TRAIN YOUR TEAM:

ARTISTRY SIGNATURE SELECT™ MASKS



Course Description:

Learn about the features, benefits and fun ways to help you sell the Artistry Signature Select™ Masks. Identify the sales support tools that can help you motivate and train other IBOs to do the same.



Learning Objectives for this Course:

Participants will be able to...

- ✓ Explain the features and benefits of Artistry Signature Select™ Masks.
- ✓ Follow the six step selling process to sell the Artistry Signature Select™ Masks.
- ✓ Demonstrate how to use the Artistry Virtual Beauty app when introducing skincare products to customers.



Props for this Course:

Bring product "props" to show while teaching. Examples include: Artistry Signature Select™ Masks, towels and bowl of water for demonstrating how to apply and wash off the masks, and a smart phone to demonstrate the Artistry Virtual Beauty app.



Recommended Slides Based on Time to Present:

60 minutes: all slides

45 minutes: all slides except 8, 10, 12, 14, 16



Make this Course your own!

In **Normal view**, you can add to the **Notes** directly below the slide. We recommend you:

- Customize the introduction.
- Add personal stories that demonstrate key points from the presentation.
- Add open-ended questions to ask your audience.

Your added notes are visible-to you only-in **Slide Show mode.** However, not visible on the **Notes Page**.



KEY TO TRAINER NOTES

These notes are formatted to give the trainer guidance on how to teach the course.

Action Terms

Action terms are in bold at the start of each paragraph, excluding follow-up bulleted items. Action terms include:

ASK:

Used to indicate the trainer should ask a question that the participants are expected

to answer.

CLICK or CLICK/SAY:

Indicates when it's time to trigger a slide animation.

DESIRED RESPONSE:

This follows ASK and shows what response the learners should give so the trainer understands what response he or she should help the participants understand.

PAUSE:

Signals the trainer to give the learners time to think or perform an activity. Estimated

time for the pause is noted.

SAY:

Script for the trainer to share with the participants. Lists of bulleted items may be included under an initial SAY sentence to indicate that the trainer is to read them.

TRANSITION/SAY:

Used to bridge topics or modules.

Activity

Indicates an activity and provides instructions for how to conduct that activity.

Hidden Slides

Certain slides are intended to be hidden so that participants do not see them. The content of these slides is information for the trainer and is not intended to be shared with participants.

Script

Scripts are included for all videos used in the course. The scripts are shown in blue font.

Time

Each page of the trainer notes indicates the approximate amount of time to spend on the content of each slide. This is simply a rough guideline–if participants need additional explanation, or you're having a valuable discussion that is helping with learning, then you may need to spend more time on that content.

Trainer Note

Used to indicate direct instructions to the trainer that are not included in the script for teaching. Trainer notes are shown in blue font.



INTRODUCTION

1 minute

SAY: Hello and welcome!

INTRODUCE SELF: (Highlight IBO experience, selling Artistry[™] products OR if Amway employee, your title, tenure and role/experience with this product.)

We are here today to explore the latest innovation in skincare with Artistry Signature Select™ Masks. This collection was designed specifically for creating customized facial treatments with multi-masking. It's fun. It's effective. It's totally personalized.

This session is a general overview. If you want more details, there are several tools and resources available to help you and we will share those resources towards the end of the session.

To start off our session today, let's go over what makes Artistry™ products so special.

CLICK to advance to next slide.



(INTRO/WHY ARTISTRY™)

SAY: The Artistry[™] brand was born out of a love for beauty and well-being. It has continuously evolved to deliver personalized beauty solutions that combine the best of nature, and best of science.

What makes Artistry products so special? The Artistry Brand has 3 pillars. The products are **infused with** nature, perfected by science and personalized just for you.

- Infused with nature- From Nutrilite™ certified organic farms and every corner of the world, we curate the most effective, powerful and pure ingredients that deliver clinically proven results.
- Perfected by science- For more than 50 years, Artistry[™] scientists have combined ideal ingredients, in precise amounts using exclusive technologies and formulations that raise the bar for performance and safety. And they stand by the product efficacy with 100% satisfaction guarantee, so you know you can expect great results.
- Personalized just for you- We have analyzed the faces of more than 32,000 women around the world to develop custom beauty solutions that meet every woman's individual skincare concerns.

CLICK to advance to next slide.

*Exclusions and fees may apply. For complete details, visit Amway.com or Amway.ca and search "satisfaction guarantee."



SAY: Why Artistry Signature Select™ Masks?

Masks are very trendy in the market, and Premium Face Masks is a \$202 Million industry.*

Artistry pursued wash-off masks vs. sheet masks for several reasons:

- 1. Consumer satisfaction has decreased with sheet masks due to the undesirable end benefit and irritation issues.
- 2. Wash-off type masks can come in many different forms such as gel, cream, clay, etc.
- 3. Ability to address multiple skin concerns at once with wash-off masks vs. sheet masks that can only address one skin concern at a time.
- 4. More focus on experiential home treatment with wash-off type mask.
- 5. Masks are gaining popularity as they are ideal for 'Instagrammable beauty'.

*Source: Euromonitor 2018

CLICK to advance to next slide.



SAY: What are Artistry Signature Select™ Masks?

A collection of 5 experiential masks that work brilliantly on their own and were specifically designed to be used together. We call this multi-masking, and we will go over that later on.

SAY: While Masks are very trendy in the market, the Artistry Signature Select™ Masks offer 4 unique things:

- 1. The masks offer custom beauty solutions based on your skin's personalized needs. Each mask addresses a specific skin concern, so you can target multiple skin concerns at once.
- 2. Each mask is a 7-minute mask leaving you with instant results.
- 3. The masks are experiential and demonstrable leaving you and your customers to experience the difference.
- 4. Each mask features exclusive Nutrilite™-sourced ingredients, such as Pomegranate, Black Currant, Citrus Blend Extract, White Chia Seed or Green Tea Extract.

Let's discover the features and benefits of each of the masks.

CLICK to advance to next slide.



PURIFYING MASK

Say: When skin craves a deep clean and pores need a purge, the purifying power of Artistry Signature Select™ Purifying Mask comes to the rescue.

BENEFITS:

- It deeply cleanses skin and pores, drawing out impurities and environmental pollutants.
- · It absorbs excess oil on skin's surfaces.
- · It makes skin look less shiny and less oily.

TEXTURE:

Dense mud-type with French clay and naturally soothing oatmeal. The naturally soothing oatmeal brings a sense of calm despite the stress of life.

PHYTONUTRIENT:

Nutrilite™-sourced Citrus Blend Extract

FRAGRANCE:

In the Artistry Signature Select™ Purifying Mask scent, fresh-squeezed grapefruit is blended with orange, lemon, and mandarin and wrapped with musks and woods to create a wonderful, bright experience.

The Purifying Mask can be used 3-4 times per week (skip a day between each use).

CLICK to advance to next slide.



HOW TO USE

With dry fingertips, apply a visible layer to freshly cleansed skin, avoiding eye and lip area. Leave on for 7 minutes until mask is dry. Rinse off with warm water.

KEY TREATMENT AREAS

Purifying Mask works beautifully all over the face*. When multi-masking, consider using this formula in these face zones:

- Forehead
- T-Zone

Important Note: When multi-masking, do not overlap or mix masks together.

CLICK to advance to next slide.

^{*}Avoid immediate eye and lip area.



POLISHING MASK

If you're experiencing rough skin texture or flakiness—or if you just want to refresh and smooth skin's surface—you'll love the stimulating scrubbing action of Artistry Signature Select™ Polishing Mask.

BENEFITS:

- This skin-refining sugar scrub gently exfoliates skin to reveal a smooth, soft surface with a healthy glow.
- Its Natural Sugar Cane crystals are gentle but highly effective as they polish away dead, dull skin cells that create uneven texture.

TEXTURE

Exfoliating scrub with Nature Cane Sugar crystals, in a decadent purple color.

PHYTONUTRIENT:

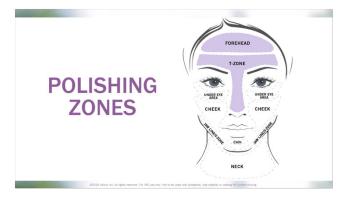
Nutrilite™-sourced Black Currant Extract

FRAGRANCE:

In the Artistry Signature Select™ Polishing Mask scent, refreshing citrus notes are blended with delicious red fruits to create a lush, balanced experience.

The Polishing Mask can be used 2-3 times per week and is best to skip a day or two between each use.

CLICK to advance to next slide.



HOW TO USE

With dry fingertips, apply a visible layer to freshly cleansed skin, avoiding eye and lip area. Leave on for 7 minutes until mask is dry. Massage your skin while rinsing off with warm water.

KEY TREATMENT AREAS

Polishing Mask works beautifully all over the face*. When multi-masking, consider using this formula in these face zones:

- Forehead
- T-Zone

CLICK to **advance** to next slide.

^{*}Avoid immediate eye and lip area.



HYDRATING MASK

Whenever skin feels dry, tight or uncomfortable, it's time to treat it to the mega-moisture-infusion of the Artistry Signature Select™ Hydrating Mask.

BENEFITS:

- This deep-moisturizing mask leaves skin feeling rehydrated and smooth.
- The soft, smooth soufflé cream formula floats over skin, infusing deep and lasting moisture wherever it touches.

TEXTURE:

Smooth, soufflé cream texture with a dewy, fresh "green tea" tint.

PHYTONUTRIENT:

Nutrilite™-sourced Green Tea Extract

FRAGRANCE:

In the Artistry Signature Select™ Hydrating Mask scent, fresh dewy green notes mingle with bright sparkling citrus.

The Hydrating mask can be used daily.

CLICK to advance to next slide.



HOW TO USE

With dry fingertips, apply a visible layer to freshly cleansed, moist skin, avoiding eye and lip area. Leave on for 7 minutes. Rinse off with warm water.

KEY TREATMENT AREAS

Hydrating Mask works beautifully all over the face* and neck. When multi-masking, consider using this formula in these face zones:

- Forehead
- T-Zone
- Cheeks/Chin
- Neck

CLICK to **advance** to next slide.

^{*}Avoid immediate eye and lip area.



BRIGHTENING MASK

Is your skin looking dull and lifeless? It's time to turn up the radiance with the energizing effect of the Artistry Signature Select™ Brightening Mask.

BENEFITS:

- This revitalizing mask leaves skin looking brighter, radiant and more energized.
- The glossy white formula reflects the action of the mask as it starts brightening on contact. Skin tone looks more even and translucent.
- Even skin that has become dulled by stress, fatigue or other external factors is transformed as the Brightening Mask reveals skin that looks lit from within.
- Natural Loofah Grains and Jojoba Beads gently care for skin with an exfoliating and refinishing action that imparts a visibly brighter appearance.

TEXTURE:

Silky, bright white, high-gloss, dense mousse infused with exfoliating grains.

PHYTONUTRIENT:

Nutrilite™-sourced White Chia Seed Extract

FRAGRANCE:

Warm gourmand notes blended with decadent honey and soft florals.

The Brightening mask can be used 3-4 times per week (skip a day between each use).

CLICK to advance to next slide.



HOW TO USE

With dry fingertips, apply a visible layer to freshly cleansed, moist skin, avoiding immediate eye and lip area. Leave on for 7 minutes. Lightly massage as you rinse it off with warm water.

KEY TREATMENT AREAS:

Brightening Mask works beautifully all over the face*. When multi-masking, consider using this formula in these face zones:

- Forehead
- T-Zone
- Under Eye Area**
- Cheeks/Chin
- *Avoid immediate eye and lip area.
- **Avoid the area immediately under the eyes.

CLICK to advance to next slide.



FIRMING MASK

If you sense that sagging feeling, or feel your skin losing elasticity, or even just need a little nourishment, you need the "power tune-up" of Artistry Signature Select™ Firming Mask.

BENEFITS:

- This ultra-nourishing mask leaves skin feeling firmer and tighter.
- The instant-transforming formula goes from a cool, red translucent gel in the jar to a creamy white, cushioning emulsion on your skin—with a delightful warming sensation to let you know it's working during application.
- The result? Skin feels firmer, revitalized and renewed.

TEXTURE:

Innovative formula transforms from a translucent, honey-like gel to a rich, creamy emulsion as you massage.

PHYTONUTRIENT:

Nutrilite™-sourced Pomegranate Extract

FRAGRANCE:

Fruity pomegranate notes rounded out with clean florals and fresh fruity citrus.

The Firming mask can be used daily.

CLICK to advance to next slide.



HOW TO USE

With dry fingertips, apply a visible layer to freshly cleansed, moist skin, avoiding eye and lip area. In an upward motion, gently massage for 1-2 minutes, and leave on for 7 more minutes. Rinse off with warm water.

TIP: In the jar, the Firming Mask may feel quite dense. Try dipping your clean, dry fingertips into the formula several times to soften it up, then apply—especially the first time you use it.

KEY TREATMENT AREAS

Firming Mask works beautifully all over the face* and neck. When multi-masking, consider using this formula in these face zones:

- Forehead
- Cheeks/Chin
- Jawline
- Neck

CLICK to advance to next slide.

^{*}Avoid immediate eye and lip area.



SAY: Let's explore the latest innovation in skincare: multi-masking.

WHAT IS MULTI-MASKING?

Multi-masking means using multiple masks on different face zones at once, or as part of a multi-day routine.

MULTI-MASKING BENEFITS:

- Easily create a highly personalized skincare regimen.
- Target the varying needs of specific face zones, giving each zone exactly the treatment it needs.
- Create a unique sensory experience every time.
- Customized treatment designed for immediate results.

Think of it as your 7-minute spa treatment, but easier, more affordable, more personalized, and available any time you want!

SAY: One thing to be clear about: you should not mix the mask formulas together, or layer them on top of each other. When applying multiple masks, the masks should be applied carefully so that only ONE formula is used in each face zone.

DO I HAVE TO MULTI-MASK?

Of course not! Some customers may prefer to use just one mask, and the Artistry Signature Select™ Masks are amazing all by themselves. Others may enjoy using a different single mask each day. Keep in mind that when multi-masking everyone's skin is different.

CLICK to advance to next slide.



(IDENTIFY THE NEED/Artistry Signature Select™ Masks)

SAY: Now that we have shared information about the masks, let's talk about how to sell to customers. Amway did research and based on the insights created a 6 step selling framework that is proven to help IBOs develop impactful stories to sell products. Today we will go through each of the six selling steps for Artistry Signature Select™ Masks, so you can see how easy it can be to start conversations with customers about these products.

SAY: Here is the product selling 6 step framework.

- 1. Identify the Need
- 2. Build a Personal Connection
- 3. Use Features and Benefits
- 4. Create an Experience
- 5. Address Price Value
- 6. Close the Sale

Let's get started!

CLICK to advance to next slide.



SAY: The first step is to Identify Customer Needs. This helps provide relevant information that will drive the conversation and keep potential customers engaged.

Do you have friends that look for the latest innovations in skincare? Or friends who love to go to the spa or love to use face masks?

Actively listen to your customers to identify a potential desire to want to try a custom 7 minute multimasking treatment with the Artistry Signature Select™ Masks.

Get the conversation started! For example, next time you are out with a group of friends and you are talking about skincare, ask your friends "Do you need a fun product to freshen up your skin with instant results?" Or ask, "What fun new products have you tried?" "There are so many masks out there, have you tried any?" This gets the conversation started for you to tell them about the product!

CLICK to advance to next slide.



(IDENTIFY THE NEED/Artistry Signature Select™ Personalized Serum)

SAY: Once you have identified the need, find out more. Let's do an exercise using the Artistry Virtual Beauty app to help identify customer needs.

The Artistry Virtual Beauty app is a great tool to use with customers to identify their needs and introduce them to products that fit their needs.

INSTRUCTION: Get 1 volunteer from the audience. Introduce them to the Artistry Virtual Beauty app and follow these steps:

- 1. Select Skincare, then continue.
- 2. Snap your selfie. Look straight into the camera with no facial expression and position your face.
- 3. Select Analyze My Skin. It will calculate your overall skin health and skin age.
- 4. Select Personalize My Skincare and answer the 10 questions about your skin.
- 5. Select See Recommended Skin Care.

Now, before we move on with the app, let's talk about step 2, Build a Personal Connection.

CLICK to advance to next slide.



SAY: The next step is to Build a Personal Connection. How do beauty products fit into your life? How many of you follow beauty bloggers or love to keep up with the latest trends in skincare?

When you share your personal experience with Artistry Signature Select™ Masks and your own personalized multi-masking experience, you create credibility and form a connection between yourself and your customers.

Customers want to hear why you love these products. Share your story when talking with friends, family, and new people you meet!

Using the Artistry Virtual Beauty app with your customers, introduce them to the products that are recommended for them, and give your personal testimonial about the products.

INSTRUCTION: With same volunteer from the audience, click on "See Recommended Products."

SAY: Now, we can see which products are recommended for you. There's a full list of recommended products, so let's select the ones you want to try out.

INSTRUCTION: Talk through which of the products on the app you have a personal connection or testimonial about.

The next step is use Features and Benefits.

CLICK to advance to next slide.



SAY: Step 3 is Use Features and Benefits. Artistry Signature Select™ Masks work brilliantly, all over the face. But they were designed so that you can use more than one mask on different zones of the face at the same time.

Sharing benefits is important because it creates excitement and belief in the product and shows how the product is different and unique.

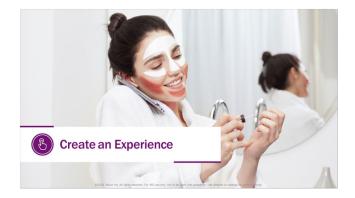
Share specific benefits that connect to your customer's needs.

INSTRUCTION: On the Artistry Virtual Beauty app, click on one of the recommended masks. It will bring you to the Amway Website. Click on product details. Here you will find the product benefits.

You can find all the product features and benefits on the Amway website, or visit the Amway Resource Center and check out the Artistry Signature Select™ Masks Conversation Cards and the Insider's Guide.

Let's continue on to the next step, Create an Experience.

CLICK to advance to next slide.



SAY: Step 4 is to Create an Experience. This is how you bring the products to life for your customer, giving them a deeper sense of their features and benefits as well as their efficacy and quality.

You can create an experience of Artistry Signature Select[™] Masks by sharing information or inviting them to try the masks for themselves with the single use mask samples. Customers can feel the multi-masking experience before they purchase.

Imagine if you were having a beauty break at home or having your friends over for a social night, and how easy this could be to have a fun experience together trying out the different masks.

INSTRUCTION: With your volunteer, invite them to apply their recommended masks to their face to try it themselves.

 Note: Make sure you have a bowl of water, a wash cloth, and towel to wrap around your volunteer to prevent any spills.

Let's continue to the next step, Address Price Value.

CLICK to advance to next slide.



SAY: Step 5 is to Address Price Value. This step is important because if you hide the price, people can assume a product is expensive or lose trust. They want to know how much it costs.

With Artistry Signature Select™ Masks, you can help your customers stay on budget and enjoy wonderful skincare benefits from multi-masking in the privacy of their own home.

INSTRUCTION: On the Artistry Virtual Beauty app, click on the recommended mask product. It will take you to the Amway website where you can see the product pricing.

Remind customers of the Amway promise: the 180-day 100% Customer Satisfaction Guarantee. Now, let's review how to Optimize Your Earnings!

CLICK to advance to next slide.



SAY: Here is an example that illustrates how to build volume for your business.

In this example, you can see a combination of the Purifying Mask, the Polishing Mask, and the Hydrating Mask.

First you Switch: At \$81.75 IBO cost, you earn 27.25 PV just by switching and using these products yourself.

Then you Share: If you sell to 3 customers, you can earn another 81.75 PV and \$81.75 in retail margin.

Then you Duplicate: When 3 downline IBOs also sell to 3 customers each, your group will earn 436 PV and \$327.00 in retail margin.

Keep duplicating to earn even more!

The next step is the last step, which is Close the Sale.

CLICK to advance to next slide.



(CLOSE THE SALE/Artistry Signature Select™ Masks)

SAY: The final step is to Close the Sale!

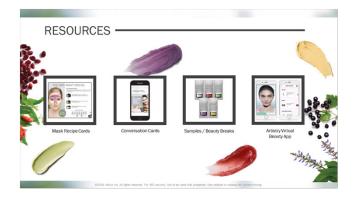
ASK: What are some ways that you ask customers for the sale?

DESIRED RESPONSE / EXAMPLE: "Now that we've identified your skincare needs, would you like to try your own mask?" Or, "Are you ready to get started with your personalized masks today?" "Are you looking for a self care experience?"

SAY: Make sure you summarize by reinforcing the product benefits and address any final concerns from your customer. If they still need more time to decide, don't rush them into the sale, but make sure to follow up with them.

Now let's review where you can learn more.

CLICK to advance to next slide.



2 minutes:

SAY: We reviewed a lot of information today about masks. Don't worry if you can't remember everything. Amway provides resources for you to use yourself and others to use with customers. You can find these resources on the Amway Resource center.

- Recipe Cards: Experience the masks at your next gathering with friends and customers to continue to build volume. Use the recipe cards for fun suggestions. Check out the Beauty Break Guide on how to host a beauty break with Masks.
- Conversation Cards: Walk your customers easily through the benefits of the masks to make the sale!
- Artistry Virtual Beauty App: Features new Mask products in the skin care product recommendations.
- Samples: Foil samples are available in 10 packs (2 of each Mask). Use them at your next Beauty Break and insert them in your sample bags! Share them with family, friends and your skincare customers.

CLICK to advance to next slide.



(NEXT STEPS FOR YOUR BUSINESS)

SAY: Another resource Amway has available are tools to help you host Artistry[™] beauty breaks.

Artistry™ Beauty Breaks are designed to create an experience for small or large groups of people to learn more about the Artistry™ brand, try out the great Artistry™ skincare and makeup products, and purchase them on the spot! Artistry™ beauty breaks can introduce you to new customers, help downlines learn how to sell Artistry™ products, and overall help you build a strong and sustainable business.

There are three different types of Artistry™ beauty breaks:

- 1. <u>Formal in person beauty break</u>: For larger groups, focus on specific skincare and makeup topics. Create an experience for your guests to learn about and try different Artistry™ products.
- 2. <u>Informal in person beauty break</u>: Think of this as a "Girls Night Out" style gathering. It is more simple, casual and fun! Invite your friends and guests to come over to learn new beauty tips and tricks.
- 3. <u>Online beauty break</u>: Host an engaging, themed beauty break online by sharing what is new and exciting with Artistry™ skincare and makeup.

Host Artistry™ Beauty Breaks to share the Artistry Signature Select™ Masks with customers!

Say: Skincare has never been so much fun. Why not invite some friends over and make it a party?! Girls' Night In!

CLICK to advance to next slide.



30 seconds

SAY: Thank you all for joining me in this conversation today. Now is the time to take your Amway business to the next level! Get excited to grow your business with Artistry Signature Select™ Masks!