

BLEND YOUR BEAUTY EVENT CUSTOMIZE AND PERSONALIZE



GET YOUR PERFECT MATCH

WHY CUSTOM BLEND? BECAUSE EVERYONE IS AN INDIVIDUAL WITH A UNIQUE COLORING, SKIN TYPE, PERSONALITY, LIFESTYLE AND PREFERENCE.

Date _____ Time _____

Location _____

FOR MORE INFORMATION AND TO RSVP

Call _____

Email _____

BLEND YOUR BEAUTY EVENT OUTLINE

Prepare Before Event

- Name tags
- Motives® Empty Folders (code: 141)
- Motives Catalogs (code: 3520)
- Permanent markers/pens
- Custom Blend Manual
- Custom Blend Surveys
- Custom Blend Liquid Foundation Kit (code: 2009CBCK)
- Custom Blend Liquid Accessory Kit (blending kit) (code: 2009CBAK)
- Custom Blend Mineral Kit (code: 2011CMSK)
- Custom Mineral Blending Paper (code: 01CBP)
- Custom Mineral Blending Knife (code: 01CBK)
- Cotton balls/Motives Gentle Eye Makeup Remover (code: 01MEMR)
- Skincare products
- Complexion Perfection Face Primer (code: 301FP)
- Insta-Smooth (code: 201LEG)
- 8-Piece Brush Set (code: 46MBR)
- Foundation Brush (code: 45MBR)
- Mineral Flat Top Powder Brush (code: 51MBR) or Kabuki Brush (code: 53MBR)
- Makeup Remover wipes (code: 01MENT)
- Skintelligence pH Normalizer (code: 1012)
- Hand sanitizer
- Brush sanitizer
- Paper towels
- Motives Mirror (code: 100MUM)
- Small table to display Custom Blend products
- Chair/stool next to tables
- Motives Client Cover-Up (Market America® Gear)
- Print out for each attendee:
 - Blend Your Beauty Survey
 - Liquid and powder Client Survey
 - Blend Your Beauty Order Form
- Snacks
- MochaTonix®, Isotonix OPC-3®, Isotonix OPC-3 Beauty Blend Formula, Isotonix® Calcium Plus, Isotonix Activated B-Complex, Ultimate Aloe

Remember Your Goal

- Identify two business partners
- Develop 10 new customers
- Sell a minimum of \$85.00 per guest
- Identify a new host

Pre Event

- Decide on a date (the best time is right after work: e.g., 6:00 p.m.)
- Host: invite 30+ people personally/by phone and send email to

follow up

- Confirm presenter by phone the day before or day of the event
- Get the word out to ensure a good turnout and successful event
- Set up Custom Blend Liquid and Powder products on a display table
- Set up a separate table for applying makeup
- Print out all required handouts
- Display other products: skincare and other Motives® products
- Include a 30-minute social time as people arrive
- Start promptly, even if all guests are not there
- Blend Your Beauty Event is one hour only — total time is two hours, including social time and closing

Meet and Greet (one-half hour)

- Greet each guest
- Hand out name tags
- Hand out folders and include inside:
 - Blend Your Beauty Survey and Client Record Card
 - Ask them to fill out the Blend Your Beauty Survey before the presentation
- Serve MochaTonix® and TLS® Shakes in kitchen
- Serve snacks (nothing messy), e.g., cheese and veggie tray

New UnFranchise® Owner or Host/Hostess

- Welcome and thank everyone for coming
- Share two-minute commercial
- Introduce presenter and have them give their two-minute commercial
- Presenter have guests introduce themselves (have them reference what they filled out in the Blend Your Beauty Survey)
 - What they do and why they've come
 - One makeup item they can't live without
 - One makeup challenge they have

PRESENTATION

Explain why our Custom Blend Products are unique

Why Custom Blend? Because everyone is an individual with a unique coloring, skin type, personality, lifestyle and preference.

Custom Blend products are for everyone!

- Mineral based and infused with soothing, softening botanicals
- We can make a sheer-tinted moisturizer, medium-coverage foundation, or a full-coverage foundation that can cover tattoos or scarring.
- Oil-free, suitable for all skin types
- Talc-free, fragrance-free and non-comedogenic

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- Includes modifiers and enhancers that allow you to further customize the foundation and target specific concerns; we can add oil control, hydrator or firming additives into the foundation
- All bases are 11 percent pigmented
- Average foundation base sold by competitors is approximately 6-7 percent pigmented

What makes Custom Blend Powder unique?

- Made exclusively from micronized minerals for exceptionally silky texture
- Gives long-lasting coverage with a lightweight natural feel
- Micro-pulverized (cut in one-millionths then pulverized) goes on “velvety-smooth” and floats across skin; because this powder is lightweight, it’s less likely to sink into fine lines and wrinkles
- Does not have the “powdery” or “ashy” look
- Talc-free
- Contains micronized titanium dioxide and zinc oxide, which are two minerals that provide sun protection without irritating chemical ingredients. Our mineral powders provide an SPF of 17-23, depending on the formula.

Mineral Powders are:

- Oil-free
- Fragrance-free
- Dye-free
- Bismuth oxychloride-free (white ingredient used to add luster)
- Non-comedogenic

Mineral powders form a protective barrier while allowing the skin to breathe, thereby promoting healthy-looking skin.

Explain there are three kits available for purchase tonight

Kit A: \$95.00

Motives® Custom Blend Liquid Foundation
Foundation brush to apply
Setting spray

Kit B: \$85.00

Motives Custom Blend Mineral Powder
Kabuki brush to apply
Setting spray

Kit C: \$120.00

Motives Custom Blend Liquid Foundation
Motives Custom Blend Mineral Powder
Motives Foundation Brush
Motives Kabuki Brush

Take one guest at a time and have them remove their makeup with a makeup remover wipe. Then mist the pH Normalizer on

their face to balance and hydrate prior to custom blend application. Then conduct a quick consultation and fill out the Custom Blend Survey as you go along. Start with the liquid and then set with the powder if they are purchasing both. Apply the blend on half of their face and have them apply it on the other half, so they leave feeling empowered to duplicate on their own.

You will want to go over the key benefits of the additional products (Motives Complexion Perfection Face Primer, Motives Insta-Smooth, Motives Pressed Bronzer — Miami Glow, Motives 10 Years Younger Makeup Setting Spray) that the guest will be using at the makeup station.

The guest will apply their own makeup in the following steps at this station:

- Prepare skin with moisturizer
- Apply Motives® Complexion Perfection Face Primer
- Apply Motives Insta-Smooth
- Apply Motives Custom Blend Foundation
- Apply Motives Custom Blend Powder
- Apply Motives Pressed Bronzer in Miami Glow
- Add any other makeup
- Set with Motives 10 Years Younger Makeup Setting Spray

Remind them of sanitation etiquette

- No double-dipping
- Use disposables
- Use spatulas
- Use hand sanitizer

MOTIVES PERFECTING FACE PRIMER

Benefits of Complexion Perfection Face Primer

Explain that the surface of the skin is like an orange, the primer fills in all imperfections making the surface even and smooth like an apple to help the foundation glide on the skin and look more flawless

- Helps you obtain a flawless and more youthful appearance
- Helps your makeup glide on smoothly and last longer throughout the day
- Protects your skin from the environment and keeps pollutants and makeup out of your pores

MOTIVES INSTA-SMOOTH

Benefits of Insta-Smooth

- Fills fine lines and wrinkles (like spackling does for walls before paint)
- Provides a soft focus effect by creating a veil over the skin's surface
- Visible difference immediately for men and women alike

MOTIVES PRESSED BRONZER - MIAMI GLOW

Benefits of Miami Glow

- Sun-kissed bronzer for any skin

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- Easy to apply and soft color, but layerable for a more intense look
- Makes skin look healthy

MOTIVES® FOUNDATION BRUSH

Demonstrate how using a brush uses less product and saves money. Take any color of liquid foundation and put two circles on a mirror (about a little smaller than a dime). Next, take the makeup sponge and rub over the foundation to spread it on the mirror (only on half of the mirror). Then, take the Foundation Brush and go over the foundation on the other side of the mirror and spread it on the mirror. This will show how the sponge absorbed all the foundation, while the brush was smoother and didn't waste product.

MOTIVES KABUKI BRUSH

Demonstrate how using this brush gives a smoother, more even application of the powder. It buffs the powder on the skin and delivers a more flawless application.

MOTIVES 10 YEARS YOUNGER MAKEUP SETTING SPRAY

Share the top three benefits of 10 Years Younger
Demonstrate on a guest the proper way to spray. Spray in a T-shape, fan with piece of paper, then spray in an X-shape and fan again.

- Helps reduce makeup slippage into pores, lines, wrinkles or scars
- Keeps makeup looking flawless day and night
- Fewer required touchups throughout the day
- Can be used in place of water for eye shadow liner and airbrushing
- Saves up to 50% of makeup usage

GO OVER THE BENEFITS

ISOTONIX OPC3® BEAUTY BLEND

Code: 13997

- Supports a healthy complexion
- Supports a smooth, soft and even-toned complexion
- Promotes healthy functioning of the skin at the cellular level, which results in healthy, vibrant-looking skin
- Helps maintain healthy collagen production
- Helps maintain skin elasticity and moisture
- Helps maintain healthy hair and nails — biotin

ULTIMATE ALOE™ Juice

Strawberry Kiwi Code: 1285 (other flavors available)

- Promotes digestive comfort
- Supports a strong immune system
- Promotes normal healing

MOCHATONIX®

Cappuccino Flavor Code: 7807 (other flavors available)

- Advantra Z® helps to burn fat
- Promotes mental focus and memory
- Helps heighten energy and endurance
- Supports weight loss and control

Ending Activities

- Have a helper pass out the order forms
- Review forms and talk about:
 - Blend Your Beauty Survey
 - Explain the special offers
 - Remind them these specials are for TONIGHT ONLY!

Close

All other Beauty Advisors: Migrate around the room offering personal help to each guest.

Presenter: Already have a place set up where you can sit with guests one on one and help them fill out orders. (Presenter is NOT to do any more demonstrating but only to close orders for guests.)

Have Motives Order Forms (code: 100) available with specials, have Client Record and Receipt from Motives® Downloads.

Be sure to collect the Blend Your Beauty Event Surveys for each guest and pair with their custom blend survey / formula sheet(s). These documents are what you will 'build your book' with and store your client's information. So be sure to organize them all together in a binder or something similar. The fortune is in the follow-up and the event survey is a great way to follow up and upsell them on product, obtain referrals, book an additional consultation, etc. You'll also need the Custom Blend Survey / Formula Sheet to mix up additional blends as your clients re-order.

If you are doing an event as a team, then you only keep the documentation for the guests that you personally invited to attend. Work together to do call workshops, etc., to follow up with all guests who attended. Thank them for coming, make sure they are thrilled with their blends and comfortable applying them and offer to schedule a complimentary consultation or invite them to another event, etc.

Scripts

Let me offer three ways to make a purchase tonight:

1. If _____ does not have the items you want, _____ will order them and will deliver them, or they can be shipped to your door and you will get Cashback for your purchase. We will also make you a Motives Preferred Customer for future special deals.
2. _____, my favorite way to purchase is to buy wholesale. If you are interested in developing a weekly income, please let us know and we will get you more info.

