

THE ULTIMATE BODY APPLICATOR

Salon Proposal

Benefits of Servicing the Product Line:

- ❖ Your Salon will become a Trend Leader in your area ...THE product expert looking out for your clients.
- ❖ Your Salon will offer an EXCLUSIVE product line that is effective and made from all-natural ingredients, making it a safe alternative to painful surgery and costly chemically based procedures.
- ❖ Your Salon can gain credibility through the product's recognition by major networks (ABC, CNN & NBC) as well as celebrities since the body slimming treatments were featured in the gift suites at the Oscar's and Emmy's.
- ❖ Your salon will become THE destination to firm clients' trouble spots before special occasions (e.g., trips, weddings, reunions, holidays) since they will start to see results in as little as 45 minutes!
- ❖ Your salon doesn't need a wet room, and there is no equipment to buy. The application process takes only minutes, and the Applicator is ready-to-use and mess-free!
- ❖ Your salon can boost product sales by offering the clients progressive results with continued use at home.
- ❖ Your salon can offer customized body contouring that is NOT water loss, making it unique.

Ultimate Body Applicator Highlights:

This exclusive body contouring Applicator is a site-specific, non-woven cloth (approximately 13" x 21") that has been infused with a powerful botanical-based formula to deliver maximum tightening, toning and firming results where applied to the skin.

The Ultimate Body Applicator features include:

- ♦ Minimizing cellulite appearance
- ♦ Improving skin texture & tightness
- ♦ Is mess-free and simple to use
- ♦ Results in as little as 45 minutes
- ♦ Progressive results over 72 hours
- ♦ Made with natural ingredients

The Applicator must be worn for at least 45 minutes, and there is no limit on how long to keep it on. Once the Applicator is removed, any remaining product should be rubbed into the skin.

The ingredients stay in the body for 72 hours, so a subsequent Applicator should not be applied until 72 hours after the first was administered. For more information on the Applicator's uses, ingredients and other frequently asked questions, please refer to the Ultimate Body Applicator Product Information guide, available on my website.

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The Applicator should not be used on women who are pregnant or nursing.

Defining Gel Highlights:

As a companion product to the Applicator, the Defining Gel can be applied daily for improved results during the treatment process as well as a daily moisturizer and firming gel to maintain results. Used in areas that show signs of cellulite, sagging skin (slackening) and stretch marks, the Defining Gel contains the same active ingredients as the Applicator, but in a reduced concentration that is safe for everyday use.

Steps for SUCCESS:

- ❖ Schedule an in-salon training for all personnel to get them excited about the product.
- ❖ Host an "invitation-only" in-salon party featuring the Ultimate Body Applicator to kick-off the new product line, building excitement...and demand!
- ❖ Send html-enabled email (to link to salon web site) and direct mail announcement combined with special holiday offer (e.g., discount to try for month of December).
- ❖ Conduct a "Win a FREE Wrap" drawing to collect names of those interested in trying it, and customize special promotion in targeted appeal.
- ❖ Place new product line announcements at each station and front check-in counter to serve as conversation starters (e.g., what is that?).
- ❖ Offer "Gift Wrapping" holiday gift certificates for current clients to purchase for their girlfriends who have everything, as it will draw new potential clients into the salon to receive their gift, creating an ideal opportunity to showcase the full line of salon services.
- ❖ Offer holiday gift packages including Ultimate Body Applicator with other salon services.
- ❖ Offer as a new service in the form of a Tightening, Toning and Firming Massage. This 1-hour massage would be performed using the Defining Gel and include the Ultimate Body Applicator as add-on.
- ❖ Promote as Wrap N' Relax service, where the Ultimate Body Applicator is applied as an add-on service to wear while they are receiving other salon services.

Shelf the product for Wrap N' Go, where the Ultimate Body Applicator is applied in the privacy of their home as a trial (single Applicator) or entire treatment (4-pack of Applicators). Shelf the Defining Gel as a companion product to use as a daily moisturizer and firming gel to maintain the results of the Applicator.

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Revenue Generation

DIRECT: Signing up as a Distributor with It Works! Global to service the product line allows your salon to receive wholesale pricing. The cost of each wrap is \$14.75 plus shipping and tax. You then have the option to retail the applicators between \$25 and \$50, which is a markup of 200-400%. The product speaks for itself, and word-of-mouth brings them through your salon door. The opportunities are endless.

PASSIVE: As your customers, friends and family begin to enjoy this one-of-a-kind Applicator, you can capitalize on signing them as direct customers, who order product directly from It Works! Global. Your commission on each loyal customer, you enroll, will be 15% for the lifetime of their orders. When you reach 60 enrolled Loyal Customers, and maintain \$3,000 in Bonus Volume sales, you receive an add-on bonus of \$600. All you need is to maintain your personal relationships with your customers. The Applicators are shipped to their homes, and you receive the commission every month. Signing other distributors has immense residual income potential that can be explored in further detail, if interested.

*Does not include the cost of shipping, tax and other marketing materials.

WEEKLY

# of Applicators Sold	Wholesale Cost (\$14.75 per)	Gross Sales (assuming \$25 per applicator)	Net Profit
3	\$44.25	\$75	\$30.75*
6	\$88.50	\$150	\$61.50*
10	\$147.50	\$250	\$102.50*
15	\$221.25	\$375	\$153.75*

ANNUALLY

# of Applicators Sold	Wholesale Cost (\$14.75 per)	Gross Sales (assuming \$30 per applicator)	Net Profit
156 (3/week)	\$2,301	\$3,900	\$1,599
312 (6/week)	\$4,602	\$7,800	\$3,198
520 (10/week)	\$7,670	\$13,000	\$5,330
780 (15/week)	\$11,505	\$19,500	\$7,995

Cost: The only out-of-pocket cost of becoming a Distributor is the distributor kit. This entitles you to all the rights to sell the entire It Works! Global product line, assortment of sales aides and 4 Ultimate Body Applicators. This is a very small investment for such a huge revenue potential.

Benefits in Joining My Team: I will personally help you get started! I will assist you with promotions and facilitating your initial staff training and in-salon party. I will continue to work with you, helping you reach your desired level of success.

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