



Booking an Instant Face Lift

With the introduction of the new Extreme TFF Face Serum it is time to revisit our Instant Face Lift treatment! In just about 30 minutes the results are visible! It happens right before their eyes and they can see and feel the difference! This personal appointment can lead to huge sales, new consultants and future bookings.

Now it's time to make your own calls.... (Here is an example of what to say!)

Hi! _____ This is _____ (your name) how are you this evening? (Make small talk... life? family? job?) Listen I only have a few minutes, but I wanted you to be the first to hear about this... have you seen those ads on TV, magazines and the internet about tightening and firming your face without the pain and cost? I have something better with BeautiControl, where we don't inflate our promises and you can achieve an Instant Face Lift in just 30 minutes! _____ (client) it is so cool, because you see it happen right before your eyes! You just have to try it! I would love for you to be the first to experience this! I have openings this week on _____ (day) or _____ (day). Which would work for you? Great, when we get together I can assess the condition of your skin with our skin sensors and show you our BC Spa Facial line.

Objection: I can't do it this week!

Oh, great this is something you are going to want to share anyway. I would love to do a pampering spa for you and your friends so everyone can experience these great products. How about in the next couple of weeks? Which is better for you weekdays or weekends? As one of my Hostesses you will be eligible to earn free products and our exclusive Spa Neckwrap.



How to Conduct an Instant Face Lift

Products / Tools Needed:

- *Microderm Abrasion for the Face #15215 \$56*
- *Facial Buffer #13936 \$14*
- *Multi-Acid Resurfacing Peel (30 pads) #14644 \$50*
- *Tight, Firm and Fill Eye Firming Serum #14213 \$44 OR TFF Extreme #18089 \$95*
- *Tight, Firm and Fill Face Creme, (1 oz) #14242 \$52*
- *Platinum Regeneration Rejuvenating Eye Treatment - 12 Eye Patches per carton #13940 \$42.00*
- *BC Skin Sensors with quiz*
- *BC Spa Facial products*
- *Mirror*
- *Wash Cloth*
- *Cotton pad for tonic*

Demonstration Outline: *Do the following steps on half of their face, unless otherwise noted. These "steps" are to let the clients experience all of the products featured in the IFL set. Their personal regimen at home may be different. Time constraints may not allow you to leave all of the products on for the minimum recommendation. Clients will see and feel the difference even in a shorten time period. Adjust your time based upon what your client has available.*

1. Conduct their skin condition analysis using skin sensors, paper or on line quiz. (You should do the sensors before beginning the IFL. You can however complete the paper or on line quiz while you are waiting for the Platinum Eye Patches to work.)
2. Cleanse their whole face using facial cleanser.
3. Apply Resurface Peel on one side of their face.
4. Use the facial buffer with Microderm Abrasion in circular motions on same half side of their face. Rinse with cloth or at sink with water. Pat dry.
5. Rub tonic over face using cotton pad.
6. Apply Tight Firm and Fill Face Creme, regular or extreme to half side of face.
7. Apply Tight, Firm and Fill Eye Firming Serum around one eye.
8. Peel the Platinum Eye Patches from the paper and press on around same eye. You will want to leave these patches on at least 10 minutes, preferably 20 minutes.
9. Give client spatula with Extreme Lip Treatment to apply to their lips.
10. Evaluate skin sensors and discuss the benefits of using the complete BC Spa Facial line. Share other products from the Spa Facial line on the back of clients hands.
11. It's time for the reveal! Peel the patch off and allow client to look in the mirror.
12. Share set sheet and ask for the sale, booking and interest in the opportunity.



Words to say during an Instant Face Lift

Key Phrases to say during the Instant Face Lift –

Why BeautiControl - Did you know that the closer a cosmetic company is to the front door of the entrance of the department store, the higher the cost of counter space? To be a brand that is featured in the front of the store typically means that they put less into their formula and more into their brand image, spoke models, event, mall rent, clerks, etc. At BeautiControl we get to put so much more into our products and charge so much less. You simply cannot find anything close to this concentration available for these prices.

Instant Face Lift Treatment – No lines, no wrinkles, no waiting. Simple steps for instant visible results.

Skin Sensors – The sensors assess the condition of your skin, and the easy-to-use online evaluation effectively analyzes factors such as age, skin concerns, sensitivity and complexion to suggest your personalized regimen.

Exfoliation – The process of repair requires both chemical and physical exfoliation. One, without the other is not as effective. The skin turnover slows as we age. The ONLY way to help make the skin act as it did when we were younger is through the process of both chemical and physical exfoliation. Only when we get rid of surface cells will the body force the production of new skin cells.

Resurface Peel – Can use at least 3 times a week. This product contains a 30% acid blend that helps to break down the bonds that hold dry, dead skin cells to the surface of the skin. This is the chemical exfoliation. All follow this gentle treat with a physical exfoliation.

Microderm Abrasion – This product utilizes the same aluminum oxide crystals used by dermatologist to remove dead skin and resurface the skin's texture without the high price tag! This is the physical exfoliation.

Tight Firm and Fill Crème – This product contains 3 peptides that relax the expression lines, firm the skin and increase the cohesion of the dermis and epidermis to immediately firm and tighten. This product also contains hyaluronic filling spheres that instantly plump to reduce lines and wrinkles. This anti-wrinkle delivery system is a truly breakthrough alternative to painful injections. The spheres are initially dehydrated, then fill with water present in the skin itself.

Extreme TFF Crème – Taken the tri-peptide complex above and included them in this formulas at their maximum legal levels. There are added Hyaluronic Filling Spheres at their maximum level to create a product that other companies simply cannot afford to bring to the market. The product contains encapsulated resveratrol, a super charged antioxidant to help protect from free radical damage. Also included is a skin brightening powder with a photoluminescent diamond core to subtly illuminate the skin for a youthful, glowing appearance. The ingredient concentration is so potent and the results are visible in as little as 30 minutes.

Tight Firm and Fill Eye Serum – This product contains all the active ingredients of the Tight Firm and Fill face serum, using hyala-sponge technology. This is the newest and most effective way to deliver highly effective key ingredients into the skin in a sustained release delivery. The process of sustained delivery keeps the key ingredients active on the skin for a longer period of time, maximizing their effectiveness. One pump will do both eyes. Smooth it around the top and bottom of both eyes and finish with a little on your eye lid. It is the first product we introduced that is safe to apply directly on the eye lid.

Platinum Regeneration Eye Treatment Patches – Skin is designed to keep things out. Thanks to BeautiControl technology, we have a new concept in anti-aging – the patch delivery system. They deliver a concentrated dose of ingredients over a period of time. They deliver a powerful time released dosage of advanced ingredients that plump lines and wrinkles, diminish dark circles, dramatically improve skin firmness and deflate those under eye bags that happen due to heredity, allergies, late nights, etc.

Extreme Lip Treatment – Contains all of the maximum levels of peptides, hyaluronic filling spheres and encapsulated resveratrol of the face crème designed for the lips. With daily use you can expect reduced appearance of fine lines on and around the lips, replenishes moisture and visibly plumps lips. Helps prevent dry, and cracking lips.

BC Spa Facial Products – You can get a more streamlines, multi-tasking, cost effective regimen that contain either alpha or poly hydroxyl acids for chemical exfoliation, peptides to help firm and tighten the skin and sun/antioxidant protection to ensure that your skin stays protected both day and night. These products are free of parabens, sulfates, gluten, artificial dyes and fragrances.

30 Day Money Back Guarantee - This is a no risk guarantee that my company allows me to offer to everyone of my clients. If you don't see results, you can return the product back to me with your first 30 days for a full refund. BeautiControl will replace the product for me. Why wouldn't you want to try a product that promises results that we stand behind our claims with this money back guarantee?



Closing the Sale / Booking The Spa / Recruiting at an IFL Instant Face Lift

You have completed the IFL, Congratulations! The results are amazing! Now it is time to ask for one of thing things...

- What products would you like to get started with today!
- When can we share this with your friends and family at our own spa?
- Would you be interested in “getting to know” BeautiControl better?

Here is what to say...

Products - (Show the IFL/BC Spa Facial Set Sheet)

To get the visible results you experienced today you will need the Instant Face Lift Set and the Platinum Eye Patches shown here. You can make your Instant Face Set Extreme for just an additional \$69, total \$285. When you purchase the Face Lift Set today you can purchase the eye patches at a 40% discount, for just \$25.

Bookings - (Show the IFL/BC Spa Facial Set Sheet)

*_____ (customer name) do you have a couple of friends that would benefit from the Instant Face Lift experience? I would love to do a pampering spa for you and your friends so everyone can see these great products and results. How about in the next couple of weeks? Which is better for you weekdays or weekends? **(If she has given you an objection to purchasing the IFL Set and/or Eye Patches then say...)** Being a hostess is a fabulous way for you to earn credit towards free products. You can start with a few items today and earn the rest at your spa party! Plus you will receive our exclusive gel filled neckwrap, and a 40% discount on your own customized BC Spa Facial skin care set. Which is better for you ...*

Recruiting - (Show the IFL/BC Spa Facial Set Sheet)

_____ (customer name) Before you make your decision on what to start with today, I do need to tell you about a special opportunity that you need to consider. Some customers like to start with our Spa BeautiCase. It's a way for you to “get to know BeautiControl” better, it is our best value and includes the Silver Spa Now bag. You can share these products with your friends and family, and you can order directly from the company as a consultant. Let me show you what is included...