

ALL ABOUT SKIN EVENT

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Pre-Event

- Decide on a date (best time is right after work: e.g., 6:00 p.m.)
- Host invite 30+ people personally/by phone and send email to follow up
- Presenter confirm by phone the day before or day of the event (ensures a good turnout and successful event)
- Lumière de Vie® & Skintelligence® (attractive display)
- Print out all required handouts
- Optional: Motives® Beauty Basics products, Motives cosmetics, additional skincare products
- 30-minute social time as people arrive
- Start promptly even if all guests are not there
- All About Skin Event is one hour only; two hours including social time and closing

Meet and Greet (30 minutes)

- Greet each guest
- Hand out name tag
- Hand out folder (include All About Skin Survey and Product Suggested Regimen Chart)
- Ask them to please fill out the survey before the presentation
- Serve Stress Cocktail or Beauty Blend with soda water
- Serve snacks (e.g., cheese and veggie tray; nothing messy)

New Distributor or Host/Hostess

- Welcome and thank everyone for coming
- Share two-minute commercial
- Introduce presenter and have them give their two-minute commercial
- Presenter has guests introduce themselves (have them reference what they filled out in the All About Skin Survey)
 - Name, what they do, and why they came tonight
 - One skincare challenge they have

Presenter or Assisting Distributor

- Introduction of Market America and SHOP.COM (*Annual Report*)
- Based in Greensboro, NC; started in 1992
- Celebrating 21 years of success

Prepare Before Event

- Name tags
- Motives folder (Code: 138)
- Lumière de Vie cards
- Baby wipes, cotton balls
- Copies of *Motives Catalog* (Code: 3518)
- Copies of *Skincare Catalog* (Code: SC3517)
- Markers/pens
- Hand sanitizer
- Spray water bottle for demos
- Paper towels
- Mirror
- Small table to display products
- Chair/stool next to table
- Lumière de Vie products
- Lumière de Vie Facial Cleanser (Code: 12207)
- Lumière de Vie Toner (Code: 12208)
- Skintelligence Travel Kit (Code: 12601)
- Optional: other skincare products, Motives Beauty Basics products, other Motives products, Motives for La La products
- Client Record and Receipt (located on unfranchise.com under Motives downloads)
- Printouts:
 - Order Form
 - All About Skin Survey
 - Skincare Regimen Form
 - Product Regimen Chart
- Download Lumière de Vie Video Clip
- Snacks
- MochaTonix®, Isotonix OPC-3® Beauty Blend, Isotonix® Calcium Plus, Isotonix Activated B-Complex, Ultimate Aloe™

Remember Your Goal

- Identify two business partners
- Develop 10 new customers
- Sell minimum \$150 per guest
- Identify a new host

- Product brokerage and internet marketing company
- Many divisions and diversity
- We have many billion-dollar markets
- Consumers are already purchasing them somewhere else
- 2010 partnered with Microsoft and acquired SHOP.COM – allowing us to specialize in online shopping, and being Shop Consultants
- Financially strong in multiple countries: just opened in Mexico and the United Kingdom
- Today's focus is on Lumière de Vie®. Lumière de Vie is the next generation of skincare, designed to promote the natural healing process of all skin types. It uses the highest-quality ingredients from the earth and sea.
- Motives® offers quality cosmetics at excellent prices.
- Since there is no brick-and-mortar store with overhead, we are able to pass those savings on to you.

Push Play for YouTube

“Now I would like to introduce you to Lumière de Vie [Play video](#) from YouTube titled “Lumière de Vie: Bring Life and Light Into Your Skin” (31 seconds)

Discuss Sanitation

- No double dipping (use disposables)
- Use spatulas to remove cream products from container
- Have group see you put on hand sanitizer

Read the Names of the Products

- Lumière de Vie™ Facial Cleanser,
- Lumière de Vie™ Toner,
- Lumière de Vie™ Volcanic Exfoliating Mask,
- Lumière de Vie™ Illuminating Fading Fluid,
- Lumière de Vie™ Serum Concentrate,
- Lumiere De Vie™ Intense Rejuvenation Crème,
- Lumiere De Vie™ Eye Balm,
- Skintelligence® Travel Kit
- Isotonix OPC-3® Beauty Blend

Demonstrate the Following Products on Guests' Right Hand

Pass around hand sanitizer and ask each guest to use some. Make sure you have guests refer to their All About Skin Surveys as you go through each product. For example, when you talk about the Illuminating Fading Fluid you want the guests to refer back to the survey and if they checked that their skin has brown spots and uneven skin tone then you will want to tell them to circle the Lumière de Vie Illuminating Fading Fluid on their Regimen Chart.

Explain Steps for Skincare Regimen

- **Step One:** Cleanse
- **Step Two:** Tone and Normalize
- **Step Three:** Treat and Special Care/Exfoliation 1-3 times per week
- **Step Four:** Moisturize and Protect

Share the Top Three Benefits of Each Product

Lumière de Vie is the next generation of skincare, proven to promote the natural healing process of all skin types. Using the power of the sea and the earth, Lumière de Vie helps provide revitalized radiance, improved clarity and younger-looking skin. With the highest quality natural ingredients and powerful formulas that help rejuvenate, soothe, moisturize and protect, Lumière de Vie acts as first aid for your skin. Put life and light into your skin with Lumière de Vie.

Skintelligence is an all-inclusive, botanical skincare line with natural extracts that soothe skin, giving the appearance of a healthy, vibrant tone. Provides alpha-hydroxy acids to promote healthy skin cell regeneration. Plant-derived extracts like lemongrass and lavender help soothe skin naturally.

Because of its natural properties, Skintelligence is great for even the most sensitive skin, offering products that are mild, yet effective. Skintelligence is the most valuable botanical skincare around!

Lumiere De Vie Facial Cleanser

Have the Host apply a small amount of product on right hand of the guests (demonstrate “ONLY” on the backs of everyone’s hand) Remove with a baby wipe.

Talking points:

- Great for all skin types
- Thoroughly cleanses the skin, leaving it feeling refreshed and invigorated
- Helps to moisturize the skin
- Helps reduce the appearance of rough, dry skin, leaving it looking softer and smoother

Lumiere De Vie Toner

Demonstrate by spraying on a cotton ball and swipe on the top of the hand after you remove the cleanser.

Talking points:

- For all skin types
- Finishes the cleansing process
- Helps to reduce the appearance of rough, dry skin, leaving it looking softer and smoother
- Helps to reduce the appearance of fine lines and wrinkles for firmer-looking skin
- Supports healthy skin hydration for a younger-looking, radiant complexion
- Exfoliates skin to cleanse pores and remove impurities and excess oils

Lumière de Vie® Volcanic Exfoliating Mask

Put the mask on the top of the right hand after toner step, let it sit for a couple minutes then spray hand with water, have guests rub in circular motion then remove with baby wipe.

Talking points:

- Exfoliates the skin for a refined, smoother, more radiant exposure
- Promotes healthy cell renewal for fresher, more vibrant-looking skin
- Reduces the appearance of fine lines and wrinkles
- Reduces the appearance of imperfections, irregularities and signs of aging
- Soothes and hydrates the skin with allantoin, sweet almond oil, olive fruit oil and beta-glucan
- Antioxidants from green tea and bilberry help reduce the effects of environmental stress on the skin

Lumière de Vie Illuminating Fading Fluid

Put a small amount on the top of their hand after the mask.

Talking points:

- Reduces the appearance of dark spots and redness
- Promotes a more even-looking skin tone
- Brightens the skin's overall appearance for a more radiant complexion
- Helps reduce the appearance of wrinkles for softer, smoother-looking skin
- Supports the skin's own antioxidant system to help protect the skin from oxidative stress
- Moisturizes to give skin a smoother and softer appearance

Lumière de Vie Serum Concentrate

Put a small amount on the top of their hand after the Illuminating Fading Fluid.

Talking points:

- Promotes normal, healthy collagen and elastin to help the skin feel firmer and more toned
- Reduces the appearance of fine lines and wrinkles
- Helps brighten the skin for a more radiant complexion
- Contains antioxidants that help reduce the effects of oxidative stresses
- Supports a healthy skin carrier function to keep the skin hydrated
- Promotes a clear, healthy-looking complexion

Lumière de Vie Intense Rejuvenation Crème

Apply a thin layer on top of the Serum Concentrate.

Talking points:

- Supports normal, healthy collagen and elastin in

the skin to keep the skin feeling supple and looking youthful

- Hydrates the skin with essential lipids and other moisturizing ingredients for softer, smoother-feeling skin
- Helps reduce the appearance of dark spots for a brighter-looking complexion
- Reduces the appearance of wrinkles for a smoother, younger-looking appearance

Lumière de Vie Eye Balm

Gently use the eye wand with a small amount of Eye Balm in a circular motion under the eyes to help the cream penetrate.

Talking points:

- Helps reduce the appearance of under-eye dark circles
- Supports normal, healthy microcirculation in the skin
- Helps the under-eye area feel firmer and more resilient
- Reduces the appearance of fine lines and wrinkles
- Moisturizes for skin that looks and feels softer and smoother
- Light-diffusing pigments promote a flawless-looking appearance

Skintelligence Travel Kit

Talking points:

- Convenient, travel sizes
- Ideal and effective skincare system for all skin types and conditions
- Formulated with botanical ingredients that nourish and soothe the skin
- With this kit, you can cleanse, moisturize, balance, exfoliate and smooth the appearance of fine lines and wrinkles

Isotonix OPC-3® Beauty Blend

Isotonix OPC-3 Beauty Blend is a revolutionary product that helps to improve and maintain the appearance of healthy, beautiful skin from the inside out.

Explain the delivery system (assures that the body will absorb the daily vitamins and minerals that it needs. Now you can drink your vitamins, minerals and antioxidants, in one healthy and nutritional formula each and every day).

Pass samples for guests to taste the product.

Talking points:

- Supports a healthy, smooth, soft and even-toned complexion
- Promotes healthy functioning of the skin at the cellular level, which results in healthy, vibrant-looking skin
- Helps maintain healthy collagen production
- Helps maintain skin elasticity and moisture

Isotonix OPC-3® Beauty Blend (continued)**Talking points:**

- Helps maintain healthy connective tissue
- Helps maintain healthy hair and nails – biotin

What do you think about the taste? This is a BEAUTY ELIXIR!

Ending Activities

- Have all the guests compare both hands to see the visible difference the hand you put all the treatment products on
- Have host pass out the Order Forms and Skincare Regimen Form
- Review the All About Skin Event Survey, look over their answers and make sure you review the necessary products

Close

- Is there any reason you would not want to get started using these amazing skincare products right away?
- Using the provided script, explain to guests how to purchase the products

All other Distributors: migrate around the room offering personal help to each guest.

Presenter: Already have a place set up where you can sit with guests one-on-one and help them fill out orders. Presenter is not to do any more demonstrating, but only close orders for guests. Have order forms with specials for catalogs.

If other kits or products are available, encourage guests make their way to all the stations and experience everything. Ask guests to feel free to sample for themselves all of the other products. Remind them of sanitation etiquette.

- No double dipping
- Use disposables
- Use spatulas
- Use hand sanitizer

Scripts**Let me offer three ways to make a purchase tonight:**

1. _____ has a few products in stock and if you are lucky you can take your product home now. We will also make you a Preferred Customer for future special deals.
2. If _____ does not have the item(s) you want, _____ will order them and will deliver them or they/it can be shipped to your door and you will receive Cashback for your purchase.

3. _____, my favorite way to purchase is to buy wholesale. If you are interested in developing a weekly income, please let us know, and we will get you more info.

Invitation Scripts:

Hi _____. Do you have a minute? Are you doing anything next _____? Well, I came across this guy/gal/professional/company that offers amazing anti-aging/cosmetic line that is the quality of La Mer but at a fraction of the cost. I am hosting a All About Skin Event here at my home on _____. I know you like looking great and saving money just like me.

(If you know they have skin or cosmetic challenges add this sentence: I know _____ struggle/s with _____ and I heard they have products that may help you/them.)

I am really impressed. I want you to come over and check it out. It is only an hour or so and we should have some fun, so can I count on you? I only have 10 spots open and it would mean a lot to me if you could come on _____ at _____. I will be emailing an invitation, and then I will call you the day before or day of the event to remind you. Thanks so much.

Follow-Up Scripts: Review Names Lists with new Distributor**Script for those who could not come:**

Hi _____. I just wanted to follow-up with you regarding the All About Skin Event I had at my house. It went so great, and I am so impressed with this product line and its ability to help people. I really did want you to be there at this special presentation, but maybe this is better and I can show you first-hand the information. What is your schedule like this week? (Would afternoon or evening be best?)

Script for customers who made a purchase:

Hi _____. Just wanted to follow up with you regarding your new cosmetics and/or skincare products. Have you started using them? How are they working for you? I am very excited about how much we can save on this awesome line of cosmetics/skincare products and look great at the same time. If you have any questions, please don't hesitate to call. I will be in touch with you in a few weeks to check in on you. Thank you for your business.

Timeline

This system can be implemented for customers using any of our products and also for prospects.

Establish a follow-up system:

- Day 1: Thank them for their patronage and inquire about how they are using/enjoying the products
- Day 3: Check in to make sure the products are being used properly
- Day 7: Share testimonials
- Day 21: Take reorder and get referrals

ALL ABOUT SKIN EVENT ANALYSIS

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Name of who invited you _____

Name _____

Address _____

City _____ State _____ ZIP _____

Phone # _____ Email _____

What is the main reason you came today? _____

Do you currently use skincare products? Yes _____ No _____

Do you currently wear cosmetics? Yes _____ No _____

Your age:

___ <25 years

___ 26-35 years

___ 36-45 years

___ >45 years

How would you describe your skin?

___ Normal

___ Dry

___ Oily

___ Combination

___ Reactive/Sensitive

How much do you spend on skincare products per month?

___ <\$50

___ \$50-\$150

___ \$151-\$200

___ \$201-\$350

___ \$351-\$500

___ >\$500

Is taking care of your skin a priority?

___ Yes

___ No

Check the type of products that you are currently using on a daily basis:

___ Makeup remover

___ Cleanser

___ Toner

___ Serum/treatment

___ Moisturizer

___ Eye cream

___ Face sunblock

___ Body sunblock

___ Body lotion

Do you or someone you know have issues or concerns with the following?**Check the following that fit you:****You****Name of Family or Friend**

Excess oil

Dry flakes

Dryness

Dull, lackluster skin

Brown spots, uneven skin tone

Fine lines and wrinkles

Acne/breakouts

Eye area: puffiness/dark circles

Eye area: dry

Eye area: lines and wrinkles

Digestive health (Acid reflux, ulcers, IBS, colitis, etc.)

Interested in slowing down the aging process (inside)

Interested in wellness and nutrition products

Which do you prefer?☐ A skincare range with elaborate products (i.e., many products to be applied on different parts of the face)☐ A skincare range with very few products (i.e., faster and simpler application)☐ I don't have a preference, as long as it works**Where do you usually purchase your skincare products?**☐ Salon/spa☐ Department stores☐ Dermatologist, skin specialist or clinic☐ Internet☐ Drug stores**Which type of event would you be interested in hosting?**☐ Beauty Basics Event☐ Blend your Beauty Event☐ All About Skin Event☐ Wellness 101 Event

ma[®] | skincare

Morning Product

Usage

Special Care Product

Usage





Evening Product






Usage



ALL ABOUT SKIN EVENT SUGGESTED PRODUCTS

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Key Skincare Products and Benefits	Notes
 <p>Lumiere De Vie® Facial Cleanser – Price \$35.00</p> <ul style="list-style-type: none"> • Great for All Skin Types • Thoroughly cleanses the skin, leaving it feeling refreshed and invigorated • Helps to moisturize the skin • Helps reduce the appearance of rough, dry skin, leaving it looking softer and smoother 	
 <p>Lumiere De Vie® Toner – Price \$31.00</p> <ul style="list-style-type: none"> • Great for all skin types • Finishes the cleansing process • Helps to reduce the appearance of rough, dry skin, leaving it looking softer and smoother • Helps to reduce the appearance of fine lines and wrinkles for firmer-looking skin • Supports healthy skin hydration for a younger-looking, radiant complexion • Exfoliates skin to cleanse pores and remove impurities and excess oils 	
 <p>Lumière de Vie® Volcanic Exfoliating Mask – Price \$49.95</p> <ul style="list-style-type: none"> • Exfoliates the skin for a refined, smoother, more radiant exposure • Promotes healthy cell renewal for fresher, more vibrant-looking skin • Reduces the appearance of fine lines and wrinkles • Reduces the appearance of imperfections, irregularities and signs of aging • Soothes and hydrates the skin with allantoin, sweet almond oil, olive fruit oil and beta-glucan • Antioxidants from green tea and bilberry help reduce the effects of environmental stress on the skin 	
 <p>Lumière de Vie® Illuminating Fading Fluid – Price \$59.95</p> <ul style="list-style-type: none"> • Reduces the appearance of dark spots and redness • Promotes a more even-looking skin tone • Brightens the skin's overall appearance for a more radiant complexion • Helps reduce the appearance of wrinkles for softer, smoother-looking skin • Supports the skin's own antioxidant system to help protect the skin from oxidative stress • Moisturizes to give skin a smoother and softer appearance 	

Key Skincare Products and Benefits	Notes
 <p>Lumière de Vie® Serum Concentrate – Price \$85.00</p> <ul style="list-style-type: none"> • Promotes normal, healthy collagen and elastin to help the skin feel firmer and more toned • Reduces the appearance of fine lines and wrinkles • Helps brighten the skin for a more radiant complexion • Contains antioxidants that help reduce the effects of oxidative stresses • Supports a healthy skin carrier function to keep the skin hydrated • Promotes a clear, healthy-looking complexion 	
 <p>Lumière de Vie® Intense Rejuvenation Crème – Price \$59.95</p> <ul style="list-style-type: none"> • Supports normal, healthy collagen and elastin in the skin to keep the skin feeling supple and looking youthful • Hydrates the skin with essential lipids and other moisturizing ingredients for softer, smoother-feeling skin • Helps reduce the appearance of dark spots for a brighter-looking complexion • Reduces the appearance of wrinkles for a smoother, younger-looking appearance 	
 <p>Lumière de Vie® Eye Balm – Price \$39.95</p> <ul style="list-style-type: none"> • Helps reduce the appearance of under-eye dark circles • Supports normal, healthy microcirculation in the skin • Helps the under-eye area feel firmer and more resilient • Reduces the appearance of fine lines and wrinkles • Moisturizes for skin that looks and feels softer and smoother • Light-diffusing pigments promote a flawless-looking appearance 	
 <p>Skintelligence Travel Kit – Price \$29.95</p> <ul style="list-style-type: none"> • Convenient, travel sizes • Ideal and effective skincare system for all skin types and conditions • Formulated with botanical ingredients that nourish and soothe the skin • With this kit, you can cleanse, moisturize, balance, exfoliate and smooth the appearance of fine lines and wrinkles 	
 <p>Isotonix OPC-3® Beauty Blend – Price \$73.50</p> <ul style="list-style-type: none"> • Supports a healthy complexion • Supports a smooth, soft and even-toned complexion • Promotes healthy functioning of the skin at the cellular level, which results in healthy, vibrant-looking skin • Helps maintain healthy collagen production • Helps maintain skin elasticity and moisture • Helps maintain healthy connective tissue • Helps maintain healthy hair and nails – biotin 	

Some key things to remember as you embark on the road to healthy, younger-looking skin:

- Be consistent — use the products as directed!
- Makeup only looks as good as the skin underneath. Take the necessary steps to keeping your skin looking its best.
- Great skin begins on the inside; be aware of what supplements will help maintain the proper health of your skin.

Be sure to ask how you can earn FREE products and 2-50% Cashback!
Save an additional 5% and never run out with AutoShip!

ALL ABOUT SKIN EVENT ORDER FORM

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Product	Code	Retail	Qty	Total
Isotonix OPC-3® Beauty Blend: Helps keep skin looking young and firm	13997	\$73.50		
Skintelligence® Hydra Derm Deep Cleansing Emulsion: Dissolves dirt, makeup and oil	1016	\$14.50		
Skintelligence® pH Skin Normalizer: Promotes healthy pH level of skin	1012	\$14.50		
Lumière de Vie® Volcanic Exfoliating Mask: Exfoliation, mask, soother	12202	\$49.95		
Lumière de Vie® Facial Cleanser: Cleanses the skin, leaving it feeling refreshed and invigorated	12207	\$35.00		
Lumière de Vie® Toner: Finishes the cleansing process, leaving skin feeling softer and smoother	12208	\$31.00		
Lumière de Vie® Illuminating Fading Fluid: Minimizes dark spots and redness	12203	\$59.95		
Lumière de Vie® Serum Concentrate: Delivers radiance, clarity and renewal	12204	\$85.00		
Lumière de Vie® Eye Balm: Reduces dark under-eye circles for firmer-looking skin	12200	\$39.95		
Lumière de Vie® Intense Rejuvenation Crème: Minimizes fine lines and wrinkles	12201	\$59.95		
Pentaxyl®: Reduces the appearance of wrinkles and stretch marks and promotes firm skin	11150	\$76.00		
Skintelligence® Travel Kit: Five travel-sized products in travel pouch	12601	\$29.95		
Skintelligence® Value Kit: Save 23% off retail price of individual products	12604	\$39.95		
Timeless Prescription® Anti-Blemish Lotion: Overnight spot treatment for pimples	1269	\$20.95		
Cellular Laboratories® Value Kit: Save 22% off retail price of individual products	11212	\$119.95		
Matriskin™: Patented peptide technology proven to increase skin firmness	11215	\$157.50		
Motives® Custom Blend Foundation: Get the perfect shade just for you		Varies		
Motives® Color Perfection Quads: Contour, highlight and conceal with ease	101-104 MQ	\$35.00		
Motives® 10 Years Younger Makeup Setting Spray: Sets your makeup to last all day	301FS	\$29.95		
Motives® Foundation Brush: Applies any liquid/cream product smoothly and evenly	33MBR	\$17.50		
Motives® Liquid Powder Mineral Foundation: Foundation and powder in one	01-15 MF	\$24.95		
Motives® for La La Mineral Lip Shine — Celeb: Beautiful color on all skin tones	106MLMG	\$17.95		
The Present for Motives® by Scott Barnes: Golden Goddess/Smokey Nights	PRESH1-2	\$39.95		
Motives® Pressed Bronzer — Miami Glow: Sun-kissed, healthy glow	300MB	\$22.00		
Motives® Perfecting Face Primer: Smoothes skin surface for perfect application	300FP	\$19.95		
Motives® INVISI-LINE: Fills in and minimizes the appearance of fine lines and wrinkles	200LEG	\$14.00		
Motives® Eye Base: Smoothes and neutralizes the eyelids, keeps eye shadow in place	SB01	\$14.00		
Subtotal				
Shipping & Handling				
Sales Tax				
TOTAL DUE				

Name _____

Address _____

City _____ State _____ ZIP _____

Phone # _____ Email _____

Credit Card ☐ Visa ☐ MasterCard Credit Card # _____

Expiration _____ CVV Code (3-digit code on back of card) _____

Date _____ Amount _____

Signature _____

ALL ABOUT SKIN EVENT HEALTHY, RADIANT SKIN

Put **life** and
light into your
skin with
Lumière de Vie®



Date _____ Time _____

Location _____

For More Information and to RSVP

Name _____ Phone _____

Email _____