

WELCOME TO YOUR WOW PARTY BOOKLET

SHARING SEACRET FLIPCHART GUIDE



This booklet contains the information that will help you to learn how to present a WOW Party with your Sharing Seacret Flipchart.

To get the most from this booklet and your flipchart we recommend the following:

1. Read through this booklet first
2. Use your flipchart to practice your presentation, referring to this booklet for any information you need.
3. Add notes, comments and words you want to remember to the notes pages of your flipchart to personalize your presentation and to highlight the important facts you want to remember
4. Schedule a date for your first WOW Party or find a HOST and start presenting! Practice makes perfect and you will get better the more you presentations you make!

We welcome you to Seacret and wish you success as you grow!

1. PREPARE TO BE WOWED



1. Set Up & Preparation

- Bowl of water, water pitcher, tissues
- Camera to take “before” pictures
- WOW Products – *Salt Scrub, Nail Buffer, Body Butter, Spatulas for sampling*
- Light, calming music
- Cucumber water and veggie tray
- Bring Catalogs, Order Forms, Enrollment Forms, and Wish Lists

2. Product Sampling

Encourage guests to:

- Buff a nail, exfoliate hands, moisturize
- Fill out a Skincare Quiz / Wishlist
 - Gauge product interest
 - Learn what customers want
 - Do they want to host a party?
 - Are they interested in the opportunity?

3. Welcome Guests

- Introduce yourself in 2 – 3 sentences. Expand upon this later in your presentation
 - Talk about your “WHY”
 - Share your experiences as a part of the Seacret Community
- Get to know guests names
 - Nametags
- Find out how they know the Host
- Understand what they want to learn about today

Tip:

Take time to review this flipchart. Practice presenting and what you will say. Highlight areas that will help you and add notes to make it fit your style and personality. Be enthusiastic, share your love for Seacret and you will be amazing!

2. CHALLENGES WE FACE



Introduce yourself and thank your host.

Hello! My name is _____ and I'm an Agent with Seacret. Many thanks to our Host _____ for having us today, and to each of you for joining us. You're going to love this experience!

Share your personal story.

This will establish why being an Agent is a great opportunity.

I've chosen Seacret as a means to build a business independently on my own terms. What I love about it is _____.

Ask your Host to share his/her reason for hosting.

This will encourage others to consider hosting.

Tonight our Host _____ will be earning rewards just for sharing Seacret with all of you! _____, I'd love for you to share what you love most about Seacret and why you decided to Host tonight.

Ask your guests their reasons for attending.

This will ensure you meet their needs and answer their questions in your presentation.

Let's get to know each other a little better. As we go around the table I'd like for each of you to tell me how you know our Host and what you'd be interested in learning tonight.

Get Started

Thanks again for allowing me to share Seacret with you today. I was WOW'd the first time I experienced the products. My goal is to help you learn a little and have fun. I think you'll be WOW'd as well. Let's get started!

Discuss Stressors

Each of us have things in our life that cause us stress...

- Finances, health, environment, lifestyle
- We know what we should be doing but don't always make the right choices (Diet, Exercise, Self Care)
- I know that _____ stress was one of the reasons I chose to become a Seacret Agent, so that I could _____.

Results of Stressors

Have you ever noticed how stress affects your skin and your body?

- Fine lines, puffiness, premature aging
- We look and feel older and don't put our best face forward

3. SEACRET IS THE SOLUTION



We agree that stress affects how we all look and feel, and that each of us experience some level of stress in our lives. I'm now going to share a number of ways that Seacret can help remedy the effects of stress on you both mentally and physically.

- Largest Dead Sea skin care company in the world, sharing luxury skincare for over 10 years
- Retail Sales company since 2005
- Sold in mall kiosks in 40 countries and over 900 locations for six years earning over \$1 billion in retail sales
- Products designed with the latest science and industry trends
- Only private brand manufactured by our supplier
- Previously only available at retail pricing – relationship marketing allows us to share Seacret at prices up to 60% less than before.
- Products and opportunity are offered in the US, Canada, Japan, Korea, Australia, Mexico, and Germany
- Agents around the world share our story, products, and benefits so that others can feel good, look better, and be part of a community that cares about their success
- Products are manufactured using the best ingredients without fillers and additives that are known to be harmful
- Products are rich in natural ingredients, including Dead Sea minerals, vitamins, herbal extracts, amino and fatty acids, and essential oils
- Products are hypo-allergenic, allergy free, and NEVER tested on animals

4. WHY SKIN CARE?



Did you know that the skin care industry is one of the fastest growing industries in the world?

- Skin protects us, prevents germs from entering the body, and helps maintain a healthy immune system
- Largest organ in the body
- Rids itself of 30-40,000 skin cells every day, completely replacing itself every 28 days
- Reveals much about your health and your age
- Healthy skin is beautiful skin
- Lifestyle choices, sun, stress, and pollution all have affects on your skin
- Every day you don't wash your skin can add 30 days of aging
- Helps you feel confident when you know you make a good first impression

With baby boomers and younger generations understanding the need to protect their skin to maintain a youthful appearance, and life being so busy that many don't have time to go to a spa for treatments, Seacret is a great solution to affordable, at-home skin care.

Our products have been specifically formulated to accomodate a busy lifestyle, and can all be combined to provide specific solutions or long-term care.

FUN FACT: Exfoliation is currently the most googled word in skincare. It is a method of removing old skin cells, leaving the skin smoother and ready to receive treatments such as moisturizers and serums.

Seacret has many products that exfoliate while delivering essential nutrients to the body and skin.

5. THE CHALLENGE WITH SKIN CARE



Some of us don't know what the right steps are to taking good care of our skin and some that think they do, may be doing it in the wrong way.

How many of you have expensive products at home that you purchased to "fix" a problem only to be disappointed in the results?

If we don't take care of our skin the right way, then we are wasting money and could actually be causing more damage!

As I mentioned earlier, without exfoliation you may be wasting your money on expensive moisturizers that cannot penetrate through the dead skin layer.

Recent scientific studies and technological advances have allowed people like us to use products purchased over the counter to address various skin care challenges with AMAZING results.

At Seacret, we call many of our products WOW products because that is what we hear from the people that use them.

6. WHY THE DEAD SEA?



All of Seacret's products are made from ingredients that come from the Dead Sea. Each year, Seacret's Founders and Leaders take a trip there and I love seeing the pictures. I can't wait to go myself. Let me tell you why...

- People have traveled to the Dead Sea for thousands of years to experience the therapeutic benefits of the Dead Sea, even before there was scientific evidence
- Cleopatra's secret to youth and beauty was treatments of the Dead Sea
- As the lowest point on earth, 1,388 feet below sea level, the Dead Sea contains the most concentrated and unique combination of minerals
- Its salt concentration is over 33%. It's true that you float!
- Dead Sea minerals have been shown to help with skin issues
- The world's first spa and wellness center was built on the shores of the Dead Sea
- Today, several countries' health care systems reimburse patients for going to the Dead Sea for treatments

7. THE PERFECT BLEND OF SCIENCE & NATURE



Seacret takes the latest technology, scientific research, customer feedback, and the historically effective and unique combination of Dead Sea minerals and blends them to create impactful, effective and WOW producing products.

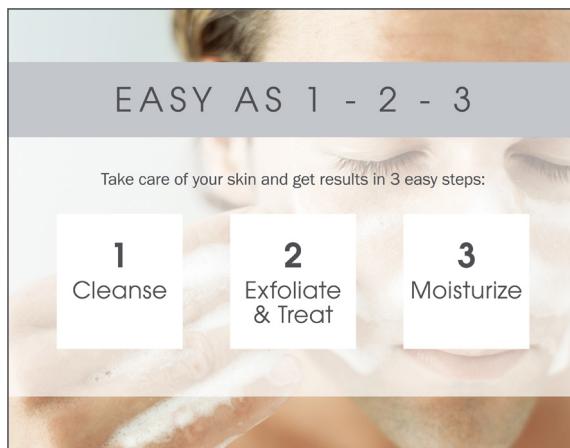
Share what you will offer and what you will do

I'm going to let you try some of our products, show why we are different and share with you the benefits of being a part of Secret.

- However you want to participate, there are many ways to benefit! You can be an Agent like me, a host like ____ or a customer.
- As a Seacret Agent I have earned ____
 - Fill in with your own WOW moments, an iPad? A trip? Money to pay for a specific wish list item?
- Our hosts can earn free, discounted, and exclusive items just for sharing Seacret with their friends
 - Show some of the items that your host has on their wish list. Their "WHY" for hosting the party.
- Our customer program affords discounts and loyalty points that can be redeemed for free products.
- We have programs, discounts, and free gifts for you however you decide you would like to participate.

Use the Wish List I provided when you arrived to write down notes, questions, and highlight products that you like, or products you would like to try in the future. If you complete the tear-off section on the bottom I will be drawing for some prizes before everyone leaves.

8. EASY AS 1 - 2 - 3



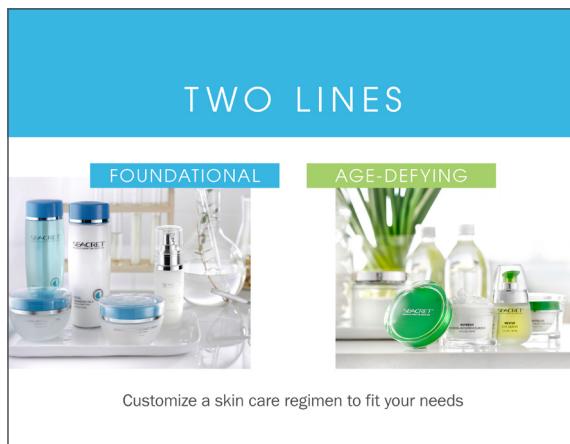
Caring for the health of your skin is as simple as 1-2-3! Regularly cleansing, exfoliating and moisturizing helps protect and renew your skin. These steps are done daily and weekly in combination. I can't wait to share them with you! After today you'll know the "right" way to care for the most important organ of the body, your skin.

- 1. Cleanse** – Help remove toxins and impurities that can damage your skin and lead to premature aging
- 2. Exfoliate & Treat** – Help stimulate cell removal, unclog pores that can lead to blemishes, and remove dead cells that lead to fine lines and wrinkles
- 3. Moisturize** – Help protect and repair the skin from environmental damage, to maintain hydration and balance, and help minimize the appearance of aging

Today you may experience a change from just 1 application of our WOW products.

I am going to demonstrate all 3 of these steps, and I encourage you to take out your Skin Care Quiz. If you haven't already, please complete it so that I can determine which products best meet your specific skin type and needs.

9. TWO LINES



The beautiful thing about Seacret's product line is that we have many products that work together, all containing the best of science and nature. Today, we will be customizing a personalized skin care regimen for you based on our 2 lines, Foundational and Age-Defying.

- Take a quick poll to find out their results

Foundational Line - Works for all types of skin: dry, oily, or normal/combination.

Age-Defying Line - Uses peptide technology to address the signs of aging

Depending on your needs, your personal regimen may be a combination of both lines.

Our basic 3 steps, cleansing, exfoliating and moisturizing, can be paired with products designed to target specific areas and concerns, and work synergistically to provide WOW results.

10. STEP 1 - CLEANSE

STEP 1 - CLEANSE

- ▶ Removes dirt, toxins, and contaminants
- ▶ Prep the skin to absorb follow-up products
- ▶ Cleanse twice a day, morning and evening

ONE STEP FURTHER:

- ▶ Mineral-Rich Refining Toner
- ▶ Dual Phase Eye Makeup Remover



Use a cleanser twice a day, in the morning and before bed, to begin your routine with healthier, more radiant skin. As you can see, we have several types of cleansers including washes, milk, and soap. We also have a Men's Line and an acne wash!

- Washes are best for normal to combination skin
- Milk is best for normal to dry skins
- Mud Soap is best for oily skin

*After we cleanse, let's take a **BEFORE** picture of each of your faces. As we go through the demonstration, circle the items we are demonstrating on your wish list and make note of any you love.*

START THE DEMONSTRATION

- Determine if you will do one side or the entire face
- Give each guest a small amount of cleanser while explaining how to use it

To cleanse your skin, dampen your face and apply the cleanser with your fingertips. Massage around your face in a circular motion and use a wet towel to gently rinse it off

- A targeted extra; use a toner

Our Mineral-Rich Refining Toner helps remove excess oil and dirt and balance your skin after cleansing. It also helps to minimize the appearance of pores. Use a toner twice a day to help soothe and return the pH balance to your skin

11. STEP 2 - EXFOLIATE & TREAT



Exfoliation is a weekly process, and should be done regularly to help aid in skin renewal and regeneration. Today we're going to exfoliate using our Peeling Gel and follow up with a mask to treat.

- Visit your Backoffice for demonstration videos and tips
- Determine if you will do one side or the entire face

The Peeling Gel is one of our WOW products. It brightens the skin by helping gently remove dead skin cells and is perfect for people with sensitive skin.

- Don't need to use much
- For those with facial hair, offer Peeling Milk instead of gel if you have it
- A guest can try Peeling Gel on their inner wrist, half, or all of their face
- Massage in a circular motion for one minute, rinse thoroughly and pat dry

12. STEP 2 - EXFOLIATE & TREAT



Masks are used to help tighten, hydrate, nourish, balance, and exfoliate in one step. The peptides in our masks help reduce the appearance of lines and wrinkles. Seacret offers four kinds of masks based on your needs.

RENEW – for normal to oily skin – Helps even the appearance of skin tone

REVITALIZE – A thermal moisture mask that opens pores to help clean, exfoliate, and moisturize

MUD – Our flagship Dead Sea mud masks increase body temperature to help reduce fat and toxins. By increasing blood circulation, it can lead to faster cell turnover and smoother skin. We also carry our mud in larger packets so that you can experience a full-body mud mask at home!

- Mineral-Rich Clarifying Mud Mask
- M4 Mineral-Rich Magnetic Mud Mask

RECOVER – This flagship Seacret Product has been shown to reduce the appearance of fine lines and wrinkles in only 15 minutes.

- Based on nano-technology, which penetrates wrinkles to help physically lift, flatten, and smooth out skin.

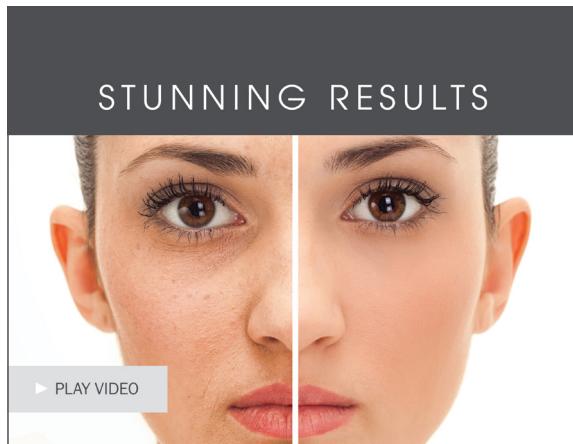
Let me show you some of the stunning results from these masks!

DEMONSTRATE

- Give each guest mud
- Ask them to apply thickly on face
- Ask how it feels and explain these are the results of drawing out impurities (*tingling, warmth, coolness*)

As with all the products I'm demonstrating tonight, you can learn more on my website, in the catalog or by filling out your Wish List so I can help you.

13. STUNNING RESULTS



The masks take about 15 minutes to dry. While we wait, why don't we...

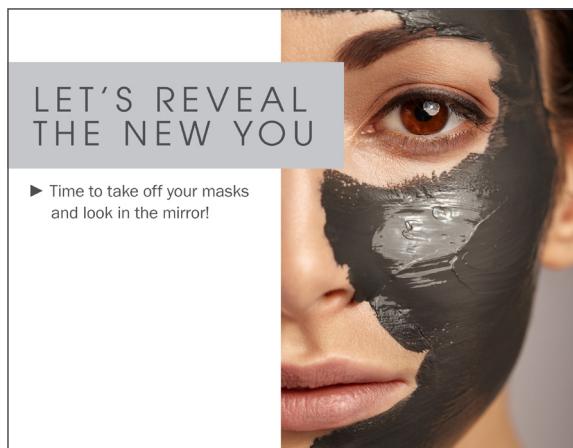
- Watch a brief video
 - Access from your app or downloaded from the Backoffice
- If you don't have the video, look at Seacret's Before and After Gallery

14 - 16. BEFORE & AFTERS

If you are not sharing video share these Before & After images



17. LET'S REVEAL THE NEW YOU



Remove masks after 15 minutes

- Put a towel on the table and ask guests to “buff” off their masks by rubbing them with their hands, then rinse with water and pat dry
- Ask them to feel their skin and see if they notice a difference
- Take **AFTER** photos before moisturizing
 - See Backoffice for tips on taking great Before and After pictures
- Invite guests to look in the mirror and at the Before and After photos

So what do you think? Do you see incredible results? These masks are meant to be used once or twice a week for maximum results, so if you like what you see now, imagine what you would see if you were using them regularly!

- Allow guests time to talk and compare results

18. STEP 3 - MOISTURIZE



It is critical to moisturize twice a day and it's especially important after exfoliating to protect your new layer of skin.

To take it a step further, Seacret offers targeted treatments such as our Eye Gel and Facial Serum.

- Pass out a moisturizer depending on what you have to share and guests' skin care quiz results

SERUMS

Used before moisturizing, helps add another layer of penetration and preparing the skin for retaining moisture.

- Serums are like "food" for the skin, injecting nutrition deep into the skin's layers.

EYE PRODUCTS

Helps reduce puffiness and dark circles

- Use daily around the eyes to reduce signs of aging.
 - The skin around our eyes contains the fewest oil glands and is most prone to signs of aging
 - 7-10 times thinner and the most delicate area

When sharing, refer them to the moisturizing section of our catalog and talk about the products you use.

19. BUILD YOUR REGIMEN



Now that we've covered the basics of skin care, let's recap what we've learned so far:

- Cleanse, tone, and moisturize twice a day

Look at your wishlist – these daily products, plus your exfoliant, make up your customized regimen!

- Exfoliate and treat once or twice weekly

These would be our Peeling Gel or Milk, Mud Masks, and Recover!

I'd love to hear what everyone thinks so far!

- Allow time for guests to ask questions, compare results, talk

20. ADDITIONAL CARE



- Invite guests to look at Catalogs, Order Forms, and Wish Lists
- Point out Hair Care, Body Care, Acne Care, and Men's products

Seacret offers complete solutions for all of your skin's needs and every one of our products contains scientific technology and the time-proven benefits of the Dead Sea.

- Share your testimonial
 - Product name or regimen
 - Why you love it
 - Results you've experienced

21. IMPROVE YOUR LIFE



Earlier I told you there are many ways to benefit from Seacret, and I'm not just talking about our products.

- Agent
- Host
- Customer

We're going to watch a quick video that will explore these options to help you better understand them.

- Refer to Wish List or VIP Customer Cards from Seacret Supply
 - Have guests complete the tear-off portion at the bottom of the Wish List
 - Have guests indicate favorite products, questions, and how they would like to get started
- Collect tear-offs at the end of the video and have the Host draw 1 or 2 names for prizes
- You can use the tear-off or VIP Customer Cards to keep track of what your new customers like, want, and would like to do.

If you do not have the video to share, continue with the rest of the slides to share how they can benefit as a Seacret Customer, Host, or Agent.

22. CUSTOMER BENEFITS

CUSTOMER BENEFITS

- ▶ Healthy, beautiful skin
- ▶ Great products
- ▶ Amazing discounts
- ▶ Refer others for \$10 product credit
- ▶ Earn points towards free products and benefit levels

QUALIFY FOR VIP & ELITE LEVELS

- ▶ Accumulate 500 points in a year OR
- ▶ Gain instant VIP status by:
 - > Enrolling in our Bundle & Save Program
 - > OR placing a \$99 a la carte, first-time order at the VIP price today

VIPs earn double points, birthday gifts, and 60% off savings



Healthy skin is beautiful skin – don't you agree? As a customer of mine, you'll experience the benefits of Seacret first hand, receive monthly specials, AND I'll even send you an annual birthday gift.

Also, every order you place will earn you points that can be redeemed for future product credit.

- 500 points – VIP
 - Double rewards when you host a party
 - Double points, additional discounts and benefits
- 1,000 points - Elite

I can help you become a VIP Customer today in 1 of 2 ways:

- \$99 order – makes you a VIP Customer for one full year!
- Monthly Bundle & Save Program
 - Discounts up to 60% off
 - Special first order additional discounts

Let's talk about which products you're interested in tonight and I can help you get the best savings!

23. HOST BENEFITS



Hosts can get all the benefits that our Customers get and then some! Take a look at what our Host is earning tonight.

- Review Host Rewards Grid:

- 1 Customer Credits** – \$10 referral credit for every new Customer that orders \$49 or more (you always get this benefit as a Seacret Customer, but Hosts can use them at their parties!)
- 2 Host Reward Credits** – Based on party totals, redeemable toward any Seacret products
- 3 Host Exclusive Items** – A selection of exclusive items only available to Hosts valued at up to \$100 for free or \$15 each for purchase
- 4 & 5 Host Half-Price Selections** – For every Party that is booked tonight or any new Agent that enrolls, our Host will be able to chose an item and pay only 50%!

Additional Benefits:

- You can become a VIP when your party total is \$500 or more
- When your party total is \$1,000 or more, you will receive free shipping on your rewards order

We love rewarding Hosts because they introduce us to new people just like you! If you would like to host a WOW party of your own, be sure to check the box on your Wish List and we can get it booked tonight when you check out!

24. AGENT BENEFITS



Let me share what I love about being a Seacret Agent! For starters, I do business on my time and am not tied to a desk or 9-5 schedule.

- Work from home
- No commute
- Work my own schedule
- Insert your own

Not only that, each year I have the opportunity to earn trips, attend meetings in fun locations, and earn prizes like iPads and even lifestyle bonuses!

I'm able to earn money selling products I love to Customers, and from others on my team who sell them, many on a full-time basis replacing a formal full-time income.

There's nothing better than spending more time with my family, traveling, and building my own business.

- Remind them of your “WHY”

Does this sound great to you? Are you ready to live the life you choose?

25. AGENT EARNING POTENTIAL



Seacret transitioned to relationship marketing because they knew word of mouth and experiencing products first hand was the best way to share. This allows you to address one of the stressors we discussed earlier; personal finances.

Agents are paid and rewarded for:

- Selling product to Customers and VIPs
 - Agent Customer rewards include generous retail commissions, credits, and global customer pools
- Building a team of 2 people and helping them sell products
 - Unlocks the compensation plan and helps you earn on other Agents in your group

Bonuses such as “Drive your Dream” and Promotion Bonuses help reward you as you grow and pay for the little things that make a big difference.

As an Agent, you also get the best pricing on products that help protect and nourish your skin.

But the best part of being an Agent is meeting new people and being backed by a company and community that helps you grow your business through training and incentivizes you for your achievements.

You choose how you want to build your business to compliment your life – part time to full time – the choice is yours!

26. GET STARTED TODAY



Seacret loves to make things easy on their Agents, so to help start your business, they offer 3 Starter Sets and a WOW Party Kit to choose from. I recall how excited I was the first time I tried the products I ordered a set right away!

5-in-5 Starter Set – Our 5-in-5 Set comes with 4 of our most popular WOW-inducing products. It includes your Agent Launch Kit with all the tools and forms to start your business, including your own website, step-by-step guides, business tools, Order Forms, and a Flip Chart.

WOW Starter Set – All the items in the 5-in-5 PLUS additional basic skin care items demonstrated tonight. Enough for half a dozen WOW parties or demos. It includes some party accessories too!

Professional Starter Set – All the items in the WOW Starter Set PLUS the WOW Party Kit and additional skincare items such as our eye gels and serums, full green line, and samples and travel sizes to share. This Kit holds enough for a month's worth of parties.

Plus, to put on an amazing WOW Party, order the tools to help demonstrate the products. This is available for sale in your Backoffice.

WOW Party Kit – The business tools to hold and host parties like we did today*

*New Agent Enrollment \$49 or \$99 for deluxe 5-in-5 Briefcase

*Sales and Demo Tools are not commissionable

- Details on Starter Set contents are on the back of the Flipchart slide

27. MISSION ROYALE

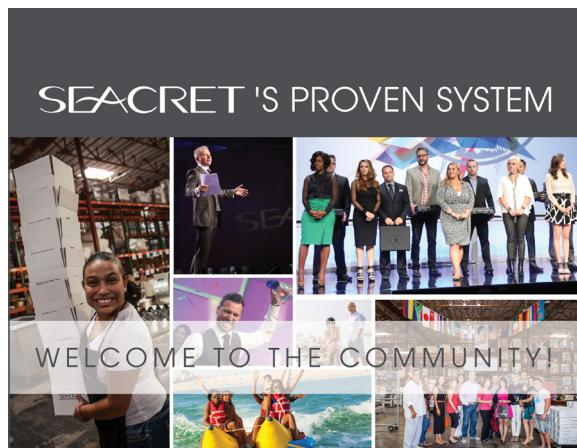


Who's up for a mission? Should you choose to accept it, Mission Royale will lead you through our four-step plan that helps you learn as you grow your business.

By following the plan, and teaching others to do the same, together you can reach goals and earn rewards every step of the way.

Are you ready to get started?

28. WELCOME TO THE COMMUNITY



NOTES