

TimeWise



New Product Information

The NEW TimeWise Formulas are incredible! You'll love the results you get no matter what your skin type! The benefits of the Miracle Set have increased to a 56% reduction in lines! YAHOO! Here's some information to guide you in the new products and selling your existing stock.

SELLING EXISTING TIMEWISE INVENTORY:

The original formula is closest to the new Dry to Normal formula.

Reorders:

When a current happy customer re-orders give her your existing stock... When you run out of that she will move to the Dry to Normal Formula.

Classes:

At a Skin Care Class with new customers, you can feel confident selling them your existing TimeWise if they have normal or mildly combination skin (just a little oily in the T-zone or a little dryness on their cheeks). If they have dry skin, I'd recommend selling them the NEW Dry to Normal formula. If they have true combination, oily or blemish prone skin, I'd recommend you sell them the NEW Combination to Oily TimeWise Cleanser and Moisturizer.



NEW PRODUCTS:

Dry to Normal: This lightweight cleanser will increase moisturization to your client's skin if they are dry. Normal skin clients may not notice any difference – except they need even less moisturizer! This formula is a pink creamy type cleanser with exfoliating pink beads. The boxes for these products have a pink “swoosh” on the front and top lid. On the back it says “Dry to Normal”. To remember which “swoosh” is which think of Intense Moisturizing Cream (pink) for dry skin, i.e. pink “swoosh” is for dry skin.

Who Will Love This Product? Your dry to normal clients and clients who are doing well with the existing formula. Also contact your Classic Skin Care Formula 1 customers.



Combination to Oily: This NEW Formula is really the bigger change!! Now we have an incredible TimeWise System for our combination to oily skin customers! This is a clear, lathering cleanser with purple beads (use warm water to get it to lather well). It leaves skin soft, clean and feeling oh so DRY with no residue! The moisturizer is very light weight similar in feel to Oil Control Lotion. This formula comes in a box with a purple “swoosh” on the front and box lid. It says on the back “Combination to Oily”. To help you remember this, Oil Free Hydration Gel (purple) for Combination to Oily Skin, purple “swoosh” is for combination to oily skin.

One Director felt this might be more drying than using the TimeWise Bar and Oil Control Lotion so check with your customers to be sure they aren't too dry. It is important to use the 2+2+2 Rule. Follow up in 2 days, 2 weeks, and every 2 months! Use our 100% Satisfaction Guarantee! It may be that a customer with combination skin in the winter may use a combination of these 2 formulas – i.e. the Combination/Oily Cleanser with the Dry to Normal Moisturizer or she may use the Dry/Normal Cleanser with the Combination to Oily Moisturizer.

Be careful stocking your shelves and filling orders until your current inventory is gone. Our current formula has purple “swooshes” on the boxes and products! We don't want to mix the Original and the New Combination to Oily up.

Who Will Love This Product? In addition to your combination to oily skin customers, contact all your adult customers who currently use Velocity, Classic Skin Care (Formula 2 or 3), customers using TimeWise Bar, Blemish Control Toner, Acne Treatment Gel or any combinations of those.

By the way – TimeWise Bar, TimeWise Moisturizer with SPF15 and Classic Basic Skin Care remain the same.

Many of your customers who were using acne treatment products with their skin care may no longer need them!

Other people to contact: Customers who had a reaction to the Original TimeWise. Kathy Sweeney just had a client who was “allergic” to the original – but loved the new formula and is wearing it beautifully!

I can't wait to hear your feedback! If you enrolled customers in the Preferred Customer Program (PCP), they will receive their Look with samples of both cleansers and moisturizers. Be sure to call them to follow up in the beginning of January!

Here's my challenge to you – To get 100 adult women's opinions on the **NEW** skin care in 100 days! When you complete this, I will award you a \$50 Spa Gift Certificate and we'll go have fun together!