytic enzyme from papaya breaks down and loosens thick, rough patches of dry, dead skin.

USAGE/APPLICATION

Apply liberally to affected areas on cleansed feet morning and night, or as needed. Focus on rough or dry areas. Do not rinse off. Allow product to remain on skin as long as possible. Best results are seen after six to eight weeks of usage as directed.

CLINICAL STUDY

Procedure:

More than 100 study participants with dry, cracked, or problem feet applied Epoch® Foot Treatment twice daily for 12 weeks. Participants were examined by a clinical grader at four, eight, and 12 weeks.

Results:

Seven out of 10 consumers saw significant visible improvement in their dry, cracked feet within four weeks.

CROSS PROMOTIONAL PRODUCTS AND EXPLANATION

- **Perennial® Intense Body Moisturizer**—a therapeutic body moisturizer that promotes cellular durability, helping rein-

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force the skin's natural defense mechanisms and protect against external aggressors.

- **Epoch® Firewalker® Relaxing Foot Cream**—a soothing cream that relaxes and cools hot, tired, and sore feet.
- **Epoch® IceDancer® Invigorating Leg Gel**—a clear cooling gel that stimulates and instantly revives fatigued legs.
- **Epoch® Ava puhi moni® Anti-Dandruff Shampoo**—a therapeutic botanical shampoo that cleanses hair and provides soothing relief to those suffering from a dry, flaking scalp and dandruff.

FREQUENTLY ASKED QUESTIONS

What is the difference between Firewalker® Relaxing Foot Cream and Foot Treatment?

Epoch® Foot Treatment, with allspice berry, is formulated to target the underlying causes of dry, cracked feet. Key ingredients soften and dissolve rough, dry, dead cell buildup for soft, smooth, healthy looking feet. Firewalker® Relaxing Foot Cream is designed to soothe hot, tired, achy feet using natural ingredients, such as extract from the Hawaiian ti leaf, to absorb heat and to cool and soothe the skin.

I have moisturized my feet repeatedly, but can never seem to find relief for my dry, cracked heels. Why are moisturizers not helping?

Moisturization is only one aspect of the healing process. Because dry areas on the feet are usually composed of thick, rough patches of dead skin, most beneficial ingredients cannot be absorbed to the healthy layers beneath. When you use a basic moisturizer on these areas you are simply applying a layer of emollients (moisture-binding ingredients). In order to deliver nourishing ingredients to healthy skin layers, much of the dead cell buildup must be removed and softened. For this reason, Epoch® Foot Treatment incorporates key ingredients such as allspice berry and urea to loosen and exfoliate the rough, dry patches.

Can I use Epoch® Foot Treatment on other areas of my body?

Yes, Epoch® Foot Treatment is great for any dry, cracked area of the body where you would like to restore soft, smooth skin. Perfect examples are rough cuticles, dry elbows, and scaly knees.

Is Epoch® Foot Treatment safe and effective for prolonged use?

Yes, Epoch® Foot Treatment consistent application on problem areas of the feet. In fact, key ingredients in Epoch® Foot Treatment help maintain balanced moisture levels in the skin. If you find after several weeks that the soft, smooth, healthy look and feel of your feet has returned, you can switch to Firewalker® Relaxing Foot Cream for daily moisturization, then periodically resume use of Epoch® Foot Treatment when you want intense treatment. For an all over body moisturizer while using Epoch® Foot Treatment as a temporary treatment, use Perennial® Intense Body Moisturizer.

INGREDIENT DECK

Water (Aqua), Urea, Glycerin, Stearyl Alcohol, Cetyl Alcohol, Octyldodecyl Neopentanoate, Trioctyldodecyl Citrate, Glyceryl Undecylenate, Glyceryl Stearate, PEG-100 Stearate, Cetyl Phosphate, PPG-3 Benzyl Ether Myristate, Magnesium Aluminum Silicate, Dimethicone, Lauryl Laurate, Pimenta Dioica Fruit Extract, Papain, Polysorbate 20, Xanthan Gum, Caramel, Butylene Glycol, Carbomer, Tetrasodium EDTA, Sodium Hydroxide, Phenoxyethanol, Caprylyl Glycol, Chlorphenesin, Sorbic Acid