

# Nurture Skin Care Class Script

Your table should be set with supplies for each guest. Soft music playing in the background. A Soul Purpose candle burning and only Soul Purpose products available in the restrooms and by the kitchen sink (if visible). You should have SP products on display. Have whatever refreshments they can enjoy set up for self service.

As guests arrive, ask them to fill out an INFORMATION CARD. If they are not your guest, ask them to write the name of the Entrepreneur who invited them on the top of the card. Let them know they can get something to drink and choose a seat.

Good afternoon & welcome! My name is \_\_\_\_\_, and I'll be your host for the afternoon. Today is a very special day for us because it's the official Launch of the Soul Purpose Nurture Skin Care Line. I am an independent Soul Purpose business owner with a goal to help every woman and man enjoy and benefit from quality natural skin care products for the face and body at a fraction of the cost of a luxury brand. Today our focus is on the face and you're in for a real nurturing treat.

Insert a little info about you... Your professional background, what were you looking for when you found Soul Purpose. What your goals are.

I've joined Soul Purpose in (insert month & year). I've witnessed the journey of transforming a dream into an amazing company and business opportunity. Our mission is clear, empowering and inspiring:

Soul Purpose is dedicated to providing entrepreneurial opportunities and resources that empower people, especially African American, Hispanic, Asian and Native American women. The company does this by developing and marketing highly differentiated, natural, botanically-based beauty and wellness products marketed through the direct selling business model. Our goal is to help entrepreneurs launch and sustain viable, socially responsible businesses that generate wealth, stimulate growth and revitalize diverse communities throughout the world.

And I always have my eye open for others who want more out of life than their corporate J\_O\_B provides. Some of you may have dreams and a vision to take back the control over your lifestyle, life decisions and life direction. Soul Purpose can help you do just that while you help others discover the absolute necessity of a wellness lifestyle. We call it Beauty From the Inside and Out.

We started the company with several objectives in mind that we have continued to live up to after 4 years in business.

To be a leader in the development of health, beauty and personal care products

To foster and support entrepreneurial opportunities via the direct selling business model

To be a socially responsible company that promotes its core values in every aspect of its operations

To be a "green company" by using recycled paper and vegetable-based inks and by encouraging recycling of our product containers

To create products that are natural and botanically-based and sulfate- and paraben-free

To partner with the socially responsible business community to provide a wide variety of goods and services to help us meet our core objectives.

After 4 years of development, we're so proud to launch the Nurture Skin Care Line -- an all natural and organic skin care line that offers "1, 2, 3 plus 1" simplicity along with all the goodness of nature—and no harmful chemicals. Nurture cleansers, toners, moisturizers and serums are formulated with pure essential oils and other natural ingredients that will give you the skin you want and deserve: softer, firmer, more radiant, clearer and ... younger-looking.

Your skin absorbs what you put on it—it's estimated 60 percent of a product's ingredients are absorbed into your body. So if a product contains harmful or synthetic ingredients, you could be putting those chemicals into your body.

And we don't think that's a good thing.

With nature as our guide, we are committed to developing products that nature would be proud to claim as its own. They are products that soothe and rejuvenate, condition and invigorate with every delightful scent and silky touch. Most important, Soul Purpose products are formulated with all of the goodness nature offers and none of the harmful ingredients created by today's technology- savvy world.

**So, here's what you will never find in a Soul Purpose product:**

Parabens

GMOs (genetically modified organisms)

Petrochemicals

Phthalates

Synthetic fragrances

Synthetic dyes

Triclosan

**But you will find high concentrations of natural ingredients like:**

Antioxidants

Botanicals

Essential oils

Fruit extracts

Marine bioactives

Minerals Vitamins

Soul Purpose is all about looking and feeling good, and empowering people to be the magnificent individuals they were born to be. Nature is our teacher, our guide and our inspiration ... for every formula, every product, every time.

Since their release on August 7, one wonderful testimonial after another has been pouring in about the products... **(Tell them your own or someone else's testimonial)**. Because I know you're going to be excited about what you experience, I pre-purchased a couple skin care sets so one or more of you may be able to leave with your products today.

Now, let's get prepared for you to have your very first Nurture Experience. ...

So I can know what products will be best for you use, we're going complete the first section of the SKIN CARE WORKSHEET that's in front of you. Please write your name at the top of the form. As I read the questions, just circle the answer that most closely describes your skin.

#1. Do you have breakouts? (acne/pimples) Circle

rarely,

occasionally, or

frequently.

#2 Do you have blackheads? Circle

few or none

few in T-zone area (which is across the cheeks and down the forehead and nose), or  
problem.

#3 What do your pores look like? Circle

nearly invisible,

visible in T-zone, or

enlarged

#4 What does your skin look like one hour after cleansing? Circle

dry & tight,

Slightly tight..., or

oil breakthrough in ½ hour

#5 Do you have facial lines? Circle

Showing signs around the eyes, lips and forehead,

a few around the eyes, or

none or few.

#6 Does your foundation melt away during the day? Circle

Hardly,

By mid-day/early afternoon, or

Within 2 hours of application

Now check one of the boxes below to indicate what your skin type is. If the majority of your answers are circled in answer columns 1 and 2, you have DRY SKIN. Check that box.

If the majority are in columns 2 and 3, you have OILY skin, check that box.

I'm going to start giving you products that you're going to use today starting with those who have dry skin. (Start dispensing only a DIME size amount of product. onto your trays, plates or cups that you've set up for your guests.)

While I'm dispensing the products to everyone, would you answer the questions on the bottom right of worksheet about your current skin care products and regime? In front of you, we have all of the supplies you'll need to nurture your skin. We'll initially do just the left side of your face so that you'll be able to see and feel the difference in your skin immediately.

And to help us document it for you, I'm going to get a before picture (take a close up picture of each guest).

Let's begin. Everyone can moisten their face with a little warm water. Then dip your middle and ring fingers in the product marked cleanser. Begin rubbing the left side of your face in gentle circular motions. Get the forehead, the side of the nose, around the mouth and under the jaw line. You want to

cleanser for 60-90 seconds to give all of the product's wonderful ingredients an opportunity to achieve their maximum effect.

Now wet your cloth so you can remove the cleanser.

Next, use your cotton ball (or pad) to absorb the product labeled toner. You're going to wipe this product over the area you just cleansed in upward sweeping motions. Never pull down on the face...it results in hanging jowls later in life.

Toning is so very important and is the most overlooked step by most people in their skin care regime. Toning cleans the skin of any remaining dirt, debris, make-up, & pollutants. It also closes the pores to avoid dirt and debris from getting trapped which can create pimples. Lastly, it restores the pH balance of the skin. So this is very, very important.

Just let that dry for a moment as I explain the next product which is the Vitamin C serum:

The cutting edge of skin care research shows that aging skin is the result of more than just years on the calendar. Exposure to environmental elements like sunlight, smoke, and air pollution causes photo-aging in skin. Not only does this lead to the formation of lines, wrinkles, and pigmentation – it can lead to more serious skin conditions including skin cancer. A comprehensive Vitamin C program can help prevent photo-aging and the onset of more serious skin conditions. Topical vitamin C has now been shown to provide up to eight times the skin's natural protection from UV damage. Vitamin C protects your skin from the sun in ways that sunscreens can't. When used together, Vitamin C and sunscreens provide almost complete photo-protection – preventing photo-aging, preventing the appearance of fine lines and wrinkles, and promoting vibrant skin health.

So, with the tips of your fingers again, let's put this miracle serum on. Again using upward sweeping motions. Just feel how your skin seems to come alive and drink it up! **(Let it dry for a few seconds.)**

The last step is to apply your moisturizer. Again use the tips of the fingers in upward sweeping motions.

That's it ladies...1, 2, 3 plus 1 nurturing!

I'm going to take our comparative photo, but tell me what are you seeing & feeling?

**(Take close up photos.)**

Now you can follow the same steps to do the other side of your face on your own. Let me know if you have questions. **(Observe and answer questions as necessary. By letting them do it, it will reinforce how simple it will be for them to duplicate the experience once they get their products home.)**

**(Take their final close up photo.)**

On the back of your Skin Care Worksheet, you'll find the SKIN CARE sets that are available for purchase. As I said earlier, I only have a couple on hand that can be purchased today. And, since I prepaid the shipping it should save you some \$\$\$ as well. First come, first serve based on who turns in their worksheet first.

Does anyone have any questions?

And I should let you know that I have a couple of special offers for you...

Purchase a set and you would qualify for a FREE solid scent (min \$50) or a body balm (min \$100).

And also by purchasing today... (Insert whatever special you want to personally offer.)

Finally, after today's purchase, you will qualify for our FREE Preferred Customer Auto-Ship program. You'll save up to 30% on your future orders plus you'll get free shipping when your order is \$50 or more. It's free for me to set you up today to lock in your savings and ensure you never run out of your skin care products.

I'm going to speak with each of you individually to answer your questions and process your orders and while I do, please browse the display to see and sample our Soul Purpose Bath & Body products. They are exquisite and will extend the nurturing to your entire body!

I've enjoyed meeting each of you for this premier showing of our Nurture Skin Care line. Please remember to let me know if you are interested in knowing more about the Soul Purpose business opportunity. Just like Soul purpose has done for me, it can change your life. (Insert your most powerful business testimonial.)

Thank you for coming today. A toast to each of you!