

INTRODUCTION TO THE ENFUSELLE PRODUCTS

(Start presentation by selling the quality and science behind products)

1. The name Enfuselle was derived from the fact that these products actually infuse the cell with skin specific anti-aging nutrients - - anti-oxidants - C, E, & A, minerals and botanicals. This is the best of nutrition for the skin!!
2. Just like taking anti-oxidant nutrients internally to fight free radicals internally, these products are designed to provide a barrier against free radical assault to your skin externally - Shaklee scientists found it was impossible to adequate amounts of the anti-oxidant through our diet or supplementation to actually offset the free radicals that bombard our skin everyday!!
3. This skin care line was actually designed to counteract every environmental assault to your skin, thus preventing premature aging, while producing much younger healthier skin.
4. The development of this product took over 1 ½ years, with 28 scientists working on the project full time and an investment of over 5 million dollars.
5. There are seven patents on these products, which is unheard of in the skin care industry.
6. This skin care regimen is designed to retard and reverse the aging process. Dermatologists clinical trials have proven that these products have out performed anything else in the market for making skin significantly younger and healthier in only 28 days. In fact, they are called WRINKLE BUSTERS!!!!

UNIQUE PROPRIETARY/EXCLUSIVE LINE - 28 days clinical studies confirmed:

- 655% increase in skin firmness
- 421% reduction in the appearance of fine lines and wrinkles
- 88% reduction in fine lines
- 79% collagen synthesis with these products
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We guarantee that you will have younger healthier skin in 28 days!!!

THE DEMONSTRATION

Set-Up for Each person: (might put on nice place mat)

1. Disposable bowl or small plastic bowls (dip bowls from Target)
2. 4 - cotton balls - cleanse, tone, powder and blush
3. Guidelines for Enfuselle sheet (could laminate for reuse)
4. Cosmetic paddle - if dry skin and using hydrating moisturizer
5. Make-up mirror - small
6. Pencil
7. Anti-Aging Nutrients Handout (charts/outline for doing presentation)

Demonstration/Presentation:

1. Start presentation with Nutrition on the Outside using handout/charts on Anti-Aging Nutrients Inside and Out

Follow with:

1. Mini-Facial - from below eyes to below chin
2. To do the skin care demo - Follow the “Guidelines For Enfuselle” sheet for skin care application, give a copy to customer to follow - *Follow AM routine. To demonstrate PM Repair, apply it to the back of the hand of your customer*
3. Start your presentation by sharing the information from the sheet on “Introduction to the Products,” which sells them on the product quality and science behind products.
4. Use the Product Guide pages on Enfuselle, as a reference in talking about each of the products - highlight text to cover until you are familiar with the text *OR download the Anti-Aging Charts (pdf) which gives you an outline covering all of the skin care products.*
5. Close:
 1. Have customer fill out their individual Guidelines with the products they have used to take home to follow
 2. Have them fill out an Interest Indicator form so you can follow-up on their other interests - *Give them a choice of a small gift for their returning it such as a Cinch Snack Bar*
 3. Hand out order form and help them with their order
 4. Point out the request for information at the bottom of the order form:
“I WOULD LIKE TO KNOW MORE ABOUT?”
 - a. Having a Anti-Aging Inside & Out presentation in my home - offer FREE products for inviting their family and friends to their home for a presentation - *may want to offer 10% of Retail on their next order plus additional 5% on that purchase for booking at this event - Your purpose for doing this is to expand your potential for finding new prospects.*
 - b. How I can earn money sharing these products
 - c. Shaklee’s environmentally friendly cleaners

SUPPLIES NEEDED FOR PRESENTATION

A. Items found outside of Shaklee:

- 1. Carrying Tote - purchased at Jo-Ann Fabrics - \$19.99/ or one of your choice**
- 2. Cotton balls**
- 3. Pencils**
- 4. 2 Folding Mirrors - Use black Shaklee mirrors if you have them**
- 5. Disposable bowls or small plastic bowls - Target small dip bowls**
- 6. Literature from Hoffmann website - <http://web.mac.com/cjhoffmann1001>**

User: hoffmann Password: groups

- * Anti-Aging Nutrients Inside and Out - handouts**
- * Order form- MN, DN, and SRP**
- * Guidelines for skin care application**
- * Enfuselle Demo Instructions**
- * Interest Indicator form**

B. Items Purchased from Shaklee:

- 1. Cleansers - purifying and hydrating**
- 2. Neutralizers - purifying and hydrating toner**
- 3. Repair - AM and PM**
- 4. Special Treatment - Firming Serum & Eye Treatment**
- 5. Moisturizer - balancing and hydrating**
- 6. Cosmetic Paddles**
- 7. Product Guide (use pages on Enfuselle skin care- may put in plastic sheet protectors and highlight text for presenting individual products)**
- 8. Rx for a Healthier Life Products**