

beU

BY

ORGANO

DISTRIBUTOR FAQ

#BrighterThanGold

# DISTRIBUTOR FAQ

## 1 With the addition of beU, how do I now introduce Organo to my prospects?

### What 4 questions do I ask?

#### **ASK the 4 questions that now include all 3 categories: Beverages, Weight Management, beU Skincare**

- Do you or anyone you know drink coffee or tea, at least occasionally?
- Has obesity or being overweight affected a friend or loved ones' confidence or health? Do you know someone who wants to lose weight?
- Would you be open to try natural/organic products for your skin?
- Have you ever gotten paid for drinking coffee or losing weight?

#### **Be sure to also update your current set-up:**

- Make sure your display of beverages and OGX now includes a beU display as well
- Share the new opportunity presentation and be sure to focus on health and wellness from the inside out
- While your guests are tasting the beverages make sure they are also trying beU on their hands and smelling the fragrances
- Share the launch video, followed by the website and blog or hand out the 3 fold leaflet
- Don't forget to book interested guests into a Pamper Session for another day

## 2 What are the key claims and point of difference this product has for my sales pitch?

- Saves you money and time
- A complete system that has every product you need for a full skincare regimen
- An all natural skincare line that supports anti-aging
- Made in New Zealand with many ingredients directly harvested in the country

## 3 What education materials are available to me?

- The skincare manual is an excellent resource to understand the product line, the system and the features and benefits of each product.
- 3 fold leaflet is a great snap shot of the products that can be used as a take-away for your clients
- The beU website - [beu.organogold.com](http://beu.organogold.com) is a great tool to learn about the products and ingredients

Be sure to try all the products yourself a few times before your pitch. This will give you the confidence to speak about each products features and benefits accurately.

We recommend you focus on the key ingredient of each product and understand it well (information is in the skincare manual). For ex: Manuka Cream Cleanser's focus ingredient is Manuka Honey - understanding the ingredient and its benefits is key.

# DISTRIBUTOR FAQ

## 4 What should I do if customers ask me ingredient specific questions?

Definitely focus on the key ingredients for each product and always reference the skincare manual for support. Use the website as well as we've listed the main ingredients there also.

If there is a question you can't answer, let the customer know that you will find out for them. Then contact our customer service team for the best answer. Be sure to follow up with your customer!

If a woman is pregnant and inquires about ingredients be sure to tell them experts do not recommend Retinol for expecting mothers and always check with your doctor before starting any new skincare products.

## 5 Are the beU products Natural and Organic?

All beU skincare products are made with **100% Natural ingredients.**

beU Jojoba Anti Aging Serum is 100% Organic and whenever possible we will use Organic ingredients for all of our products. However, the rest of the product line contains several organic ingredients but is not 100% Organic. This is to ensure we give you the best quality product at an affordable price point.

## 6 How can this new product line be linked to our current coffee?

beU Skincare is a new category for Organo and was developed to offer more than good nutrition and healthy beverages to customers. Organo's goal is to provide customers with overall wellness from the inside out.

## 7 What should I do if my customers have allergies to ingredients in the product line?

All beU products are 100% natural which means no synthetics or artificial ingredients are used.

However, ingredients like Bee Venom can be an issue for those allergic to bee stings, so be sure to remind customers of that before trying the product. The best way to know for sure is to have customers try a small sample of a product on the back of their hands or along their jaw line to see if they get any immediate reactions before using it on their face.

## 8 How should I sell this product to customers who are happy with their current skincare routine?

Ask your customers the type of products they are using. Do they know what the ingredients are? Are they 100% natural, chances are they are not. beU has been formulated with only good-for-you ingredients that don't compromise on results.

The product line was expertly formulated as a system so customers have everything they need. From a cleanser to remove makeup, a serum and mask that help restore and revitalize the skins exposure to a moisturizer that tightens and hydrates. All made in New Zealand with only natural ingredients, this line is nourishing to the skin and gives you results.

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## 9 How should I sell this product to customers who do not use skincare products or don't have a skincare routine?

Not only does having a regular skincare routine make you feel and look good but investing in the health of your skin will protect it from harsh weather effects (dry winters, extreme heat), pollutants and help you look and feel younger. A skincare routine ensures you give your skin the hydration and moisture it needs while also ensuring you remove excess dirt and bacteria collected throughout the day. The beU line is a simple 3 step daily regimen.

If your customer is unsure on what they need or what product they should start with we recommend you suggest 1 or 2 products to start:

- **beU Manuka Cleanser** is a great introduction to beU, use it once and you will immediately see it work wonders in removing makeup and impurities, leaving behind a silky and soft finish.
- **beU Jojoba Anti Aging Serum** is the perfect addition to your skincare routine regardless of skin type, although an oil, it won't make your skin oily. Providing extreme hydration and anti aging properties, the luxurious aroma of pure Rose Damascena Oil will leave you with soft and hydrated skin.

## 10 What documents are available in the backoffice to help support beU?

You will be able to find a variety of documents that will help you learn more about the product and your journey towards healthier skin.

**Look in your BackOffice for the following:**

- Skincare Manual
- Product Infographic Sheets
- 3-fold flyer • Client Profile Sheet
- Pamper Session booklet
- 1 pager on Pamper Session
- 1 pager on OGMixer
- FAQs
- Social Media images

## 11 How does beU compare to competitors?

beU is an expertly created product line made from New Zealand from 100% naturally derived ingredients. It's paraben and sulfate free and never tests on animals. beU is specially made to target anti-aging with added benefits of hydration and moisture - so you get great value with each use. Designed to work with your skin's natural production of elastin and collagen, it revitalizes skin to help you look and feel your best.