



# Building your Outer Nutrition Business with Skin Care Parties.

---

August 2014

# What you will learn?

What are Skin Care Parties?

What is Outer Nutrition?

Why introduce Outer Nutrition to your Healthy Active Lifestyle business?

What happens at a Skin Care Party?

Why use them?

- Attract New Customers
- Reward Existing Customers

How to conduct a party

- Setting up the room
- What you need
- Presenting
- Demonstrating Products

Referrals

The Sale

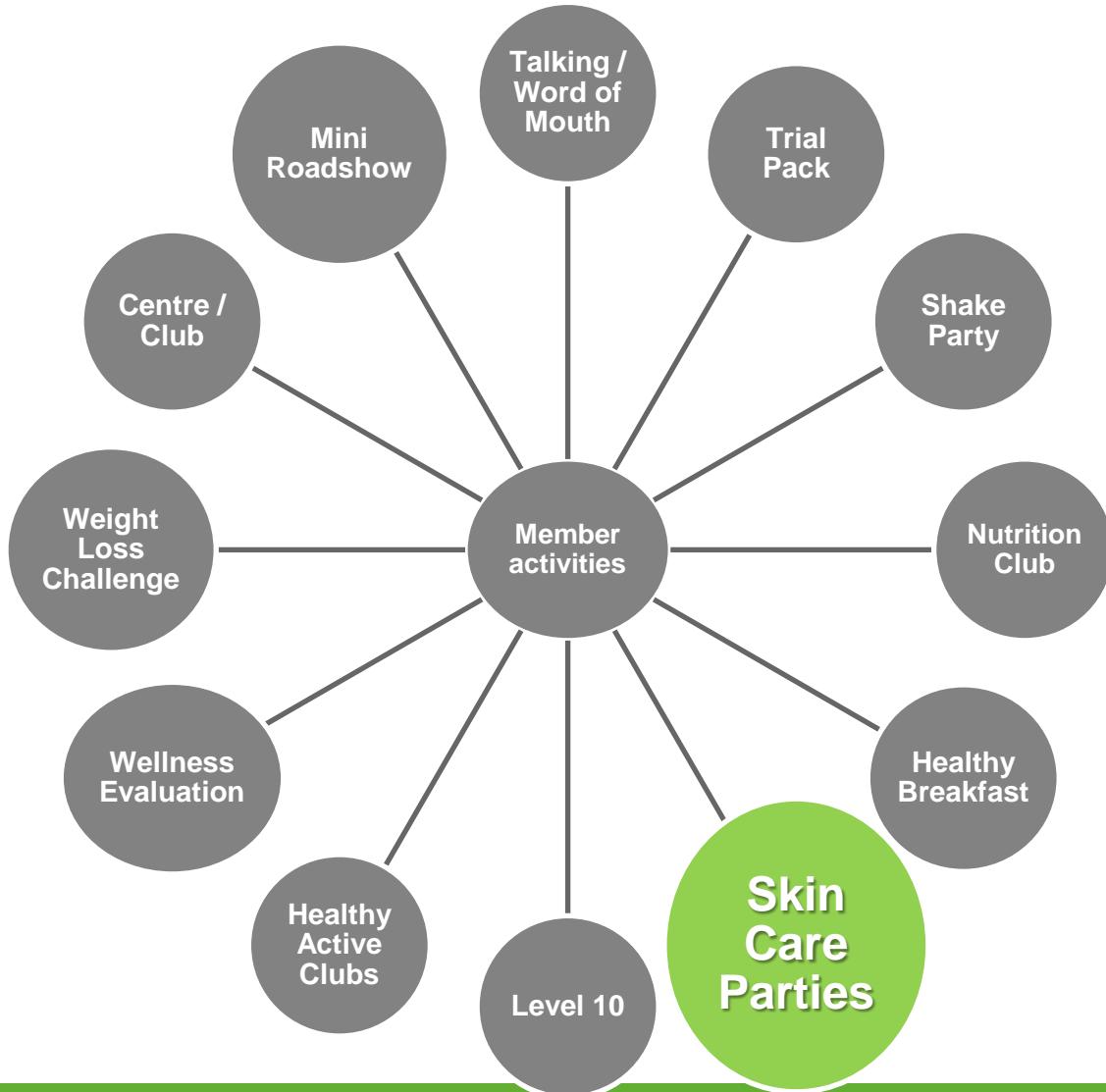
Follow Up

Tools

Best practices



# What are Skin Care Parties?



- Currently, Herbalife Independent Members have a variety of methods that help them attract new customers
- Skin Care Parties are one of the ways that you may wish to add to your daily routine. **They are fun, friendly environments where customers can experience and learn about our Outer Nutrition products.**
- Do not stop doing anything that is already successful

# What is Herbalife Outer Nutrition?

Herbalife Outer Nutrition is the umbrella term used to describe the wide variety of skin and hair care products we offer.

We recommend you demonstrate Herbalife Skin Care products at your Skin Care Party. Products are designed to cleanse, tone, treat, target, moisturise, and purify skin. Whether skin is normal to dry, normal to oily, dull and uneven, or has fine lines and wrinkles, customers can find products that fit their specific needs. Our product line includes the following:

- Cleanser
- Toner
- Moisturiser
- Night Treatment
- Serum
- Eye Products
- Exfoliating Scrub
- Mask



Herbalife also has a range of body and hair products that offer excellent benefits and results.

# Why should I add Outer Nutrition to my Healthy Active Lifestyle business?

Outer Nutrition brings your Herbalife business full circle connecting what you put into your body to what you put on your body.

Our skin relies on a range of vitamins and minerals to keep it nourished and looking healthy.

Diet plays an important role in making sure the skin gets all the nutrients it needs, but vitamins and minerals also offer important benefits to your skin when applied topically.

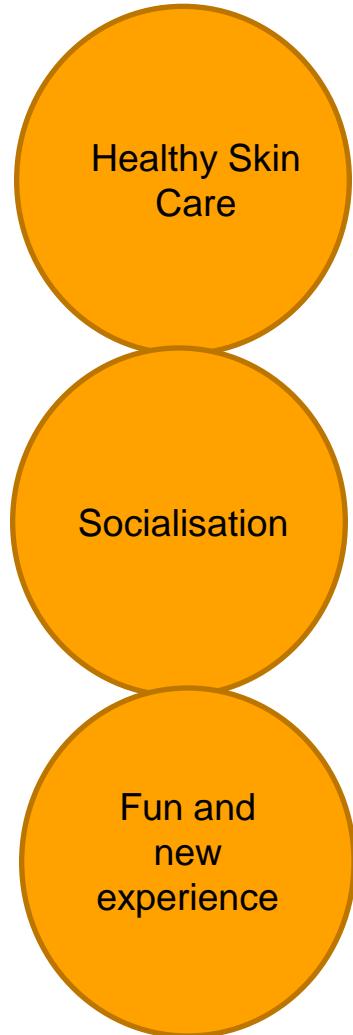
Having a healthy diet affects how your skin looks and feels. Nutrients your body needs should be met primarily through consuming foods.

In certain cases, dietary supplements may be useful in providing one or more nutrients that otherwise might be consumed in less than recommended amounts.

Skin nutrition, through topical application of antioxidant vitamins help fend off free radical damage.

# Skin Care Parties can help to:

- ✓ Get a group of like minded prospects/customers together in a social setting
- ✓ Teach your customers about good skin care practices
- ✓ Demonstrate Herbalife's exciting, results driven Outer Nutrition products
- ✓ Educate customers on the importance of combining inner and outer nutrition
- ✓ Build relationships with your existing customers
- ✓ Generate referrals: Skin Care Parties are an excellent way of generating referrals due to the fun and social setting. You can invite them to bring a friend or ask them for names of others who might appreciate the same free facial treatment.
- ✓ Discuss the Herbalife Business Opportunity



# Skin Care Parties help you reach a new market PLUS add to your existing customers program.

---

## 1. Attracting new customers:

It may be easier to engage a potential new customer by pitching a Skin Care solution rather than a Healthy Active Lifestyle solution if:

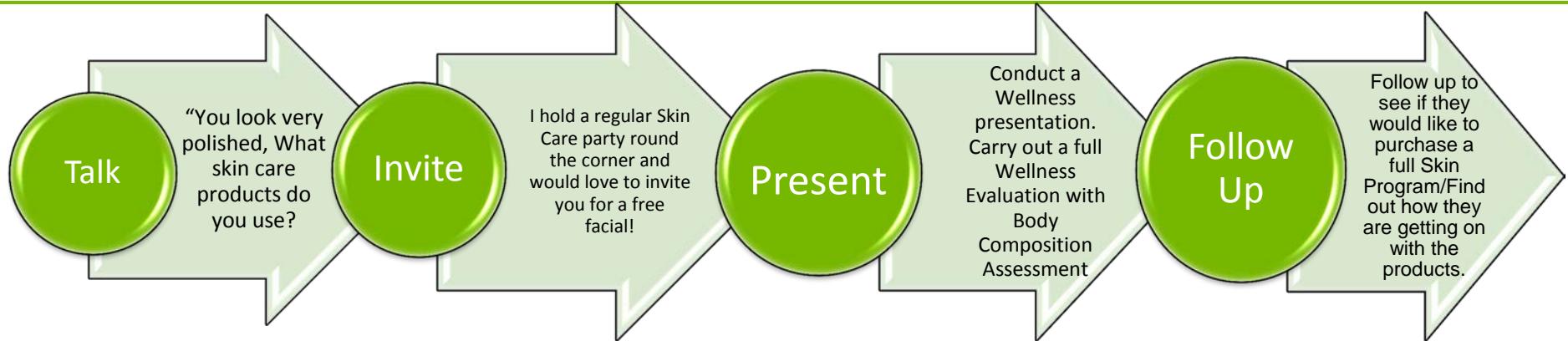
They look fit and clearly work out already

They are well groomed and you perceive them to be interested in skin care

## 2. Reward Existing Customers:

Skin Care Parties are a great way of REWARDING your existing customers for reaching one of their Healthy Active Lifestyle goals, while at the same time, educating them on the importance of combining good inner and outer nutrition for optimum all round results.

# Attracting new customers



- 1. TALK** – You have 15 seconds to engage a prospect.
  - Tell them - recognise how they look, pay a compliment, “You look very groomed”
  - Qualify them – “Do you have a skin care routine?”, “What skin care products do you use?”
- 2. INVITE** – Invite them for a free facial at your Skin Care Party. Tell them to bring a friend (this is an easy way of generating referrals).
  - Conduct a **Skin Wellness Evaluation** at your party. **Demonstrate the products with a view to selling them a Skin Care set, either the 7 Day Trial or the full set.**
  - Talk about the importance of combining inner and outer nutrition. Wear your ‘Lose Weight, Ask Me How’ button. **Give them a shake to try.**
  - Make a follow up appointment at your Centre for a **Wellness Presentation** and full **Wellness Evaluation** including **Body Composition** assessment.
- 3. PRESENT** – At the follow up appointment, conduct the **Wellness Presentation**. Then carry out a full **Wellness Evaluation with Body Composition Assessment**. **Sell them a nutrition program.**
- 4. FOLLOW UP/REFERRALS** – It’s important to follow up for both after sale and prospect. Always ask for Referrals.

# Rewarding Existing customers



- 1. TALK** – Congratulate your customer on their great results
- 2. INVITE** – As a reward, offer them a free facial at their home or at your Centre. Invite them to bring a friend to share in the celebration. This is an easy way of generating referrals.
- 3. SKIN CARE PARTY** – Demonstrate the products.  
Educate on the importance of inner and outer nutrition.  
Conduct a **Skin Wellness Evaluation**.  
**Ask for referrals**  
Offer a personalised Skin Care program to compliment their nutrition program
- 4. Follow Up** – Follow up to see if they would like to purchase a program, or to find out how they are getting on with the products and are achieving results. **Ask for referrals**.

# How to conduct a Skin Care Party – What you need

Use the following check list to ensure you have everything prepared and ready to go.

## Practical items

- ✓ Outer Nutrition products for demonstration and display (plus tools)
- ✓ Cotton puffs or pads
- ✓ Hair/Head bands
- ✓ Mirrors
- ✓ Wash cloths and/or disposable clothes or disposable facial wipes
- ✓ Towels
- ✓ Individual bowls of water
- ✓ Camera or mobile device with a camera
- ✓ Healthy Herbalife snacks
- ✓ F1 Shake samples
- ✓ Pitcher of water

## Business Items

- ✓ Skin Wellness Evaluation
- ✓ Order forms
- ✓ Product Brochure
- ✓ Skin Brochure
- ✓ Invite/Referral Cards
- ✓ Loyalty Cards
- ✓ Pen/Pencils
- ✓ Calculator
- ✓ Receipt book
- ✓ Business cards

Be sure all products are clean and presentable. Make sure you have enough for everyone to use. Keep track of how many people you are sampling so you know when you are running out of product. Remember, each product contains a 30 day supply.

# Setting up the room

The key to success is to create an inviting, spa like experience with great attention to detail. The following ideas have been implemented with proven success:

- ✓ Relaxing music playing upon arrival
- ✓ Soft lighting
- ✓ Beautiful, coordinated tables with table cloths, towels, flowers, candles, potpourri, healthy snacks.
- ✓ Herbalife “cocktails” offered upon arrival
- ✓ Beautiful product display
- ✓ Drinks stations with water pitchers containing sliced oranges or cucumbers
- ✓ Light scented candles



# Structure your party

---

- ✓ Introduce yourself
- ✓ Teach your guests the importance of good Skin Care
  - Factors that lead to skin aging such as pollution, unprotected sun exposure, bad habits (e.g., smoking, drinking) and poor diet.
- ✓ Educate on the importance of good inner and outer nutrition
- ✓ Conduct a Skin Wellness Evaluation
  - Help your customers fill out their Skin Wellness Evaluation and determine the appropriate product mix for them. This personalises the experience right from the start!
- ✓ Demonstrate the products
  - During the Spa Party your job is to guide customers through the process of applying products, not to apply products for the customers.
- ✓ Conduct Free Facial

# Demonstrating each product

## CLEANSERS

- ✓ Demonstrate the use of the cleanser on the back of your hand.
- ✓ Select the appropriate cleanser based on skin type.
- ✓ Invite the customers to use the product.
- ✓ Talk about the unique ingredients in each of the cleanser types.



## SCRUBS

- ✓ With damp hands and skin, have your customers gently massage the scrub into their skin in a circular motion.
- ✓ Advise them to avoid the eye area.
- ✓ Rinse clean



# Demonstrating each product

## MOISTURISERS

- ✓ Ask participants to apply moisturizer using the 5-dot method (a dab of product on your forehead, nose, both cheeks and chin) and gently massage into the face and throat.
- ✓ Describe the ingredients and talk about how refreshed and soft their skin is going to feel.
- ✓ Remind everyone of the importance of SPF during the daytime.
- ✓ You will need to choose one moisturizer for the demonstration - The Daily Glow is a perfect choice



# Demonstrating each product

## EYE CARE

- ✓ To really see and feel the difference between the two products, eye products are best demonstrated on the back of the hand.
- ✓ On one hand apply a dab of Eye Gel and next to it apply a dab of Eye Cream.
- ✓ Allow your customers to see the differences between the two product textures and how they affect the skin.
- ✓ If anyone wishes, let them try the products around the eye area.
- ✓ Either have them choose one product or apply both around different eyes.



# Asking For Referrals

---

During or at the end of your party, you can ask:

- ✓ “Do you know anyone who would like to receive a free facial?”
- ✓ “Do you know anyone who might be interested in hosting their own Herbalife Skin Care Party?”
- ✓ Give your guests an Invitation/Referral Card so they can give them to friends and family.
- ✓ Ask them to provide you with their contact information and follow up within 48 hours

# Achieving a sale

---

When you demonstrate a product, keep it simple and let your customers ask questions. Asking the right questions will get your customers thinking about the benefits of purchasing the products.

## Start by asking:

- ❖ Doesn't your skin feel great?
- ❖ Doesn't your skin feel incredibly clean and soft?
- ❖ Wouldn't you love your skin to feel this amazing every day?

## After you ask the question:

- ❖ Say nothing and wait for them to answer
- ❖ Write the answer down on the Skin Wellness Evaluation
- ❖ Agree on delivery and payment details
- ❖ Book another appointment to discuss Inner Nutrition

# Following Up

---

Following up is the best way to build a relationship with your customers. It also gives you the opportunity to cross sell other Outer Nutrition products as well as Inner Nutrition products.

- ✓ Send a card, email or text message to all invited customers, thanking them for attending.
- ✓ Enclose a photo from the event, preferably a picture of the customer with the mask on.
- ✓ Inform everyone that you will be having another Skin Care Party in the future and ask for referrals to invite to the next party.

# Following Up

---

## Stay in contact

- ✓ Call your customers to see if they are satisfied with their product results
- ✓ Invite them to any promotional events you may be having
- ✓ Inform them of any new products Herbalife may have launched
- ✓ Tell them to check out **HerbalifeSKIN.com** for information on products, beauty and Outer Nutrition tips
- ✓ Regularly ask if they need to re-order products or if they wish to try some new ones.

## Periodically check in with your customers

- ✓ Find out if they have started using the products
- ✓ Answer any questions they may have
- ✓ To ensure they are using the products properly, ask them to tell you specifically how they are using the products.
- ✓ Ask how they are enjoying their products –
- ✓ The products deliver results in 7 days so it's the perfect time to follow up.
- ✓ Ask them if they would like to reorder

# Tools Available



**Herbalife SKIN Large Rolling Bag**  
RP 43.15  
VP 8.25



**Herbalife SKIN Towels x 2**  
RP 11.19  
VP 2.15



**Herbalife SKIN Headband**  
RP 2.12  
VP 0.40



**Herbalife SKIN Small Train Case**  
RP 15.13  
VP 2.90



**Herbalife SKIN Mirror**  
RP 3.88  
VP 0.75



**Loyalty Card**  
Tarjeta para Clientes Leales

Attend the Nutrition Club regularly to receive your free gift!  
Asiste al Club de Nutrición con frecuencia y obtén tu regalo.

Nutrition Club / Club de Nutrición



**Products Used Today**  
Productos utilizados hoy

Productos recomendados para ti  
Productos recomendados para usted.

CLEANERS / LIMPIADORES

TONERS / TONIFICADORES

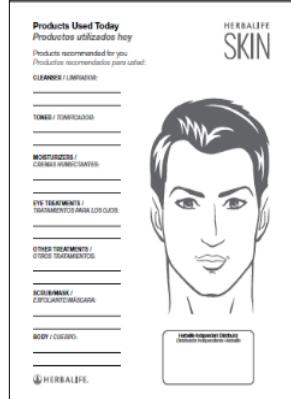
MASQUES / CREAMS HUMECTANTES

EYE TREATMENTS / TRATAMIENTOS PARA LOS OJOS

OTHER TREATMENTS / OTROS TRATAMIENTOS

SCUBER/EXFOLIANTES/MAQUILLAJE

BODY / CUERPO



**Products Used Today**  
Productos utilizados hoy

Productos recomendados para ti  
Productos recomendados para usted.

CLEANERS / LIMPIADORES

TONERS / TONIFICADORES

MASQUES / CREAMS HUMECTANTES

EYE TREATMENTS / TRATAMIENTOS PARA LOS OJOS

OTHER TREATMENTS / OTROS TRATAMIENTOS

SCUBER/EXFOLIANTES/MAQUILLAJE

BODY / CUERPO

SKIN WELLNESS EVALUATION	
NAME:	COACH:
PHONE:	EMAIL:
DATE: _____	
<b>FACIAL SKIN CARE</b>	
YES   NO	
1. What type of skin do you have?	
Dry <input type="radio"/> oily <input type="radio"/> Normal <input type="radio"/>	
2. Do you wash your face every morning?	
Yes <input type="radio"/>	
3. Do you wash your face every night?	
Yes <input type="radio"/>	
4. Do you currently use a daily facial product regimen?	
Yes <input type="radio"/> No <input type="radio"/> If yes, what products do you use?	
Cleanser <input type="radio"/> Toner <input type="radio"/> Day Moisturizer <input type="radio"/> Eye Product <input type="radio"/> Scrub <input type="radio"/> Serum <input type="radio"/> Mask <input type="radio"/> Night Moisturizer <input type="radio"/> SPF Protection <input type="radio"/>	
5. Do you have fine lines or wrinkles?	
Yes <input type="radio"/>	
6. Do you have dark circles or bags under your eyes?	
Yes <input type="radio"/>	
7. Have you experienced loss of skin firmness?	
Yes <input type="radio"/>	
8. Do you have uneven or dull skin tone?	
Yes <input type="radio"/>	
9. Do you have whiteheads or blackheads?	
Yes <input type="radio"/>	
10. Do you have visible pores?	
Yes <input type="radio"/>	
<b>BODY SKIN CARE</b>	
YES   NO	
1. Do you currently use a daily body care regimen?	
Yes <input type="radio"/> No <input type="radio"/>	
2. Do you check the following products you use?	
Body Scrub <input type="radio"/> Body Wash <input type="radio"/> Body Lotion <input type="radio"/> Shaving Cream/Gel <input type="radio"/>	
3. Is the skin on your body dry in any areas?	
Yes <input type="radio"/>	
4. Do you ever experience skin irritation (rash, burns, sunburn)?	
Yes <input type="radio"/>	
5. Are you concerned with dimpled skin anywhere on your body?	
Yes <input type="radio"/>	
<b>HAIR CARE</b>	
YES   NO	
1. Do you currently use a daily hair care regimen?	
Yes <input type="radio"/> No <input type="radio"/>	
2. If yes, check the following products you use:	
Shampoo <input type="radio"/> Conditioner <input type="radio"/> Olive Oil <input type="radio"/>	
3. Is your hair color treated?	
Yes <input type="radio"/>	
4. Is your hair dry and prone to breakage?	
Yes <input type="radio"/>	
Let's Get Started and Design Your Own Personalized Program Today!	
© 2013 Herbalife Nutrition Inc. All rights reserved. HERBALIFE, HERBALIFE SKIN, and the HERBALIFE logo are trademarks of Herbalife Nutrition Inc.	
HERBALIFE.	

# Best Practices

- ✓ Always look smart and presentable
- ✓
- ✓ Use the products yourself
- ✓ Smile! The more fun your customers have, the more they will want to purchase product, give you referrals and Host an Outer Nutrition Spa Party for you.
- ✓ Encourage participation – Let customers touch and smell the products.
- ✓ Use warm and friendly body language. No crossed arms!
- ✓ Be confident! Love the products and their quality. If you believe in the products, your customers will too.
- ✓ “Assume the sale.” Talk about the products as if your customers have already purchased them.



# Skin Care Parties in action!

