BEAUTY BASICS FEATURING MOTIVES® TOP 10





XPERIENCE THE MOTIVES DIFFERENCE



Get the red carpet look without the red carpet price

Worn by A-list celebrities and featured in high-fashion magazines

Date	Time	
Location		
For More Information and t	to RSVP	
Name		Phone
Email		



BEAUTY BASICS KITS

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Which Kit is Right for You?

■ Complete the Look

Face, eyes and lips — this kit has it all.

Complete the Look Kit contains:

- 1 Motives® Pressed Bronzer Miami Glow
- 1 Motives® Luxe Precision Eye Line – Jet Black
- 1 Motives® for La La Mineral Volumizing & Lengthening Mascara – Black
- 1 Motives® for La La Mineral Lip Shine – Celeb
- 1 Motives® Essential Brow Kit

\$101.40



Makeup Must-Haves Kit conta

■ Makeup Must-Haves

- 1 Motives® Perfecting Face Primer
- 1 Motives® INVISI-LINE
- 1 Motives® Eye Base
- 1 Motives® 10 Years Younger Makeup Setting Spray
- 1 Motives® Foundation Brush

\$95.40



■ Beauty Inside and Out

Take care of your skin from the inside.

I authorize my card to be charged for the amount of the kit selected above.

Beauty Inside and Out Kit contains:

1 Isotonix OPC-3® Beauty Blend

1 Ultimate Aloe™ Strawberry Kiwi Flavor

\$99.50



Fast Start Kit

Start your own business and help others. (Code: M1527)

\$399.00



Four Perfect Kits to Fit Your Needs!

Credit Card Purchase Option					
Name	Pho	one			
Address					
City	State	ZIP			
Email					
		кр. Date (ММ/ҮҮ)			
Signature					

Want to save even more?

For optimum value, take advantage of the AutoShip option and save an additional 5%! Yes No





BEAUTY BASICS ORDER FORM

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Product	Code	Retail	Qty	Total
Motives® Perfecting Face Primer: smoothes skin surface for perfect application	300FP	\$19.95		
Motives® INVISI-LINE: fills in and minimizes appearance of fine line and wrinkles	200LEG	\$14.00		
Motives® Eye Base: smoothes and neutralizes the eyelids, keeps eye shadow smooth	SB01	\$14.00		
Motives® Pressed Bronzer - Miami Glow: sunkissed, healthy glow	300MB	\$22.00		
Motives® for La La Mineral Lip Shine - Celeb: beautiful color on all skin tones	106MLMG	\$17.95		
Motives® Luxe Precision Eye Line - Jet Black: waterproof felt-tip applicator	23ELP	\$14.00		
Motives® Essential Brow Kit: controls and creates natural-looking brows	100MBK	\$29.95		
Motives® 10 Years Younger Makeup Setting Spray: sets makeup to last all day	301FS	\$29.95		
Motives® Foundation Brush: applies any liquid/cream product smooth and even	33MBR	\$17.50		
Motives® for La La Mineral Volumizing & Lengthening Mascara - Black: creates lashes with extra volume	100MLM	\$17.50		
Complete the Look: Miami Glow, Luxe Precision Eye Line, La La Mineral Volumizing & Lengthening Mascara, La La Lip Shine - Celeb, Brow Kit		\$101.40		
Makeup Must-Haves: Eye Base, Perfecting Face Primer, INVISI-LINE, 10 Years Younger Makeup Setting Spray, Foundation Brush		\$95.40		
Beauty from the Inside Out: Isotonix OPC-3® Beauty Blend and Ultimate Aloe™ Strawberry Kiwi Flavor		\$99.50		
Matriskin™ Collagen MP Serum: advanced patented peptide technology proven to increase skin firmness	11215	\$157.50		
Skintelligence® Travel Kit: includes five travel-size products in a travel pouch	12601	\$29.95		
Skintelligence® Skincare Value Kit: three-piece set of full-size products	12604	\$39.95		
Pentaxyl®: reduces appearance of wrinkles and stretch marks and promotes firm skin	11150	\$76.00		
Timeless Prescription® Anti-Blemish Lotion: overnight spot treatment for pimples	1269	\$20.95		
Fixx™ Microdermabrasion Complex: polishes and soothes skin	12525	\$24.95		
Isotonix OPC-3® Beauty Blend: helps keep skin looking young and firm	13997	\$73.50		
Ultimate Aloe™ - Strawberry Kiwi Flavor: promotes digestive health	1285	\$26.00		
Ultimate Aloe™ - Natural Flavor: promotes digestive health	1280	\$26.00		
Ultimate Aloe™ - Pomegranate Flavor: promotes digestive health	1287	\$26.00		
Ultimate Aloe™ - Cranberry Apple Flavor: promotes digestive health	\$26.00			
Isotonix® Daily Essentials Kit: Isotonix OPC-3®, Isotonix® B-Complex, Isotonix® Calcium, Isotonix® Multivitamin. Save 29%	6459	\$139.95		
Energy Booster Kit: intenseFX™, Isotonix® Activated B-Complex, MochaTonix® Packets. Save 28%	6493	\$79.95		
MochaTonix® - Cappuccino: promotes increased energy, mental awareness and weight loss	7807	\$38.00		
MochaTonix® - Vanilla: promotes increased energy, mental awareness and weight loss	7805	\$38.00		
MochaTonix® - Chocolate Mocha: promotes increased energy, mental awareness and weight loss	\$38.00			
	Subtotal			
Sh	ipping & Handling			
·				

Name						
Address						
City				State	ZIP	
Phone #		Email				
Credit Card □ Visa □ MasterCard (Credit Card #					
Expiration			_ CVV Code (3-digit code on back	of card)		
Date			Amount			
Signature						



BEAUTY BASICS EVENT

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PRE EVENT

- Work with a host to decide on a date (best time is right after work, e.g., 6:00 p.m.)
- Instruct the host to invite 30+ people, personally or by phone, and send email to follow up
- Confirm by phone the day before or day of the event
- Set up Motives® Top 10 (attractive display)
- Print out all required handouts
- Optional: skincare Lumière de Vie®, Motives Beauty Weapon, Motives for La La products, any Motives Kits
- Allow 30 minutes social time as people arrive
- · Start promptly even if all guests are not there
- Beauty Basics is one hour but allow an extra hour to include social time and closing (two hours total)

Meet and Greet (30 minutes)

- · Greet each guest
- Hand out name tag
- Hand out folder (include Beauty Survey and Face Chart)
- Ask them to fill out the Beauty Survey before the presentation
- Serve beverages such as MochaTonix® and TLS® Shakes
- Serve snacks (e.g., cheese and veggie tray; nothing messy)

New Beauty Advisor or Host/Hostess

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

Presenter or Assisting Beauty Advisor

- Introduction of Market America and SHOP.COM (Annual Report)
- Based in Greensboro, NC; started in 1992
- · Celebrating over 20 years of success
- Product brokerage and Internet marketing company

Prepare Before Event

- Name tags
- Motives Folders (Code: 138)
- Motives Top 10 products
- Beauty Weapon (Code: PRESH8)
- Any shade of Liquid Foundation
- Makeup sponges
- Motives Catalogs (Code: 3518)
- Markers/pens
- 7-Piece Brush Set (Code: 31MBR)
- Retractable Powder Brush (Code: 43MBR)
- · Foundation Brush (Code: 33MBR)
- Disposable Lip Brushes (Code: 76661)
- Disposable Mascara Applicators (Code: 80077)
- Hand sanitizer
- Brush sanitizer
- Paper towels
- Mirror
- Small table to display products
- · Chair/stool next to table
- Motives Client Cover-up (MA® Gear)
- Optional: Lumière de Vie®, other Motives products, La La products
- Client record and retail receipt (located in back office under Motives 'downloads')
- Printouts:
 - Top 10 Face Chart
 - Top 10 Product Benefits
 - o Top 10 Order Form
 - Specials Order Form
 - Beauty Basics Survey
- Download Motives video clip
- Snacks
- MochaTonix, Isotonix OPC-3®, Isotonix® Calcium Plus, Isotonix Activated B-Complex
- Free gift for filling out survey:
 - MochaTonix packet, Ultimate Aloe™ packets, Royal Spa®



- Many divisions and diversity
- · We have many billion-dollar markets
- 2010 partnered with Microsoft and acquired SHOP.COM

 allowing us to specialize in online shopping, and
 being Beauty Advisors/Shop Consultants
- Financially strong in multiple countries: just opened in Mexico and the United Kingdom
- Today's focus is on Motives® by Loren Ridinger and Motives for La La
- Motives is a line that offers quality cosmetics at reasonable prices
- Most department store cosmetics are created in a handful of factories and then privately packaged.
 Motives cosmetics is created by those same top factories, for less than half the price because there is no brick-and-mortar store with overhead, so we are able to pass those savings on to you.

Push Play for YouTube

"Now I would like to introduce you to Motives by Loren Ridinger."

Play video from YouTube titled "Motives Product Demo" (two minutes and 58 seconds)

ASK: "Can you think of two people who would like this kind of quality cosmetics with bargain prices?"

Read the Names of the Top 10 Products

- Perfecting Face Primer
- INVISI-LINE
- Eye Base
- Pressed Bronzer Miami Glow
- Luxe Precision Eye Line Jet Black
- Essential Brow Kit
- 10 Years Younger Makeup Setting Spray
- Foundation Brush
- La La Mineral Mascara
- La La Lip Shine Celeb

Demonstrate 6-10 of the Following Top 10 Products on Guests

Pass around hand sanitizer and ask each guest to use some. Make sure you have everyone refer back to their Beauty Survey as you go through each product. For example, after you demo the Perfecting Face Primer, you want the guests to refer back to their Beauty Survey, and if they checked that their makeup does not go on smooth/even, you want to tell them to circle the primer on the Face Chart as a must-have.

Share the Top Three Benefits of Each Product

Perfecting Face Primer

- Demonstrate on one guest using the Foundation Brush
- Apply a small amount of the primer on the brush; start at forehead and apply down and around face
- Explain the surface of the skin is like an orange the primer fills in all imperfections, making the surface even and smooth like an apple
- Sanitize brush using hand sanitizer then wipe off with paper towel
- Demonstrate now only on the backs of everyone's hand

INVISI-LINE

- Demonstrate on one guest using the Eye Primer Brush
- Apply a small amount of product to the flat side of the brush and tap tap pushing it in
- Sanitize the brush using hand sanitizer then wipe off with paper towel
- Demonstrate now only on the backs of everyone's hand

Eye Base

- Demonstrate on the back of your hand first
- Remove a small amount of Eye Base with spatula
- Using the Eye Primer Brush, swipe a small amount of the Eye Base on the back of your hand
- Take the Eye Shadow Brush and dab in any eye shadow from the Beauty Weapon, using pressing and patting motions
- Place the Eye Shadow Brush on top of the side with the Eye Base, then place the shadow on an area without Eye Base, showing the side with the Eye Base is more intense and smoother

Pressed Bronzer - Miami Glow

- Place Motives makeup cape on the person in chair
- Ask all guests to point on their faces where the sun naturally kisses their skin: forehead, nose, cheeks
- Apply Miami Glow on guest using the Retractable Powder Brush
- Load brush with Miami Glow and apply to face where the sun kisses the face, using the Retractable Powder Brush
- Softly blend all over face (like buffing a shoe) with brush
- Pick one person from audience to demonstrate on two other guests



- It is preferable to have the person you pick to have never touched makeup before
- Ask: I bet you are thinking of two other friends who would love this product?

Luxe Precision Eye Line in Jet Black

- Demonstrate with a small swipe on the back of each person's hand
- Ask them not to touch it until you say so share benefits while product dries
- Now say "Go, try to wipe it off."
- You might have the occasional person who has oily skin or had oily lotion on say "Mine wiped off."
- No problem: Respond, "Great I am so glad you had that happen. People with oily skin need to make sure to use a toner or eye base first, and make sure the area they are applying the eyeliner to is clean so it can grab to skin."

Essential Brow Kit

- Take a brush and show guests how to measure the perfect brow shape
- There are three points:
 - First, hold the brush at the side of the nose straight up to the inner corner of the eye; that is where brows should start
 - Second, hold the brush at the side of the nose up through the outer part of the pupil; that is where the arch should be
 - Third, take the brush at the side of the nose up through the outer part of the eye; that is where brows should end
- Then use the Essential Brow Kit to fill in and define the brows

10 Years Younger Makeup Setting Spray

- · Demonstrate on a guest the proper way to spray
- Spray in a T-shape fan with a piece of paper, and spray in an X-shape fan again
- Share that if they really want it to be fully water resistant to repeat above steps three times

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 (a little smaller than a dime size)
- 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, showing how the sponge absorbed all the foundation and the brush was smoother and didn't waste the foundation

La La Mineral Volumizing & Lengthening Mascara in Black

 Give a disposable mascara applicator to every guest and allow them to sample the mascara

La La Mineral Lip Shine in Celeb

- Using a disposable lip brush, apply product to the guest you used for the Miami Glow demo
- Explain this is our top-selling shade and is beautiful on everyone





Review the Benefits of the Following Products

- Isotonix OPC-3® Beauty Blend
- Ultimate Aloe™ Juice
- MochaTonix[®]

Ending Activities

- Have a helper pass out the order forms, specials flyer, catalogs and Sharpies
- Review forms and talk about:
 - Beauty Basics Survey, Face Chart, quad with specials
 - o Explain the value of the quads with special offers
 - o Remind them these specials are for tonight only
- Instruct guests to go through Face Chart and circle everything they love

Close

- Which Top 10 products can you not afford to live without?
- Explain value: "Guess what? Did you know today's specials will cost you less than a fancy cup of coffee each day. Only you know if your skin and appearance are worth that. So let me ask you this question? Is there any reason you would not want to get started using these amazing cosmetics right away?"
- Using the provided script, explain to guests how to purchase the products

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 close orders for guests. Have order forms with specials for catalogs. Have Client Record and Receipt, 44-46 from Motives 'downloads' (UnFranchise® Business Account).

If other kits or products are available, encourage guests to make their way to all the stations and experience everything. Ask guests to feel free to sample for themselves all of the Motives Top 10 products. Remind them of sanitation etiquette.

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

Scripts

Let me Offer Three Ways to Make a Purchase Tonight: 1 has a few products in the kitchen in stock, and if you are lucky, you can take your product home now. We will also make you a Motives Preferred Customer for future special deals. 2. If does not have the item(s) you want,
will order them and will deliver them or they/it can be shipped to your door, and you will receive Cashback for your purchase.
3 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.
Invitation Scripts:
Hi Do you have a minute? Are you doing anything next? Well, I/We came across this guy/gal/professional/company that offers an amazing cosmetic line. I/We are hosting a Beauty Basics Party here at my home on I know you like makeup, looking great and saving money just like me. (If you know they have a beauty or cosmetic challenge, add this sentence: I know struggle/s with and I heard they have products that may help you/them.)
I/We are really impressed. I want you to come over and check it out. It is only an hour or so, and it would mean a lot to me. We should have some fun, so will you come at? I will be emailing an invitation, and then I will call you the day before or day of the event to remind you. Thanks so much.
Follow-Up Scripts: Review Names Lists with new Beauty Advisor
Script for those who could not come:
Hi I just wanted to follow-up with you regarding the Beauty Basics event I had at my house. It went great, and I am so impressed with this product line and its ability to help people. I really did want you to be there at this special presentation, but maybe this is better, and I can show you first hand the information. What is your schedule like this week? Would afternoon or evening be best?
Script for customers who made a purchase:
Hi I just wanted to follow up with you regarding your new cosmetics and/or skincare products. Have you started using them? How are they working for you? I am very excited about how much we can save on this awesome line of cosmetics/skincare and look great

at the same time. If you have any questions, please don't

hesitate to call. I will be in touch with you in a few weeks

to check in on you. Thank you for your business.



BEAUTY BASICS SURVEY

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An Approach to Beauty Inside and Out

What is the #1 reason you came today?			
Do you currently wear cosmetics? Yes No			
Do you currently use skincare products? Yes No			
What is the ONE makeup product you could not live without?			
What is your favorite cosmetic product?			
Please explain why (results, brand loyal, price, etc.)			
Do you have any sensitivity to fragrance or certain ingredients? If so, v	vhat?		
How do you apply your makeup at home?			
How many beauty products do you use daily (cosmetics)?			
Do you shop online for beauty products? Yes No			
If so, where?			
Do you or someone you know have issues or conce	rns with the followir	ng? Comp	lete for a FREE gift!
Check the following that fit	You	Name o	f family or friend
Makeup does not go on smooth/even			
Eye makeup creases and does not last			
Makeup does not stay on or look fresh			
Interested in a custom-blended foundation/powder			
Skin is oily/dry			
Interested in reversing/repairing aging			
Skin has uneven tone and texture			
Interested in repairing lines, dryness and darkness around eyes			
Interested in hosting a s Event			
Digestive health (acid reflux, ulcers, IBS, colitis, etc.)			
Interested in slowing down the aging process from the inside			
Interested in learning more about wellness and nutrition			
Name of who invited you			
Your name			
Address			
City			ZIP
Phone # Fmail			

motives | motives or Late

SUGGESTED PRODUCTS

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Top Ten Moti	ives® Products and Benefits	Notes
HODINGS	 Motives® Perfecting Face Primer – Code: 300FP 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 	
nceses	 Motives® INVISI-LINE – Code: 200LEG Fills fine lines and wrinkles (like spackling does for walls before painting) Brightens the skin around the eyes Visible difference immediately for men and women alike 	
motives	Motives® Eye Base – Code: SB01 Neutralizes unwanted discoloration in the eyelid Holds eye shadow better and makes it last Shadows will look like their true color	
	Motives® Pressed Bronzer in Miami Glow – Code: 300MB Sunkissed bronzer for any skin type Easy to apply, buildable color Adds a glow for healthy-looking skin	
TONES	Motives® for La La Lip Shine in Celeb – Code: 106MLMG Beautiful color on every skin tone Great staying power for a gloss Not sticky or slick	
	Motives® Luxe Precision Eye Line in Jet Black — Code: 23ELP Easy application (smooth like a fine-tip marker) Long wearing, will not smudge (sample only on backs of hands, not eyes) Liquid liner in a pen, so you can make a thin or thick line	



Top Ten Moti	ives® Products and Benefits	Notes
	 Motives® Essential Brow Kit – Code: 100MBK Powder is softer for more natural-looking brows Two colors mix together to make the perfect color Brush is amazing, easy to use, and makes strokes that look like natural hairs Wax is like hairspray for the brows and keeps the hair in place all day 	
MOTIVOS WINTOS AND TOS AND	Motives® 10 Years Younger Makeup Setting Spray – Code: 301FS Cools the temperature of your skin so makeup will not melt off Sets your makeup to last all day and under extreme conditions Can be used in place of water for eye shadow liner and airbrushing	
	Motives® Foundation Brush – Code: 33MBR • Best seller! Helps to apply any liquid- or cream-based products • Use less product so you save money and don't waste product • Even application and more natural look	
Sayibom ***	 Motives® for La La Mineral Volumizing & Lengthening Mascara in Black – Code: 100MLM Gives volume and length to lashes It's a mineral mascara, which makes it safe for even the most sensitive eyes Won't dry or flake on your lashes 	
Beauty Suppl	lements to Complement Cosmetics	Notes
Sotonix Sotonix	Isotonix OPC-3® 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 connective tissue Biotin helps maintain healthy hair and nails	
Ultimate aloc	Ultimate Aloe™* (Strawberry Kiwi Flavor) — Code: 1285 (other flavors available) • Tastes great! • Promotes digestive health • Promotes a healthy immune system • Promotes natural healing	
The set being fall to the set of	MochaTonix®* (Cappuccino Flavor) — Code: 7807 (other flavors available) • Nutritionally balanced drink • Promotes mental focus and memory • Promotes heightened energy and endurance • Supports weight loss and control	

^{*} These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

BEAUTY BASICS EVENT



TOP TEN PRODUCTS

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Name		Mot	tives® Beauty Advisor		
Phone		Em:	Email		
Address					
Essential Brow Kit La La Mineral Volumizing & Lengthening Mascara - Black Luxe Precision Eye Line - Jet Black 10 Years Younger Makeup Setting Spray Foundation Brush				Eye Base INVISI-LINE Perfecting Face Primer Pressed Bronzer - Miami Glow La La Mineral Lip Shine - Celeb	
oduct Name Pressed Bronzer - Miami Glow INVISI-LINE 10 Years Younger Makeup Setting Spray Luxe Precision Eye Line - Jet Black Eye Base La La Mineral Lip Shine - Celeb Essential Brow Kit La La Mineral Mascara - Black Perfecting Face Primer I. Foundation Brush	Code 300MB 200LEG 301FS 23ELP SB01 106MLMG 100MBK 100MLM 300FP 33MBR	Retail \$22.00 \$14.00 \$29.95 \$14.00 \$17.95 \$29.95 \$17.50 \$19.95 \$17.50	Special Notes		