

ARTISTRY™ YOUTH EFFECT™ Crème Compact Foundation

KEY SELLING MESSAGE

YOUTH EFFECT Crème Compact Foundation with high resolution and YOUTH EFFECT pigments provides flawless medium coverage with a smooth velvety finish. Your skin will instantly look young and fresh. The best part- It's convenient, portable design allows you to apply any where, any time



FEATURES AND BENEFITS

- High Resolution YOUTH EFFECT Pigments for more radiant and fresher looking skin
- Provides Medium-Buildable Coverage
- Smooth Velvety Finish
- Exclusive ARTISTRY Liposome, Shea Butter and Vitamins to help build skin's resilience
- SPF 20 UVB/UVA PA+++ to help prevent future signs of ageing

HOW TO USE

Insert refill into compact:

- 1) Remove refill from foil pouch by cutting with scissors along the top
- 2) Snap cartridge into the left side of the open compact with the hinged side on the outside edge of the compact
- 3) Press down with fingers until the cartridge locks into place

How to apply:

- 1) Swirl a small amount of product on your dry sponge
- 2) Apply starting in the center of your face and move outward and downward in a circular motion. Blend well
- 3) Add more product to sponge and build coverage as needed
- 4) Keep your sponge clean and dry, wash it at least once per week

POTENTIAL CONSUMERS

Primary Customers desire a foundation product to provide: Appropriate for women 20-40, early signs of ageing

- 1) Instantly youthful looking skin with anti-ageing skincare benefits
- 2) The feel and finish of a liquid foundation with the convenience of a powder foundation
- 3) Medium coverage with a natural, velvety finish

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SALE CONVERSATION

- 1) Ask your customer a question to find out what her skin concerns are and what she is looking for from her foundation .
- 2) Listen to your customer carefully and repeat/playback what you hear from her- this will show her you understand her needs. If she wants a foundation that addresses early signs of ageing (visible pores, discolouration, fine lines) suggest ARTISTRY YOUTH EFFECT Crème Compact Foundation as the solution to her needs.
- 3) Ask your customer if she likes the results and close the deal with a sale.



MAIN CONCERN

Engage your customer in a dialog that will help you assess what her beauty concerns are. Then, encourage her to focus on a single, main concern. Here are some examples:

- 1) What form of foundation do you currently use: powder, liquid, crème?
- 2) What brand/product line of foundation are you currently using?
- 3) What coverage and finish do you desire?
- 4) Does your current foundation give you the coverage you desire? Does it work well with your skin tone?
- 5) Do you worry about your skin and ageing?
- 6) Do you use anti-ageing skincare?

DETERMINE NEED

Discuss the lifestyle of your customer in order to determine her need for ARTISTRY YOUTH EFFECT Crème Compact Foundation:

- How often do you use foundation?
- How does makeup factor into your work life? Your social life?
- How often do you apply makeup? How often do you retouch makeup? How important is it to have makeup that lasts all day? Do you like to carry around your foundation with you?
- How else do you take care of your skin/body?

OFFER THE SOLUTION

1. YOUTH EFFECT Crème Compact Foundation with High Resolution YOUTH EFFECT Pigments gives a flawless medium coverage with a smooth velvety finish that makes skin look young and fresh.
2. Available in shades to match your skin tone
3. Contains Exclusive ARTISTRY Skincare Liposome, Shea Butter and Vitamins to improve skin's resilience
4. It's convenient, portable design allows you to apply any where, any time

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DEMONSTRATION / APPLICATION

Illustrate to your customer the features and benefits of ARTISTRY YOUTH EFFECT Crème Compact Foundation by spending time to demonstrate it. When your customer sees, feels and experiences the formula on her skin, she will understand how it can instantly transform her skin. She will also see we have the right shade for her skin tone.



WHAT TO DEMONSTRATE:

- 1) Show your customer the beautiful packaging of ARTISTRY YOUTH EFFECT Crème Compact Foundation.
- 2) Show her how to insert the refill and applicator into the compact
- 3) Show her the special sponge applicator that comes with the formula, and explain how to apply the product
- 4) Show your customer the shades available – and select the one that is right for her skin tone
- 5) On Right Hand: Apply her shade (no moisturiser) to show the impact YOUTH EFFECT Crème Compact Foundation makes on her complexion
- 6) On Left Hand: For major impact and cross-sell opportunity add ARTISTRY day crème (any formula) to the left hand and apply YOUTH EFFECT Crème Compact Foundation on top to show how the moisturiser improved the foundation's application.

HOW TO DEMONSTRATE:

- 1) As you take time to share the benefits of the product with your customer, pass the compact to your customer. Have her examine her complexion. Ask what her skin tone concerns are.
- 2) Next, ask her if she would like to try the formula on her hand. Ask her if she has any comments about the texture of the product, does she like the texture?
- 3) Now ask her if she likes the appearance/application? Has it addressed her concerns?
- 4) Give her tips on how to apply and how much to apply. Emphasise that since coverage is buildable, apply a little at first and then add more where needed. It's easier to apply a little and add more than to apply too much and have to remove.
- 5) Remind her that using moisturiser under her foundation will improve the look of her application even more.

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CROSS SELLING OPPORTUNITY

Cross-selling offers a distinct benefit for your customer. When approached properly, it empowers your customer to make informed choices about the best products for her look, life style, needs and wishes. Cross-selling is also a wonderful way to introduce your customer to other ARTISTRY products and to educate her about their many benefits. Over time, you will develop a richer relationship with your customer because you will have taken time to share your knowledge with her.



CROSS SELLING

ARTISTRY Intensive Skincare Anti-Wrinkle Firming Serum

Three of the most potent collagen-boosting ingredients unite in one high performance, yet gentle, nighttime serum. Formulated with Next Generation Retinol with patented technology, Peptides and Vitamin C, this professionally recommended treatment is proven in laboratory tests to boost collagen activity by 300% overnight.* Awaken to a healthy glow with dramatic improvement in elasticity and diminished appearance of wrinkles over time.

*in vitro testing

ARTISTRY TIME DEFIANCE™ Night Recovery Crème (or Lotion)

Make rejuvenation a nightly event with TIME DEFIANCE Night Recovery. Reverse and repair daily visible signs of ageing throughout the skin as you sleep by neutralising free radicals and restoring skin cell communication. Skin's hydration immediately improves by 181%. Visible signs of ageing are reduced by 41% in just 12 weeks. Turn back the clock in hours and wake up to the beauty of a younger-looking you.

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