

"Lift" Skin Care
Monday conf call 10/04/10

Mannafest 2011 Registration is OPEN now...put your stake in the ground

TNL – Dr. Budweiser Hawkins II, 7:30 Pm CST at Mannatech Corp Office or www.mannatechlive.com

Mexico Roadshow starts Tuesday!

Next Book: “Selling It Softly” by Sue Rusch.

1. LIFT: What is it?

Jeunesse 7TM (means youthful)...representing 7 major ingredients:

- 3 are glycos:1) aloe vera gel - moisturize
- 2) trehalose - hydrate
- 3) arabnagalactan - age-defying, moisture retention

4 are minerals:

- 4) zinc - protect
- 5) silica - tightness and firm
- 6) magnesium - hydrate
- 7) copper - revitalize

Also, contains over 30 botanicals.

5 only products...

Exfoliating Facial Cleanser: cleanse

Multiphase Serum: treat

Day Moisturizer: add moisture

Night Repair Creme: treat

Body Cream: add moisture

3 Step Process in a.m.

2 Step Process at night

2. Pricing/Buying Options

\$229 for full set of 5 (\$226 product cost plus purple case)

Trial packs: all 5 (1 week usage)-for \$32

Sachets: \$10 (for 5)

Sampling Kit: (\$109)****

includes 10 Sachets, 10 Skin Care Brochures, 4 Trial Sets

(good only through BP11!)

Treatment Starter Kit: (\$109)

Full size: Exfoliating Facial Cleanser
Multiphase Serum
Night Repair Creme
Plus a Day Routine Sachet
Basic Day Routine Starter Kit: (\$109)
Full Size: Exfoliating Facial Cleanser
Multiphase Serum
Day Moisturizer
Plus a Day Routine Sachet
Skin Care Brochures: \$4 (for 5)
Skininventory Tape Test Kit: \$5 (10 cards and tape dispenser)
Skininventory Cards: \$2 (for 10)
Lift Product and Training DVD: \$1.50
Lift Product Tear Sheet: \$4 (for 50)

3. The 12 week Study by Stephens & Associates:
- 93% increase in skin radiance after 12 weeks
 - 90% increase in skin hydration after ONE application
 - 34% decrease in course wrinkles after 12 weeks
(22% decrease after 8 weeks)
 - 100% increase in skin smoothness after 12 weeks

4. Marketing

1. www.mannatechskincare.com
2. Language: "Science, efficacy, packaging, branding."
Beauty: hand in hand with nature
Our Lift: beautifully ageless, beautifully natural
Colors have meaning:
 - purple: to uplift and calm
 - white: clear clutter, new beginnings
 - silver: modern, to evoke riches
3. "Skininventory" is fun way to do Beauty Shop Talks (versus Mannaspas) see website
4. Tools:
 - Tear sheet
 - DVD with Susie (on website as well)
 - Sachet with three products
 - Trial kit
 - Skin Care Brochure (booklet)
 - Use Susie Valdez quote in Brochure!
 - Skininventory Cards

Product Ingredient Sheets (in library)
Power Point used by Susie Valdez at Mannaquest
(www.mannaquest2010.com)

5. What makes it unique;
 - (a) Age-defying
 - (b) Easy to use
 - (c) French inspired
 - (d) Over 30 botanicals
 - (e) Jeunesse 7TM - combination of Mannatech glyconutrients and French green clay (montmorillonite)
6. Ideas from Panel of Mtech Presidential women
 1. Must use it yourself...your own testimonial is critical
 2. Have home parties to show existing customers and associates
 3. Ask people "Are you happy with your skin?" "You can be radiant"
 4. Go to your own downline 1st...educate them and they will do the rest
 5. Ask, "would you like to make more money?" finding everyone has the exact same answer to that question...YES
 6. Promote the fact of paraben free; beautiful inside and out
7. How to use tools:
 1. Use mannatechskincare.com; email link to entire downline and friends...follow up with phone call as well
 2. Send sachets for those who want to try (everyone)
 3. Hold a conference call for your downline; continue weekly calls so they bring new people/prospects to the calls and they just continue to grow; share experiences using the products
 4. Hold Q and A sessions to support team/prospects
 5. Host Beauty Shop Talks at homes (only invite 10...by invitation only...make exclusive) raisin in glass works wonders (plumps up)
 6. Emphasize the stories (Joyce Oliveto on her fan page for instance)
 7. New business cards
 8. Carry sachets with you to share, attach business cards
 9. Qualify people: ask what they are using now? are they fond of it?
8. Special Guests for Question Answer:

Susie Galvez, beauty industry expert, esthetician and day spa founder
Patricia Yakesch, Mannatech skin care liason/contact/specialist