

INSTANT FACELIFT PARTY FORMAT

STEP ONE

Set up your display and working area

•
Chat with the Hostess, giving her an outline of the evening's activities. Refresh the Hostess's memory and re-create her wants with the Hostess Programme. Assure her that you are working in partnership for the best outcome for her.

•
Greet the guests and get to know their names. Find out a little bit about their lifestyle.

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Make sure your **guests are seated comfortably**.



STEP TWO

Thank the Hostess for hosting the Party and if you haven't previously presented her with her Booking Gift, do so now. Invite the Hostess to pass it around to show guests what an amazing gift it is.

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Give an **overview of the Party**, explaining that you will be doing a facial for the Hostess (as she receives the ultimate pamper). Call for a volunteer to help you with the demonstration during the evening. You may choose to give her a small reward for volunteering.

Commercial Break for Bookings

Explain to the guests that by booking with you this evening, they too can receive a fabulous gift just like tonight's Hostess. Also tell them that they can choose from a variety of themes to keep their guests entertained – the Party they are enjoying tonight is just one of many that are available.

Tell the **company success story**, briefly touching on the history of the brand and share your 'why' (what enthused you to join the business).

Use your **Rewards Bag to promote the Business Opportunity**. Share with your guests that you are building your team and that you are looking for 10 good women to work with.

STEP THREE

PRACTICAL DEMONSTRATION

Here is where you demonstrate all of the Ultra Care+ treatment products. Just follow the step-by-step instructions over the page.



STEP FOUR

Talk about the **Sets** that are available for purchase at a great price. Hand out the Booking Vouchers.



Invite the group to **join tonight** and take advantage of the great Joining Offers NOW. Talk to them about Beauty & Business Basics and the opportunity to purchase great one-off offers that will enhance their kit and to use for themselves and family. Talk about regular trainings that are held within your group and the great feeling of friendship that prevails.

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Get ready for **Personal Time**.

STEP FIVE

Personal Time

Ask guests to fill in their preferred date in your diary to secure the booking and refer back to the voucher.

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Remind them that you are building a team and ask what appealed to them from the **Rewards Bag**.

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Encourage guests to join tonight and get started right away – **issue Action Packs** to those who join.

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Use the Skin Type Indicators and **take orders**.



Consult with **your Hostess** last and encourage her to join – she is your hottest prospect!

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STEP THREE: Practical Demonstration

1. Present Ultra Care+ Micro-Dermabrasion Kit and mention the resurfacing power of Micro-Fine Quartz Crystals. Moisten the Hostess's face with cotton pads and apply small dots of Step 1 Resurfacer to one side of her face. Gently massage the product over this side, for no more than a minute, and then remove the product with moistened cotton pads.
2. Next we demonstrate the Ultra Care+ Moisturising System. Mention that this product contains Hyaluronic Acid, which is proven to be able to hold up to 1,000 times its own weight in water to keep skin hydrated throughout the day. Massage a few drops over the same half of the face and allow absorption.
3. While you are waiting for Moisturising System to absorb, apply Ultra Care+ C10 Firming Serum. Squeeze the contents of one capsule onto the fingertips and massage this into the Hostess's neck from the top of the décolletage, explaining that the concentration of 10% pure active Vitamin C in this product encourages Collagen production to improve the appearance of sagging skin. Pass around some capsules so that guests can feel the silky smooth texture of the serum on their own skin.
4. Once Moisturising System is absorbed, it is time to apply Ultra Care+ Anti-Wrinkle Retinol Serum. Apply a small amount from the capsule to the half face, taking care to avoid the eye area. You can also pass some capsules around for the guests to experience the texture. It is important to mention the difference between C10 capsules and Retinol capsules. Explain that while C10 encourages Collagen to plump the skin, Retinol restructures Elastin, the foundation network of fibres that support the skin.
5. Follow by applying Tight Firm & Fill Eye Serum to the eye area. Take a small amount of serum onto your ring finger and gently apply to the contour of one eye and the eyelid. Explain that the product provides an immediate lifting and firming action, at the same time delivering a long-term improvement in the appearance of the eye area.
6. The final step to demonstrate on the Hostess is Step 2 of the Micro-Dermabrasion Kit, the Rehydrator with SPF 25. Smooth the lotion over one half of the face and massage in gently until absorbed. Follow this by showing the guests and the

Hostess the immediate improvement in the appearance of the one half of her face compared to the other and mention you can customise an 'Instant Facelift' for each guest at their own Party, which can be arranged in Personal Time.

7. After the facial demonstration, it's time for a hand demonstration. Mention that age spots and pigmentation can age the appearance of the skin, on both the face and the hands, and that Nutrimetics provides age-spot solutions. These can be demonstrated on the Hostess.
8. Ask the person that you have identified to help you to be ready at this stage.
9. Dispense a small amount of Ultra Care+ Complexion Refiner into the palm of the hand and add enough water to make a creamy paste. Mention that this product delivers a deep exfoliating cleanse that you can enjoy every day. Massage the paste onto the back of the hand, and then remove with moistened cotton pads. Ask your helper to dispense a small amount of Ultra Care+ Complexion Refiner into the palm of each guest's hand and add enough water for them to make a creamy paste. Then ask each guest to massage the paste on to the back of their hand and ask your helper to dispense moistened cotton pads for the guests to remove their own paste.
10. Follow this by massaging a small amount of Ultra Care+ Bright & Beautiful Serum into the back of the hand, explaining that the product contains Lotusine™ which delivers up to 50% reduction in the appearance of pigmentation, perfect for fading age spots and evening out skin tone on both the face and hands.
11. Ask your helper to dispense a small amount of Ultra Care+ Bright & Beautiful Serum onto the hand that the guests have exfoliated, and get them to massage it in and then compare that hand with the untreated hand. Praise your helper for her assistance, give her a small reward and comment that she would make a great Consultant.

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