

beU
BY
ORGANO

6 Common Skin Problems and
the Best Suited beU Product Recommendation

beU BY ORGANO

IT'S FINALLY HERE!

You can now get your favourite beU product in multiples.
Each SKU is now available and ready to sell.

Key to make the right recommendations
for your clients is to **follow the plan on the
Product Profile.**



Complete a Client Profile for each Client – your “File of Gold”, this is where all information for each client is kept and is an excellent tool to use for following up and keeping track of your client’s needs.

Make sure they answer all the questions, especially the ones highlighted below, and include their contact information, so you can stay in touch.

1. Circle Your Skin Type:

Normal Dry Oil
 Combination Don't know

2. Skin conditions (check all that apply)

Wrinkles Oiliness
 Acne Blemishes
 Flakiness Pigmentation
 Sensitivity Large Pores
 Texture Dullness
 Dry Blotchy Skin
 Coloration

3. Current Skincare routine

Does your skincare routine differ in the morning from night?

4. Brand(s) of Skin Care:

5. What does the following look like:

Exercise Routine
 Daily Medications
 Daily Water Intake

6. Have you heard of ORGANO products or services before?

beU
 BY
 ORGANO

Today's Date: Class
(DD/MM/YYYY)

Mrs / Ms / Miss / Mr:
(Circle one) (Last Name, First Name)

Address:

Postal Code: E-ma
(Last Name, First Name)

Phone No. Day: Night:

Occupation:

Hobbies/Interests:

Skincare type: Normal Dry

(Check one)

Current Skin Care Routine:

Brand(s) of Skin Care:

Exercise: Medication:

Have you heard of our Products or Services before?

Skin Conditions:
(Check all that apply)

Wrinkles Oiliness
 Blemishes Flakiness
 Sensitivity Large Pores
 Texture Dullness
 Dry Blotchy Skin

Yes, I am in contact with an organization, club, or community and I need a guest speaker.
 Yes, I want to host a pamper session and share my experience.
 Yes, I would like to know more about beU and ORGANO.
 Yes, I am interested to know more about ORGANO products and services.

General Comments:

Never be so

GUIDELINES

If a client wants to start with a one product purchase as a trial to the brand, it is essential to **recommend the product selected best fits their skincare needs.**

The first step is to refer to their **Client Profile** and review **their current routine** to see what may be missing or can be better improved with the beU product line. *If they only use a moisturizer today but seek hydration, do not start with beU Retinol Anti Aging Moisturizer, rather a product like beU Jojoba Anti Aging Serum could be a great introduction to the line but doesn't replace a product they currently use. This is especially important if budget is a concern, they will unlikely want to purchase a product they already have. So recommending a product that is missing in their routine is more likely to sell.*

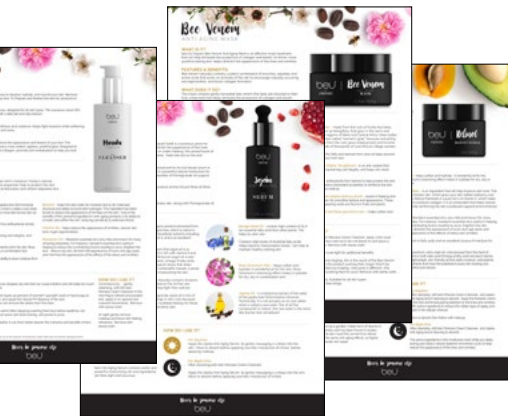
Every time you make a single recommendation be sure to follow with:

"Now, the next product I recommend for you to add to your routine would be..." and we will build up on your collection as you can manage it.

All our products are designed to work synergistically together (i.e. in harmony). beU products contain only natural ingredients.

To achieve the best results, it is not recommended to mix with a product containing chemicals.

Remember that the golden rule
as far as your client is concerned is
what's in it for me.



Please Note: Your **Product Info Sheets** have all the information and benefits of each product, be sure to refer to these to give accurate information.

Tip: Be careful you do not overwhelm your client with information – select the Key ingredient for each situation – as this is addressing his/her individual needs.



CLEAN SKIN IS THE KEY. EVERYONE REQUIRES AN EFFICIENT CLEANSER.

The beU Manuka Cream Cleanser is great for all skin types which makes it a great product for everyone. It effectively cleanses the face, removes makeup and impurities.

Everyone is encouraged to add Manuka Cream Cleanser to their routines.

6 COMMON SKIN PROBLEMS

1. WRINKLES & FINE LINES



2. BLEMISHES & ACNE



3. SENSITIVITY



4. TEXTURE, DRYNESS & FLAKINESS



5. DULLNESS, BLOTCHY & PIGMENTATION



6. OILINESS & LARGE PORES



AND THE BEST SUITED PRODUCT RECOMMENDATIONS...



a. The **number one** choice for any skin type is **beU Jojoba Anti Aging Serum**

This luxurious serum softens, smooths and hydrates the skin to help diminish the appearance of fine lines and wrinkles every day. This powerhouse serum is packed with skin drenching nutrients – ideal for a dehydrated skin.

This gentle organic oil-based Jojoba serum hydrates the skin, along with Pomegranate oil supports with water balance of the skin. Pomegranate oil is one of the most exciting ingredients as it provides soothing, hydrated feeling for extra dry skin.

Key ingredients targeting wrinkles & fine lines:



Argan Oil High in Vitamin E and an excellent moisturizer.



Borage Seed Oil to help calm the skin, contains a high level of fatty acids to balance moisturization levels. To help calm and maintain a healthy looking skin.



Rose Geranium Oil To soften, hydrate and balance the skin.



Jojoba Oil Soothes Dry Skin. Jojoba oil has anti-inflammatory properties which help to tame chaffing and chapping, reduce redness caused by drying, ease the effects of eczema and rosacea, and keep skin calm and comfortable. The Vitamin E and B-complex vitamins in the Jojoba oil help in skin repair and damage control.

b. Second recommendation:



- / Bee Venom Anti Aging Mask
- / Retinol Anti Aging Moisturizer



The skin is an amazing organ and responds quickly to a little tender, loving care.

Cleansing is the key – by using **beU Manuka Cream Cleanser** it will cleanse, hydrate and nourish your skin. Removes Makeup, bacteria and impurities. Thoroughly cleansing leaves the skin with a delicate and silky texture. Cleanse morning and night. Be sure to cleanse the clear areas of your skin first and the blemished area last so as not to spread the infection.

Do not squeeze blemishes as this can cause scarring. Use a clean facecloth each time you cleanse. Change your pillow case daily so as not to spread infection.

Key ingredients targeting blemishes & acne:



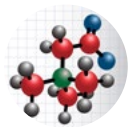
Manuka Honey Honey's natural antioxidant and antimicrobial properties,

Aloe Vera has antibacterial activity.



Vitamin E An anti-oxidant that assist in maintaining cell integrity and helps the skin retain moisture.

Caster Bean Oil is a wonderful humectant (it has the ability to draw moisture from the air) that helps to fight bacteria.



Betaine Anti-aging and its ability to smooth and soften the skin, reducing sensitivity to external irritants.

Mandarin Essential Oil is very mild and known for many amazing properties. Useful in helping to reduce the contributing factors leading to acne, brighten the skin, reduce oily skin, diminish the appearance of scars and age spots and minimize the appearance of the effects of stress and wrinkles.



b. Next recommendation:

/ Retinol Anti Aging Moisturizer



beU Jojoba Anti Aging Serum

A luxurious serum to soften, smooth and hydrate the skin to help diminish the appearance of fine lines and wrinkles every day. This powerhouse serum is packed with skin drenching nutrients – ideal for a sensitive skin.

This gentle organic oil-based Jojoba serum hydrates the skin, along with Pomegranate oil supports with water balance of the skin.

Key ingredients targeting sensitivity:



Argan Oil High in Vitamin E and an excellent moisturizer.



Borage Seed Oil to help calm the skin, contains a high level of fatty acids to balance moisturization levels, to help maintain a healthy looking skin.



Rose Geranium Oil To soften, hydrate and balance the skin.



b. Second recommendation:

/ Retinol Anti Aging Moisturizer



The key for these skin conditions is hydration and the very best recommendation is our “Liquid Gold” beU Jojoba Anti Aging Serum. The skin ages more quickly when it is dehydrated. Did you know that even oily skin can be dehydrated?

beU Jojoba Anti Aging Serum

The Jojoba serum is pack full of amazing Organic ingredients to soften, smooth and hydrate the skin to help diminish the appearance of fine lines and wrinkles every day.

Can be worn alone or under makeup, this powerhouse serum is packed with skin drenching nutrients and will assist in combatting skin damage and aging. Feels like silk on the skin and has a beautiful delicate rose fragrance.



Key ingredients targeting texture, dryness & flakiness:

Argan Oil High in Vitamin A and E and packed with antioxidants and is an excellent moisturizer.



Borage Seed Oil To help calm the skin, contains a high level of fatty acids to balance moisturization levels, to help maintain a healthy looking skin.



Rose Geranium Oil To soften, hydrate and balance the skin excellent for well needed texture improvement to dry, flaky skin.



b. Second recommendation:

- / Bee Venom Anti Aging Mask
- / Retinol Anti Aging Moisturizer



The need to stimulate the skin for these conditions is the key that can be achieved by recommending:

Bee Venom Anti Aging Mask or Retinol Anti Aging Moisturizer.

Bee Venom Anti Aging Mask

An effective treatment that can help stimulate the production of collagen and elastin, for firmer more youthful looking skin. Helps diminish the appearance of fine lines and wrinkles. Bee Venom contains a potent combination of enzymes, peptides and amino acids that work on all levels of the skin to encourage naturally occurring cell regeneration and boost collagen formation.

Key ingredients targeting dullness, blotchy & pigmentation:



Manuka Honey To retain skin's moisture. Honey's natural antioxidant and antimicrobial properties help to reinforce the skin while supporting the skin's ability to rejuvenate and refresh depleted skin.



Jojoba Oil Soothes Dry Skin. Jojoba oil has anti-inflammatory properties which help to tame chaffing and chapping, reduce redness caused by drying, ease the effects of eczema and rosacea, and keep skin calm and comfortable. The Vitamin E and B-complex vitamins in the Jojoba oil help in skin repair and damage control.



Shea Butter Moisturizing: The concentration of natural vitamins and fatty acids in shea butter makes it incredibly nourishing and moisturizing for skin. Reduces Inflammation: A 2010 study found that due to its cinnamic acid and other natural properties, shea butter is anti-inflammatory.



Vitamin E Anti-oxidant to assist in maintaining cell integrity and helps the skin retain moisture.



Sugar Cane (Alpha Hydroxy Acid) Assists in helping skin's revitalization for a smoother texture and appearance



Retinol Anti Aging Moisturizer

This enriched beauty cream works all day long to visibly help diminish the appearance of wrinkles and fine lines and soften the skin.

Your skin will feel softer and smoother, aids revitalization and collagen for a firmer younger looking skin.

Key ingredients targeting dullness, blotchy & pigmentation:



Aloe Vera For soothing hydration

Vitamin E An anti-oxidant that assists in maintaining cell integrity and helps the skin retain moisture.



Apricot Kernel Oil To deeply nourish the skin and firm and tone.



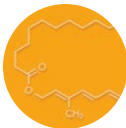
Manuka Honey To retain skin's moisture. Honey's natural antioxidant and antimicrobial properties help to reinforce the skin while supporting the skin's ability to rejuvenate and refresh depleted skin.



Rose Geranium To soften and hydrate, a delightful fragrance as well.



Retinol Palmitate To improve skin tone. Helps thicken the skin, which gives added resiliency and a smoother appearance. A pure form of vitamin A which helps the skin's ability to produce collagen.



Retinol Anti Aging Moisturizer has an accumulative effect for a firmer, younger looking appearance.

Typically people with oily skin will shy away from applying an oil on the skin. However, many oily skins are actually dehydrated!

Serums are a great source of concentrated actives. You'll find that serums contain a higher portion of actives than moisturizers do, this is on purpose based on the fact that serums can deliver ingredients to deep layers of the skin, where actives engage biologically.

Why oily skin types benefit from serums?

If you have oily skin and don't already use a serum, then your skin is missing out on great benefits. The qualities that differentiate serums from moisturizers make serums perfect for oily and combination skin.

- / Serums are lightweight and easily absorbed.
- / Serums can penetrate more deeply than many moisturizers can.
- / By nature, a serum's formula is focused on hydration.

The key to success is to use only 2 – 3 drops and absorbed into the skin in a about 15 mins. If not, you will know you have used too much.

Jojoba Anti Aging Serum

Key ingredients targeting oiliness and large pores:



Pomegranate Oil Naturally contains linolenic acid, which helps balance the oil that the skin produces, and help fight free radicals.



Borage Seed Oil Contains high content of GLA (an essential fatty acid) than other plants. This helps calm skin.



Rose Geranium Helps soften and hydrate. A wonderful oil for the skin, Rose Geranium's balancing effect makes it suitable for dry, oily or combination skins.





Jojoba Oil A botanical extract – technically, it is not actually an oil, but rather a wax ester, which is the most like human skin oil – sebum.

Retinol Anti Aging Moisturizer



Key Ingredients targeting oiliness and large pores:

Aloe Vera For soothing hydration

Vitamin E An anti-oxidant that assists in maintaining cell integrity and helps the skin retain moisture.

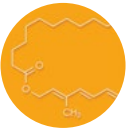


Apricot Kernel Oil To deeply nourish the skin and firm and tone.

Manuka Honey To retain skin's moisture. Honey's natural antioxidant and antimicrobial properties help to reinforce the skin while supporting the skin's ability to rejuvenate and refresh depleted skin.



Rose Geranium To soften and hydrate, a delightful fragrance as well, its balancing effect makes it suitable for dry, oily or combination skin.



Retinol Palmitate To improve skin tone. Helps thicken the skin, which gives added resiliency and a smoother appearance. A pure form of vitamin A which helps the skin's ability to produce collagen.



Mandarin Essential Oil that is very mild and known for many amazing properties. For instance, mandarin essential oil is useful in helping reduce the contributing factors leading to acne, (usually an issue with oily skins). It brightens the skin, reduces oil, diminishes the appearance of scars and age spots and minimizes the appearance of the effects of stress and wrinkles.

Second recommendation:

- / Manuka Cream Cleanser
- / Bee Venom Anti Aging Mask



THE FOLLOW UP

Following up is the key to creating a **"repeat skincare business"**. Always follow up after a week of purchase to ensure your client is happy with their purchase, this gives you the opportunity to address any issues. Worth noting, blemished skin sometimes becomes worse before it gets better due to the active ingredients cleansing out the pores and bacteria.

If a client has previously not had a regular routine then it may take a little time to see the benefits. Also, if a client experiences "tingling" with the Bee Venom Mask and Retinol, this is the active ingredients in the product working hard for them. If they are concerned, recommend they use the product once a day until the skin becomes accustomed to the product.

On follow up, this also gives you the opportunity to **book a Pamper Session with his/her friends**. Be sure to ask your client to **give a testimonial** at this session.

Plus take this opportunity to suggest she joins you to become a beU Consultant to share our wonderful products with family and friends.



Never be someone else