



Annique
HEALTH AND BEAUTY

Success Guide for Consultants

2017 Version 1

Rooibos Health & Beauty
Annique
established 1971

We create life-changing opportunities everyday!

Dear Annique Consultant,

The Success Guide Update

As you know, you would have received the Annique Success Guide in either a printed document or on a CD with the purchase of your First-Time Joining Kit. It is good to remember that you can also access the Annique Success Guide in the 'Documents' section of the Enterprise Portal.

We however wish to bring to your attention, that whilst the Annique Success Guide is up to date in most respects, it should not currently be used as a guide to the Annique Bounty Compensation Success Plan and its benefits. The Annique Bounty Compensation Success Plan in the current Annique Success Guide is the old plan. We are instead attaching a copy of the ABC Success Plan Grid for your easy reference.

We are pleased to share with you, that having launched the ABC Success Plan on 1 May 2017, the Plan is now fully in place, has been well received and offers you 11 different ways to earn an income. This will soon be included in the new, upgraded Annique Success Guide.

Kindly use the ABC Success Plan Grid attached and the ABC Success Plan training documents, which are available for download in the 'Documents' section of the Enterprise Portal for any information or insights required into the ABC Success Plan.

Kind regards,

Annique Sales

Rank	Paid As Title	Title Code	CSP - Career Sales Points	PQV - Personal Sales Qualification Volume per month for compensation qualified	Active Legs	Paid-As Title Legs	Team Building (TB) Discount		GQV - Group Qualification Volume requirement per month	Group Discount Manager or above	EDQV - Enrollment Downline Qualification Volume	* Maximum 50% per leg	Generation Discount (paid as Manager or above)	G1	G2	Bright Star Reward (\$2, \$3 and \$4 personal promotion)	Bright Star Matching Reward (Sponsor)	Manager Promotion Reward	Manager Development Reward
							TB1	TB2											
11	Diamond Director	DD	2,750	2,750	10	2 of D 3 of M 5 of C	6.0%	5.0%	44,000*	2%	660,000	3.0%	2.5%	-	-	-	-	-	
10	Emerald Director	ED	2,750	2,750	9	1 of D 4 of M 4 of C	6.0%	5.0%	44,000*	2%	220,000	3.0%	2.0%	-	-	-	-	-	
9	Ruby Director	RD	2,750	2,750	7	1 of M 1 of S4 5 of AC	6.0%	5.0%	44,000*	2%	-	3.0%	1.5%	-	-	-	-	-	
8	Director	D	2,750	2,750	6	1 of M 2 of S2 3 of AC	6.0%	5.0%	44,000*	2%	-	3.0%	1.0%	-	-	-	-	-	
7	Manager	M	2,750	2,750	5	2 of S2 2 of S1 1 of C	6.0%	5.0%	44,000*	2%	-	2.0%	-	-	-	R 2,000	R 1,000		
6	Four-Star Consultant	S4	2,750	2,750	4	1 of S2 1 of S1 2 of C	6.0%	5.0%	33,000	-	-	-	-	R 1,000	R 500	-	-	-	
5	Three-Star Consultant	S3	2,750	2,750	3	1 of S1 2 of C	5.5%	4.5%	22,000	-	-	-	-	R 1,000	R 500	-	-	-	
4	Two-Star Consultant	S2	2,750	2,750	2	2 of C	5.0%	4.0%	11,000	-	-	-	-	R 500	R 250	-	-	-	
3	One-Star Consultant	S1	2,750	2,750	1	1 of C	5.0%	3.0%	5,500	-	-	-	-	-	-	-	-	-	
2	Advanced Consultant	AC	2,750	2,750	-	-	3.0%	2.0%	-	-	-	-	-	-	-	-	-	-	
1	Consultant	C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

ADDITIONAL DISCOUNT ON PERSONAL SALES				Monthly Personal Sales Sliding Scale		
PSP	Additional Discount	Total Discount				
Up to 2 750 CSP*	New Recruits only	15%				
2 750-PSP	Forever	20%				
2 750 - 5 499	5%	25%				
5 500 - 10 999	10%	30%				
11 000 - 21 999	13%	33%				
22 000 - 32 999	16%	36%				
33 000 +	20%	40%				

* Career Sales Points

** Refer to the ABC Plan Training Manual for the rules regarding GQV for Managers and above.

The amazing Annique Bounty Compensation Success Plan (ABC Success Plan) helps you make your goals and dreams come true and offers you 11 different ways earn money! Please take note of the updated ABC Success Plan with effect from 1 July 2018.

Annique ABC Success Plan



HEALTH AND BEAUTY



Welcome to the World of Annique

You are now part of the dynamic Annique Team. You are in a position to enjoy the benefits of building your own, successful **Annique Home Business**, earning direct and indirect income, supported by our professional services and unique, worldclass Rooibos-based products.

The achievement of your goals and success will require an investment in time, patience and commitment. Utilise the services and support of your Annique Sponsor and follow the advice, motivation and knowledge he or she provides.

Enjoy the advantages that many Annique Consultants have, of building their own independent businesses.

Name _____

Telephone number _____

Annique number _____

Registration date _____

Sponsor name and telephone number _____

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Success Guide

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Discover Annique



Discovering Rooibos' miracles

Generations of South Africans have enjoyed the naturally sweet and revitalising taste of Rooibos since its discovery by botanists in 1772.

Little did they realise the powerful and natural healing properties of this rare and unique plant which only grows in the cold, windy, south-western tip of Africa.

1968 – An Amazing Discovery

Dr. Annique Theron discovered the natural healing powers of Rooibos when, one April morning in 1968, she warmed a bottle of milk for Lorinda, her allergic baby daughter of fourteen months, with warm Rooibos tea.

Annique was amazed at the instant calming, soothing and healing effect it had on her baby. Annique set out to investigate this tea's healing properties and found she stood alone at that time in her discovery of its anti-allergic qualities.

However, she soon found hundreds of mothers of babies and children with similar problems varying from food allergies to colic, eczema, insomnia and hyperactivity.

Annique published her findings about allergies in children and adults, in her book: "Allergies: An Amazing Discovery."

Help for adults and babies

Rooibos tea has been a trusted remedy for the last six decades among South African mothers. Now Rooibos' miraculous properties in helping to cure and soothe ailments, are backed not only by scientific research and international recognition,

but also by thirty years of mothers' hands-on experience. If your little one suffers from colic, insomnia, food allergies, stomach cramps or eczema, Annique's Rooibos tea is the perfect answer to your problems. It is simple to use. Simply substitute the water of baby's bottle feed with Rooibos tea. Rooibos tea will benefit and improve the baby's digestive system, calm your child and ensure untroubled sleeping patterns.

Nutrition from Mother Nature

Because Rooibos tea is low in tannin, it won't deplete baby's natural iron reserves during the mother's pregnancy, or while feeding the baby. Protein absorption and metabolic function remain undisturbed. It also contains calcium to ensure normal development of teeth, bones and the nervous system, as well as magnesium and zinc for healthy skin and hair. Because Annique's Rooibos tea has a naturally sweet taste, there is no need to add sugar or honey to the baby's bottles. Parents will love it too.



Dr Annique Theron with daughter Lorinda in 1968



Dr Theron and Lorinda in 1991

The Rooibos Story:

Dr Annique Theron discovered the anti-allergic properties of South Africa's indigenous herb, Rooibos in 1968!

Rooibos, the indigenous miracle plant of South Africa

Revolutionary Formulations

1971 – 1972

Annekie Theron Ondernemings (Pty) Ltd is established. Annique's desire to help others is evident from her first product – the Annique Wonder Slim or as it is now known – the Annique Lifestyle Shake formula. This product was originally formulated by the CSIR as a supplement containing essential nutrients for malnourished people. Thanks to the Lifestyle Shake with added Rooibos extract, thousands of customers regained their slim figures and improved their health – with Annique's help.

1973 – 1974

Launch of the first WONDER SLIM competition with Rooi Rose. Annique launches her first three skin care products, with the star product, being the Annique Revitalising Cream. This unique product also contains a revitalising serum that repairs, renews and revitalises the skin like no other product. The Annique Revitalising Cream is complemented by other Annique products and produces unbelievable results for all skin types across the world. The Annique Moisturiser for Dry Skins not only ensures a timeless appearance, but is also based on a timeless formulation.

1975 – 1976

The second WONDER SLIM competition is launched with Rooi Rose. Annekie Theron Ondernemings becomes FOREVER YOUNG (Pty) LTD. Annique recruits her first Direct Selling Consultants.

1978 – 1981

The first Annique health range is launched and heralds the beginning of a range of sophisticated supplements, with unique combinations of vitamins, minerals and enzymes. Annique's Consultant base grows to more than 30 independent Consultants and the first Annique Seminar is held, soon followed by three national events.

1982 – 1985

The Annique skin care range grows to 11 products and Annique's own brand of Rooibos tea is introduced. Its unrivaled taste and quality wins over thousands of people all over the world who start to enjoy Rooibos tea.

Annique offers an effective income and indirect income system for thousands of people to become financially independent and sell and distribute products they believe in.

Testimonials about Annique Rooibos tea are received from all over the world. The University of Bloemfontein completes an independent

study, which validated Annique's discovery about the therapeutic qualities of Rooibos, which are, amongst others:

- Anti-inflammatory
- Anti-spasmodic
- Anti-allergic;
- Anti-ageing;
- Anti-viral and anti-bacterial
- Anti-carcinogenic; and
- a phenomenal antioxidant.



Before:
Dr Annique Theron
at 45



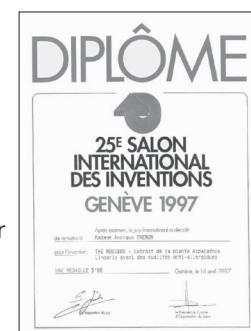
After using the Annique Revitalising Cream and Moisturiser for Dry skin,
Dr Annique Theron
in her 50s

1991

The Annique Rooibos Baby range is launched. An unequalled range of products of the highest quality with a special baby tea, which offers mothers and babies peace of mind and restful sleep.

1997

Annique receives two gold medals for the formulation of the Annique Rooibos products and is the winner of the World Intellectual Property Association (WIPO), International Woman Inventor of 1997 award, Geneva, Switzerland.



1999

The launch of the Annique Q10 Therapy causes a sensation among the media and clients, because of its amazing ability to repair and rejuvenate skin. Annique is once again first in South Africa to add Co-enzyme Q10, which supplies energy to skin

cells. This year Annique also wins the Prix d'Excellence for the Sunblock Roll-on as the "Most Innovative Product" from the MARIE CLAIRE magazine.

2000

Annique again wins the Prix d'Excellence for the Annique Rooibos Resque Crème as "Most Revolutionary Product" from MARIE CLAIRE.



Annique also launches an extended slimming test programme with 880 participants across South Africa. We still receive new success stories on a daily basis as a result of the benefits and success of the Annique Lifestyle Programme.



2002

Another unique rejuvenating treatment, the Annique RetiníQ Capsules with a patented combination of Retinol and vitamin C, is launched. Annique's own testing programme reveals remarkable results in removing wrinkles and blemishes even on near perfect skin.

2003

We rejuvenate our own appearance with a new, glamorous look for the whole range.

Over the years the Annique image has adapted to changing market circumstances and the new look proves to be very popular.

After five years of national research into the health of South African men, women, children and teenagers, Annique develops a unique micronutrient range to meet the individual health needs of our customers.

2004

Another year of celebration starts with Dr Annique Theron's 75th birthday anniversary.

The Annique Company is also affiliated to several organisations, which look after the interests of the public and the industry.

These organisations also ensure credibility in

advertisements, product claims and value for money for the client.

Annique is affiliated to the following organisations:

- The Direct Selling Association (DSA), ensures the ethical conduct of the Company and Consultants.
- The Society of Cosmetic Chemists (Coschem) updates Annique on the latest ingredients and methods in the cosmetics industry.
- Annique's Derma Block SPF 30, Safe in the Sun SPF 30, Sun Safety aerosol SPF 30 and the Be Wise SPF 50 all bear the CANSA Mark of Approval for preventative sun care.
- The Health Products Association (HPA).
- The Cosmetics Toiletries and Fragrances Association (CTFA).

2005

Dr Annique Theron is awarded the Afrikaanse Taal en Kultuurvereniging (ATKV) Afrikoon-award.

The Annique cellulite range receives the MARIE CLAIRE "Highest Recommended Body Care Award."

Annique moves into its new Home Office in Irene, Pretoria.



2006

Annique celebrates 35 years of success with a special edition Revitalising Cream. This formulation is still unsurpassed for the remarkable repair and rejuvenating results it delivers.

2007

Dr Annique Theron celebrates her 78th birthday with a great gift from her Annique-family – the "Annique Rose".



2008

Rooibos can prevent cancer and heart disease.

Dr Jeanine Marnewick of the Cape Peninsula University of Technology says "we have been investigating the effect of Rooibos on various kinds of cancer for years and have been able to prove the benefits of Rooibos in preventing or slowing down different kinds of cancer." Her team researched the impact of six cups of Rooibos tea taken daily by healthy volunteers, for six weeks. In her studies she found that Rooibos elevated glutathione levels, the body's own "super antioxidant," by 100%. Glutathione reduces the risk of cancer and possibly other lifestyle diseases as well.

Dr Marnewick says that Rooibos protects the body against cancer in several different ways:

- Rooibos protects cells against DNA damage or mutagenesis that may cause cancer. It contains antioxidants that bind and neutralize free radicals and prevents the damage that they can cause to healthy cells.
- Rooibos may prevent cancer cells from multiplying exponentially and creating cancerous tumours.
- Rooibos increases natural antioxidants in the liver, which means that the liver's antioxidant status is improved.
- Rooibos also helps the liver to break down compounds that can cause cancer.

Results from another clinical trial also led by Dr Marnewick show that Rooibos significantly reduces the risk of heart disease.

This conclusive evidence of the heart health promoting properties of Rooibos in humans was presented to 150 members of the media, health sector and Rooibos industry at a Rooibos Science Café at the MTN Science Centre in Cape Town on 26 November 2008.

Researchers studied the ability of Rooibos to protect against heart disease by looking at two important markers in the blood, as well as by monitoring the oxidative status of the 40 adults who participated in the study. They found a significant decrease in the two blood markers that indicate oxidative damage, which means that Rooibos may help to retard arteriosclerosis, or the hardening of arteries. They also found that Rooibos increased glutathione levels in the body - its own "super antioxidant" – and helped to reduce "bad" LDL cholesterol considerably.

During the same event, Dr Carl Albrecht, Head of Research at the Cancer Association of South Africa (CANS), also reviewed almost 10 years' research at the Medical Research Council (MRC) PROMEC unit on the ability of Rooibos to prevent or slow down cancer. He said Rooibos' ability to reduce oxidative stress in the body is hugely significant. Oxidative stress plays a role in the development of a whole range of diseases, including cancer, stroke, heart and liver disease, diabetes and even Alzheimer's.

2009

Dr Annique Theron

celebrates her 80th birthday with the publication of her autobiography, "Manna".

Annique launches its new anti-ageing range

- **Forever Young**, soon followed by its state-of-the-art treatment range
- **Essense**.



2010



Ernest du Toit bought the Annique company from the Theron family after 40 years of ownership. Ernest is a well experienced direct selling stalwart. He is energetic, well versed in Afrikaans, English and Zulu, and is endowed with skills that will take the Annique brand and legacy to new heights.

- Annique launch a new daily body care range - The Spa.

2011

The Annique Company celebrates 40 years of creating life-changing opportunities for our Consultants, customers and our personnel.

Resque Crème is awarded the second place in the Fair Lady Best of Beauty Awards, Best South African Product. Resque Mist was a finalist (Top 5) of the Fair Lady Best of Beauty Awards, Best South African Product. Annique had two products in the Top 5 out of a total of 364 products submitted.



2012

Annique Forever Young Crème de Nuit and Essense Antioxidant Radiance Masque are selected as finalists in the FAIRLADY Best of Beauty Awards, Best South African Product category.

- Annique launch five new ranges:

- **Lucid** – Dry, dehydrated and mature skin

- **Hydrafine** – Normal and combination skin

- **Forever Healthy** - The optimum balance between science and nature
- **Forever Slim** – Your Holistic Body Confidence Strategy
- **Body Xpert** – Advanced Body Care Range
- Three new cutting-edge products in the **Essense Range**:
 - **Moisture Serum**,
 - **Intense Repair Serum**, and
 - **Energising Eye Gel**.
- New formulations are created for **RetiniQ** in the **Forever Young Range** and a new product, **Youth Boost**.

2013

Annique launched one new range:

- **Synergy** – Oily skin

2014

Annique launched the following products:

- **Colour Caress** – BB Cream
- **Synergy** – Clearly Even Night Crème
- **Essense** – Pore Minimising Serum
- **Body Xpert** – Cellulite Scrub

2015

Annique relaunched the Forever Young range and a new Forever Young Serum:

- **Forever Young** – Anti-Ageing Serum
- **Forever Young** – Youth Boost (New formula)

The *Annique* *Vision*

We create life-changing opportunities everyday!



Mission

We provide guidance and tools for our Consultants and Staff to help them fulfil their life's purpose and so achieve happiness and success through the Annique Business Opportunity.

Values

We conduct ourselves with honesty, integrity, openness, transparency, truthfulness, trust, excellence and professionalism.

The Annique Bounty Compensation Success Plan is unique for the following reasons:

1. The Annique Bounty Compensation Success Plan is geared towards building an independent Consultant business by providing indirect income, training, encouragement and motivation, recognition of achievements, and increased opportunities.
2. Any person can become an Annique Consultant for a minimal investment.
3. With Annique's Bounty Compensation Success Plan you do not need to make a large cash investment and, therefore you avoid financial risk when starting a business of your own.
4. Annique has an unequalled, quality product range. We provide products which you and your customer will need and use on a daily basis to enhance your health and wellbeing. In addition to this, the "Annique Rooibos Story" makes Annique the only skin care range with the right to claim the discovery of the anti-allergic and anti-ageing qualities of Rooibos.
5. Annique provides a unique and legitimate Business Opportunity which enables Consultants to earn additional income, minimise or avoid debt and enables them to become financially independent and successful.
6. Consultants only pay for orders placed and products received. There is no automatic debiting of your account for products you did not order.
7. Annique provides you with the opportunity to create wealth and prosperity while also enabling you to spend quality time with your family.
8. With Annique every person has the opportunity to become a value-producing person who fulfils his/her purpose in life. With quality Annique Products you add value to the lives of your customers.

The Rooibos Story

Discovering Rooibos' miracles

Generations of South Africans have been enjoying the natural sweet and revitalising taste of Rooibos since its discovery by botanists in 1772. Little did they realise the powerful and natural healing properties of this rare and unique plant from the cold, windy, south-western tip of Africa.



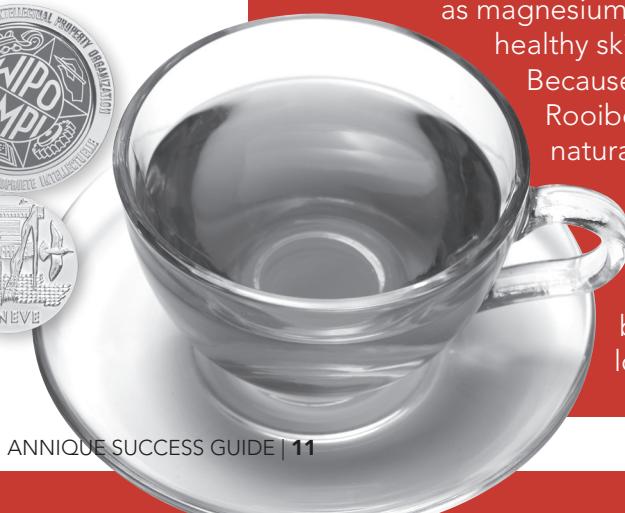
1968 – an amazing discovery

Dr. Annique Theron discovered the natural healing powers of Rooibos when, one sunny April morning in 1968, she warmed her allergic baby's bottle with warm Rooibos tea. She was amazed at the instant calming, soothing and healing effect it had on her baby daughter of fourteen months, Lorinda. She set out to investigate this tea's healing properties and found she stood alone in her discovery of its anti-allergic qualities. However, she soon found hundreds of mothers with children who suffered from similar problems varying from food allergies to eczema, insomnia and hyperactivity in their babies and young children. In 1974 Annique Theron published her findings about allergies in children and adults in her book: "Allergies: An Amazing Discovery".

Help for adults and babies

Rooibos tea has been a trusted remedy for the last six decades among South African mothers. Now Rooibos' miraculous properties – to cure and soothe, are backed not only by scientific research and international recognition, but also by forty years of mothers' hands-on experience. If your little one suffers from colic, insomnia, food allergies, stomach cramps or eczema, Annique's Rooibos tea is the perfect answer to your problems. It is simple to use; simply substitute the water of baby's bottle feed with Rooibos tea. Rooibos tea will benefit the digestive system, calm your child and ensure untroubled sleeping patterns.

Annique receives two gold medals for the formulation of Annique Rooibos products and is the winner of the World Intellectual Property Association (WIPO), International Woman Inventor of 1997 award in Geneva, Switzerland.



Revealing research

In the 1980's Japanese and American scientists found a powerful and stable antioxidant called super-oxide dismutase in Rooibos tea.

In 1995 Infruitec, a South African research company, as well as Dr Charlene Marais of the University of the Free State, found and verified that Rooibos tea did indeed have the following properties :

- Anti-allergic;
- Anti-spasmodic;
- Anti-bacterial;
- Anti-ageing;
- Anti-viral;
- Antioxidant; and
- No caffeine and very low tannin from pure Rooibos leaves.

Rooibos tea is enjoying increasing popularity around the world.

Nutrition from Mother Nature

Because Rooibos tea is low in tannin, it won't deplete baby's natural iron reserves during pregnancy or feeding while the protein absorption and metabolism remain undisturbed. It also contains calcium to ensure normal development of teeth, bones and the nervous system, as well

as magnesium and zinc for healthy skin and hair.

Because Annique's Rooibos tea has a natural sweet taste there is no need to add sugar or honey to baby bottles. Parents love it too.

The Annique Principles

We want to ensure that you are aware that the information imparted in the Annique Success Guide is intended for information purposes only. Annique has a comprehensive health range that contains some wonderful health benefits. The modern trend is towards alternative and complementary medicines where the individual practises preventative or self-medication and takes responsibility for his/her own wellbeing and health.

Annique health products are not medicines, and as such, they are not intended to be used in the cure, treatment or prevention of any disease or medical condition. The information in the Success Guide is not intended as medical advice or a diagnosis but is purely informative to enable Consultants make informed decisions on matters pertaining to the product range he/she is using and selling. Annique does not in any way attempt to prescribe medicines or practise any medical methods.

Consultants should always consult with a competent, medical professional prior to making any decisions regarding their health. The following factors are important:

1. Annique Lifestyle

Responsible eating habits, proper food choices, exercise, relaxation and sleep, clean air and water, mental health and spiritual wellbeing are all part of a holistic health programme. Proper moisturising and nourishment of the skin and body using products from the Annique ranges, combined with the correct lifestyle - will improve health and appearance.

2. High Standards

Annique's nutritional and skin care products contain ingredients of the highest international standards. These products enhance the body and skin's natural functions and restore any deficiencies for an improved nutrient balance. The Annique range improves the immune system function and prevents allergic reactions.

3. Solutions

With modern man's high stress lifestyle, poor nutritional habits, lack of exercise, lack of deep sleep and the effects of pollution, a better solution to optimum health is needed. Annique believes that our products are part of the solution in protecting the body against ageing and disease through proper nutrition. We encourage healthy people to stay healthy.

4. Ethical

Annique Consultants do NOT interfere with medical advice given by a medical or health professional. We do not make any therapeutic claims relating to our products for "curing," "guarantees," or "healing properties." Annique Consultants do not criticise other companies, products or professions and most often sell at the suggested retail selling price.

5. Guidance

Annique Consultants may recommend products to enhance, support and assist in the health of any individual, provided it does not go against medical advice. Annique products are developed to revitalise, invigorate, help and improve the health, wellbeing and happiness of the clients.

6. The Environment

The Annique manufacturing processes provided by certified GMP (Good Manufacturing Practice) suppliers are designed to release clean water and air into the environment and ingredients are biodegradable for a cleaner, safer environment. Some Annique containers are made from recycled plastics and other natural materials. Our containers are recyclable and should be disposed of at recycle centre for plastics and paper.

7. Privacy

Annique will never reveal personal details, credit card information or trade with our Consultant database information.





Key Drivers of Your Business

- 1** Recruit, build and grow your network
- 2** Build Sales Leaders
Develop Leaders to create indirect income
- 3** Share the earnings potential and Annique
Bounty Compensation Success Plan.
Apply the 'One Meter Rule' with Anyone,
Anywhere, Anytime, Always, Annique
- 4** Receive intense training and train your team
(Train-the-Trainer)
- 5** Receive and provide breathtaking Rewards,
Recognition and Incentives (RRI)
- 6** Use and know your products intimately
- 7** Use the monthly promotions in the Beautè to
open doors to new sales and recruits

The Direct Selling Association of South Africa (DSA)

Code of Ethics

As a consumer you should expect Annique sales Consultants to:

- Tell you who they are, why they're approaching you and what products they are selling.
- Promptly end a demonstration or presentation at your request.
- Inform the client that he/she has five (5) business days from date of the purchase transaction to withdraw from the transaction. The Annique Consultant will, on withdrawal, within fifteen (15) business days after receiving notice from the client, refund the client the amount paid for the transaction. The Annique Consultant will provide a receipt with a clearly stated cooling off period permitting the consumer to withdraw from a purchase transaction within a minimum of five days from the date of the purchase transaction and receive a full refund of the purchase price.
- Explain how to return a product or cancel an order.
- Provide their client with promotional materials that contain the address and telephone numbers of the Annique Consultant and the company.
- Provide a written receipt that identifies the company and salesperson, including contact information for both.

According to the Consumer Protection Act: Clients may not be contacted during the following times –

- Sundays or public holidays;
 - Saturdays before 09:00 and after 13:00; and
 - All other days between the hours of 20:00; and 08:00 the following day.
- Should a client be contacted during any time not mentioned before, the client reserves the right to instruct the Consultant not to contact him or her again, and the Consultant must refrain from any further contact.
 - Respect your privacy by calling at a time that is convenient for you.
 - Safeguard your private information.
 - Provide accurate and truthful information regarding the price, quality, quantity,

performance, and availability of their product or service.

- Offer a written receipt in a language you can understand.
- Offer a complete description of any warranty or guarantee.

As a sales person, you should expect a DSA member company to:

- Provide you with accurate information about the company's Bounty Compensation Success Plan, products, and sales methods.
- Describe the relationship between you and the company in writing.
- Be accurate in any comparisons about products, services or opportunities.
- Refrain from any unlawful or unethical recruiting practices and exorbitant entrance or training fees.
- Ensure that you are not just buying products solely to qualify for downline commissions.
- Ensure that any materials marketed to you by others in the sales force are consistent with the company's policies, are reasonably priced and have the same return policy as the company's.
- Require you to abide by the requirements of the Code of Ethics.
- Safeguard your private information.
- Provide adequate training to help you operate ethically.
- Base all actual and potential sales and earnings claims on documented facts.
- Encourage you to purchase only the inventory you can sell in a reasonable amount of time.
- Repurchase marketable inventory and sales aids you have purchased within the past 12 months applying a 25% handling fee if you decide to leave the business.
- Explain the repurchase option in writing.
- Have reasonable start-up fees and costs.



THE DIRECT SELLING ASSOCIATION OF SOUTH AFRICA

Protection of Personal Information

At the end of 2013, the Protection of Personal Information (POPI) Act has been signed into South African law. This Act regulates how anyone who processes personal information must handle, keep and secure that information. Companies will have a grace period of at least a year to comply with the POPI Act, but at Annique we're not wasting time! The protection of your personal information is important to us, and we have already placed security procedures in place to ensure you stay protected.

What does your Personal Information include?

- Only collect information that they need for their specific purpose.
- Apply security measures to protect your personal information.
- Ensure the information they have is relevant and up to date.
- Only hold information that they need and for as long as they need it.
- Allow you to view your information upon request.

What measures are Annique taking to comply with the POPI Act?

- Our computers are encrypted, and should any of our laptops, computers or discs be stolen, your personal information will not be accessible.
- We've implemented stricter password rules. None of our staff members are allowed to give out their passwords or allow anyone else to work on their computers.
- We have CCTV cameras, alarm systems and access control to insure your data stays safe. All offices containing personal information are locked after hours.
- Any personal information we have, that is not relevant to the company, will be deleted or destroyed. We won't keep any information of Consultants that resign.
- We will never share your personal information with any third parties, nor use your personal information for any other purposes outside of the Annique business.
- We've taken the necessary measures to secure the Enterprise Portal, so that your details stay out of harm's way.
- We never keep any of your credit card or banking details on record.

The responsibility to protect personal information doesn't stop with us! Please ensure that you comply with the POPI Act in your own businesses by following the steps we took to secure your information. Protecting your clients and Consultants' information is vital. POPI is strict and has substantial penalties that can include jail time and fines of up to R10-million! Be safe by complying with POPI! For more information, please email suggestions@annique.com.

Terminology and Definitions

1. Independent Consultant

This term is used for the person or company who is registered as an Independent Consultant in the Annique Bounty Compensation Success Plan and meets all the requirements for a legal and binding contract.

Nothing in this appointment, whether expressed or implied, shall be construed as creating a relationship of employment between the parties. It is specifically recorded that the Consultant is an independent contractor and not an employee of Annique and is, as such, not entitled to any of the benefits available to Annique employees.

The Consultant shall acquire no rights in respect of redundancy or retrenchment and accordingly no retrenchment procedures shall be followed upon termination of the Independent Consultant Agreement for any reason whatsoever.

The Consultant is furthermore not an agent of Annique and shall have no authority to bind Annique in any way or to incur any debt or other liability or to obtain any credit facilities, either in the name of, or on behalf of Annique.

2. Sponsor/Promoter Support

The Sponsor is the person in the Annique plan that enrols new Consultants in his/her downline. The Sponsor is identified as the Sponsor on the application of the new Consultant. Annique expects all Sponsors/uplines to provide support to their downline from the day they are recruited in the form of:

- basic training in product knowledge and how to conduct an opportunity meeting, an Annique Pamper Party/demonstration or skin analysis;
- holding regular monthly meetings with their teams to obtain and communicate information from Home Office to their teams;
- motivational meetings to grow your business through duplicating yourself and to encourage regular purchases from all recruits.
- regular product training to be done with your downline.

3. Consultant Registration

Consultant registration is formalised by:

- enrolment in the Annique Bounty Compensation Success Plan as a Consultant by signing the Independent Consultant Agreement (i.e. an agreement between the Consultant and Annique);
- paying the administration fee; and
- placing the First-time kit order. The minimum value of products purchased must be at least R750, which means that if a new Consultant purchases the Get Up and Go Kit valued at R361.50, they will need to purchase additional products to bring their order up to R750. New Consultants receive 15% discount on all products (non-discountable items not included). Once a

Consultant has places an order or orders to the value of R2 500, he/she will receive 20% discount on Annique products for life.

4. Administration Fee

Annique requires you to pay an administration fee per order. This fee, which may be reviewed from time to time at the sole discretion of Annique, will entitle the Consultant to:

- purchase Annique products at the normal basic discount;
- receive additional discount;
- receive the monthly Annique Replique and Beauté via email; and
- participate in member competitions throughout the year.

5. Downline

This term is used to describe people an Annique Consultant recruits to become a part of his/her Annique team as a Consultant themselves. In short, your downline is everybody in your team.

6. Upline

The person who introduced or recruited you, as well as the people above her, will be referred to as your upline.

7. Leg

A leg begins with a personally enrolled Consultant and includes all of her downline Consultants. When a Consultant deactivates, the number of legs does change for the immediate upline. For example, if Mary enrols only Joan and Joan enrols five Consultants, Mary has one leg. If later Joan deactivates, Mary will have five legs now.

8. Active Status

There are two ways to be active.

1. New Consultants

Purchase any First-time kit in Month 1 and you will count as active in the month you joined plus the following two-monthly commission periods

2. Established Consultants

Have 2 500 of Personal Qualification Volume (PQV) within a rolling consecutive three commission periods (the current monthly commission period plus the two previous commission periods).

Annique Consultant Activity Rule

- Questions & Answers

1. What is the Annique definition for an "active" Consultant?

A Consultant is active when he/she has either:

- Purchased a First-time kit in month 1. You will count as active in the month you joined plus the following two monthly commission periods

OR

- Has 2 500 of Personal Qualification Volume (PQV) within a rolling consecutive three

- monthly commissions periods (the current monthly commission period plus the two previous commission periods).
2. How do I remain active?
As a new Consultant, your consecutive commission periods are active automatically in the calendar month you join and purchase a First-time kit, and for the following two calendar months. Beginning with your fourth calendar month, you are active for the month when you have Personal Qualification Volume (PQV) of 2 500 in a rolling three-month consecutive period.
 3. What is the Annique definition for an inactive Consultant?
A Consultant is inactive when he/she does not have 2 500 points of Personal Qualification Volume (PQV) within a rolling consecutive three calendar month period (the current monthly commission period plus the two previous monthly commission periods). He/she will not count for you as an Active Consultant but you will still earn Team Building, Group and Generation Discount if you are Additional Discount Qualified.
 4. When does an Annique Consultant become inactive on the system?
The Consultant will become "inactive" on the system after a three-month period of not achieving personal sales of R2 500 per month.
 5. What does "archived" mean?
"Archived" means that the Consultant, who resigns and no longer wishes to continue as a Consultant, or who has had personal sales of less than an average of R2 500 over a three-month period, will be removed from the active Annique structure, to a secure system, where Annique will keep record of the Consultant. If the Consultant has Consultants in her downline, they will move up in the hierarchy, directly under the archived Consultant's promoter. The Consultant that has been archived is now an "inactive" Consultant.
 6. Can the Consultant that has been archived ("inactive" Consultant) join Annique again?
Yes, if she wants to purchase Annique products again she can request to be made active from Home Office. He/she needs to register again under any promoter of his/her choice and may also again purchase a starter kit. He/she will receive a new membership number. The 12 months will be calculated from the date she was made inactive.
EXAMPLE: Inactivity for the period 1 April till 31 March – she will be made inactive on 1 April of the next year. She can only register under a new promoter on 1 April of that year. If her inactivity was for less than 12 months she must rejoin under her original promoter.
 7. Can she purchase a First-time kit again?
After a one-year period of inactivity, she can purchase a starter kit again.
EXAMPLE: If she was made inactive on 1 May 2016, she can only purchase a kit again on 1 June 2017, if she decides to reregister in June 2017.
 8. Will the archived Consultant (inactive Consultant) get her position back in the structure?
No, if he/she had a group before she was made inactive, she will not get her Consultants back in

her team unless this is agreed with her promoter under whom the archived Consultant's team was placed. Generally, she must start building a new team from the beginning.

9. What will the active Consultant receive monthly?
He/she will receive all communication electronically, e.g. Beautè, Replique, A-News and SMS communication as stated above. Please refer to the Calendar in the monthly Replique for the specific date the Beautè and Replique can be ordered from Home Office or the Namibia Depot.
10. If the Consultant is being archived (made inactive) will he/she receive any communications like sms' or emails from Home Office?
Unfortunately not.

9. Deactivation

To remain an Annique Consultant, there is an activity requirement. If a Consultant does R0 over a six-month period, he/she will be deactivated. If you don't meet the activity requirement, you and your Annique business will be archived and you will no longer be an Annique Consultant. If that happens, you will no longer be eligible for Additional Discount through the Annique ABC Success Plan.

10. Reactivation

If your Annique Consultant business is cancelled, you may choose to rejoin Annique at any time in the future. If you rejoin Annique within 90 days of your deactivation date, you will have the option to rejoin by paying a R200 reactivation fee. If you rejoin with this option, your old Sponsor will be your new Sponsor. If your deactivation date is more than one year old, you will have to complete a new Consultant Application and Agreement and purchase a new First-time kit.

If you purchase a new First-time kit, you may sign up under the same or a different Sponsor.

Whichever approach is utilized, you will resume your career with Annique with the beginning Title of Consultant and without your downline, if you had one prior to deactivation.

11. Inactive Consultant

A Consultant is inactive when he/she does not have 2 500 points of Personal Qualification Volume (PQV) within a rolling consecutive three calendar month period (the current monthly commission period plus the two previous monthly commission periods). He/she will not count for you as an Active Consultant but you will still earn Team Building, Group and Generation Discount if you are Additional Discount Qualified.

12. Title Maintenance

To be paid at the level of one's Title, Consultants must be Additional Discount Qualified and requalify for their Titles monthly. If you do not meet the requirements for your Title during a monthly commission period, you will be paid at the highest Title for which you meet the Title requirements. If any Consultant fails to be paid at her Title for three consecutive months, the Consultant's PIN-Title will be lowered to match the highest Paid-As Title during the three-month period. Her new Title will be effective the first day of the fourth commission period.

13. Product Return

Any compensation or reward earned during a commission period on a product that is returned

after that commission period will be recovered through commission clawback during the commission period of the month in which the return is made.

14. Discount, Additional Discount and Non-discountable items

- (a) Discount: As a new Consultant, your Buying Discount Level begins at 15%. Products are purchased at this 15% discount and may be sold at the suggested retail price on the Annique price list. The minimum order amount of R750 may be changed from time to time at the sole discretion of Annique's management. When you place the order that increases your accumulative CSP (Career Sales Points) to or beyond 2 500, your buying discount level will increase to 20% off-invoice discount and will be applied to all your future purchases.
- (b) Additional discount: A Consultant with 2 500 PQV (Personal Qualification Volume) or more in a monthly commission period is Additional Discount Qualified. Additional Discount Qualified Consultants are eligible to earn discount upon the Personal Sales Points (PSP) of other Consultants. This includes Team Building, Group and Generation Discount. Rising in the hierarchy of the company allows you access to the major income levels – additional discount. This refers to payments the company makes at the end of each month to every Consultant on their paid-as title, as detailed in the ABC Success Plan, based on personal and group sales throughout the month and in compliance with the Company's Policies and Procedures, prescribed from time to time. The qualification value of these additional discounts may be changed from time to time for any reason that the company may deem fit to change the qualification levels, solely at its own discretion.
- (c) Non-discountable items: Some items sold for marketing, business promotions, training and competitions will be classified as non-discountable items. These items are for the Consultant's use, to market and promote products, or to train and motivate her downline. No additional discount will be paid on these items.

15. Group Purchases

All the additional discounts referred to are based on group or team purchases. The combined sales of your own and your recruited Annique Consultants in your downline will be described as your Group Purchases and will determine your level of additional discounts. A Group includes a Consultant and all of her downline Consultants, excluding Consultants with a Title of Manager or above and their downline Consultants. (An exception: In the month of their promotion to Manager and the following (two months), the PQV of Managers and their downlines are also included in one's group.) When you are paid as a Manager or above, you will earn Group Discount as a percentage of your Group Sales Points (GSP).

16. The Annique Month

There are two dates every month which the Consultant should take note of:

- (a) Special Offer Launch Dates: Annique special offers vary from month to month and a start and end date for these offers are published in the Annique Beauté and Replique or are

sent via SMS or email to you. These dates will not necessarily concur with a normal calendar month.

- (b) Month End Orders Date: The last day before the month end, on which orders may be placed, are also specified in the Annique Beauté, Replique, A-News, SMS or email of that month.

17. Campaign Month

The campaign month's dates are reflected in the promotional campaigns in the Annique Beauté for specific launches and promotional offers. A sales month is a calendar month on which additional discounts are calculated.

18. Monthly Sales Figure

Your monthly sales figure is determined from the 1st day of the new Campaign opening to the last order day of each calendar month. This period is used to calculate your monthly sales figure.

19. Closing the Code

With any promotional activity Annique will generally ensure that sufficient stock is available for the duration of the promotion. This may result in the promotional or special offer being terminated when the forecast quantity has been sold.

Annique uses advanced planning techniques to plan quantities of special offers for every campaign. To do this, our statistical data needs to be relevant and accurate. This is why we need to enforce the rule of 'closing the code'. This means that product offerings will only be available in the time frames stated in the Beauté and Replique and WHILE STOCKS LAST. The result is that if some items sell exceptionally well and sells out before the cut-off dates at the end of the campaign, Annique will close the code – this product and special offer will no longer be available for sales after the code has been closed. You are therefore advised to buy special offers valid for only one month, early in the month to avoid an out of stock situation.

20. Annique Business Opportunity (WOW Meetings)

This is the term used to describe the business opportunity and reward structure of sales generated by uplines and downlines of Consultants enrolled by Sponsors. WOW stands for "Welcome to our World".

21. Registration Form

All new Consultants must complete the Registration Form in full after carefully reading and considering the rules, regulations and requirements for enrolling in the Annique Business Opportunity. The registration form, the Success Guide and the Independent Consultant Agreement represents a legal and binding agreement for all the parties thereto, namely between Annique Health & Beauty, the new Consultant and his/her Sponsor/upline.

The completed registration form and the signed Independent Consultant Agreement, together with the new Consultant's first order must be faxed or emailed to Home Office immediately. The Annique Business Kit will then be sent to the new Consultant with her first kit order. To expedite the processing of your registration form, you may fax or email it to the Annique Home Office. This registration must include all the required information for payment by credit card or direct deposit (EFT) for future orders.

New Consultants' registration numbers will be made available at Home Office within two working days. You have to be at least 18 years old to join Annique. Consultants younger than 18 years have

to obtain the written permission of their parent or guardian to complete the registration form, and must include the parent's signature. The Annique Business Opportunity is available to anyone at any level of society, irrespective of age (but must be at least 18 years of age), sex, ethnic background, culture, political convictions, faith, nationality or personal beliefs. The original registration form and a copy of your ID-document must be emailed to: registrations@annique.com

22. Other Requirements

Every Annique Consultant must: Maintain a programme of at least ONE Annique activity per week, such as an Annique product demonstration, Pamper Party or present an opportunity meeting. Maintain monthly contact with ALL your Annique customers, upline and downline. The Sponsor or upline should inform the new recruit of special customer offers and new product launches, to take follow-up orders and to create opportunities for possible business opportunities and product demonstrations.

- Prospect regularly and recruit people each month to maintain the constant growth of your business.
- Always use positive terms when discussing Annique products and other Annique Consultants.
- Keep all personal and customer records up-to-date.

To your customers, you are ANNIQUE. Ensure that you reflect this in your approach and image, and it will bring you personal and financial success and a sense of accomplishment.

23. The Annique Replique

The Replique is a monthly newsletter for Annique Consultants. A highly inspirational publication with product knowledge, motivational ideas, selling tips, product launches, tips and rewards for Annique achievers.

Always file your Annique Replique for future reference for product and company information.

24. The Annique Beauté

The Beauté is a monthly publication developed as a selling tool for Annique Consultants to market new Annique products and the month's special offers.

25. Independent Enterprise

As an Annique Consultant, you have established your own home-based business, managed and owned by you. Annique will assist you through training, motivation, awards, rewards and recognition, and also assist with some of the decisions you have to make. All other decisions and actions you make are of your own free choice, but should always be geared to benefit your Annique Business.

You decide where, when and how you want to grow your business, and you set your own goals. One of the most attractive advantages of being an Annique Consultant is the fact that you are self-sufficient and independent. You are free to schedule your own business plans in such a way that it does not encroach on family relationships and responsibilities. Being a successful Annique Consultant is not difficult, but success does not happen by accident: YOU HAVE TO PLAN IT!

26. Active Consultant

A Consultant is active when he/she has either:

- (a) Purchased a First-time kit in month 1. You will count as active in the month you joined plus the following two monthly commission periods.
- OR
- (b) Has 2 500 of Personal Qualification Volume (PQV) within a rolling consecutive three monthly commissions periods (the current monthly commission period plus the two previous commission periods).

27. Indirect Income

The term Multilevel (Multilevel) Marketing refers specifically to a structure which is designed to create a Consultant's sales force, by compensating independent Consultants of company products/services, not only for sales that they personally generate, but also for the sales of other Consultants whom they introduce to the company, thus creating a "downline" of Consultants and a hierarchy of multiple levels of compensation, hence the term Multilevel Marketing.

MLM Consultants earn direct income by selling company products directly to consumers and also earn indirect income as a percentage of the sales made by their downline. Each Consultant makes an individual decision to earn income either solely from their own direct sales; only from downline sales; or a combination of both. The income earned from the downline sales is called indirect income.

28. Paid-As Title

The Paid-As Title is the monthly calculated Title you qualified for in the plan at the end of the month. Additional Discount gets paid out according to your Paid-As Title.

29. PIN-Title

This is the highest position met at least once in the last rolling three months by a Consultant. To keep your PIN-Title, your Paid-As Title must equal your PIN-Title, at least once in a rolling three-month period.

Why do we use PIN-Titles

- For Rewards, Recognition and Incentive purposes.
- Monitor performance in your team.
- For promotion purposes

30. Personal Sales Points (PSP)

PSP is the basis upon which the ABC Success Plan pays Personal Sales Discount, Team Building, Group and Generation Discount. When you buy your First-time kit, you will earn Personal Sales Points (PSP). Each product, special offer or First-time kit will generate Personal Sales Points (PSP). Sales and Marketing aids and some of the kits, like Jubilee, Première, ATM etc., do not generate PSP.

How will you know what is the Personal Sales Points (PSP) of an item?

- The PSP of an item will reflect on your invoice.
- The sum of the PSP of all your orders in a month will reflect on your daily Volume Discount Statement.
- The PSP will reflect on the Price List.

Personal Sales Points (PSP) are used for determining your Personal Sales Discount Level

The sum of all your PSP over your career is used to determine your Personal Sales Discount Level, which is the discount percentage you receive when you place product orders.

Every new Annique Consultant starts out with a Personal Sales Discount Level of 15%.

As soon as your CSP (Career Sales Points) is 2 500 or more, your Personal Sales Discount Level will increase to 20%. In other words, you will receive 20% off-invoice discount forever. First-time kit orders generate PSP, which is used to calculate your Personal Sales Discount Level.

Off-invoice Discount: This is the discount you will receive on the Retail Selling Price (RSP) on your invoice (15% or 20%) when you personally purchase products from Annique Home Office. Only applicable for discountable products.

31. Qualification Volume

Each product will also receive Qualification Volume points.

We use Qualification Volume for you to:

- Advance in Title – calculated Title requirements
- Maintain your Paid-As Title
- First-time kits (each kit has a QV value – see diagram)
- Personal Sales
- Downline Sales
- Group Sales

Products and special offers

QV will be based on the Retail Selling Price (RSP) advertised in the Replique and Beautè.

Why can the QV change?

When Home Office wants to promote an existing product, new products, promote products in a specific campaign or time period, or a combination of products to enhance sales, Home Office can change the QV of a product.

Advantages of QV:

- Increase sales
- Increase your Paid-As Title achievement.
- QV could be used as a measurement in competition targets, overseas incentives, rewards etc.

32. Additional Discount Qualified

A Consultant with 2 500 PQV or more in a monthly commission period is Additional Discount Qualified. Additional Discount Qualified Consultants are eligible to earn discount upon the Personal Sales Points (PSP) of other Consultants. This includes Team Building, Group and Generation Discount.

33. Personal Sales Discount Level

A Consultant's Personal Sales Discount Level is the percentage off-invoice prices that a Consultant receives as a discount when she places orders with Annique. There are two off-invoice Discount Levels, 15% for new Consultants and 20% for Consultants with a CSP of 2 500 or more.

34. Downline Qualification Volume (DQV)

Downline Qualification Volume includes the Consultant's Personal Qualification Volume (PQV) and the PQV of each of the people in the Consultant's downline in a monthly commission period.

35. Enrolling Sponsor

Enrolling Sponsor is the term given to a Consultant who introduces the opportunity to a new recruit. The enrolling Sponsor is identified as the Sponsor on the application of the new Consultant. The new Consultant is personally sponsored by her enrolling Sponsor.

36. Enrolment Downline Qualification Volume (EDQV)

Enrolment Downline Qualification Volume includes the sum of a Consultant's Personal Qualification Volume (PQV) and the PQV of each of the people in the Consultant's downline in a monthly commission period, the total of which is adjusted so that no more than 50% of the DQV requirement for one's Paid-As Title is counted from any one leg. EDQV is one of the measurements for a Title promotion and maintenance of a Title in the career plan of Annique.

37. Generation

As determined for each month, a Generation is a group of Consultants in your downline that begins with a Consultant with a Title of Manager or above and includes all of the Consultants in that Manager's (or above) downline (excluding Consultants with a title of Manager or above and their downlines).

The first Manager or above will be your Generation 1. If this manager has another Manager below him/her, that will be your generation 2.

38. Generation Discount

Generation Discount is a type of discount paid to Consultants who are paid as a Manager or above.

39. Group

A Group includes a Consultant and all of her downline Consultants, excluding Consultants with a Title of Manager or above and their downline Consultants. (An exception: In the month of their promotion to Manager and the following (two months), the PQV of Managers and their downlines are also included in one's group.)

40. Group Discount

When you are paid as a Manager or above, you will earn Group Discount as a percentage of your Group Sales Points (GSP).

41. Group Sales

If you have recruited several Annique Consultants to become a part of your team, you will earn on their sales. When you are paid as a Manager or above, you will earn Group Discount as a percentage of your Group Sales Points (GSP).

42. Group Qualification Volume (GQV)

Group Qualification Volume includes the Personal Qualification Volume (PQV) of a Consultant plus the PQV of all her downline Consultants, excluding Consultants with a Title of Manager or above and their downline Consultants.

43. Personal Qualification Volume (PQV)

This is the sum of the QV generated by orders placed by a Consultant each month. PQV may include both First- time kits and product orders. PQV is one of the requirements that determines a Consultant's Paid-As Title each month.

44. Personal Sales Additional Discount

Personal Sales Additional Discount is discount paid to Consultants with at least 2 500 in Personal Sales Points (PSP) in a monthly commission period. Personal Sales Additional Discount is also paid to Consultants whose Career Personal Sales (CSP) meets or exceeds 2 500 in a month upon orders that were placed by the Consultant at a 15% Buying Discount Level in the same calendar month in which CSP meets or exceeds 2 500.

Code of Conduct

As an Annique Consultant I undertake to maintain and endorse the Annique Code of Conduct detailed below, at all times:

1. My actions will at all times make a beneficial contribution to the maintenance and development of the Annique brand and image.
2. I will market the Annique products on a regular basis.
3. I will maintain positive and regular contact with my Annique customers.
4. I will constantly market and introduce Annique products to all people in the South African market and each month, recruit other Consultants to do the same.
5. I will utilise the Annique Bounty Compensation Success Plan and will share this Plan with as many people as I possibly can.
6. I will regularly attend Annique group meetings and Annique training sessions.
7. I will ensure that my new Consultants and I are fully trained in the marketing and application of all Annique products by running regular monthly meetings.
8. I will at all times be aware of and apply the suggested retail prices of Annique products as determined by Home Office from time to time.
9. I will not make misleading comparisons with competitive products or present Annique products as having medicinal properties.
10. I will strictly do business with my customers and Consultants on a cash basis.
11. I will at all times treat my Annique customers and Consultants as the most important people in my home-based business.



Order Options

1. Beautiques (only in Namibia):

If there is an Annique Beautique in your area, you may select this option for paying your order at the cash counter.

PAYMENT OPTIONS when using this method:

- Credit Cards (AMEX, MasterCard and VISA).
- Cash.
- Debit Cards.

2. Electronic Orders:

When using this ordering method, place your order via fax, the Electronic Order Form via email or the enterprise portal on the Annique website, at our customer care centre in Irene, Pretoria (website: www.annique.com). When you place an order on the website, you can also pay electronically.

PAYMENT OPTIONS when using this method:

- Credit Cards (AMEX, Master Card and VISA). Provide all the details accurately on your order form when using this ordering method.
- Electronic Funds Transfer (EFT). Fax or email your proof of deposit with your order to us when using this ordering method.
- Electronic Funds Transfer (EFT) into the Annique account before distributing your order.

FNB

Account Name: Annique Health and Beauty (Pty) Ltd

Account Number: 623 7722 7650

Branch Code: 261 550

Reference: Member number and surname with initial
ABSA

Account Name: Annique Health and Beauty (Pty) Ltd

Account Number: 406 738 2423

Branch Code: 632 005

Reference: Member number and surname with initial
Nedbank

Account Name: Annique Health and Beauty (Pty) Ltd

Account Number: 1036 489 469

Branch Code: 14 97 45 00

Reference: Member number and surname with initial
Standard Bank

Account Name: Annique Health and Beauty (Pty) Ltd

Account Number: 30 320 293 9

Branch Code: 01 4645 00

Reference: Member number and surname with initial

Please ensure your membership number is on all documentation and EFT payments for easy reference.

NOTE: EFT payments with fax orders to Annique may take up to 3 days to clear and

products will not be released until the deposit is reflected in Annique's bank account.

Electronic payments on the Enterprise Portal is processed immediately and will be carried out immediately.

Use ONLY the specified Annique Order Form for Fax orders.

Credit Cards

Annique can only process AMEX, VISA or MasterCard charge cards. Credit cards may be used with mail, email, fax and enterprise portal orders. We only accept direct Consultant credit cards – no credit card payments by third parties. Annique does not retain any record of Consultant's credit card details. We only deliver orders to registered Annique Consultants.

Electronic Funds Transfer

To ensure that your additional discount payments are processed before the end of the Annique Month, the additional discounts for which you qualify, will be electronically transferred into your account on approximately the 25th day of the next month.

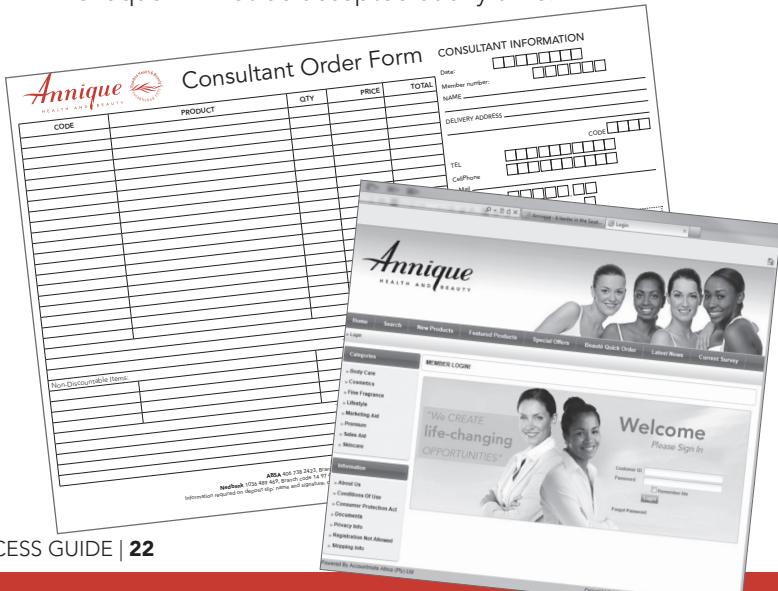
Only savings or cheque accounts can be credited. NO transmission or credit card accounts are accepted by banking institutions for electronic funds transfers (EFTs).

Rejection Fee

If the bank should reject a debit order, or credit card, a reasonable rejection fee as determined by Annique from time to time, will be charged to the Consultant.

The Consultant will then be required to settle the outstanding amount in cash before placing any further orders.

Payments for additional discounts due to the Consultant, may be utilised by Annique to cover the costs of payment rejection and payments outstanding to the company. Payments by cheque will not be accepted at any time.



Your Annique Business

1. Registration of a New Consultant

To register a new Consultant you should ensure that the following steps are followed for quick registration.

You must ensure that the new Consultant has read and fully understands the terms and conditions set out in the registration form, the Independent Consultant Agreement and the Success Guide prior to him/her signing the Independent Consultant Agreement and the registration form.

A new Consultant should complete the Consultant registration form in full.

1. The Independent Consultant Agreement and the registration form must be signed by the new Consultant and a witness and the Sponsor;
2. The Sponsor's/upline's registration number should appear on the form;
3. Select the correct payment option and ensure the details are correct;
4. Pay your first purchase order;
5. Enclose a copy of your ID document;
6. The new Consultant must be over the age of 18 or the registration form should be completed by the minor's legal guardian; and
7. The registration form should be accompanied by the new Consultant's –
 - * First Purchase Order.
* The First Purchase Order (FPO) may consist of any combination of discountable products (one of each product only at list price on the price list) to the value of no less than R1000 on which the new Consultant will receive a once-off 50% discount.
(Monthly specials are excluded from this offer.)

Example:

First Purchase Order Total Value:	R1,000.00
Less: 50% Discount:	R 500.00
Administration Fee:	R 15.00
(The value of the Administration Fee per order may be changed from time to time at the sole discretion of Annique.)	
Sub-total:	R 515.00
Plus: Shipping and Handling on FPO: (for this order only – depending on the area)	R 45.00
Total Invoice Amount:	R 560.00

Therefore, the new Consultant registration requires:

- Signed Registration Form
- First Purchase Order (FPO) and payment
- Copy of new members ID-document

2. Transferring Sponsorship

2.1 Changing your Sponsor:

The changing of your Sponsor or upline will only be permitted under **exceptional circumstances**. A request in writing must be submitted to Annique, adequately motivating the transfer. A desire to change upline based on incompatible personalities, or a desire to work with another Consultant is not adequate reason for a transfer.

- Requests must be in writing stating Consultant number, upline number, and Consultant number of requested new upline, and reason for request to change.
- Written permission of the current upline will be required when considering changing a Consultant to a new upline/Sponsor. Enclose a copy of both peoples' ID's and the request should be signed by both the Consultant and upline.
- Only written permission from the Board of Directors of Annique completes the transfer.

2.2 Insertion of new Consultants in existing downline (stacking):

Inserting new Consultants like family members, businesses, friends, etc, who are not truly active in the business, between yourself and your existing downline is known as "stacking". This practice is not allowed under any circumstances in the Annique Structure.

3. Sale or Assignment of your Annique Business

The following terms and conditions are applicable for selling an Annique Business. The potential sale of an Annique Independent Consultant's Business must comply at all times with the following conditions amongst others:

- The sale of an Annique distributorship business is a privilege and not a right.
- Annique must at all times be consulted in respect of the potential sale of any Annique distributorship business. Since the distributorship business is an Annique distributorship, the Independent Consultant Agreement will prevail.
- An Annique distributorship business may be passed onto family members or other beneficiaries in a will, or via a deceased

- estate, only if the family members or other beneficiaries are qualified Annique Consultants and are prepared to manage the Annique business according to Annique's business requirements.
- In the event that the Consultant's Annique business is left in a will or a deceased estate, to family members or other beneficiaries who are not qualified Annique Consultants, the company may facilitate the sale of such business to someone else approved by the company and the proceeds of the sale of the Annique distributorship business, will be given to the family members who are beneficiaries in the will of the deceased estate.
- Subject to the remaining terms of this policy document, the company will at all times act as an honest broker and facilitate the sale of an Annique distributorship business between Annique Consultants.
- The company reserves the right at all times, at the sole discretion of the company, to accept or refuse any offer or tender for the Annique distributorship business on offer, on behalf of the Consultant wishing to sell his/her distributorship business.
- The company will at no time be obliged to approve of the highest, the lowest or any tender, at the sole discretion of the company.
- The sale of an Annique distributorship business is always based on the principle of "willing buyer, willing seller."
- As a guideline, a current indication of the value of a Annique distributorship business is based on a Price/Earnings (PE) Ratio of between 1 and 2 (i.e. the gross annual revenue generated by the business, less reasonable running expenses, multiplied by a factor of 1 or 2).
- In the event that the successful bidder has sufficient capital to pay cash for the Annique distributorship business, a cash transaction will be concluded. In the event that the successful bidder does not have freely available funds, payment might be made over a 3, 6, 12 or 18 month period depending on the size of the Annique distributorship business. The full monthly revenue or part thereof may be offered as payment; however these terms will be negotiated and agreed with the successful tenderer.
- The value of the Annique distributorship business may be reduced by any Consultant, indicating that they wish to leave the Annique distributorship business or any Consultant leaving the distributorship business within a 3 month period after the sale has been concluded, after initially indicating that they were going to remain in the business.
- Any Consultant who leaves the Annique distributorship business, after 3 months or more after the sale was concluded, does so at the risk of the person who acquired the distributorship business. Save for the requirement that no sale or offer can occur without the prior consent of the company, the above principles serve as a guide and may be varied by the company over time, or to cater for the specific circumstances of any situation.

By way of an example:

Gross annual revenue	R120 000
Expenses	R 40 000
Net revenue	R 80 000

Therefore the value of the business may be:

- R 80 000 at a PE of 1
- R120 000 at a PE of 1.5
- R160 000 at a PE of 2 always based on the "willing buyer, willing seller" principle.
- The method of payment by the successful bidder for the Annique distributorship business will again be subject to consultation, negotiation and agreement.

- In the event that the successful bidder has sufficient capital to pay cash for the Annique distributorship business, a cash transaction will be concluded. In the event that the successful bidder does not have freely available funds, payment might be made over a 3, 6, 12 or 18 month period depending on the size of the Annique distributorship business. The full monthly revenue or part thereof may be offered as payment; however these terms will be negotiated and agreed with the successful tenderer.
- The value of the Annique distributorship business may be reduced by any Consultant, indicating that they wish to leave the Annique distributorship business or any Consultant leaving the distributorship business within a 3 month period after the sale has been concluded, after initially indicating that they were going to remain in the business.
- Any Consultant who leaves the Annique distributorship business, after 3 months or more after the sale was concluded, does so at the risk of the person who acquired the distributorship business. Save for the requirement that no sale or offer can occur without the prior consent of the company, the above principles serve as a guide and may be varied by the company over time, or to cater for the specific circumstances of any situation.

4. Terminations

A Consultant wishing to terminate his/her Annique Business may do so in writing to Annique's Home Office. Terminations will be processed in the month of receipt. Following termination, the Consultant's downlines will automatically "roll-up" to the next Sponsor in the Consultant's line.

This will be of immediate effect from the date of processing of termination. A Consultant may re-enter the structure after termination, but will forfeit their previous downline after he/she has rolled up. Consultants who wish to re-enter under a different Sponsor may only do so after a period of 12 month's inactivity as a Consultant.

5. Poaching of other Consultants

"Poaching" is the attempt of any Consultant to persuade, coerce, offer an incentive or in any way promote or encourage an existing Consultant to move to another Sponsor in the Annique structure. Annique condemns the practice of poaching and a Consultant who is guilty of this practice will be considered to be in breach of the Independent Consultant Agreement with Annique and will be subject to the cancellation procedures detailed in the Success Guide.

6. Other MLM Businesses

A Senior Area Manager (C35) and above shall not at any time whilst being an Annique Manager, other than with the written consent of and on the terms and conditions stipulated by Annique, sell any products or product ranges, that are not Annique products, whether personally or through other Annique Consultants.

Due to the fact that Annique Senior Area Managers and above attend company Strategy Meetings, Leaders Meetings, specialised training, etc, they will not be allowed to sell any other products that are not Annique products.

Consultants recruited by such a Consultant, which in any way competes with the Annique skin, beauty and health products and ranges of other products sold and marketed from time to time by Annique, will be in breach of their Independent Consultant Agreement and may have their Annique Distributorship Business and such agreement cancelled subject to the cancellation procedures in this Success Guide and the Independent Consultant Agreement (where applicable).

Nor shall such a Consultant be a Consultant for any other cosmetic house or MLM or multilevel marketing company dealing in any of such competitive products in skin care and health care without the express written consent of Annique. Any consent granted by Annique in terms of this clause shall not in any way constitute a waiver or abandonment by Annique of any of its rights, more particularly its rights to end the Independent Agreement, at any time and within its sole and absolute discretion to alter, amend or add to the terms and conditions upon which such consent was granted, or to withdraw such consent and to require strict compliance with the terms and conditions of this clause.

7. Cancellation for breach

The terms and conditions governing cancellation for breach are set out in the Independent Consultant Agreement.

Where there is a breach or any other violation of the Independent Consultant Agreement and/or the Success Guide by the Consultant, notice may be posted in the press by Annique recording its disassociation from the Consultant concerned.

Payment of Additional Discount

- Additional discount is paid monthly by electronic funds transfer (EFT) on or before the 25th day of the month following the month in which the additional discount was generated.

- Monthly statements are sent electronically on the first of the next month. Consultants should study the statement and report any discrepancies within 7 days of receipt thereof. Discrepancies or queries received after 21 days may be declined by Annique.
- In the event of a payment owing to the company, being rejected by the Consultant's bank, that Consultant will not receive an additional discount payment for the amount outstanding. The Consultant will be given 15 (fifteen) days to rectify the problem by paying the amount owing directly to the company. On receipt of the outstanding amount the additional discount amount will be paid to the Consultant.
- No Consultant may advertise or otherwise offer a distributorship business for sale without the prior written approval of the company and the company reserves the right to conduct, manage, facilitate or oversee such process.**
- An Annique distributorship business may only be sold to an Annique Consultant approved by Annique Management and only if such person is in good standing with the company. The potential sale of the Annique distributorship business will not override or amend any element of the Independent Consultant Agreement and, in the event of any dispute the Company's decision will be final! Repeated rejection of payment for orders paid by credit card, may lead to the cancellation of the agreement with the Consultant.

Value added tax and Income tax

The Consultant shall observe and comply with all applicable laws, rules, regulations, codes of conduct and service standards relating in any manner to the performance of an Annique Consultant. Annique will calculate VAT according to South African law on all products and additional discounts. VAT is compulsory and will be included in every invoice and will be applied to additional discounts.

Annique Consultants are Independent Contractors and are required to comply with all applicable national, provincial and local laws relating to their businesses. It is the responsibility of all Consultants to pay the appropriate taxes and those earning income from the business should register with the Receiver of Revenue as taxpayers.

Financial Discipline

You are an independent business owner with your future totally under your control. You are not an employee accountable to a boss.

You must keep comprehensive records of how your business is performing. You don't keep books only for SARS, but primarily for yourself. You can't manage what you don't measure. Just having money in the bank is not enough for proper business decisions to be made. Your income from Annique consists of two discounts.

1. The first is an off-invoice discount where you buy for R100 but only pay R75 therefore receiving a discount of R25.00.
2. Secondly, additional volume discount which is only paid after you and your teams' sales have been totalled at the end of the month. Remember that these discounts have a VAT element only for those who are VAT registered.

The VAT rule is as follows:

- For VAT purposes you need to add the value of your personal sales, to your total volume discount income.
- If these two amounts added together exceed R1 million, you must register for VAT!

Please note: Legislation about this may change. Ask your accountant to keep you updated regarding any changes.

Now what can you deduct from your business income, volume and discounts sales, to find out what profit you have made? You can deduct anything that you spend to generate sales, i.e. bank charges, hand outs, printing, leaflets, flyers, computer costs, business motor expenses, rent, etc. However be sensible in what you claim. SARS will do an audit on your books every five years. If you are greedy and act fraudulently or make an omission, it will be difficult for an accountant to defend your actions. For example don't go to Makro and buy stationery and have perfume on the slip you claim. If you charge office rent for your home office, don't claim your whole bond repayment. You do live in part of the house too, e.g. claim between 20 and 40% of your bond repayment. If you do less than 8000 kms per year and you operate out of a close corporation, company or trading trust look at the reimbursive allowance of 8000 kms at the rate SARS allows. Logbooks are required by SARS if you make a claim.

Examples of business expenses:

Advertising, accounting fees, bad debts, bank charges, overdraft interest, entertainment, cleaning, flowers, gifts, promotional items, home office (portion of electricity, rates, water, wages, bond interest, insurance, depreciation on office furniture, computers, etc) and the list goes on.

The hot spots for a SARS audit are repairs, insurance, motor cars, home rent in the owners tax return, fringe benefits on company cars, medical, and bad debts. If you are VAT registered there is VAT on vehicle fringe benefits. Remember if you are audited, SARS looks for expenses that are not business related or a portion that is personal.

It pays you in the long run to have an accountant do your books and tax return.

Use of Company Name and Annique Logo

The company name, trademarks and logos may only be used with written approval from Annique. The Annique logo may not be "recreated" with other fonts or lettering – only the correct logo may be used in marketing material. Logos may not be skewed, turned or "squashed."

Any use of the logo must also indicate that the Consultant is an Independent Contractor and does not act on the company's behalf. Use of the logos, names or trademarks of Annique does not entitle the Consultant under any circumstances to bind the company contractually. Unauthorised use of the company names, logos or trademarks may be regarded by Annique as breach of the Independent Consultant Agreement by the Consultant and the Consultant's contract may be cancelled subject to the provisions under "Cancellation" above.

Annique may withdraw the right to use its trademarks without notice.

The Consultant indemnifies and holds Annique harmless against all claims, fines, penalties, actions, proceedings, judgements, damages, losses, costs, expenses or other liabilities created, whether negligently or otherwise (excluding gross negligence), through the non-observance or non-compliance by the Consultant of the terms of the Independent Consultant Agreement and/or the Success Guide. All photos used in Annique marketing materials are the property of Annique Health and Beauty and require prior written permission to be used.

Some photos may have royalty agreements and could cause penalties for unlawful use by any party other than Annique Health and Beauty. Consultants who at all times must have prior written approval from Annique to utilise Annique logos, trademarks, photos or information in any communication in advertising created or used by themselves. Send requests for written approval for use of logos and photos to: suggestions@annique.com. Refusal to comply with this requirement may result in the cancellation of your Independent Consultant Agreement.





Annique logo Pantone Colour is 180C



Amendments

Annique specifically reserves the right, within its discretion, to make any amendments or adjustments it deems necessary in respect to the provisions in this Success Guide, the marketing, the Annique Bounty Compensation Success Plan, pricing or any other pertinent aspect of the Annique business. Amendments may be made as follows:

1. In the event of an amendment initiated by Annique, Annique shall give all Consultants 30 days' written notice of the intended amendment. The amendment will then be effective upon expiry of said 30 days, unless the Consultant shall have given Annique written notice of its intention to dispute the amendment.
2. In the event of an amendment initiated by a Consultant, such amendment shall not be of force or effect unless it is reduced to writing and signed by the Consultant and a duly authorised representative of Annique.

Upon publication, any such changes shall be deemed to have been incorporated into the Success Guide.

Sharing Information

It is the responsibility of every Consultant to inform their downline and new Consultants of the following:

- The contents of the registration form, Independent Consultant Agreement and the Success Guide;

- The contents of the Success Guide specifies requirements in respect of;
- Training sessions in your area;
- Opportunity and any other regular meetings which Annique requires you to run in your area;
- Special offers, price increases and other relevant information to keep the flow of your Annique business as smooth as possible; and
- Basic product information and problem solving.

Retail Outlets

The formal policy of the company is not to sell through or recruit any formal retail outlets; we only sell products through independent Consultants.

1. The policy protects Consultants and customers by ensuring products are made available directly to the public through the service of Annique Consultants and not through retail sales outlets or stores.
2. The products may be displayed at the premises or treatment rooms of medical practitioners, beauticians, health care specialists, health clubs, gyms, clinics etc, on condition that a qualified Annique Consultant is always available to provide service.
3. No Annique products may be sold through any retail shop. In other words no pharmacies or retail shops may sell these products from their shelves. If a Consultant is present in the shop the products may be sold out of the dispensary part of the shop. It may not be sold from any shelf or be freely available to the public.
4. Salons: Only home salons may be recruited. A home salon is a salon in a person's residential home. No salons may be recruited in:
 - Shopping centres.
 - Homes that have business rights and is used only for business.
 - Consultants can be recruited in retail shops but cannot sell the products from any shelf: e.g. Consultant in a hair salon.

Loyalty and Representation of the Annique Company

1. Inventory

Consultants are not required to carry inventory. If, however, you have a customer base and wish to provide a fast and effective service, holding a sufficient amount of stock is recommended.

It is against company policy to recommend or attempt to purchase stock solely to achieve qualifying status for additional discounts or incentives in the business programme. Consultants may not "front-end load" or encourage others to do so.

2. Product Claims

Consultants are not to represent that the products of Annique have any medicinal or curative properties or make any misrepresentations of any kind regarding the products or marketing of Annique.

No product claims other than those made in the company literature are allowed.

Annique does not advocate that any of our products heal or cure any disease.

3. Return and Refund Policy for Customers

Annique has a quality guarantee for its customers on all products. It is the responsibility of the Consultant to replace or refund any defective product or any product with which a customer is not satisfied.

The Consultant may then return these products to Annique. The products returned will be subject to verification.

- The unused portion of the product must be returned by the Consultant who exchanged the product for the customer.
- The product must be accompanied by a Products and Services Rating Form which has been completed in full.
- The purchase date, batch number and customer details are essential for a quick refund.
- The Consultant is responsible for all costs pertaining to the return of the defective products. Annique will pay the shipping costs of replacement products.
- The defective products will be replaced with the same products at the Beautique (Namibia only) or a credit on the debtor's account may be requested at Home Office.
- Credits will be made within 30 days of receipt of the returned product and the approval of the return thereof.

Credit Return Process

Please note that a Consultant may only return a product within 14 days of invoice date.

Products will only be credited in the following cases:

- Home Office typed in the incorrect quantity or product.
- The product is faulty (Please note: Home Office must always be notified).
- The incorrect product was sent.
- The product or the packaging was damaged.
- The product was damaged by the courier or the Post Office.
- The product was short packed by Home Office.

Products will not be credited when:

- You ordered the incorrect product or incorrect quantities of the product.
- You used the incorrect product code when ordering.
- In the exceptional event that an incorrect order is credited, a 25% handling fee of the value of the products invoiced will be charged.

Procedure for Product to be Returned:

STEP 1

- Have all your information ready before contacting Home Office including:
 - Member Number
 - Invoice Number
 - Product & Services Rating Form
- The Product & Services Rating Form is a document that accompanies any product for a credit return. Complete the form fully, including the reason for the product return.

STEP 2

- Contact the CRM Department on 012 345 9800/01 at Home Office with the above information.

STEP 3

- As soon as CRM has received all of the above, a RMA (Return To Manufacturer Authorisation) reference will be created once your credit is approved. This number will be your reference number for the return request.
- The Return Authorisation Form with the reference number will be sent to you via email or fax.

STEP 4

- Prepare the parcel to be sent back to Home Office by post.
- Include the following in the parcel:
 - Product
 - Copy of Invoice
 - Product & Services Rating Form
 - Return Authorisation Form with RMA Authorisation Number
 - Post Office Receipt
- **NO** credit will be processed for Postal Fee changes if the **Postal Receipt** is not included in your parcel.
- Send the parcel to the Home Office postal address. A postage fee to a maximum of R30.00 will show as a credit on your account, if the error was made by Home Office.

The postal address is as follows:

Annique Health & Beauty
Private Bag X2
Elarduspark
0047

- When the parcel arrives at Home Office, CRM will process the credit.
- A Credit Note will be sent to you via email or fax within seven working days.

Procedure for damaged or leaking product returns:

STEP 1

- Immediately take a photograph.
- Complete the Product & Services Rating Form.
- You must have your member number available.
- You must have your invoice number available.

STEP 2

- Contact the CRM Department on **012 345 9800/01** at Home Office with the above information or email orderqueries@annique.com.

STEP 3

- The photograph of the damaged or leaking product will be sent to the CRM Manager for approval.
- If the damage reflected on the photograph is approved, a RMA Reference will be created. This will be your reference number for the return of the goods.
- The Return Authorisation Form with reference number will be sent to you via email or fax.
- Products do not need to be returned if approved by the CRM Manager.
- If the damage reflected on the photograph is not approved, CRM will contact you telephonically or via email to request for the product to be returned to Home Office via post.

Procedure that follows when product was in a kit or part of a special offer:

STEP 1

- If a product is part of a kit and is faulty, you need only return the one product and Home Office will replace that product.
- Only the product returned will be replaced.
- The replacement product will be sent to you with your next order.

STEP 2

- If all products in the kit or the special offer are returned, all products will be replaced and sent with your next order.

STEP 3

- If the product is damaged or leaking, a photograph reflecting the damage will be required as mentioned above.
- If the photograph reflecting the damage is approved, the product will be replaced and sent to you with your next order.

IMPORTANT

Please note:

- You may not return a parcel to Home Office using a courier service. If a parcel is returned by courier, you will be held responsible for payment to the courier.
- If a parcel is returned by post and not to the abovementioned Home Office address, you will be held responsible for the loss of the parcel and any associated costs.
- Unless the company has made an error or stock is damaged, any stock returned for credit will be subject to a handling fee of 25% of the value of the products invoiced.

Limitations on joining Annique

- No person or entity may participate in the Annique start-up programme, more than once in a 12 month period.
- If a company or close corporation has been entered in the start-up programme and a person holds an interest in the aforesaid companies, that person may not enter separately in the programme, thus duplicating benefits.
- Using alternate names, maiden names, pseudonyms, trading names or children to enter the start-up programme more than once will be regarded as a breach of the agreement with Annique and may lead to the agreement being terminated.
- The assistance and signature of a legal guardian will be required for applications for persons under the age of 18 years. No one under the age of 16 years may sign on as an Annique Consultant.

Reputation of Annique Products

Annique advocates good relations between Consultants and the Company. This is essential for the success of both the Company and the Consultants' businesses.

Annique considers it a material breach of the Independent Consultant Agreement if a Consultant is involved in the propagating of any defamatory statements, whether oral or written, which is directed against the Company, any other Consultant, the owners, Directors or any aspect of the Annique Business or Annique Bounty Compensation Success Plan.

Further, any other activity of a Consultant which undermines or prejudices the good name and reputation of the company, or any other Consultant, shall also be deemed to be a material breach of this agreement.

The decision as to whether a Consultant is in breach will be taken at the sole discretion of Annique.

General

- The Independent Consultant Agreement signed by the new Consultant constitutes the whole agreement between the parties and may not be changed by either party unless reduced to writing and signed by both parties.
- No Consultant may cede, delegate or assign any of its rights and obligations under the Independent Consultant Agreement, to any other person without the written consent of Annique, which consent will not be unreasonably withheld.
- Reference to the singular shall include the plural and any use of one gender in this Success Guide, registration form and the Independent Consultant Agreement shall include the other gender.

Independent Consultant registration form

Version 1/10/16 ENG

COMPULSORY FIELD

I confirm that I have received an Introductory Training session from my Annique Sponsor
before signing on as an Annique Consultant:

Title: Mr Mrs Miss Dr Prof Language: Afr. Eng. Other

Race: Black Coloured Indian White Other Male/Female:

Applicant's SURNAME

Applicant's FULL BIRTH NAMES

Preferred NAME

ID-Number

Passport Number (if not RSA citizen) Country

Date of birth Single Married

Husband / Wife / Partner's NAME and SURNAME

Husband / Wife / Partner's Cell and Email:

Postal address _____
 Code

Street number and name _____
 Unit number and name _____
 (if applicable)

Suburb _____
 City _____ Province _____

Country _____ Code

Tel (home/work)

Tel (cellphone)

Fax

e-Mail _____ SMS e-Mail

I would like to receive Annique information via:

Original joining date

I have read and fully understand the Terms and Conditions of my relationship with Annique as set forth on the reverse side of this Registration Form and in the Policies, Procedures and Principles Document as outlined in the Success Guide and by signing this Registration Form, I agree to be bound and strictly abide by them should my application be successful.

Signed by Applicant and date _____ Date _____

CONSULTANT REGISTRATION NUMBER
For office use only

SPONSOR INFORMATION
 Sponsor registration number

Surname and First Name of SPONSOR: _____

Annique
 HEALTH AND BEAUTY

Private Bag X2 Elarduspark 0047
 South Africa + 27 12 345 9800 fax 086 584 7832
 registrations@annique.com www.annique.co.za
 K2014/144230 t/a Annique Health and Beauty
 Reg. No. 2014/144230/07

HOW TO REGISTER

1. Complete ALL the details neatly and sign (with a black pen) the Annique registration form with your Sponsor's assistance to apply for an Annique Independent Distributorship.
2. Ensure that your Sponsor's details are completed in full on the form before sending it to Annique.

OTHER DOCUMENTS REQUIRED

- Signed registration form (with Sponsor details);
- Copy of your ID-document;
- Order for your First-time kit

FAX / EMAIL REGISTRATION

We will accept all the above documentation via fax or email.

The original documentation has to be mailed or delivered to Annique.

Compulsory field:

ADDITIONAL DISCOUNT DEPOSIT

Name of account holder _____

Type of account (NO credit card accounts) _____

Bank name _____

Account number _____

Branch number _____

TERMS & CONDITIONS to facilitate the crediting of your account with additional discount:

I authorise **Annique Health and Beauty** to electronically credit my bank account with additional discount subject to the following conditions:

1. Additional discount payments are made on or before the 25th of the next month;
2. I agree to pay a service fee in the event of a charge being levied against Annique as a result of non-payment of my credit card or my account.
3. These bank details will remain in effect until altered by or terminated by myself in writing.
4. This Independent Consultant Agreement shall remain in full force and effect until terminated by myself or Annique in writing.
5. I agree to the Terms & Conditions and Policies and Procedures of Annique Health and Beauty as detailed on the reverse side, in order to qualify for additional discount.
6. I understand that all tax and VAT is for my own account and responsibility and that I must comply with the law of the land.
7. I understand that I must pay an administration fee for each invoice.

WITNESS:

Signed for and on behalf of
 Annique Health and Beauty

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The Annique Business Opportunity

Results and examples contained in this Success Guide, are examples of income generated by current Consultants and should not be taken to provide guarantees with regard to the projected income, or any other benefits promised or implied. There is no guarantee whatsoever that you will achieve the results or outcomes promised or implied in this Success Guide and your success depends solely on your active participation, selling skills, creativity, relationship building skills, honesty, sound knowledge of the Annique product range, networking skills, professionalism, adherence to Annique's Policies and Procedures and your ability to maintain your customer base.

What is your vision for the future?

Do you dream of:

- Owning your own successful business?
- Financial independence?
- Earning what you are really worth? An extra income, or true indirect income?
- The freedom to do things the way you want to when you want to?
- Meeting new people?
- A successful business with vision, anticipation of the future and unlimited opportunity, and you form a part of it?
- Your children's' successful studies?
- Your first own home or a cottage by the sea?
- Time and money to travel the world?
- Time to yourself and time for your family?
- Working from home without the hassle of traffic and spending quality time with your children, everyday?

A Unique Opportunity

Annique is an established and rapidly expanding marketing network business with a global vision, which provides exceptional support to its Consultants. You are given the opportunity to:

- Be part of an exciting, stimulating and successful business.
- Feel good about what you do.
- Improve your lifestyle.
- Work from the comfort of your own home, when and for as long as you like.
- Manage your Annique Business on a full-time or part-time basis.
- Earn extra income.
- Be a member of a team of dynamic people.
- Spend quality time with your family.
- Gain experience while earning an income.
- Earn indirect income.
- Travel to exciting foreign locations in the company of Annique's dynamic team of Consultants and managers for training and development.
- Convert your time into money to the benefit of your family.

Your own business

Starting your own business is an exciting challenge. To ensure it is as profitable and exciting, one should select the right business. One that will suit your personality and personal style. If you are truly thrilled and passionate about the business you own, people are immediately drawn to you and your business. However, there are a few things to consider when you want to set up your own business:

- A new enterprise costs money. If you cannot get a bank to finance your business, the normal route towards owning a business is closed to you.
- Employing staff is a serious matter, and planning and budgeting for the financial implications are even more difficult.
- Government regulations on enterprises are very strict and complicated. The best way (for an ordinary person) to start a business is from his/her own home, is when the business does not require large investments, risks, complying with special regulations, keeping stock, payment of rent and wages, etc. You can even pay family members (children) wages instead of pocket money. A business that has been established for a few years may even create a future career for the children.

What is the ideal home business?

It has been proven throughout the world, that multilevel marketing or MLM is the ideal home business. It is a business that allows you to learn while you earn. There are no territorial limitations, no ceiling on your performance.

The most fascinating aspect of MLM is the fact that you duplicate your input by recruiting other people and by introducing them to the business. In this way you "duplicate" your income by generating a "time-lever" with fellow Consultants of Annique products you recruit to, create residual income for yourself and others.

What does Multilevel Marketing (MLM) mean?

MULTILEVEL marketing concerns the way in which an Independent Consultant is remunerated, namely receiving discounts on the sales he/she achieves and additional discounts on the sales of his/her network.

The Consultant is also rewarded for the sales of people he/she has recruited (introduced), trained and motivated to start their own Annique Business.

MLM is:

- A legal and fair enterprise.
- A way to have more time to yourself and your family.
- A means of achieving self-actualisation.
- A serious business.
- A vast and rapidly expanding enterprise.
- An elementary concept.
- An opportunity offered to everyone, without any discrimination on the grounds of age, training, sex, race, beliefs, etc.
- A practical, fair and effective system.
- A low-pressure sales technique.
- An exceptional system to generate indirect, residual or annuity income.

The Annique Bounty Compensation (ABC) Success Plan

The ABC Success Plan has been specially designed to be rewarding at all levels. The opportunities for growth ensure quick promotion and plenty of opportunities for everyone. And with 11 ways to earn on the ABC Success Plan, you are guaranteed to make a success of your business if you put in the work and believe in yourself and the great heights you can reach.

Support offered by Annique:

- A network-connected, computerised system for the expedient and efficient delivery of orders and computing of additional discount.
- A convenient and efficient ordering service by email, fax or enterprise portal.
- Professional marketing material.
- Regular product promotions.
- The monthly Annique Consultant-focused Replique magazine, available to Annique Consultants, containing information on training, motivation and special offers.
- Two to three Annual Conferences in main areas as well as regular workshops where new products are launched, further training is given, and promotional prizes and competitions are announced.

Your Plan:

Adapt the ABC Success Plan to suit your abilities. All of us are not equally capable of generating revenue and prosperity. The Annique Success Plan has been designed in such a way that you can concentrate on your strong points to ensure your maximum personal income.

11 Ways to get paid on the Annique Bounty Compensation Success Plan

Created for your success, the Annique Bounty Compensation (ABC) Success Plan was designed from the ground up to magnificently recognise and reward your efforts. Part-time or full-time, you can be successful as an Annique Consultant.

Building your Annique business is truly a great adventure, your personal business journey into the wonderful world of skincare, lifestyle products, body care, cosmetics and fine fragrances, all infused with the uniquely South African plant Rooibos.

Because Annique is invested in helping you make a success of your business, we offer you 11 ways to get paid!

1. Discount on Personal Sales

As a new Consultant, your Buying Discount Level begins at 15%.

However, when you place the order that increases your accumulative CSP (Career Sales Points) to or beyond 2 500, your buying discount level will increase to 20% off-invoice discount and will be applied to all your future purchases.

1 Career Sales Point = R1.

2. Personal Sales Additional Discount

After reaching your 2 500 Career Sales Points (CSP), you will be on a 20% off-invoice

discount when you purchase Annique products. Therefore, you will be paid an Additional Discount on your Personal Sales Points depending on where you are on the sliding scale.

EXAMPLE: If your Personal Sales Points are 12 000 a month, you will earn an extra 13% on your Personal Sales.

Monthly Personal Sales Sliding Scale		
PSP Personal Sales Points	Additional Discount	Total Discount
Up to 2 500 CSP	New Recruits only	15%
2 500 CSP*	Forever	20%
2 500 - 4 999	5%	25%
5 000 - 9 999	10%	30%
10 000 - 19 999	13%	33%
20 000 - 29 999	16%	36%
30 000 +	20%	40%

* CAREER SALES POINTS

3. Fast Start Product Reward

At Annique, we know that the more products you have on hand to sample, the more your customers will buy. That is why we reward you, as a new Consultant, with FREE products that can be used to increase the samples you use to demonstrate or to add to the products you sell, your choice.

The first 90 days in your career as an Annique Consultant is your Fast Start period and all of the Personal Sales Points (PSP) generated by you during your Fast Start period are counted as your Fast Start Sales Points (FSSP). Your first day is the day your First-time kit has been invoiced at Annique. Your first 40 days, first 70 days, and first 90 days are each important in your Fast Start Programme.

How to earn the 40-day, 70-day, and 90-day Fast Start Rewards...

40 days

When your PSP totals 4 000 or more from your day 1 through to your day 40, you will earn the Well Done Gift Set. This gift set contains Annique products to the value of R588+.

70 days

When your PSP is 8 000 or more from your day 1 through to your day 70, you will earn the Double-Up Gift Set. This gift set contains Annique products to the value of R1 224+.

90 days

When your PSP is 12 000 or more from your day 1 through to your day 90, you will earn the You're a Star Gift Set. This gift set contains Annique products to the value of R1 376.

Fast Start Product Rewards are awarded daily. To receive your Fast Start Product Rewards, all you need to do is place an order for R750 (Retail Selling Price) or more in the next two months. If you decide not to place an order, the Fast Start Product Reward will be forfeited. Please note that the Fast Start Product Rewards are subject to change and availability, and can be updated or adjusted from time to time.

4. **Fast Start Sponsor Reward**

Fast Start rewards Sponsors for the extra efforts they make to recruit and train their new, personally enrolled Consultants. When your personally enrolled Consultants earn any of the three Fast Start Product Rewards, you will earn a Fast Start cash reward for each one. The Sponsor must be Additional Discount Qualified in the monthly commission period in which the Fast Start Product Reward was earned.

5. **Bright Star Reward**

When you promote to Two-Star Consultant or Three-Star Consultant during your month of enrolment or during any of the following three consecutive monthly commission periods, you will earn a Bright Star Promotion Reward in the month you promote.

When a Consultant promotes to a Four-Star for the first time in his/her career, a Bright Star Reward will be earned. This will be paid in cash. The Bright Star Reward is a once-off reward in a Consultant's career.

Title	Bright Star Reward
	Two-Star Consultant R250
	Three-Star Consultant R1 000
	Four-Star Consultant R1 000

6. **Bright Star Matching Reward**

If you are the enrolling Sponsor of a Consultant who earns a Bright Star Reward, and you are Additional Discount Qualified and paid at the same title or higher as the promoted personally enrolled Consultant, you will earn a Bright Star Matching Reward. Bright Star Matching Reward is a once-off cash reward for the Sponsor of a specific Consultant.

Title	Bright Star Matching Reward
	Two-Star Consultant R250
	Three-Star Consultant R500
	Four-Star Consultant R500

7. Manager Promotion Reward

When you promote to Manager for the first time in your career as an Annique Consultant, you will earn a Manager Promotion Reward in the month you are promoted. The Manager promotion is a once-off cash reward. The Manager Promotion Reward is R2 000.

8. Manager Development Reward

When an Annique Consultant promotes to Manager for the first time in their career as an Annique Consultant, and you are the first upline Consultant with a title of Manager or above, you will earn a Manager Development Reward.

The Manager Development Reward is a once-off cash reward for the first upline Consultant with the title of Manager or above for the Consultant who was just promoted to the level of Manager. The Manager Development Reward is a once-off cash reward per Consultant. The Manager Development Bonus is R1 000.

9. Team Building Discount

When you have 2 500 in Personal Qualification Volume (PQV) in a monthly commission period, you are Additional Discount Qualified, which means you are eligible to earn discount on your downline. As an Advanced Consultant or above, you can earn Team Building Discount on the Personal Sales Points (PSP) of up to two levels of downline Consultants (TB1, TB2) each.

A minimum of 2 500 PQV will qualify you to earn Team Building Additional Discount.

10. Group Discount

As an Additional Discount Qualified Consultant who is paid at the Title of Manager or above, you will earn Group Discount on Personal Sales Points. This includes the PSP of each of the Consultants in your downline, excluding a Consultant with a Title of Manager or above and their downline.

Includes First-time kit purchases of your team members. A minimum of 2 500 PQV on all levels will qualify you to earn Group Discount.

11. Generation Discount

When you are Additional Discount Qualified and paid at the title of Manager or above, you will earn Generation Discount on the Personal Sales Points (PSP) of generations of Consultants.

Generation 1:

When a Consultant in your team qualifies as a Manager or any Title above in the new plan, they with their team will count as a Generation for you.

Generation 2:

The second Manager or above in your downline will be your Generation 2.

The depth of Generation Compensation earned varies based upon your Paid-As Title each month.

If a Consultant with a Title of Manager or above is not Additional Discount Qualified in a given month, the Generation Discount will be compressed upward to be paid to the next Consultant with a Title of Manager or above.

The ABC Success Plan Paid-As Titles and Title Requirements

- Upon joining Annique, you start out as a Consultant with a 15% discount on your Personal Sales
- You will receive 5% to 20% Personal Sales Additional Discount when your monthly Personal Sales Points is 2 500 or more
- You will receive the Fast Start Gift Set Rewards of R588, R1 224, and R1 376 when you personally sell products

Consultant

To begin, join us as an Annique Consultant. To join, all you need to do is:

- Sign the Annique Registration Form
- Agree to the Independent Consultant Agreement and Policies and Procedures
- Purchase one of the five First-time kits, from which you will earn Sales Points (SP) and Qualification Volume (QV)

YOU WILL EARN:

- 20% off-invoice discount on your Personal Sales if your CSP is 2 500 or more
- 5% to 20% Personal Sales Additional Discount when your monthly PSP is 2 500 or more
- Fast Start Gift Set Rewards of R588, R1 224, and R1 376 when you personally sell products.

Advanced Consultant

When in a monthly commission period you:

- are Additional Discount Qualified with a Personal Qualification Volume of 2 500 or more
- have accumulated during your career as an Annique Consultant a total of 2 500 in Career Sales Points

you will be promoted to Advanced Consultant during the monthly commission period.

Your promotion to Advanced Consultant (and to subsequent titles as well) is effective as of the first day of the commission period in which your Title requirements were met. This means that you don't need to wait until next month to be rewarded for your accomplishments! You'll be paid as an Advanced Consultant for the month you met the requirements to promote to Advanced Consultant.

Once promoted to Advanced Consultant, when you are Additional Discount Qualified in any monthly commission period, the minimum requirement is:

- | | | |
|-------|---|---------|
| • PQV | = | 2 500 + |
| • CSP | = | 2 500 |

YOU WILL EARN:

- 20% off-invoice discount on your Personal Sales
- 5% to 20% Personal Sales Additional Discount when your monthly PSP is 2 500 or more (Refer to the Personal Sales Sliding Scale)
- Team Building Discount

Level 1: 3% on the PSP of the Consultant in your Level 1

Level 2: 2% on the PSP of the Consultant in your Level 2

- Fast Start Gift Set Rewards of R588, R1 224, and R1 376 when you personally sell products
- Fast Start Sponsor Rewards of R200, R400, and R600 when your personally sponsored Consultants earn their Fast Start product reward.

One-Star Consultant

When in a monthly commission period you:

- are Additional Discount Qualified with a Personal Qualification Volume (PQV) of 2 500 or more
- have Group Qualification Volume (GQV) of 5 000 or more plus an active leg
- you will be promoted to One-Star Consultant during the monthly commission period.

A leg includes a personally enrolled Consultant and her entire downline Consultants. An active leg is a leg of your downline that contains at least one Consultant who is active.

Your promotion to One-Star Consultant (and to subsequent Titles as well) is effective as of the first day of the commission period in which your promotion requirements are met. This means that you don't need to wait until next month to be rewarded for your accomplishments! You'll be paid as a One-Star Consultant for the month you met the requirements to promote to One-Star Consultant.

When your Paid-As Title is One-Star Consultant for any monthly commission period, your minimum requirement is:

- PQV = 2 500 +
- GQV = 5 000 +
- Active leg = 1
- 1 Consultant in your team

YOU WILL EARN:

- 20% off-invoice discount on your Personal Sales
- 5% to 20% Personal Sales Additional Discount when your monthly PSP is 2 500 or more
- Team Building Discount

Level 1: 5% on the PSP of the Consultant in your Level 1

Level 2: 3% on the PSP of the Consultant in your Level 2

- Fast Start Gift Set Rewards of R588, R1 224, and R1 376 when you personally sell products
- Fast Start Sponsor Rewards of R200, R400, and R600 when your personally sponsored Consultants earn their Fast Start product reward.

Two-Star Consultant

When in a monthly commission period you:

- are Additional Discount Qualified with a Personal Qualification Volume (PQV) of 2 500
- have Group Qualification Volume (GQV) of 10 000 or more
- you will be promoted to Two-Star Consultant during the monthly commission period.

Your promotion to Two-Star Consultant (and to subsequent titles as well) is effective as of the first day of the commission period in which your promotion requirements were met. This means that you don't need to wait until next month to be rewarded for your accomplishments! You'll be paid as a Two-Star Consultant for the month you met the requirements to be promoted to Two Star-Consultant.

If you are promoted to Two-Star Consultant during your month of enrolment or during any of the following three consecutive monthly commission periods, you will earn a Bright Star Promotion Bonus of R500 in the month you promote.

When your Paid-As Title is Two-Star Consultant for any monthly commission period, the minimum requirement is:

- PQV = 2 500 +
- GQV = 10 000 +
- Active legs = 2
- 2 Consultant legs in your team

YOU WILL EARN:

- 20% off-invoice discount on your Personal Sales
- 5% to 20% Personal Sales Additional Discount when your monthly PSP is 2 500 or more

- Team Building Discount
- Level 1:** 5% on the PSP of the Consultant in your Level 1
- Level 2:** 4% on the PSP of the Consultant in your Level 2
- Fast Start Gift Set Rewards of R588, R1 224, and R1 376 when you personally sell products
 - Fast Start Sponsor Rewards of R200, R400, and R600 when your personally sponsored Consultants earn their Fast Start product reward.
 - A R250 Bright Star Matching Reward when each of your personally enrolled Consultants promotes from a One-Star to a Two-Star Consultant within their month of enrolment or within the following three-monthly commission periods.
 - A R1 000 Bright Star Reward when you promote from a Two-Star to Three-Star within your month of enrolment or within the following three-monthly commission periods.

Three-Star Consultant

When in a monthly commission period you:

- are Additional Discount Qualified with a Personal Qualification Volume (PQV) of 2 500 or more
- have Group Qualification Volume (GQV) of 20 000 or more
- have three active legs, one of which is a paid-as One-Star Consultant or higher leg

you will be promoted to Three-Star Consultant during the monthly commission period.

Your promotion to Three-Star Consultant (and to subsequent titles as well) is effective as of the first day of the commission period in which your promotion requirements are met. This means that you don't need to wait until next month to be rewarded for your accomplishments! You'll be paid as a Three-Star Consultant for the month you met the requirements to promote to Three-Star Consultant.

If you promote to Three-Star Consultant during your month of enrolment or during any of the following three consecutive monthly commission periods, you will earn a Bright Star Reward of R1 000 in the month you promote.

When your Paid-As Title is Three-Star Consultant for any monthly commission period, the minimum requirement is:

- | |
|----------------------------------|
| • PQV = 2 500 + |
| • GQV = 20 000 + |
| • Active legs = 3 |
| • 1 One-Star Consultant leg |
| • 2 Consultant legs in your team |

YOU WILL EARN:

- 20% off-invoice discount on your Personal Sales
 - 5% to 20% Personal Sales Additional Discount when your monthly PSP is 2 500 or more
 - Team Building Discount
- Level 1:** 5.5% on the PSP of the Consultant in your Level 1
- Level 2:** 4.5% on the PSP of the Consultant in your Level 2
- Fast Start Sponsor Rewards of R200, R400, and R600 when your personally sponsored Consultants earn their Fast Start product reward.
 - A R250 Bright Star Matching Reward when each of your personally enrolled Consultants promotes from a One-Star to a Two-Star Consultant within their month of enrolment or within the following three-monthly commission periods.
 - A R500 Bright Star Matching Reward when each of your personally enrolled

Consultants promotes from a Two-Star to Three-Star Consultant within their month of enrolment or within the following three-monthly commission periods.

Four-Star Consultant

When in a monthly commission period you:

- are Additional Discount Qualified with a Personal Qualification Volume (PQV) of 2 500 or more
 - have Group Qualification Volume (GQV) of 30 000 or more
 - have four active legs, one of which is a paid-as One-Star Consultant or higher leg
- you will be promoted to Four-Star Consultant during the monthly commission period.

Your promotion to Four-Star Consultant (and to subsequent Titles as well) is effective as of the first day of the commission period in which your promotion requirements are met. This means that you don't need to wait until next month to be rewarded for your accomplishments! You'll be paid as a Four-Star Consultant for the month you met the requirements to promote to Four- Star Consultant.

If you promote to Four-Star Consultant anytime in your career, you will earn a Bright Star Reward of R1 000 in the month you promote.

When your Paid-As Title is Four-Star Consultant for any monthly commission period, your minimum requirement is:

- PQV = 2 500 +
- GQV = 30 000 +
- Active legs = 4
- 1 One-Star Consultant leg
- 1 Two-Star Consultant leg
- 2 Consultant legs in your team

YOU WILL EARN:

- 20% off-invoice discount on your Personal Sales
- 5% to 20% Personal Sales Additional Discount when your monthly PSP is 2 500 or more
- Team Building Discount

Level 1: 6% on the PSP of the Consultant in your Level 1

Level 2: 5% on the PSP of the Consultant in your Level 2

- Fast Start Sponsor Rewards of R200, R400, and R600 when your personally sponsored Consultants earn their Fast Start product reward.
- A R250* Bright Star Matching Reward when each of your personally enrolled Consultants promotes from a Two-Star to a Three-Star Consultant within their month of enrolment or within the following three-monthly commission periods.
- A R1 000* Bright Star Reward when you promote to Four-Star Consultant anytime in your career.

Manager

When in a monthly commission period you:

- are Additional Discount Qualified with a Personal Qualification Volume (PQV) of 2 500 or more
- have Group Qualification Volume (GQV) or 40 000 or more
- have five active legs, two of which are a paid-as One-Star Consultant or higher leg, two of which are a paid-as Two-Star Consultant or higher leg and one Consultant leg

you will be paid as a Manager during the monthly commission period. Like all other titles, your promotion is effective retroactively back to the first day of the month.

When your Paid-As Title is Manager, your minimum requirement is:

- PQV = 2 500 +
- GQV = 40 000 +
- Active legs = 5
- 1 Consultant leg
- 2 One-Star Consultant legs
- 2 Two-Star Consultant legs

YOU WILL EARN:

- 20% off-invoice discount on your Personal Sales
- 5% to 20% Personal Sales Additional Discount when your monthly PSP is 2 500 or more
- Team Building Discount

Level 1: 6% on the PSP of the Consultant in your Level 1

Level 2: 5% on the PSP of the Consultant in your Level 2

- Group Discount: 2%
- Generation Discount

Generation 1: 2%

- Fast Start Sponsor Rewards of R200, R400, and R600 when your personally sponsored Consultants earn their Fast Start product reward.
- A R250 Bright Star Matching Reward when each of your personally enrolled Consultants promote to Two-Star Consultant within their month of enrolment or within the following two monthly commission periods.
- A R500 Bright Star Matching Reward when each of your personally enrolled Consultants promotes to Two or Three-Star Consultant within their month of enrolment or within the following three-monthly commission periods.
- A R500 Bright Star Matching Reward when your Three-Star promotes to a Four-Star Consultant anytime in his/her career.
- Manager Promotion Reward: When you promote to a Manager for the first time in your career you will receive a R2 000 Manager Promotion Reward.
- A R1 000 Manager Development Reward when a downline Consultant first promotes to Manager and you are the first upline Consultant with a title of Manager or above.

Director

When in a monthly commission period you:

- are Additional Discount Qualified with a Personal Qualification Volume (PQV) of 2 500 or more
- have Group Qualification Volume (GQV) of 40 000 or more (Excluding Manager's GQV)
- have six active legs, one of which is a paid-as Manager or higher leg, 2 x Two-Star Consultant legs and 2 x Advanced Consultant legs

you will be paid as a Director during the monthly commission period. Like all other Titles, your promotion is effective retroactively back to the first day of the month.

When your Paid-As Title is Director, your minimum requirement is:

- PQV = 2 500 +
- GQV = 40 000 + (Including your Manager's GQV 80 000)
- Active legs = 5
- 1 Manager leg
- 2 Two-Star Consultant legs
- 3 Advanced Consultant legs in your team

YOU WILL EARN:

- 20% off-invoice discount on your Personal Sales
- 5% to 20% Personal Sales Additional Discount when your monthly PSP is 2 500 or more
- Team-Building Compensation

Level 1: 6% on the PSP of the Consultant in your Level 1

Level 2: 5% on the PSP of the Consultant in your Level 2

- Group Discount: 2%
- Generation Discount

Generation 1: 3%

Generation 2: 1%

- Fast Start Sponsor Rewards of R200, R400, and R600 when your personally sponsored Consultants earn their Fast Start product reward.
- R250 Bright Star Matching Reward when each of your personally enrolled Consultants promotes to Two-Star Consultant within their month of enrolment or within the following three-monthly commission periods.
- R500 Bright Star Matching Reward when each of your personally enrolled Consultants promotes from a Two-Star to Three-Star Consultant within their month of enrolment or within the following three-monthly commission periods.
- R500 Bright Star Matching Reward when your Three-Star promotes to a Four-Star Consultant anytime in his/her career.
- R1 000 Manager Development Reward when a downline Consultant first promotes to Manager and you are the first upline Consultant with a Title of Manager or above.

Ruby Director

When in a monthly commission period you:

- are Additional Discount Qualified with a Personal Qualification Volume (PQV) of 2 500 or more
- have Group Qualification Volume (GQV) of 40 000 or more (excluding your manager of 40 000)
- have seven active legs, one of which is a Manager and one is a Four-Star Consultant

you will be paid as a Ruby Director during the monthly commission period. Like all other titles, your promotion is effective retroactively back to the first day of the month.

When your Paid-As Title is Ruby Director, your minimum requirement is:

- | | | |
|---|---|--------|
| • PQV | = | 2 500 |
| • GQV | = | 40 000 |
| • Active legs | = | 7 |
| • 1 Manager leg | | |
| • 2 Two-Star Consultant legs in your team | | |
| • 5 Advanced Consultant legs in your team | | |

YOU WILL EARN:

- 20% off-invoice on your Personal Sales
- 5% to 20% Personal Sales Additional Discount when your monthly PSP is 2 500 or more
- Team-Building Discount

Level 1: 6% on the PSP of the Consultant in your Level 1

Level 2: 5% on the PSP of the Consultant in your Level 2

- Group Discount: 2%
- Generation Discount

Generation 1: 3%

Generation 2: 1.5%

- Fast Start Sponsor Rewards of R200, R400, and R600 when your personally sponsored Consultants earn their Fast Start product reward.
- A R250 Bright Star Matching Reward when each of your personally enrolled Consultants promotes to Two-Star Consultant within their month of enrolment or within the following three-monthly commission periods.
- A R500 Bright Star Matching Reward when each of your personally enrolled Consultants promotes to Three-Star Consultant within their month of enrolment or within the following three-monthly commission periods.
- R500 Bright Star Matching Reward when your Three-Star promotes to a Four-Star Consultant anytime in his/her career.
- A R1 000 Manager Development Reward when a downline Consultant first promotes to Manager and you are the first upline Consultant with a title of Manager or above.

Emerald Director

When in a monthly commission period you:

- are Additional Discount Qualified with a Personal Qualification Volume (PQV) of 2 500 or more
- have Group Qualification Volume (GQV) of 40 000 or more (excluding your 4 Managers and
- Director's GQV)
- have Enrolment Downline Qualification Volume (EDQV) of 200 000 or more (maximum 100 000 per leg)
- have nine active legs, one of which is a paid-as Director or higher leg and four of which are paid-as Manager or higher legs

you will be paid as an Emerald Director during the monthly commission period. Like all other titles, your promotion is effective retroactively back to the first day of the month.

When your Paid-As Title is Emerald Director, your minimum requirement is:

- | | | |
|---------------------|---|---------|
| • PQV | = | 2 500 |
| • GQV | = | 40 000 |
| • EDQV | = | 200 000 |
| • Active legs | = | 9 |
| • 1 Director leg | | |
| • 4 Manager legs | | |
| • 4 Consultant legs | | |

YOU WILL EARN:

- 20% off-invoice discount on your Personal Sales
- 5% to 20% Personal Sales Additional Discount when your monthly PSP is 2 500 or more
- Team Building Discount

Level 1: 6% on the PSP of the Consultant in your Level 1

Level 2: 5% on the PSP of the Consultant in your Level 2

- Group Discount: 2%
- Generation Discount

Generation 1: 3%

Generation 2: 2%

- Fast Start Sponsor Rewards of R200, R400, and R600 when your personally sponsored Consultants earn their Fast Start product rewards.
- A R250 Bright Star Matching Reward when each of your personally enrolled Consultants promotes to Two-Star Consultant within their month of enrolment or within the following three-monthly commission periods.
- A R500 Bright Star Matching Reward when each of your personally enrolled Consultants promotes to Three-Star Consultant within their month of enrolment or within the following three-monthly commission periods.
- R500 Bright Star Matching Reward when your Three-Star promotes to a Four-Star Consultant anytime in his/her career.
- A R1 000 Manager Development Reward when a downline Consultant first promotes to Manager and you are the first upline Consultant with a Title of Manager or above.

Diamond Director

When in a monthly commission period you:

- are bonus qualified with a Personal Qualification Volume (PQV) of 2 500 or more have Group Qualification Volume (GQV) of 40 000 or more
- have Enrolment Downline Qualification Volume (EDQV) of 600 000 or more (maximum 300 000 per leg)
- have ten active legs, two of which are paid-as Director or higher legs and three of which are paid-as Manager or higher legs

you will be paid as a Diamond Director during the monthly commission period. Like all other Titles, your promotion is effective retroactively back to the first day of the month.

When your Paid-As Title is Diamond Director, your minimum requirement is:

- | |
|----------------------------------|
| • PQV = 2 500 |
| • GQV = 40 000 |
| • EDQV = 600 000 |
| • Active legs = 10 |
| • 2 Director legs |
| • 3 Manager legs |
| • 5 Consultant legs in your team |

YOU WILL EARN:

- 20% off-invoice on your Personal Sales
- 5% to 20% Personal Sales Additional Discount when your monthly PQV is 2 500 or more
- Team Building Discount

Level 1: 6% on the PSP of the Consultant in your Level 1

Level 2: 5% on the PSP of the Consultant in your Level 2

- Group Discount: 2%
- Generation Discount

Generation 1: 3%

Generation 2: 2.5%

- Fast Start Sponsor Rewards of R200, R400, and R600 when your personally sponsored Consultants earn their Fast Start product rewards.
- A R250 Bright Star Matching Reward when each of your personally enrolled Consultants promotes to Two-Star Consultant within their month of enrolment or within the following three-monthly commission periods.

- A R500 Bright Star Matching Reward when each of your personally enrolled Consultants promotes from Two- to Three-Star Consultant within their month of enrolment or within the following three-monthly commission periods.
- R500 Bright Star Matching Reward when your Three-Star promotes to a Four-Star Consultant anytime in his/her career.
- A R1 000 Manager Development Reward when a downline Consultant first promotes to Manager and you are the first upline Consultant with a Title of Manager or above.

Ethics Agreement

- When representing Annique, please ensure that you reflect the correct professional image.
- Rudeness and being abusive to any client, potential client, Annique personnel or competitor is not acceptable.
- Do not pressurise anyone into purchasing our products. Your client must purchase because he/she wants to, not because he/she is forced to.
- You should sell the Annique products at the Recommended Retail Selling Price that Annique publishes. Always ensure that your clients benefit from the various promotions and discounts on offer during a month.
- Ensure superior service to Annique clients. Always be on time for appointments, deliver on time and conduct follow-up service calls.

**Prizes and amounts are subject to change.*

**Please download and read the ABC Success Plan Training Document for illustrated examples. It is available on the Enterprise Portal.*

Fast Start Your Business with the Annique Bounty Compensation Plan

– YOUR EASY GUIDE TO STARTING YOUR OWN BUSINESS

At Annique, we know that the more products you have on hand to sample, the more you can sell. That is why we reward new Consultants their Sponsor with FREE product rewards or cash to use as samples you demonstrate or to add to the products you use in your business. The first 90 days in your Annique career is known as the Fast Start period. Join today and you can earn additional discount on your Personal Sales and your team, plus extra gifts and rewards.

How does the Fast Start Programme reward you?

It's pretty easy. There are two parts.

PART 1: CONSULTANT REWARDS

40 days at Annique

Achieve Personal Sales Points (PSP) of 4 000 and qualify for the Well-Done Gift Set.

Value: R588

70 days at Annique

Achieve Personal Sales Points (PSP) of 8 000 (including 4 000 PSP in the first 40 days) and qualify for the Double-Up Gift Set.

Value: R1 224

90 days at Annique

Achieve Personal Sales Points (PSP) of 12 000 (including 8 000 PSP in the first 70 days) and qualify for the You Are A Star Gift Set

Value: R1 376

PART 2: SPONSOR REWARDS

40 days at Annique

If your new Consultant achieves his/her 40-day target,
you earn R200

70 days at Annique

If your new Consultant achieves his/her 70-day target,
you earn R400.

90 days at Annique

If your new Consultant achieves his/her 90-day target,
you earn R600.

New Consultants can easily achieve the targets mentioned above by doing a few or all of the following activities:

- Host a Slimming Club for your clients
- Foot Spas
- Wellness Days
- Make-up Workshop
- Tea Tastings
- Pamper Parties
- Marketing to a Business
- Hand Facials
- Perfume Sales
- Exhibitions
- Social Media Marketing

The Annique Leader and Responsibilities

The definition of an Annique leader

A Consultant who registered a Consultant in her Downline is classified as a Leader. An Annique leader is someone who can motivate, has a vision for her group and empowers others to create life-changing opportunities for Consultants and customers. He/she must have the ability to listen and motivate others. He/she must be effective in giving direction, administration, management and training.

Who is an Annique leader

A Consultant who recruits anybody into her Annique business is an Annique leader.

1. Responsibilities of an Annique Leader

An Annique leader needs to:

- Apply the key drivers and principles of the Annique business
- Build her network
- Be a good example for her team and Consultants as well an ambassador for Annique
- Be positive, enthusiastic, energetic and trustworthy
- Be passionate about the business
- Believe in herself, her team and her business
- Duplicate herself and build sales leaders from her high potentials
- Have a helpful attitude and giving heart towards her team and clients
- Regularly equip herself on a personal level
- Maintain good relationships
- Be available to her team or Consultants
- Be a communicator (supply information about her team to Home Office and listen to the queries and concerns of her team)
- Be a problem solver and not pass the Consultant onto Home Office without first addressing the problem
- Attend Home Office events such as Special Leaders Meetings, Première, Jubilees and Annique Team Meetings (ATM)
- Attend Home Office training and workshops
- Share information she obtains at the Special Leaders Meeting with her downline as soon as possible
- Read the Beauté and Replique to keep herself up to date
- Read and distribute all information shared from Home Office to all team members
- Have good product knowledge and always be gaining more information about the business and the products to share with her team
- Hold regular meetings with the team
- Provide basic training at least once a month
- Provide new product training with each team meeting
- Provide business development training with each team meeting
- Set goals for her team (especially the high potentials and stars)
- Launch internal team competitions to motivate her Consultants
- Understand the Annique Bounty Compensation Success Plan and be able to teach and train new Consultants
- Give regular rewards and recognition to her team (at team meetings)
- Give regular feedback and answers to Home Office to assist the new product development and business building
- Walk the 90 Days Success Plan with new recruits
- Share her tips with other teams or leaders as they will share their tips with her team as well, which will benefit everyone's business

2. When is a Consultant classified as a leader?

- When she recruits her first Consultant in her team
- She is then the team leader of her own team obliged to adhere to the rules

and responsibilities of an Annique Leader

3. Responsibilities of Annique Home Office towards an Annique Leader

- Provide a remarkable and outstanding product
- Be honest, transparent and available to the field
- Communicate clearly to the field
- Provide business tools to the field to ensure business growth
- Support the field
- Equip Home Office staff to support the field
- Arrange events that provide training, rewards and recognition
- Provide specials to assist the field in opening new markets
- Provide monthly training in the Replique
- Provide exciting monthly campaigns to the field
- Provide administrative systems to support the field
- Set targets with top leaders to grow the business year on year
- Reward and recognise leaders and Consultants in the field

4. Responsibilities of Annique Leader towards the business or Home Office

- Comply with the Annique business principles
- Sell products and grow her business
- Take responsibility for her team
- Train Consultants on products and all aspects of administration
- Be on top of all information published in the Replique, Beauté, A-News and all information shared at the Special Leaders meeting
- Encourage Consultants to attend Home Office events
- Give feedback to Home Office when asked
- Comply with deadlines of event booking, orders and feedback
- Take part in personal development or business development workshops hosted by Home Office
- Update herself with new information which Home Office shares with her
- Be positive
- Be polite, personal and not rude
- Be objective and a problem solver

5. Responsibilities of an Annique Leader towards her Consultants

A leader leads from the front and the example she sets will be followed by her Consultants so she needs to:

- Be a positive example
- Be an ambassador for the business
- Be available
- Train each Consultant
- Be enthusiastic, fun, reliable
- Encourage Consultants with rewards and recognition
- Provide detailed product knowledge
- Set goals for her Consultants
- Live and breathe the business principles and key drivers
- Communicate and listen
- Walk the 90 Days Success Plan with Consultants
- Assist with a Consultant's first Pamper Party
- Have motivational meetings with her high potentials or stars
- Identify strengths in her Consultants and build those strengths
- Attend her upline's team meeting (she will want her downline to attend hers)
- Discuss Dashboards and leadership training with Consultants monthly
- Motivate her team to participate in all competitions and the overseas incentive
- Dress for success
- Help Consultants with their Project 10x10 list
- Add value to her team members' businesses
- Not be negative
- Not poach other Consultants
- Build relationships
- Congratulate team members on achievements

Consultant Investment Profile

You as an Annique Sales Leader cannot possibly spend the same amount of time with everyone in your business. To enable you to determine how much time and energy you spend on your team, you can use this Annique Leadership Matrix. Your time is limited, so spending the time you have available wisely, will prove to be most beneficial to your business. The Matrix allows you to determine the profile of the leaders in your team.

In your business you will have four different types of Consultants. Identify each type as soon as you can, and then divide the time you spend with each type accordingly.

Annique Leadership Matrix

MAINTAINERS Want to stay where they are, where you spend 10% of your time	STARS Reward, recognise, love and communicate with them, where you spend 20% of your time
LOW POTENTIALS Goodbye, where you spend 0% of your time	HIGH POTENTIALS Have a lot of potential, but need guidance and support, where you spend 70% of your time

STARS

The stars are those people in your team who are successful, have the right attitude and who are building their businesses and doing the right things. They don't need many tools or too much support from you, but they do need rewards, recognition, love and attention from you. Communicate with them regularly and help and support them where they need it. Your goal is to develop everyone in your business into stars.

You need to spend 20% of your time with your Stars.

HIGH POTENTIALS

High Potentials have the potential to develop into stars, and that is what you should be assisting them with. They have the potential, but you need to help them develop it, so you will be spending most of your time with them. You need to train, support, motivate and inspire them and the 90 Days Success Plan is ideal for this purpose.

You need to spend 70% of your time with your High Potentials.

MAINTAINERS

Maintainers have built their businesses and are really just maintaining their current customers and downline. They are not building their businesses or recruiting. You need to spend about 10% of your time on maintainers, as they are not actively working to build their businesses.

You need to spend 10% of your time with the Maintainers in your business.

LOW POTENTIALS

Low Potentials are people who are not working at their businesses at all. They are either just buying products for themselves or have nothing more to do with their own Annique business. You need to spend little or no time on these Low Potentials as they will drain your energy or keep you busy with things that are not important in growing your business successfully. It is sad, but you will also have this kind of Consultant in your business and need to seriously consider letting them deregister as Annique Consultants. You can propose to still provide them with products, but if they are not building a business, there is no benefit in still being an Annique Consultant.

You need to spend little or no time with the Low Potentials in your business.

Responsibilities of an Anniqe Leader - Practical Tips

PRINCIPLE	RESPONSIBILITIES OF THE BUSINESS TOWARDS THE ANNIQUE LEADER	RESPONSIBILITIES OF THE ANNIQUE LEADER TOWARDS THE BUSINESS	RESPONSIBILITIES OF THE ANNIQUE LEADER TOWARDS THE CONSULTANT	LEADERSHIP QUALITY	LEADER'S ACTION	TOOL
Business	Put business principles, key drivers, policies and procedures in place to ensure growth of business. Invest in top leaders through Special Leaders Meeting.	Apply business principles, policies and procedures and the Success Guide in the business.	Apply business principles and teach new consultants.	Accountability, Empower	Business Training	Success Guide
		Top leaders to attend Special Leaders Meeting.	Communicate all information from Special Leaders Meeting to entire team.	Communication	Team meeting	Disk from Special Leaders Meeting
	Provide anyone with the opportunity to start their own business with the risk of investing a large sum of money.	Grow team or business year on year with 15% to 20% growth.	Promoter must mentor new consultants	Duplicate themselves	Start the 90 Days Success Plan with all new consultants so Home Office can help grow their business.	90 Days Success Plan
		Understand the Anniqe Bounty Compensation Success Plan and grow the business.	Understand the Anniqe Bounty Compensation Success Plan and know information about Home Office so that new consultants can be trained to understand the Anniqe Bounty Compensation Success Plan.	Equip themselves	Take time to understand the Anniqe Bounty Compensation Success Plan.	Success Guide
Product	Provide a business plan that encourages all leaders to grow.	Gain knowledge about products and product range to be able to give valuable feedback.	Encourage consultants to use all products and ensure they have the latest product knowledge.	Live by example	Start testing all products and do product training at team meetings	Replique for product training
	Develop and supply a well researched product that is trustworthy.					
		Communicate new product and business training information to the field.	Communicate feedback on new products.	Communication	Give High Potentials in the team the opportunity to introduce and present new products to the rest of the team.	Team meetings
		Provide product questionnaires to the field.	Fill in product questionnaire and return to Home Office.	Encourage consultants to share product testimonials with team and Home Office.	Be a participant	Complete questionnaires from Home Office.
TRAINING	Product	Hold Special Leaders Meeting, provide training on new products and training for team.	Attend Special Leaders Meeting four times a year.	Train consultants on a monthly basis on the new products.	Train the Trainer	Duplicate yourself.
		Replique: Every month Home Office should have training on new products. A-News: Update the field on stock levels, specials and business tools.	Read the Replique and A-News.	Use information from the Replique to train team and build product knowledge.	Read	Take time out and become empowered with new knowledge. Share new knowledge with team.
		Basic Training: Once a month.	Encourage new consultants to attend Basic Training in your region.	Basic Training; Train new consultants.	Be proactive	Replique and A-News
		Hold Special Leaders Meeting with training about Home Office to grow their business. Home Office to run and administer a successful business.	Attend Special Leaders Meeting four times a year.	Train consultants on Home Office to recruit and build their network.	Arrange Basic Training in region.	90 Days Success Plan
Business				Share unconditionally	Invest in Leaders and High Potentials.	Monthly meeting

Responsibilities of an Annique Leader - Practical Tips

PRINCIPLE	RESPONSIBILITIES OF THE BUSINESS TOWARDS THE ANNIQUE LEADER	RESPONSIBILITIES OF THE ANNIQUE LEADER TOWARDS THE BUSINESS	RESPONSIBILITIES OF THE ANNIQUE LEADER TOWARDS THE CONSULTANT	LEADERSHIP QUALITY	LEADER'S ACTION	TOOL
	Develop new Leaders; Identify new Potential Leaders and High Potentials. Invest time and money in them.	Develop new Leaders; Identify new Potential Leaders and High Potentials and invest in them.	Plot consultants on the Leadership Matrix monthly.	Let their cup overflow - share their knowledge	Invest in a new leader.	Leadership Matrix and Dashboard
Workshops	Presentation Skills (Life Skills) and Your Life, Your Business, Your Future.	Attend workshops.	Leader to encourage consultants to attend workshops.	Motivate daily	Don't delay, book now.	Workshops
Communication	Regular communication on stock levels, specials and competitions via A-News.	Read: A-News and take note of information.	Be well informed on stock levels, specials and competitions communicated via A-News.	Knowledge is power	Read A-News daily.	A-News
	Hold visits to the field. Listen to queries from the field, take back to Home Office and discuss.	Discuss field objections at Special Leaders Meeting and field interventions.	Listen to consultants to understand where they need help.	Communication	Listen.	Monthly meeting and daily telephone conversation
EVENTS	Hold Special Leaders Meeting, ATM, Jubilee and Première.	Attend Special Leaders Meeting, ATM, Jubilee, Première.	Ensure team attends Home Office product launches.	Encouragement	Encourage all consultants to attend events.	
	Hold Kickstart your Business and Boost your Business Workshops.	Organise a Kickstart your Business, and Boost your Business Workshop in your area.	Invite all consultants to meetings - Five keys to a successful meeting: 1. Product training 2. Business training, 3. Rewards and Recognition 4. Motivation 5. Have fun.	Lead by example	Book meeting for next year.	Home Office special assistance to Kickstart your Business and Boost your Business.
Client Days	Assist with Field Jubilees, WOW meetings, special and WOW meeting tools.	Book Jubilee and WOW meetings.	Arrange client days or be a speaker at consultant's client days.		Book client days well in advance.	Home Office special campaign assistance.
Communication	Communicate event dates and invites to field.	Book seat before cut off date.	Encourage consultants to book seats before cut off date.			
MOTIVATION	Set a positive example. Encourage and develop leaders in the team to be positive and deliver good service. Be transparent and trustworthy.	Be passionate about the business. Portray good leadership qualities.	Set a good example for each consultant. Be positive, enthusiastic, energetic and trustworthy.	Duplicate themselves	Lead by example	Special Leaders Meeting
Trademark of a Leader Personal Development	Hold Special Leaders Meetings, Presentation Skills Courses and other events which include a motivational speaker.	Take new personal development training and share with team.	Apply what is learnt at the Special Leaders Meeting to train team at team meetings and use skills learnt to be a motivational speaker at consultants' client day.	Train the trainer	Duplicate herself	Home Office Training and Workshops
			Ask consultants to present something at team meetings to give them confidence.			

Responsibilities of an Annique Leader - Practical Tips

PRINCIPLE	RESPONSIBILITIES OF THE BUSINESS TOWARDS THE ANNIQUE LEADER	RESPONSIBILITIES OF THE ANNIQUE LEADER TOWARDS THE BUSINESS	RESPONSIBILITIES OF THE ANNIQUE LEADER TOWARDS THE CONSULTANT	LEADERSHIP QUALITY	LEADER'S ACTION	TOOL
Leadership Development	Hold Special Leaders Meetings.	Assist Home Office when asked for nominations and stories of team members for Home Office events.	Apply what is learnt at the Special Leaders Meeting to train at team meeting and use the information to speak at consultant's client days.	Training	Build new leaders	Leadership Matrix and team meetings
Competitions	Motivate Leaders regularly to reach target. Set regular field competitions such as Passport to Paradise, Personal Sales-on-my-Mind, Dynamic Team and new product launch competitions.	Encourage team to take part in Home Office competitions.	Launch team competitions to encourage and motivate team to grow.	Encouragement	Communication goals Launch competitions	Team meetings
PROBLEM SOLVING	Consultant	Use the Leader as a channel for problem solving and refer the consultants to their Leader for help. (Home Office can be directly contacted by consultants ONLY FOR ORDER QUERIES, EVERYTHING ELSE GOES THROUGH THE LEADER.)	Take responsibility for team and consultants' queries. Be the channel to Home Office in problem solving in a calm, sensible manner.	Be the channel to Home Office. In problem solving, calm the consultant or client, listen to her problem and follow it up with Home Office.	Trustworthy and supportive	Walk the extra mile for the consultant
Client	Use the Leader as a channel for problem solving and refer the consultants to their leader for help. (Home Office can be directly contacted by consultants ONLY FOR ORDER QUERIES, EVERYTHING ELSE GOES THROUGH THE LEADER.)	Take responsibility for team and consultants' queries. Be the channel to Home Office in problem solving in a calm, sensible manner.	Be the channel to Home Office. In problem solving, calm the consultant or client, listen to her problem and follow it up with Home Office.	Trustworthy and supportive	Walk the extra mile for the consultant	Product complaint form
REWARDS AND RECOGNITION	Recognition	Holds Home Office events. Provides Replique and Beauté.	Supplies Home Office with stories.	Gives recognition at each team meeting.	Recognition	Team meetings
	Rewards	Category winners at Annique Home Office Events. Special Leaders Meeting, Overseas incentive and Competitions including Personal-Sales-on my Mind; Dynamic Team and Business Builder.	Attend Home Office events to accept awards.	8% of the Leader's rebate (money earned on their team) should be invested back into their business in the form of Rewards and Recognition as well as competition to ensure growth.	Invest in consultants Launch a rewards program for the team.	



Daily DO IT Plan: Team

Consultant's Name

Member no:

Month : _____

Year: _____

Ask yourself these questions each DAY:

Tick the block if you have done the Activity

Cross the block if you have not done the Activity

CONSULTANTS

Day of the Month:

CONSULTANTS	Day of the Month:	BUDGET	MONTHLY GOAL: R																															
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
Today, did I ...																																		
Follow up on a new recruit after he/she joined																																		
Meet with a new recruit and help him/her with Project 10x10																																		
Host a WOW meeting for my team																																		
Contact my STAR Consultants to find out how they are doing and motivate them																																		
Contact my 'High Potential' Consultants to find out how they are doing and motivate them?																																		
Have a team meeting – training and motivation																																		
Arrange a Pamper Party for the new recruits and their potentials (part of training)																																		
Have a training session – product, pamper, colour and WOW meeting																																		

Daily DO IT Plan: Personal

Consultant's Name:

Ask yourself these questions each DAY:

Tick the block if you have done the Activity

Member no:

Month : Year:

Cross the block if you have not done the Activity

Day of the Month:

Today, did I ...	BUDGET	Day of the Month:																													MONTHLY GOAL: R		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
Sell to a new Customer?																																	
Re-sell to one of my existing Customers?																																	
Update my Customer Order Book?																																	
Ask my Customer for a referral?																																	
Add names to my Project 10x10 List for new clients?																																	
Tell people about Annique?																																	
Hand out Annique Business Opportunity Pamphlets?																																	
Recruit a new Consultant																																	
Do an Annique Pamper Party?																																	
Ask a friend to invite her friends and host an Annique Pamper Party for Me?																																	

Your Annique Plan of Action

The Power of Multilevel Marketing

Before proceeding:

Study the Annique SUCCESS GUIDE. This handy book is ideal for the new Consultant. It provides a step-by-step guideline to starting a new business with Annique products.

Step 1

Start using the Annique products.

Step 2

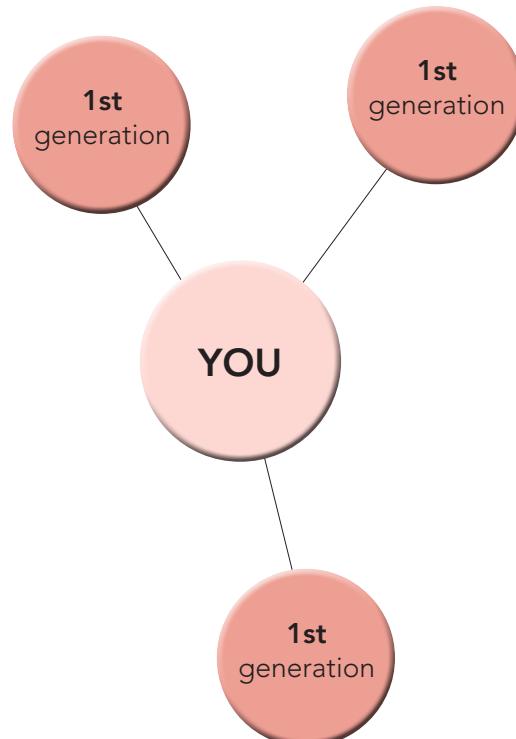
Share your experience of these products with others through Pamper Parties and set a goal of how many products you would like to sell and how many Consultants you need to recruit.

Step 3

Share the opportunity of growing your own business and generating your own income, with others. Set a goal of how many other Consultants you would like to recruit.

Step 4

Help your 1st generation Consultants registered in your level one to introduce and develop at least 5 successful Consultants in their first line. Introducing people means to recruit them and then to train and support them until they are ready to train and introduce others in the same way. After all, they are partners in your business and as such they deserve your support. Support is your responsibility and will maintain continuity.



Step 5

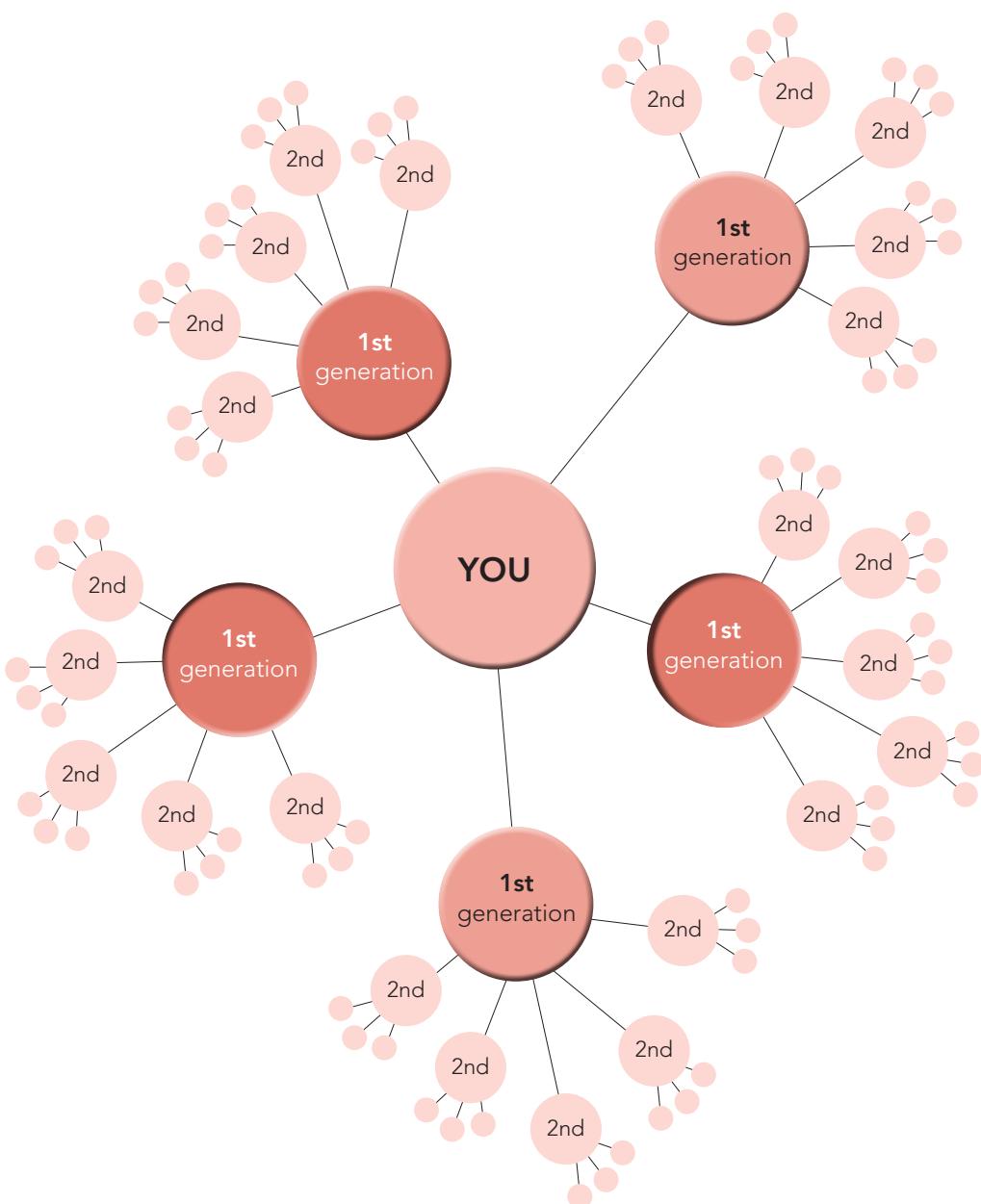
Help your **first and second** generation Consultants to each introduce and develop successful Consultants.

Now you have 30 people in your downline plus yourself:

1st Generation: **5** Consultants

2nd Generation: **25** Consultants

TOTAL: **30** Consultants



Help your **second** generation (level 2) Consultants to each introduce and develop 5 successful Consultants.

Now you have 155 people in your downline plus yourself:

1st Generation: **5** Consultants

2nd Generation: **25** Consultants

3rd Generation: **125** Consultants

TOTAL: **155** Consultants

Discount

You will receive 25% discount on your personal sales off the recommended retail selling price list value when placing an order of more than the minimum monthly level required.

Additional Discount

After introducing people to the Annique Rooibos Products and the Annique Bounty Compensation Success Plan you could start earning some serious money.

Example: with a downline of 155 people [previous page]:

If each person sells products to the retail value of R1,000 each, this is how it could look:

$$155 \times R1,000 = R155,000$$

Your income could be

$$15\% \times R155,000 = \mathbf{R\ 23,250}$$

All this money could be earned part-time! PLUS you will receive 25% discount on your own personal sales of R2,000 (worth R500) and another 15% additional discount worth another R300.

The Power of MLM

Now apply the power of MLM in your calculation by adding another 1 person to each generation:

1st Generation: **6** Consultants

2nd Generation: **36** Consultants

3rd Generation: **216** Consultants

TOTAL: **258** Consultants

If each person sells products to the retail value of R1,000 each, this is how your income will look:

$$258 \times R1,000 = R258,000$$

Your income could be

$$15\% \times R258,000 = \mathbf{R38,700} \text{ differential income}$$

Now Annique can become a full-time business with all the benefits of working from home and earning unlimited income by motivating and helping others.

This is the power of MLM and this is how you build a strong, lasting business with Annique. You must try and replicate your own excitement, passion and motivation in others – but accept that some will work harder than others and go on to build a strong business of their own. Please keep in mind that not everyone that you approach will want to participate in the Annique Business Opportunity, and some who do join may not carry on or continue to sell or recruit! This is why you must keep on recruiting everyday to ensure your business keeps growing. Keep building through recruiting first, second and third generation Consultants.

More experience = Less effort

One of the most surprising aspects of Multilevel Marketing (MLM) is the larger your first line, the more time you have to sell. Initially, you have to establish a first line of stable and successful Consultants with their own businesses similar to yours (duplicating yourself), but thereafter the deeper construction of your business happens automatically.

Most of your time will be spent training and recruiting for your own first line and motivating your existing and new first and second line business partners.

Keep the Basics in mind

Let us observe the basics of the MLM of Annique's products. Every time you get stuck or face an obstacle, you have to retrace your steps to the following basic actions:

1. Take your Annique Business seriously

Everything you have ever wanted to achieve in life is now within your reach. Annique offers you the opportunity to realise your best possible potential; to achieve real financial independence; to add to your own as well as other people's success, self-realisation and happiness. If you are serious about your business and are committed to it, you too can realise the Annique dream of having your own business and achieving financial independence.

2. No excuses - be proud of what you do

At this moment, Multilevel marketing is already a multi-billion dollar industry and it is still one of the fastest expanding industries in the world. As part of the Annique MLM structure, you play a part in an international success story. Business has been conducted successfully in this way for over 70 years internationally and for over 40 years at Annique.

With modernisation, computerisation and the reduction of large management structures, many people draw the conclusion that this is the best way of starting your own business. MLM is no fly-by-night scheme, but is regarded as a highly profitable, legal industry across the entire world.

In addition to all this, Annique offers you and your customers excellent products and services that compare favourably with the best on offer internationally.

3. Enthusiasm

All successful MLM Consultants are enthusiastic, happy and positive people. One often hears success lies in the power of persuasion, but in MLM it has been proven that enthusiasm and passion are the major factors between success and failure. Enthusiasm attracts people. Everyone wants to be around a positive, enthusiastic person.

4. Believe in what you do

You can only be enthusiastic if you believe in what you do - 100%.

You must believe in:

- (a) the products;
- (b) the Annique Bounty Compensation Success Plan; and
- (c) the company.

Trust is born not only through training, but also through experience. To believe in the products, you have to use them; to believe in the Annique Bounty Compensation Success Plan, you have to apply it to generate an income for yourself; and to believe in the company, you have only to look at our track record: over 40 years of caring and sharing. We have successfully launched thousands of independent businesses and business owners. We are here for you. We offer you advice and support, thus adding to your success.

5. Keep it simple

One of the biggest mistakes made in the MLM industry, is people complicating it unnecessarily. Annique's Bounty Compensation Success Plan is straightforward and easy to comprehend. Let's keep it that way. SIMPLE, FUN and EASY. Opportunity or WOW (Welcome to our World) meetings do not have to last two hours to be successful. Successful sales people keep it simple, covering only the basic, distinctive properties of the Annique products.

Explain the potential of the Annique Bounty Compensation Success Plan briefly. Highlight the benefits or unique properties of the Annique products. Most of your new recruits will come from loyal users who found the products beneficial to their beauty, health and happiness, but want to start their own Annique Business. This means you do not have to know everything about everything before you market the Annique Business Opportunity. All it requires is for you to share your own enthusiasm, passion and experience with others.

You, your Products and your Customer

What are your Products?

Remember you have two sets of products, namely:

- (a) The Annique range of skin and health care products; and
- (b) The Annique Business Opportunity.

In this section we cover the selling and marketing of your Annique products and the Annique Bounty Compensation Success Plan.

Firstly:

- **Know Your Products**

And the best way to get to know your products is when you...

- **Use Your Products**

Annique skin care products have various unique benefits, and the only really effective way of getting to know more about this is to test all the products on yourself and to use them daily. Once the benefits of Annique's products have truly fired up your enthusiasm, you may share them with your friends and family. It is important to feel relaxed about discussing the products, and who easier to practice on than those nearest to you?

Share an Anecdote

Discover a success story about each of your favourite products so you can share it with others. The more customers and Consultants you have, the more success stories you will collect on each of your products, as well as on the Annique Business Opportunity, or the Annique Business, and what it has meant to other people. Success stories bestow credibility on you and your products and may highlight different and interesting properties of the products that do not necessarily appear in the Annique Product Catalogue, brochures or the Success Guide.

Share the Products

This is the promotional power of word of mouth – the sum and substance of any business. Actually, people do it all the time: They tell others about good restaurants, films, etc. Share your Annique products with others in the same way! Word-of-mouth promotion is the fundamental characteristic of Multilevel marketing – "Share your knowledge and experience of the products with other people. Do not over-sell it to them!"

At the time you deliver the Annique products, you have already had the opportunity to explain the products in detail to the Customer. Therefore, at this stage, keep it brief.

For example – point out the Revitalising Cream and say: "The Annique Revitalising Cream contains rejuvenating ingredients (VNA10+) and Rooibos extract that stimulates collagen production in the cells. The ingredients it contains will not irritate the skin or cause an allergic reaction. It has been dermatologically tested and found safe for sensitive skin types." Keep it short and to the point. But what if you experience resistance?



Personal Sales Techniques

3 important points to remember:

- Your attitude, not your ability, determines what heights you can achieve.
- Opportunities are wherever you are.
- Let courage generate sales and sales generate courage.

2 major ingredients:

- Courage comes from knowledge: Use the products! Get to know your products and your company.
- Enthusiasm keeps you going.

4 Important Steps in Selling:

- **Pamper Parties** – The most effective way of marketing Annique products is by demonstration: a hostess invites potential customers to her house for a Pamper Party.
- **Referrals** – Resulting from Pamper Parties and good customer services.
- **Service** – Customers have to be contacted on a regular basis. Personal attention creates confidence. Never forget your customers, and never let your customers forget you. Put a "face to your Customer base". Know them by name. Treat them well. Invite their loyalty by giving them Superior Customer Attention and Service. Customer cards or electronic records are essential for good service.
- **Renewal of orders** – Out of stock may mean out of business. Always keep some emergency stock with you at all times.

12 points of Good Salesmanship:

1. Know your products and believe in them.
2. Consider that you are selling a benefit to others - you care, and that counts.
3. Always keep products on hand.
4. Be enthusiastic.
5. Provide a better service than what you are paid for. Remember - you sow a cup of wheat, but you reap a whole sheaf.
6. Sell yourself in the first place - always look your best.
7. Smile - it is the shortest distance between two people.
8. Speak to people as if the products already belong to them.
9. Do not lose control of a conversation.
10. Never argue with your customers and never land yourself in a position where you have to offer an apology, but if you do apologise, do so unconditionally.
11. Never miss an opportunity. Always carry your Beauté's and Registration Forms with you! Be ready at every moment of every day.
12. Know what you do, like what you do, believe in what you do - and you will be very happy with Annique.

Following up

It is imperative that you follow up every contact, or your business will stagnate. You have to follow up so people can start using the products. Following up is what gets people involved in your business.

Follow up on new customers within 24 hours after their first purchase, to share in their experience and to explore the possibility of new contacts among their acquaintances. Remember effective communication is the only way to solve and prevent problems.

Annique HEALTH AND BEAUTY Business Tools

The image features a black and white photograph of three diverse women smiling. They are positioned behind a collection of Annie Health and Beauty skincare and wellness products. The products include various bottles, jars, and containers of different sizes, all featuring the Annie brand name. In the top left corner, there is a circular logo with the text "WITH EXTRACT OF ROOIBOS" and "MET EKSTRAK VAN". The Annie logo, which includes the word "Annique" in a stylized script and "HEALTH AND BEAUTY" in a smaller sans-serif font, is located in the top right corner. A red horizontal bar at the bottom contains the text "Product Training Manual".

Registration Form

Independent Consultant registration form	
COMPULSORY FIELD	
I confirm that I have received an Introductory Training session from my Amway Sponsor Before signing as an Amway Consultant <input type="checkbox"/>	
Title	<input type="checkbox"/> Mr <input type="checkbox"/> Ms <input type="checkbox"/> Miss <input type="checkbox"/> Dr <input type="checkbox"/> Prof <input type="checkbox"/> Other _____
	<input type="checkbox"/> Alt <input type="checkbox"/> Eng <input type="checkbox"/> Other <input type="checkbox"/>
Race	<input type="checkbox"/> Black <input type="checkbox"/> Coloured <input type="checkbox"/> Indian <input type="checkbox"/> White <input type="checkbox"/> Other <input type="checkbox"/> <input type="checkbox"/> Chinese <input type="checkbox"/> Asian <input type="checkbox"/> Other <input type="checkbox"/>
Applicant's SURNAME	
Applicant's FULL BIRTH NAMES	
Preferred NAME	
ID-Number: <input type="text"/>	
Passport Number (if not RSA citizen) <input type="text"/> Country <input type="text"/>	
Date of birth <input type="text"/> Single <input type="checkbox"/> Married <input type="checkbox"/>	
Husband / Wife / Partner's NAME and SURNAME	
Husband / Wife / Partner's Cell and Email	
Postal address	
Code <input type="text"/>	
Street number and name <input type="text"/>	
Unit number and name (if applicable) <input type="text"/>	
Suburb _____	
City _____ Province <input type="text"/>	
Country <input type="text"/> Code <input type="text"/>	
Tel (home/work) <input type="text"/>	
Tel (cellphone) <input type="text"/>	
Fax <input type="text"/>	
e-Mail <input type="text"/>	
I would like to receive Amway information via SMS <input type="checkbox"/> e-Mail <input type="checkbox"/>	

Original joining date	10/01/2001	Annique	Annique
Address as set forth in my application	123 Main Street	Annique	Annique
I agree to:	The Terms and Conditions of my relationship with Annique and the Policies, Procedures and Forms contained in this Application.		
Signature			
Annique HEALTH AND BEAUTY			
CUSTOMER INFORMATION			
CON For Name			
SPC			
Spc	Delivery Address		
Sun			
Tel			
Cell Phone			
E-mail			
Payment	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	<small>Indicate the products you would like to receive detailed on the reverse side, in order to qualify for additional discount.</small>		
	<small>6. Payment is due monthly and VAT is for your own account and responsibility and that I must pay back to my bank.</small>		
	Annique Health and Beauty www.annique.com annique@annique.com		
	Price List from 1 NOVEMBER 2001		
	PAYMENT DETAIL:		
	Credit Card <input type="checkbox"/> Visa <input checked="" type="checkbox"/> Master Card <input type="checkbox"/> American Express <input type="checkbox"/> Name on card _____ Card Number _____ Expiry <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> CCV <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		

   Signature _____
Distributor Registration Number: _____



Business Card



Product Training Manual

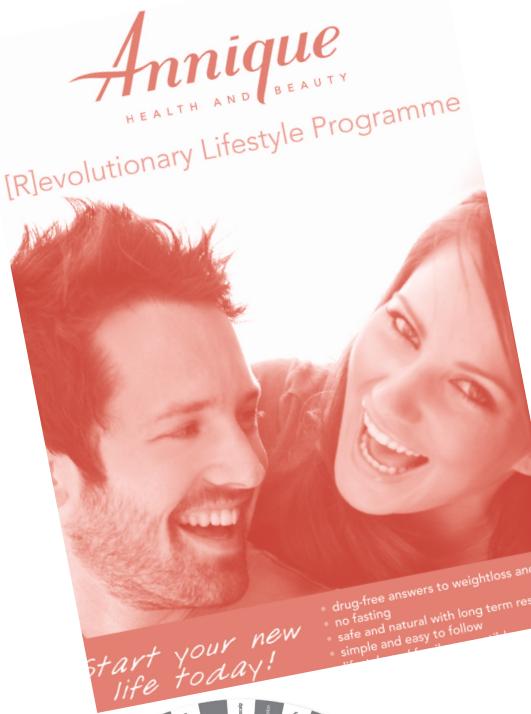




Annieke

HEALTH AND BEAUTY

Business Tools



Focus and Commitment

Success in MLM

If your dreams are followed by appropriate actions, they will become reality. The three keys to action are:

- PRACTISE
- TIME
- COMMITMENT

To succeed in anything you have to be committed to make time to PRACTISE every day. How much time are you prepared to commit each day, week, month or year, to succeed in your Annique Business? How much time will you spend on your "voyage of discovery," in search of your dreams?

As soon as you have answered these questions, you require **three things to start.** What are the three things?

Set a Goal

- Set a GOAL down on paper. (Always carry this goal with you. Study and alter your aims in accordance with your changing situation or dreams.) Design a plan - if necessary in conjunction with your Sponsor - on how to achieve these goals.
- Draw yourself a map on how to achieve success, based on what YOU want to achieve, namely your ideal lifestyle.
- Do the following at least twice per day for thirty (30) days:
 - (a) Observe and follow the characteristics of your ideal Consultant;
 - (b) Review and keep updating your short, medium and long-term goals; and
 - (c) Visualise your ideal lifestyle, adding additional details every time. Bring the dream closer to the reality of your circumstances.
- Remember people are like magnets - we become what we think about all day. The brain cannot distinguish between reality and fiction, and believes what you think about all day - therefore, make sure what you think about is positive and concrete. Negativity will only consume your precious energy.

The most important thing in business

In the early fifties, a study was done at Harvard Business School. Every student in his final year was interviewed to determine whether there was a connection between a person's success and the clarity of his goals. About 87% of the class had general, vague goals, 10% had goals that they could explain and define but could not write down, and only 3% had clearly written-down goals for the future. A few years afterwards the researchers contacted the group again to determine how many of them had achieved their goals and how they fared in general. They were amazed to find the performance of the 3% with the clearly defined goals exceeded the combined performance of the other 97%. Keep that in mind - WRITE DOWN a goal! What will you do with your money when you receive it? Be specific. These are your real aims - the main reasons WHY you started your Annique Business.

An exercise

- Pretend it is five years into the future. You are sitting in a restaurant with one of your best friends and you are telling her how your life has changed ever since you have achieved your goals.
- Which restaurant is it? What is the decor like? What are you having?
- What is your friend wearing? What are you wearing?
- What do you feel while you are describing your life?

- What type of car do you drive? Where do you live? What is your house like? Who are your new friends? What are your hobbies?
- Describe a typical day in your NEW LIFE to your friend. Embellish it richly with emotional perception, make it real, be enthusiastic about it – enjoy it!

Step by Step

Where will I be in three (3) months' time with my goal?

Where will I be in six (6) months' time with my goal?

Where will I be in twelve (12) months' time with my goal?

In three years' time?

In five years' time?

Review your goals

- Review your goals daily. Make your goals a part of your life. Be rigid and focused in aiming for your goal. If your aim is really important to you, then it is worthwhile working for it.
- Be flexible in the steps you take to achieve your goal. If it does not take you nearer to your goal, simply alter it – be flexible.
- It is important to remember you are not alone - with Annique you are part of a TEAM. This includes your outer circle, inner circle, and the Annique board members.

Your next steps

- Complete your goal-setting.
- Work on your Project 10x10 list until you have at least 100 names.
- Start systematically to consult with everyone on your list of 100 (start with 10 names).
- Sell to everyone or encourage them to take up the Annique Business Opportunity.
- Most critically ask everyone you meet to host a Pamper Party or at least for 5 referrals and you will never run out of people to approach.
- Register for the next available training session.

- Find others that are committed to their dreams. Work with them to achieve THEIR aims - not yours - since the more people you help to achieve their personal goals, the easier it will be to achieve your own goals. Do not worry about how much money you are earning; the bank will record your income. However, most importantly keep your business and personal finances totally separated.
- Commit yourself to spending at least one year of your time on your Annique Business - day and night. Commit yourself to doing it "around" your present job - do it first thing in the morning and last thing before you go to sleep.
- Commit yourself to do whatever it takes for your Annique Business, even in the face of adversity. When things do not happen the way they should, or you make mistakes, keep the focus and just keep going - be determined. Commit yourself for at least one year – and you will reap the benefits for years afterwards.
- Start with the 90 Day Success Plan along with your Sponsor.

What do you want to achieve with your Annique Business?

Is there something specific you want to achieve or purchase?

What is the cost?

What would your sales target have to be to achieve this?

AND

How much do you want to earn/month? R

To achieve this goal I will have to generate R sales per Pamper Party.

If the average purchase per customer is R150, then I will have to service

customers per month.



Your Annique Business can generate a full-time income or pocket money - but nothing will be generated without investing time, effort and energy.

GOAL	MONTH 1	MONTH 2	MONTH 3
Amount of Pamper Parties			
Total Month's Sales			
Number of customers			
Average sales per customer			
Income per month			

YOUR APPROACH

Actions and Ideas:

Recruiting: Building your Business

"Building your business network is the main thing" – Ernest du Toit

Your Project 10x10 list

- The people easiest to approach would obviously be your family, friends, and colleagues. They are called your "warm influence sphere." They are easy to talk to, and will not criticise you unnecessarily.
- Your next option is your existing customers. There are no better prospects for the Annique Bounty Compensation Success Plan than the very customers who already use the products and know the benefits.
- The first step is to compile a "screening-list." This list should contain the names of all the people you know throughout the entire South Africa. Ensure this list contains at least 100 names (start with 10 names). Keep this list up to date by adding the name of every person you meet.
- Spend at least two hours to create this list, since it represents your data base as well as your working capital. A good list is as good as money in the bank. Add to it whenever and wherever you can. Remember, Annique's Bounty Compensation Success Plan generates remuneration irrespective of where you recruit people.
- Do not exclude people simply because you doubt their interest. EVERYONE is a potential customer or Consultant. Each name is a potential source of a potential customer or Consultant. If your list does not contain at least one hundred names, you are probably excluding people.
- Since this list will start expanding in the next few days as you recollect names, keep a pen and your list at hand at all times. The LIST is the initial source or genesis of your personal sales and the dawn of your own Annique Business. This list should continue expanding as you meet new people.
- Most importantly, whether people buy Annique products from you or your Annique business, ask everyone to host a Pamper Party for you and ask them all for at least 5 referrals. This is your business for LIFE!

Other techniques of introducing people to Annique

There are various ways of breaking the ice when you meet people. The designated goal of each of these techniques is to allow you to reach the stage where you can ask: "Do you know of anybody who would be interested in earning an extra income?"

A few ideas to break the ice:

- Include the Annique Beautè or any Annique pamphlet with your personal accounts before forwarding them at the end of the month.
- Do not forget to include your Annique business card too.
- Leave your Annique Beautè or any other Annique pamphlet with the tip for the waiter at a restaurant.
- Join clubs and social organisations.
- Take part in your church's social activities.
- The idea is to talk to people always, anywhere, anytime, anyplace. Your business will only expand if you do not hide from people. Apply the one-metre-rule: Talk to anybody that comes within one metre of you. If you are prepared to listen, people would gladly tell you about their needs and desires, and why they may be interested in joining Annique - a new house, better working hours, more money, more time to spend with the family, etc.
- Listen first and attentively, establish trust and then strive towards achieving empathy and understanding before attempting to make yourself understood.
- Allow people to talk about their own lives until they ask you what you do for a living. Answer them in this way: "I earn my living by making people beautiful, successful and happy."
- It obviously depends on what the person has told you - base your answer on that. If she wants to know more about what you do, she is in fact giving you permission to tell her more about Annique. This is your cue to react like this: "Oh, are you also interested in earning more money? Or do you know someone else that does? Annique is your answer!"
- When you make it clear to people that you are more interested in "sharing" your products and knowledge. By listening to them first, rather than "selling," you will experience very little resistance when you approach them.

Memory trigger

Ask yourself who you know that:

- you like and respect
- has children at school or university
- has an honest interest in people
- wants to spend more time with her husband and children
- is actively involved in her church's activities
- owns his/her own business
- is well-known and well-liked
- holds down a stressful job with a lot of responsibility
- is stressed and has seemingly little or no time left
- desires more freedom
- has a professional career
- is considering a new career
- belongs to clubs and social organisations
- has reached the ceiling of the promotional possibilities of her career
- has talent, but limited scope for performance
- has a career in education
- is in contact with the public, such as postal service and town council officials
- has experience of Multilevel Marketing
- relies on creative ideas, such as designers, advertising agents, etc.
- is looking for a better future
- is ambitious and enthusiastic
- has attempted to start his/her own business in the past without success
- society regards as a leader
- has recently married and started a new life
- has just commenced or completed her studies and is looking for an income
- has recently retired or has been retrenched
- wants to be financially independent and free from debt

Introducing people

We recruit people, or introduce people to the business and ask everyone for referrals. Introducing people and asking for referrals is the lifeline of your business. Make sure you are prepared for the introduction before you commence.

Cultivate the correct **ATTITUDE** – the desire and intention to:

- (a) put your heart and all your energy into it. You have to give all of yourself.
- (b) learn to be self-sufficient - solve and handle your own problems.
- (c) learn to be INDEPENDENT.

The correct **IMAGE**: You should appear to be successful. Be immaculate at all times. You are the Managing Director of your own company - look the part.

COURAGE comes from knowledge: Use and know the products. Knowledge breeds confidence - in this case in the Annique Bounty Compensation Success Plan and in the opportunities offered by Annique.

Act with **SELF-CONFIDENCE**: Be aware of the benefits the business offers to other people. Share the products and the Annique Bounty Compensation Success Plan with others. People are more easily convinced by the depth of your own conviction, than by any heights your logic and intellect may cause you to aspire to. You can achieve more through your enthusiasm and passion than through any knowledge you may convey.

SPONSORING

- Should become a HABIT;
- Who? – Everybody!
- Where? – Everywhere!
- When? – Every single day!
- How? – By TALKING to people!

How to choose your new Annique Consultant

Although you have compiled your Project 10x10 List and it now contains 100 names, it would not be possible to speak to all of these people within the next week. Later in this Guide we explain how you can expand your sales figures and grow beyond your wildest expectations with the help of only a few people.

Take from your Project 10x10 List the names of 5 people with whom you want to share the Annique Bounty Compensation Success Plan and the products. You cannot approach everybody at the same time. Anyway, that would be a mistake, since it is not the size of your company which will make the difference, but the quality of the people you introduce and train. How do you choose the most suitable people from all the names on the list? Look for the following:

- People who desire financial independence; an own business; an improved style of living; or a fulfilling career.
- Enthusiastic people. They attract other people like a magnet. Enthusiasm is contagious. People who love other people.
- When looking for Consultants, the best starting-place is your existing customers. These people are already impressed with the products. It is easy to talk to them about the financial opportunities Annique offers. Since your

customers are enthusiastic about the products, they probably constitute your best Consultant possibilities.

- Other options are to introduce people by organising Opportunity (WOW) Meetings and Pamper Parties; by placing advertisements in your local newspaper ; by using leaflets: pin it to information boards at universities and schools, leave it on a table at doctors' consulting rooms.

You can convince people to participate in the Annique Bounty Compensation Success Plan and to utilise the opportunities this Plan offers to the benefit of their families. Share success stories with them, or let someone who has established a successful Annique Business such as your Sponsor to accompany you.

You keep people in your team by working with them, motivating them, and by ensuring that they receive proper training at monthly meetings.

The concept of asking questions is just as valid here. The process may transpire as follows:

"Oh, are you also interested in earning extra money, or do you know someone that does?"

"Do you want to do it on a full-time or part-time basis?"

"What other projects have you undertaken in an attempt to earn an extra income?"

"What put you off from previous projects you attempted?"

"Okay, but would you be interested if something existed that meets all your requirements?"

"Wonderful! I just know you will be very impressed with what Annique can offer you."

A few other suggestions:

1. "You look like someone who can really achieve success. Are you interested in earning extra money?" "Of course! What must I do?"
2. "Do you know anybody who would be interested in earning extra money?" "What about me?" "Great! Let me tell you all about it!"

Make an APPOINTMENT:

A new person in your business is very important. Allow her/him about 1,5 hours of your time. It is vital that this person starts out well!

Sponsoring opportunities

- One-on-one Presentations (or two-on-one with your Sponsor)
- Opportunity Meetings
- Literature and pamphlets
- An Annique Pamper Party
- Workshops and Jubilees

(1) One-on-one Presentations:

- The goal of prospecting is to procure an appointment. At this meeting you will tell the potential customer all about the benefits of Annique and the profit opportunities offered by the company.
- Never explain the Annique Business Opportunity via telephone or e-mail. It will be confusing to the potential recruit, and the opportunity will be lost.
- Be friendly and enthusiastic when you call to make the appointment.

The Appointment:

Keep your call short and to the point, but make sure you cover the following:

- (1) Mention convincingly you have joined Annique recently and you are very excited about the wide range of possibilities offered by the company. This is the reason for your call. Your enthusiasm must act as catalyst to gain attention and stimulate interest in what you have to say.
- (2) You want to share these benefits and opportunities with your recruit. You are not selling something – you only present the opportunity and the call is to present a recent success story with this opportunity.
- (3) You want to make an appointment to share these benefits and opportunities with her at time (A) or time (B), whichever suits her best. By furnishing two alternative times, you are presenting a choice without a yes/no response.
- (4) The appointment should preferably be either at the person's own home, or at a neutral place. If you arrange to have the appointment at the persons' home, she might be more relaxed in her own environment.
- (5) You may decide to take your Sponsor along. If you have enough practice, this is not necessary. However, you can learn and benefit from her demonstration. Take her along for about 3 to 4 appointments.

The heart of the presentation

Everyone who is thinking of getting involved with Annique wants detail on at least the following five basic themes:

1. Who are you and why would you want to share the Annique Business Opportunity?
2. What does the industry (health and beauty industry) involve?
3. Who are the people behind the scenes of the company?
4. Tell me more about the products.
5. What training did you undergo?

What does this Marketing Plan of yours involve?

- Time is an important factor. Since people only concentrate on a subject for about 7 minutes, you should not talk too much.
- Expounding the aforementioned 5 points should occur more or less along these guidelines:

1 minute:

The Company (History, Vision and Mission).

4 – 5 minutes:

Who are you, why did you choose Annique and why do you wish to share the Annique business opportunity?

The Concept of Multilevel Marketing.

5-8 minutes:

The products and why they are unique - briefly.

5 minutes:

Training - Literature, communication, guides, DVDs

5-10 minutes:

The Annique Bounty Compensation Success Plan.
The total amount of time spent should not exceed 30 minutes.

Typical questions:

"How much will it cost me?"

"What must I do if I want to join?"

"How much money can I earn?"

Problem questions may be solved in the following way:

Explain to the person that people usually join for this reason:

Financial independence

"People join Annique because it allows them to purchase quality products at a discount. Another incentive is the exclusive financial opportunity offered by Annique. It costs R500 to join Annique. (This amount may be reviewed from time to time at the sole discretion of the Company.) This will provide you with a demonstration kit and business accessories."

However, there are also two reasons why people do not join - they either do not understand the concept, or they are unable to buy the Demonstration Kit and products.

"I will now give you all the facts, and then you can decide for yourself what you want to do."

How to cross that final hurdle? Sometimes, after you have explained the opportunity in detail, the other person is so excited that she/he cannot reach a decision. If this happens to you, ask the following

questions:

"Do you believe Annique products have a particular potential in the market?"

"Do you acknowledge that the company has a track record of many years in the industry, and it is, therefore, able to offer reliable opportunities?"

"What risk do you run?"

"You have told me you are interested for the following reasons:

You want to be financially independent, and you want to sell good products. There is, therefore, nothing in this Plan that can hold you back. Well, only one issue remains: Take action to start realising your dream right now, fill in the registration form and join my team."

The Opportunity Meeting

A good Opportunity Meeting is one of the best possible business opportunities. Performed correctly, it provides excitement, credibility, a feeling of belonging, and an aura of success - for you, the company, and the products. Remember - if your Annique Business is doing well, this meeting needs you. If your Business is not doing so well, you need the meeting. The following are a few RULES to ensure everything goes without a hitch:

- Give her a choice: "A presentation will be held on Thursday evening as well as on Saturday morning. Which date would suit you the best?"
- Do not invite people for a time like 7:00 or 7:30. To most people, 7:00 implies anything from 6:45 to 7:15. Invite them for a time such as 7:25.
- If possible, make arrangements to pick up your guest and take her to the meeting. It is highly unlikely she would not be there when you arrive.
- If you cannot pick her up, arrange to meet at a coffee house or restaurant. There are not many people that will keep you waiting in a public meeting place.
- When you phone to confirm the appointment, do not use the following wording:

"Hi Susan, I only want to know if everything is still set for tomorrow?"

Rather use the opportunity to increase the excitement:

"Hello Susan! I am very excited about tomorrow night! Listen, the reason why I am phoning is that I will be able to make it earlier, and I would like to pick you up at 6:40. This way we can arrive a little bit early and you can meet some of the key people before everyone else clamours for their attention. It is going to be great! Okay then, see you tomorrow at 6:40."

Etiquette at Meetings

- Dress well. Your image should convey your positive attitude towards this business opportunity. Do not slouch in your chair and look bored. Do not ignore the meeting by doing paper work simply because you have heard the presentation before, it is disrespectful.
- During the presentation you should not: talk; get some water to drink; step outside for a break.
- Remember to: sit up straight, be enthusiastic, laugh at all the jokes - even though you have heard it all before. Keep in mind the presentation is not for you, but for your guest (and potential Consultant!).

After the Meeting

Most people prefer to avoid "sales techniques" after the presentation, and do not want to "pressurise" the guest into joining. So what are you to do?

After the presentation, turn to your guest, and ask that wonderful, open question: "*So, what do you think of the Annique Opportunity?*"

In almost 100% of cases, your guest will answer:

"It sounds interesting."

The conversation may now flow along these lines:

"Wonderful! What aspect would you be particularly interested in?"

"Well, I would like to think about it for a few days."

Now the conversation has slipped out of your control. This means neither you nor your guest will benefit. It would be more advantageous to try the following approach at this crucial stage:

"Now you can see why I am so thrilled."

"Yes, it is very exciting. And it sounds good."

So, how do you want to start?

"What I really want to do is ..."

The final answer is: You do not try to sell anything to anybody. You are simply guiding her towards addressing her own needs and feelings in order to make the correct decision.

On Leaving

If your guest decides to get involved, you should follow a clear plan of action:

- Set some time aside for the two of you to work through the abbreviated Annique Success Guide. If basic training is available in your area, you should make an appointment for training.
- Ensure she has commenced compiling her Project 10x10 List.
- If this person attended the meeting without her/his spouse, she/he should be prepared for the reaction that may be experienced when the spouse hears about it: "How do you think Bill/Sarie will react upon learning you have joined Annique?" "What are you going to tell him/her about tonight and about what you have heard, when he/she says...?"



Welcome to our World

YOUR Annique **WOW MEETING** Recipe

- 1 My Annique Story – Why did you join the business?
- 2 The Unique Annique Story
- 3 The Power of Network Marketing – Current economy, Job security, Size of the direct selling industry
- 4 The Annique Bounty Compensation Success Plan
- 5 Project 10x10
- 6 Power in building a network – build wide (the tree)
- 7 The Annique products - product ranges overview
- 8 CLOSE THE SALE!

Key Drivers of Your Business

- 1 Recruit, build and grow your network.
- 2 Build Sales Leaders – Leadership Development.
- 3 Share the earnings potential and Annique Bounty Compensation Success Plan.
- 4 Train yourself and your team.
- 5 Provide breathtaking Rewards, Recognition and Incentives.
- 6 Use and know your products intimately.
- 7 Use the monthly promotions in the Beautè to open doors to new business.

NB! Remember to ask everyone always to host a Pamper Party and provide you with at least 5 referrals. Referral marketing is business for life!

The Project 10x10 List

Who are my family members?

- Parents
- Grandparents
- Siblings
- Aunts and Uncles

What is the name of the?

- Dentist
- Preacher
- Florist
- Insurance agent
- Accountant
- Chemist
- Veterinary surgeon
- Paediatrician
- General practitioner
- Optometrist
- Neighbours/People across the street
- Husband's/wife's hairdresser
- Bridesmaid at my wedding
- Friends of our domestic servant
- Photographer at our wedding
- Manager at my local bank
- Baby-sitter's parents
- Tailor of my clothes

Whom do I know that

- Sells insurance
- Manages the restaurant we patronise
- Has a daughter who is a part-time waitress in a restaurant
- Exercises with me
- Sold us a computer
- Gives cooking lessons
- Is a tennis coach/music tutor
- Gives extra classes, e.g. school subjects

Who?

- Is my sister's husband
- Are my sister's friends
- Did I meet on my holiday
- Are my husband's colleagues
- Manages my general dealer store
- Renovated my sofa
- Installed my telephone

- Painted my house
- Owns the pet shop
- Sells vacuum cleaners/furniture
- Owns/Manages our block of flats
- Belongs to clubs like Rotary
- Is a member of the church council
- Belongs to the Women's Association
- Belongs to (Mother's Forum)
- Gardening Club
- Is my child's teacher
- Is the local church deacon
- Is the manager of the slimming clinic
- Is my income tax advisor
- Is the manager of the dry cleaner
- Works at the jeweller's shop
- Is the local property agent
- Is the local car dealer

Name the?

- Mouth hygienist
- Dance instructor
- Person with me in the army
- Parents of my child's friends
- Bank manager/clerk
- Motor mechanic
- Social worker
- Builder
- Printing agent
- Café owner
- Club's Golf Professional

The Ideal Prospect

One of the many wonderful benefits of Multilevel Marketing is you can decide whom you want to work with. Keeping that in mind, follow the guidelines below to determine whether the person in question will fit in with your company, or not.

- Gregarious
- Sets goals
- Dreams on a grand scale
- Dynamic
- Self-motivated
- Honest
- Focused
- Excited
- Initial outlay available

- Creative
- Optimistic
- Enthusiastic
- Hungry for opportunity
- No restrictions on performance
- Trainable, eager to learn
- Solves – does not create – problems
- Positive attitude towards others
- A person who performs, not merely talks
- Takes risks
- Clear and logical thinker
- Perseverance
- Good communication skills
- Successful
- Healthy
- Community leader
- Good listener
- Sense of humour
- Organised
- Flexible
- Independent
- Self-confident
- Committed
- Determined

Look for people seriously striving towards the above and determined to achieve it through their Annique Business. Also look for people who have already achieved most of the above qualities and are already successfully implementing them in their daily lives.

Recruiting new Consultants into your Annique business network is as easy as it sounds ... the higher your sales, the higher your income, the better your results. Make recruitment part of your life, share this Business Opportunity with:

- **Ask**
- **Anyone**
- **Anywhere**
- **Anytime**
- **Always**
- **Annique**



Annique Health & Beauty
The Rooibos Connection
established 1971

Your Project 10X10 List

Make a list of the people you wish to sell to or appoint as Consultants!

The people easiest to approach will be your family, friends and colleagues. They are called your 'warm sphere of influence'. They are easy to talk to and want to help you succeed.

The first step before approaching anyone with the Annique opportunity is to compile a prospect list. This list should contain the names of all the people you know in the entire South Africa.

Start with a list of ten people you know. When you finish, start another list of 10 more people.
Keep going till you have 10 lists.

NAME	RELATIONSHIP	TELEPHONE NUMBER	EMAIL
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
NAME	RELATIONSHIP	TELEPHONE NUMBER	EMAIL
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
NAME	RELATIONSHIP	TELEPHONE NUMBER	EMAIL
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

The Do's and Don'ts of Recruitment

DON'TS

- **Don't** procrastinate.
- **Don't** fear the word 'no'.
- **Don't** be afraid of rejection.
- **Don't** pass recruitment to the next person.
- **Don't** make the team do all the selling.
- **Don't** recruit Consultants from existing teams only.
- **Don't** let the new recruit phone the leader to book her first selling event.
- **Don't** wait for the new recruit to plan selling events.
- **Don't** wait for the new recruit to invite people to selling events.
- **Don't** wait to sell to your new recruit's friends at the selling events.
- **Don't** wait for the training sessions for training.
- **Don't** wait for the new recruit to come to meetings or training.
- **Don't** prejudge a new recruit.
- **Don't** only have certain recruiting days.
- **Don't** be afraid to approach people.
- **Don't** overwhelm the prospect with knowledge and facts.
- **Do not** cold canvas alone.

DO'S

- **Do** act with speed.
- **Do** call the potential recruit again. She might mean 'no' initially, but not permanently.
- **Be** with your new Consultant when she is recruiting.
- **Show** your new Consultant how to sell.
- **Attend** selling events with your Consultant to spot new Consultants.
- **Do** canvas for new people outside your team.
- **Book** one or two days for selling events immediately.
- **Do** sit with your Consultant and write down the names of all her friends, colleagues and acquaintances.
- **Show** your new recruit how to recruit by phoning some of her friends.
- **Give** the Consultant a few products, pamphlets, Beautés and price lists so that she may take orders.
- **Start** business training from the beginning.
- **Do** take the Consultant to meetings and training and introduce her to the team making her feel welcome.
- **Remember** that any person can be an Annique Consultant.
- **Do** implement the 'One Meter Rule' and know that every day is the right time for recruiting.
- **Do** recruit with a smile and always share your Elevator Speech.
- **Share** the important points that will attract the potential recruit. Plan your elevator speech.

Practical tips to duplicate yourself and replicate success



It is crucial that all Consultants understand the importance of meeting the needs of their existing customers and Consultants. To be successful and grow your business, you need to constantly focus on acquiring new customers and Consultants. One way to do this and be successful in the direct selling arena is to duplicate and replicate yourself.

Mastering the elevator speech

An elevator speech is a two to three minute description of the benefits of your business opportunity or product, presented in the time it takes for an elevator to go from the top floor to the ground floor of a building. Tell your story and the Annique story in a way that makes the prospect want to know more about you and your business. It is most important to let the potential client or new recruit know how the Annique opportunity benefits them. Establish the new recruits' wants and needs and demonstrate how Annique can provide the solution.

Apply the 'One Meter Rule' and offer everyone within one meter the business opportunity or product solutions

How do you approach someone who is in a one meter radius? You simply greet them in a friendly manner, with a standard greeting like 'Hello, how are you doing?' 'Good to see you'. Always make your approach when circumstances and conditions are favourable. Ask, anyone, anywhere, anytime, always Annique.



Establish credibility and a relationship

Share how the business opportunity or products have improved yours and other people's lives.



Prepare the prospect

Share your knowledge and know your product. We all know the saying, 'Knowledge is power', but it is what you do with your knowledge that will determine your success. If you aren't passionate and love Annique's products, how can you expect your clients to love it?

Establish your prospects needs

Ask a question of your prospective client or Consultant to find out what his or her needs are. Listen carefully to the answer and then ask another question – the more information you have, the better.



Sell features and benefits of the Annique products in the form of stories

Show your customer how Annique's products will make their life better and what sets our products apart from other brands. One example is that 95% of our products contain Rooibos Extract or Green Rooibos Extract. Use the selling stories of Annique's products to gain trust in the product.

Manage objections

Objections do not mean no! It is your prospects way of saying: 'Convince me, give me more information.' 'I haven't got the money now' means they want to buy, but not now, so you have to help them find a way such as a deposit, lay-bye or assist them with a Pamper Party.

Remember to mention to your new prospect we have more ranges and touch on each range

Tell your new prospect there are over 300 products in the range. This is a way that you will positively add on extra sales. This way she will know that this is a company that means business.

Remember:
If you're not constantly improving, remember your competitors are!
Don't merely sell the Annique range, know, use and passionately promote the entire range. Understand that the market you are working in is constantly changing. Make sure you are staying ahead of the pack. Passion is a feeling, obsession is an action. Live, eat, sleep Annique.
If you do not understand that the market you are playing in is changing, you're in trouble.

Ask for the sale

How many would you like to order this month and should I add a Revitalising Cream?

Close the sale

How would you like to pay – cash, EFT or credit card? Read the buying signals and don't keep on talking or selling long after the client is willing to buy. Make the close with a warm invitation to try and to buy.

Follow up regularly and be a true service provider

Keep notes of the run-out date of your client's supplements or skin care products to ensure that you initiate a repeat order, prior to them running out of their current products.

What tools do you have in your hand?

- Forever Healthy Wheel
- Forever Healthy Booklet
- Forever Healthy Range – Selling Stories
- Forever Healthy Powerpoint
- Health Calculator Document
- Test your understanding of the Annique Bounty Compensation Success Plan
- Antioxidant You-Tube video
- Replique
- Beauté
- Product Training Manual
- Lucid Pamphlet
- Lucid DVD
- Forever Slim and Body Xpert Pamphlet
- Lifestyle Booklet
- Product Catalogue
- Business Opportunity Pamphlet
- Skin Care Recommendation Wheel



Where can you utilise these tools?

- Corporate Health Days
- Health Parties – Invite a local speaker
- Include info at your Pamper Party/Foot Spa Party/Make-up workshop
- Health stories on Twitter and Facebook
- SMS short stories to clients and Consultants
- Take Forever Healthy Booklet or Beauté apart and add contact details with a note saying: 'If you want to find out more about our products, contact...'
- Share testimonials in the Replique, with people on your Project 10x10 list
- Share Forever Healthy info at Opportunity Meetings/WOW meetings
- Email a page or two to your clients with tips on the products every week

RECRUITMENT IS EASY AND FUN

and by following
7 easy steps
success will be around
the corner for YOU!



1

- **Sell the Business Opportunity** as you will sell any Annique product and make dreams a reality!
- **Get knowledge and understanding** to sell the high credibility of Annique, the business opportunity and our excellent quality product ranges.

2

Start to network more and more!

- Work your business on a referral basis.
- Where to find referrals:
 - o Ask
 - o Anyone
 - o Anywhere
 - o Anytime
 - o Always

- Who to ask:
 - o Friends and friends of friends
 - o Relatives
 - o Associates
 - o Neighbours
 - o Co-workers
 - o Social clubs
 - o Schools
 - o Client referrals
 - o Project 10x10 list
 - o Sports events

3

Contact people through FACE TO FACE, or telephone interactions, and at any Annique Pamper Party or Colour Caress Workshop.

Remember: Create and prepare a powerful elevator speech. This is a short introduction to who you are and what you do. Example: My name is Jill and I would love to personally invite you to join my Annique team. I am living my dream on a day-to-day basis and Annique made it possible for me and my team to look healthy and beautiful and be financially independent. I need only an hour to tell you more, for you to decide if it could work for you. When will suit you best, morning, afternoon or evening?

4

The meeting with your new team member:

- Arrive at the appointment a few minutes early.
- Make her/him feel comfortable.
- Show your genuine care about her/him.
- Mention the name of the person who referred you.
- Observe – look at whatever is on the walls, floors, tables, book cases, etc. This can give

you great insight into her personality, way of thinking and style.

- Discuss shared interests.
- Be friendly, warm, open and keep eye contact.
- Be knowledgeable about your company and products.
- Never run down the competition.
- **Make sure you find out what her/his dreams and needs are – find her/his HOT BUTTON.**

5

Sell the Business Opportunity

- Use the Opportunity Meeting Power Point or your own flip file.
- Start with: "I would love to show you how Annique can help you realise your dream of by becoming part of my team."
- Remember to press on her HOT BUTTON – link her hot button to your presentation.

6

Choosing your discussion

- Get her commitment – sign the registration form.
- Make an appointment for her first training.
- Motivate her first sale as quickly as possible – it must be in the first week.

Take her by the hand

- Help her to order her kit.
- Be there when she receives her kit and unpack it with her.
- Keep the momentum and excitement by getting her active. Start with four easy products to sell and add more later.
 - o Annique Herbal Teas
 - o Resque Range
 - o Fine Fragrances
 - o ZeroAche+

- Be there for her. When people feel special, appreciated and needed they are positive, more co-operative and more successful.
- Motivate and recognise her in your team!



7

8 Reasons to join Network Marketing

1 Experience the freedom to go as far as you want: Nothing in this business will keep you from achieving your goals, except a lack of persistent effort. You are not limited by your education, your past experience, where you are in the company hierarchy (there isn't any), or whether or not your "boss" likes you. If you have a goal to become the #1 income earner – you can do it.

2 Earn money even when you are not "working": You are part of a team, so your time is leveraged and you generate residual income even if you are not actively working. No longer will you have to save up vacation time or worry about sick days or losing income if you need time off. This business model generates "recurring revenue" which pays you over and over for your initial efforts.

3 Fulfill your dreams, not someone else's: All your efforts generate income for you – not some big company with overheads and layers of employees. As you build your business, you get your life back while earning more than you ever dreamed possible. This business model is part of the New Economy – an economy where you are no longer enslaved to someone else's requirements – but can actually make your own dreams come true.

4 Ready to take control, take back your life and make your dreams a reality? Start every day with something you love. With your Annique Business you will be so excited about your day, that you don't need an alarm clock. When what you're doing has meaning and purpose, when what you have to offer changes your life and the lives of the people you care about, you look forward to each day!

5 Love who you work with: Joining the Annique team and building your downline will mean that you get to work with people you genuinely love and appreciate. As you build your business, you naturally share it with people you know and care about – people you WANT to be in business with! With the support you receive from Home Office you will feel that you are part of a caring family.

6 You decide: Your business does not require you to "go into the office" so you can conduct business from your home and around your families' activities when you choose to. Your Annique business is an unique business model: it is about sharing ideas, concepts, and products that you wholeheartedly believe in. You can do this on your cellphone, at the supermarket, in your home office, or even at school when you collect your child.

7 Get paid what you deserve: Your income reflects your own efforts, because you grow your business at your own pace. No longer are you subject to the financial limits and targets of a typical company. You can literally make as much money as you want, based on your own efforts.

8 Become successful by helping others be successful: Unlike most companies which foster competitiveness, this business model promotes teamwork. You build and train your team using the processes and templates provided by Annique, and the more you help your team to be successful, the more you benefit as well. This is a truly a business of helping people in every sphere of their lives and yours.



Your customer records are crucial to your success and growth.

Start

When will you start?

What is your first step?

Data

Number of customers (goal):

New customers per month:

New Consultants per month:

Sponsor's Ideas

Your success is dependent on the number of customers you supply with products, PLUS the relationship you establish through sharing your knowledge with them. How much time will you invest?

Customers are your key to success. Annique Health and Beauty have Rooibos-based products for all your customers' needs.

What is expected from an Annique Consultant...

- Show and demonstrate the Annique Products to everyone you meet and show potential customers the Annique Product Catalogue with all the products.
- Provide customers with good, professional and consistent service.
- Service as many customers as possible and ensure that your customers are aware of all the products in the range.
- Provide the opportunity to customers to make use of our monthly special offers and the Annique Business Opportunity.
- To generate sales from a Pamper Party.
- Complete basic and advanced training courses and attend monthly theme training and your Sponsor's meetings.

Now you can start...

Always have the following:

- Product Catalogue with your name and number attached, price lists and Consultant registration forms.
- Samples and demonstration products.
- Always dress to be an advertisement for your product. Remember, you always sell yourself first.

Use a client card to keep record of your clients' purchases.



client card

Full name: _____

Address: _____

Telephone number: _____

Email address: _____

Birthday: _____

Female Male Age: _____ Skin type: _____

Product purchased	Date purchased	Date: Send reminder to purchase new product	Date: Send reminder	Date: Send reminder	Date: Send reminder

Know Annique's **8 Unique Selling Propositions**.

1. They are genuine South African products, unique and indigenous, specifically formulated for our climate and skin types.
 2. They have a high moisturising focus.
 3. They have been formulated with the help of skilled cosmetologists, to provide solutions for all skin types in the harsh South African climatic conditions.
 4. They are hypo-allergenic – all ingredients that may cause an allergic reaction have been left out of the formulation.
 5. The majority of Annique products contain an extract of Rooibos, unique to Annique. Research has shown Rooibos to be a powerful antioxidant and anti-ageing ingredient, as well as assisting people with cancer, high cholesterol and allergies to be more healthy. **Annique was the first international company to effectively create a Rooibos extract that delivers the revitalising antioxidant properties required to see a marked difference with your daily skin care programme.**
 6. Our product range includes a comprehensive array of health products that benefit the entire body.
 7. There is a product for every age, skin, and gender.
 8. The distinctive VNA10+ in our Forever Young range stimulates collagen production in cells which is critical for the formulation of new tissue.
- Use Annique Products for your health and beauty.

What you know and what you use, you will sell. The more you know the better you will do. Remember, colour cosmetics form part of your professional appearance.

- Be friendly and smile, doors will open for you.

FILL IN THE HOURS AVAILABLE PER DAY FOR YOUR ANNIQUE BUSINESS

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
08:00 - 12:00								
12:00 - 17:00								
08:00 - 12:00								
12:00 - 17:00								
08:00 - 12:00								
12:00 - 17:00								
08:00 - 12:00								
12:00 - 17:00								

How to take an Order

TOOLS you will need:

- Price Lists
- Latest Beautè
- Latest Replique
- Pen
- Calculator
- Business Cards
- Annique Diary
- Product kit
- Customer record card/sheet
- Product Catalogue
- Order Form
- Product Training Guide

Ensure that you and your customer are in a situation where you can focus on the ordering process. Do not call during dinner time; rather visit her at home by making an appointment.

1. Show her the Beautè, the Product Catalogue and the products at every opportunity.
2. Mention the special offers and point out the unique properties of these products.
3. Show her your products and demonstrate how to use them – on her skin.
4. Do an analysis of her skin and establish her specific health needs.
5. Recommend all the products she will need immediately.
6. Ask the customer for the order! "How will you be paying? Cash or credit card? When will it suit you best to have the order delivered? I would like to spend some time with you when I deliver your first order to discuss the application..." Don't ask questions which only require a "yes" or "no" answer.
7. Write the order neatly on the order form and leave a copy of the order and a Beautè with the customer. Double check calculations.
8. Confirm the appointment for delivery and all her contact details and write it in your diary. Ensure that she will have the payment ready when you deliver. Give her your Annique Business Card.
9. Smile, be friendly and thank your customer for the order. Treat her the same way you would like to be treated as a customer.
10. Keep the appointment and be on time!

Answers...

CUSTOMER: "I am not interested!"

Annique Consultant:

"I respect that but I will leave this Annique Beautè with you. You will find the information very interesting. I am also prepared to do a free skin analysis."

Leave your business card with her.

CUSTOMER: "I already buy other products from a friend."

Annique Consultant:

"Have you seen the latest Annique Beautè and product information? "Sell the product benefits, then ask her to sample and trial specific products which she may need.

CUSTOMER: "I cannot afford Annique Products."

Annique Consultant: Show her the Beautè . . .

"Annique has monthly special offers on products you need every day. You will get value for money with Annique. Have you compared our prices with your current range of products? Here is our current price list and a Product Catalogue.

The image shows the Annique Health and Beauty logo at the top left, featuring the word "Annique" in a stylized script font with "Health and Beauty" and "Established 1971" below it. To the right is a circular emblem with "Annique Health & Beauty" and "Established 1971". Below the logo is the text "INDEPENDENT CONSULTANT : ONAPHANKLIK KONSULTANT :". The main document is titled "Annique Health and Beauty" and "PRICE LIST from 1 NOVEMBER 2018". It includes sections for "PAYMENT DETAIL:" (Credit Card, Visa, Master Card, American Express), "Card Number", "Expires", "CCV", "Card Holder Signature", and "Distributor Registration Number". A note states "While stocks last *** FSP - Personal Sales Points". The document is divided into several tables for different product categories like SKIN CARE, HAIR CARE, MAKEUP, and FRAGRANCE. Each table lists items with their descriptions, volume (VOL), price (PRICE), and quantity (QTY). Some items are marked as "EXPIRED". The tables include:

- SKIN CARE**: Contains various skincare products like "Advanced Technology", "Anti-Ageing Cream", "Cleanser", "Moisturiser", "Sun Protection", and "Treatment Skin Care".
- HAIR CARE**: Includes "Shampoo", "Conditioner", "Body Wash", and "Treatment Hair Care".
- MAKEUP**: Features "Foundation", "Concealer", "Eyeshadow", "Lipstick", and "Nails".
- FRAGRANCE**: Lists "Body Oil", "Body Lotion", "Body Butter", "Body Cream", "Body Mist", "Body Spray", and "Body Scrub".

At the bottom, there is a section for "DAIRY SKIN CARE" and "MEN'S SKIN CARE".

Sales Tips

- Always work according to your plan. Keep to the goals and the daily plan you have set for yourself.
- Buy Annique Samples and ensure that customers are able to test products from your demonstration kit. **Allow her to feel the products on her skin!**
- Your name and contact numbers should be on the Product Catalogue. Make an appointment for a free skin analysis when leaving the Product Catalogue with her.
- On time + Dependable + Good service = Success.
- Always mention the unique properties of the Annique Rooibos Products and the Discovery by Dr Annique Theron of the anti-allergic properties of Rooibos in 1968.
- Don't try acting – sell yourself first and pay attention to body language.

Progress Report

Report:

Customer Records:

Have they been completed correctly?

MARK out of 10:

Orders:

Have they been completed and calculated correctly?

MARK out of 10:

Customer List:

Has the customer list been expanded?
Did you achieve your goal?

MARK out of 10:

Sales Figure:

	GOAL	Actual	Difference
Sales	1,000	1,500	500
Customers	10	12	2
Members	3	0	-3
Average sales per customer	100	125	25
25% income	250	375	125

Review goals:

Make suggestions and share ideas:

Have you...?

- * ...asked for references from existing customers?
- * ...got customers who are resisting, to purchase other products or spend more?
- * ...confirmed why you have joined Annique as a Consultant?

Important Dates

First Training Date with Sponsor:

-
- Your first introduction to the Annique products.
 - Administration: Customer records, the registration process, orders, discount structure.
 - Gain confidence, then START selling.

Second Training Date with Sponsor:

- Expand your knowledge for improved sales/ success.
- More sales techniques.
- Get ideas to increase your confidence to grow sales.
- Recruit Annique Consultants for your downline.

Advanced Training Session (date):

- Problem Solving
- Setting goals for growth

Monthly Annique Theme Training:

- Launches and information on new products.
- Learn more from the most successful people at Annique.
- Dates and areas in the monthly Annique Replique.

Sponsor Meetings (monthly):

- Launch of special offers and new products.
- Acknowledgement of growth and achievements.
- Idea trading.
- Build team spirit - you are not alone.

Information is not knowledge!

Transform your training information
into knowledge by Implementing and
Practicing what you have learnt!

Invest in your business

Product catalogues:

This is the best way to introduce Annique products – without doing a Pamper Party. It provides a complete display of all the available Annique products. The booklet contains details on the unique properties of products and instructions on how to use them. Every book represents a sales counter for YOU!

Amount per month for catalogues:

Annique Beautè:

This is your door-opener, don't depend on special offer sales only! This brochure is a marketing tool for the special offers of the month. Provides colourful marketing and creative ideas for members.

Amount per month for Beautès:

Samples (Buy Me to Try Me, as on price list):

Buy samples from the best sellers - Moisturisers, Cleansers, ZeroAche+, Resque Crème etc.

Amount per month for samples:

Demonstration Products:

Demonstration products are essential to the success of your business. They provide your customers with the opportunity to try the products on their skin. Your starter kit must contain the essential basic products you and your customers will need for a healthier skin and a more beautiful complexion.

Amount allocated for kit:

Training:

By growing your knowledge and experience, your success and sales will also grow. Ensure that you provide your Sponsor with every opportunity (training and meetings) to share her experiences and knowledge with you. Follow up with Advanced Annique Training and the Theme Training as published in the Annique Replique. Learn from others' questions, problems, knowledge and experience. Monthly downline meetings provide ideal opportunity to share ideas, product feedback and success stories.

Tips to increase sales

1. Sell related products – Forever Healthy Range with Hair Nutrition+, Sun Block with Moisturisers; Body Xpert with Forever Slim; etc.

2. Do a display in your home where you receive customers and friends.
3. Hand out samples when doing a Pamper Party/talk. Always take testers' details and keep an attendance register to contact them later with reference to the sample.
4. Demonstrate products on client's skin – it has, and always will be the most effective way of selling products.
5. Target daily essentials: moisturiser, sun care, hair care, body lotion, soap, Herbal Rooibos Tea's, Resque, vitamins and mineral supplements (dietary support products).
6. Mention special offers and new products.
7. Determine your customers' needs. Do they have children; or a baby (Baby Care); or teenagers (Face Facts) and what about the men? He will definitely need something to shave with or something to calm his skin after shaving. You only get to know your customers better by keeping their records up to date with information on birthdays, family, needs, skin analysis and health requirements. Information when put into action, is key.
8. Use the Annique Product Catalogue and Beautè to help you establish credibility and provide information on the whole range of products.
9. When there are special products for Valentine's Day, Mother's Day or Christmas, ensure you have a sample of the product to demonstrate it to your existing/new customers.

Ordering Procedures

1. Faxed Orders

You may fax your order through 24 hours per day to **086 676 7218 (South Africa)** or **00 264 61 23 0039 (Namibia)**. Scrutinise your order:

- Name, Member number, cell number, delivery address, and address code must be correct and complete.
- Order must be correctly calculated.
- Is your order complete? Does it include all the special offers and products you want? NB: "Add-ons" to your order at a later stage cannot be accepted.
- Did you fill in all the correct item codes on your order?
- Is your payment option correct and complete?
- Did you add the shipping and handling charges for your choice of shipping?
- Check the fax number you are dialing.
- Double check the Annique month-end cutoff procedure for faxed orders.
- Only use the Annique official numbered Order Form, or Excel order form.

2. E-mail Orders

Excel Order Form that will be emailed to all Consultants on a monthly basis. Email orders with special offers, as well as the usual electronic order form that is sent monthly, must be completed and sent in one e-mail to orders@annique.com.

3. Enterprise Portal through the Annique Website

You can order all your products through the Annique website via the Enterprise Portal (www.annique.com).

The advantages of using the Enterprise Portal are:

- A better, more effective and time-saving ordering method.
- No re-typing of orders – accuracy is dependent on you, the Consultant.
- No delay in the payment of your order.
- The stock is live on the system. You will be able to see what is in stock at the click of the button. If the product is out of stock you will not be able to order the product or pay for the product.
- You can order at any time, from any place.

Once you have placed your order it will only be imported into our system once your credit card has been approved. The approved order will automatically be seen as an open sales order on our system. Therefore typing or importing is no longer necessary.

The manual for this ordering process is available from orderqueries@annique.com.

No orders for less than R500 will be accepted.

Shipping and Handling charges

- A shipping and handling charge is payable when ordering from Annique. The amount payable for shipping depends on the delivery area for the order and if your order exceeds R1750 shipping will be free. **This amount may be reviewed from time to time at the sole discretion of Annique.**
- These fees are determined according to current shipping charges and services and are subject to change by Annique.
- This fee should be added to all orders after deducting the 25% Consultant's discount.

Annique only ships orders to registered Annique Consultants within the borders of South Africa.

How to place an Annique order

THE FOLLOWING METHODS MAY BE USED WHEN PLACING AN ORDER:

Consultant Order Form:

The Consultant Order Form can be downloaded from the Enterprise Portal/can be requested from the Customer Relations Department at orderqueries@annique.com. The Consultant Order Form is the only order form that may be completed by hand and sent to Home Office via fax on 086 676 7218 or emailed to orders@annique.com. Please be sure to indicate the number of pages you will be sending. (For example: If you are sending three pages the first page number will be 1/3, the second page number will be 2/3 and the third page number will be 3/3.)

Excel Order Forms (Specials and Standard line products):

The Excel Order Form for products on special and the Excel Order Form for normal-priced products are sent via email with the Beauté and Replique links on a monthly basis. The order forms may be completed and sent back to Home Office via email to orders@annique.com. If you are placing orders on both the Excel Order Form for products on special and the Excel Order Form for normal-priced products, please attach both forms to the same email.

Enterprise Portal:

Once you have accessed the internet, type in www.annique.co.za into your address bar to access the portal. Click on the 'Login' tab at the top right hand corner of the Welcome screen. Where it stipulates 'Member No' please enter your Membership Number. The password for first time orders is 'admin' which may be changed thereafter to a password of your choice. Click on the 'Special Offers', 'Quick Order', 'Bargain Bin' tab or on the menu options of the 'Categories' tab to place your order. (Further information is available in your **Easy Step-by-Step Training Manual for the Enterprise Portal** at Annique Customer Relations Department (CRM)).

Completing the Order Forms:

Complete all fields on the abovementioned forms. **Product codes** must be provided along with the **description**, the **number of items** being ordered, and the price (as listed on the Price List, the Beauté specials or the weekly SMS specials).

At the end of the form add up the prices of all discountable products for the Sub-Total and deduct your Consultant discount (25%) for the (A) Total. Then add up the prices of all non-discountable products for the (B) Total. Add these two totals together for the Final Total and remember to add your Delivery Fee (where applicable) and Administration Fee.

Complete the **Consultant Information** section in full ensuring you have included the date, member number, name and surname, correct delivery address, current telephone number, email address, delivery method and method of payment.

Under the **Credit Card Payment** section please ensure the full credit card details are accurately completed including the **Expiry Date** and **Card Verification Value (CVV) Number**. Under the **EFT/Cash Direct Deposits** section please ensure you make a check-mark in the block next to the Annique account details so that we are aware of the method of payment you will be using.

All South African orders may be emailed to Home Office at orders@annique.com or faxed to 086 676 7218.

All Namibia orders may be sent to namorders@annique.com or faxed to 061 230 039.

All Lesotho communication, requests and orders should be emailed to lesotho@annique.com or faxed to email number 086 582 6089 (from South Africa) or 0027 86 582 6089 (from Lesotho).

For any queries concerning your order, email Home Office at orderqueries@annique.com. (Please do not send your order forms to this email address.)

Once you have placed your order, you cannot add or remove items to or from the order form so please ensure that your order is accurate.

YOU WILL BE NOTIFIED REGARDING THE STATUS OF YOUR ORDER AS FOLLOWS:

Fax Order

Your order will reach Annique via fax. You will receive the **first SMS** notification to confirm that we have received your order stating: 'Thank you for your order with Annique. Enjoy your day! Warm Regards'.

If your order was received before 12:00 midday, we will process the order on the same day (when possible) or the following day.

Your fax order is typed into the system by the Order Entry staff and sent to the warehouse for the picking and packing of your parcel. Within 24 hours of placing your order, you will receive a **second SMS** notification which will state the following: 'Thank you for your Annique order. Your Order No____ has been sent for picking and will be shipped shortly.'

When your parcel is ready to be despatched by courier, you will receive a third SMS notification stating the following:

Aramex: 'Invoice No _____. Your order has been packed. Allow 3 working days for delivery. Track your parcel on Internet via Aramex.'

Fastway: 'Invoice No _____. Your order has been packed. Allow 3 working days for delivery. Track your parcel on Internet via Fastway using ____.'

Email Order (Excel Order Form)

Your order will reach Annique via email. Home Office will confirm receipt of your order via email with the email message:

'Thank you for your order.'

Within 24 hours of placing your order, you will receive the **first SMS** notification to confirm that we have received your order saying:

'Thank you for your Annique order. Your Order No____ has been sent for picking and will be shipped shortly.'

If your order was received before 12:00 midday, we will process the order on the same day (when possible) or the following day. When your parcel is ready to be despatched by courier, you will receive a **second SMS** notification stating:

Aramex: 'Invoice No _____. Your order has been packed. Allow 3 working days for delivery. Track your parcel on Internet via Aramex.' (If the courier is Aramex) 'Invoice No _____. Your order has been packed.'

Fastway: 'Allow 3 working days for delivery. Track your parcel on Internet via Fastway using ____.' (If the courier is Fastway – note no ANQ before the invoice number).

Enterprise Portal

Upon successful placement of your order on the Enterprise Portal, you will receive a notification on the Portal that says:

'Your order has been successfully submitted.'

Your order will reach Annique via the portal. The confirmation and status of your order is available on the portal under the 'My Orders' menu option which is under the 'My Account' tab.

Within 24 hours of placing your order, you will receive an email stating: 'Thank-you for your order. Your Order No____ has been sent for picking and will be shipped shortly.'

When your parcel is ready to be despatched by courier, you will receive a second email stating: 'Herewith your invoice no____ Your order has been packed. Allow 3 working days for delivery. Track your parcel on Internet via Berco or Fastway.'

Please note that changing your address details on the portal, will not automatically update your address on the Accountmate IT system at Home Office. You need to send a fax or email to registrations@annique.com to change all your details on the system. The fax number is:

086 584 7832.

PAYMENT OPTIONS AVAILABLE:

Credit Card: Simply fill in your full credit card details (which include the name on the card, type of card, expiry date and CVV number) and sign on the line provided on your order form.

Electronic Transfer: Pay the amount directly into the Annique bank account and fax proof of payment to 086 676 7218 or send an email to orders@annique.com. Please use your Member Number and your initials and surname as a reference.

Bank Deposits: Complete the deposit slip in full and do not forget to fill in your Member Number and your initials and surname as reference, which will enable us to link the payment to your order.

Our banking details are:

ABSA

Account Name: Annique Health and Beauty (Pty) Ltd

Account Number: 406 738 2423

Branch Code: 632 005

Reference: Member number and surname with initial

FNB

Account Name: Annique Health and Beauty (Pty) Ltd

Account Number: 623 7722 7650

Branch Code: 261 550

Reference: Member number and surname with initial

Standard Bank

Account Name: Annique Health and Beauty (Pty) Ltd

Account Number: 30 320 293 9

Branch Code: 01 4645 00

Reference: Member number and surname with initial

Nedbank

Account Name: Annique Health and Beauty (Pty) Ltd

Account Number: 1036 489 469

Branch Code: 14 97 45 00

Reference: Member number and surname with initial

Cash payment is only accepted at the Namibia Beautique. Any other cash payments must be direct deposits into the Annique account as stated above. Orders must be paid and proof of payment must reach us within 24 hours. Only credit cards and EFT payments will be accepted on the Enterprise Portal.

Orders of less than R1750 will be charged the Delivery and Postage Fee of between R45 and R90 or depending on the location. **Orders of less than R500 will not be accepted.**

These values may be changed from time to time at the sole discretion of Annique.

THE TRACK AND TRACE PROCESS:

To track your parcel, visit the Aramex (Berco) website on www.aramex.co.za or www.bercoexpress.co.za or the Fastway website on www.fastway.co.za and type in your Aramex (Berco) Waybill Number or your Fastway Label Number.

Your Aramex (Berco) Waybill Number will be your Invoice Number with ANQ in front of the Invoice Number.

Your Fastway Label Number does not include your Invoice Number with ANQ, but is a uniquely assigned number which differs for every order.

Your Aramex (Berco) Waybill Number or your Fastway Label Number will be stated on your last SMS from Home Office. When your order is delivered remember to check the name on your parcel as well as the number of parcels you need to receive as per Proof of Delivery before signing your Proof of Delivery.

Should you experience any problems tracking your parcel, please contact CRM at Annique Home Office at 012 345 9800/01, or email orderqueries@annique.com

When your order arrives

Step 1

Your order will be delivered within 2 to 7 working days after clearance of your payment.

Unpack the order at home and arrange the different ranges together.

Step 2

Check all the products and compare with the invoice. If a product has not been included, refer to the invoice for the reason. If you have any queries please contact Annique Home Office Customer Care Department immediately. Always use the reference number/s on the invoice.

Step 3

Place each customer's order in an

Annique Bag and attach the price list with completed order to it. Remember to add the latest Annique Beauté so she can study next month's special offers. Attach a sticker with your details to one or more of the products. Make an appointment for delivery.

Step 4

Carefully read your Annique Replique which contains critical information before visiting your customers. Also study the Annique Beauté for next month's specials and launches. Plan your next order for optimal profit.

Delivering your customer order

Step 1

Go through the order with your customer. Explain again how and when to use the products. Apply the products to her skin.

Step 2

Receive payment. Never leave products without being paid. Only accept cheques when you've established a long-term relationship with your customer. Customer cheques should be made out to yourself and banked in your own bank account, not the bank account of Annique.

Always keep your Annique payments separate from other cash and cheques.

Step 3

While your customer is preparing her payment also show her the latest Beauté and the special offers therein, especially those products which she needs but hasn't yet purchased.

- Also show her your latest demonstration product - like the Summer Gifts.
- Suggest hosting a Pamper Party.

Step 4

Share new products with your customer.

- Determine (again) if all her needs have been met.
- Share and explain special offers.
- Always Close the Sale: "Which products could I deliver next and when?"

Step 5

Leave an Annique Beauté and price list - with your name and contact details attached - with your customer.

Step 6

Go the extra mile and add a thank you note or a small gift in appreciation for the order.



Progress Report

Customer Records:

Have they been completed correctly?

MARK out of 10:

Orders:

Have they been completed and calculated correctly?

MARK out of 10:

Customer List:

Has the customer list been expanded?

MARK out of 10:

Did you achieve your goal?

Next goal per customer:

R

Next goal per month:

R

How much did you save from your income?

R

What is your sales goal for this month?

R

That is R per customer OR R per Pamper Party

Recommendations and Ideas:

Have you...

* ...received referrals from existing customers?

* ...asked some of your customers if they wish to become an Annique Consultant?

* ...booked for the next Annique Theme Training Session?

Have you got any questions on products, services, rewards, etc.?

Sales Report:

	GOAL	Actual	Difference
Sales	1,000	1,500	500
Customers	10	12	2
Members	3	0	-3
Average sales per customer	100	125	25
25% income	250	375	125

Sales Report:

	GOAL	Actual	Difference
Sales			
Customers			
Members			
Average sales per customer			
25% income			

Grow your Business

Look back on the previous Progress Reports and your goals and determine your strengths and weaknesses:

Strengths:

How can I increase my customer base?

How can I increase the average sales per customer?

Weaknesses:

How can I motivate customers to purchase on a regular basis?

Ideas for Success

Go back to customers who have said "NO"

What would your approach be now?

Are you sure everyone knows you sell
Annique products?

Buy a complete demonstration kit and
add samples

Show every customer Annique
pamphlets

Order new pamphlets/Beauté's each
month

Personally follow up every contact you
receive

Continually try and recruit new
customers

Always mention the unique aspects of Annique and Rooibos

Keep trying even if you get a "no" the
first time

Use samples and combine with
pamphlets

Stay in touch with happenings through the Replique

Look your best – advertise the products
you sell

Leave pamphlets in new places (dentist,
doctors' rooms, etc)

Hold talks, demonstrations and
promotions

Set goals and complete your progress reports

Attend as many sponsor's training
sessions as possible

Add to your demonstration kit with the
help of special offers

Buy extra Beauté's and place in your
customers' orders

Acknowledge, entertain, reward and incentivise loyal customers

Use the Rooibos Story

Sell what I use/know and show

Increase the area I service

Upgrade customer records

Do Pamper Parties

Do Foot Parties

Health talks at businesses

Attend Sponsors meetings

Get ideas at training sessions

Ask customers for referrals

Promotions, Open days, Shows

Reward customers for referrals

Understand my customer's buying
pattern

Design a poster for the school
noticeboard

List my name in the local telephone /
internet directories

Recruit successful people as Consultants



The proper approach to difficult customers could boost your confidence and ensure success.
A "no" could mean something different like, "I don't have time," or "I need more information."
Don't give up at this stage.

What is the reason for a "no"?

CUSTOMER	ANNIQUE CONSULTANT
I am not interested.	Have you tried Annique before? Here is our Beautè or Product Catalogue to show you more. (Make an appointment to call).
I have used Annique before but was not happy with the results/products.	Offer to exchange products and trial new products carefully. Explain our promise of satisfaction
I have used Annique before but received poor service.	Ensure the customer that you are serious about your Annique Business and intend to provide, consistent good service. Leave your details and remember to call again.
My skin is very sensitive to ...	Explain that the Annique Rooibos Products originated with the anti-allergic discovery in 1968 and is formulated especially for sensitive skins. Explain that Annique products are successful when treating sensitive skins.
I have no time for a demonstration ...	First attempt to find a time that is convenient for her, even if it is a few weeks later, or leave a pamphlet with her and make an appointment to call her later. Introduce her to the Resque range. They are unique products.
I have recently purchased a complete range for my skin from... and have no need to purchase anything else.	Leave the pamphlet with her and make an appointment to call back in 30 days when she will need more products. Mention our decades of experience in skin care, effective formulas, Research, Rooibos, etc.

Which products do your customers use?

What don't they buy from you?

What is their monthly budget for skin care and family health care?

What do your CUSTOMERS purchase the most?

(9 = highest 1 = lowest)

SKIN CARE

BABY CARE

FACE FACTS

FINE FRAGRANCE

COLOUR

FOREVER HEALTHY

SLIMMING/CELLULITE

FINE FRAGRANCE

RESQUE RANGE

Which products do YOU use the most? (9 = highest 1 = lowest)

SKIN CARE

BABY CARE

FACE FACTS

FINE FRAGRANCE

COLOUR

FOREVER HEALTHY

SLIMMING/CELLULITE

FINE FRAGRANCE

RESQUE RANGE

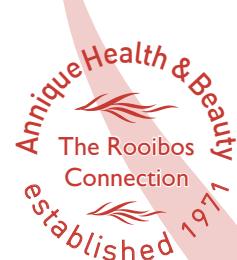
SELL THE PRODUCTS YOU KNOW:

- It would probably be easier to sell the products you use on your own skin/body.
- It is easier to be enthusiastic about a product whose effectiveness you can testify to.
- This is why many successful people try and test any new product at least once.

SELL THE PRODUCTS YOU DEMONSTRATE:

- A demonstration product helps you sell more. These products provide the customer with an opportunity to test and try them on her skin.
- Buy relevant demonstration products which would interest your existing customers, because they already use related products like vitamins and minerals.
- Samples also generate sales - first hand experience of the product is optimal!
- Expand your knowledge to ensure that you can speak with confidence at demonstrations and would be able to talk about the special needs which every product can fulfill.

OTHER ANNIQUE PRODUCTS I SHOULD TRY:



MONTH:		
Plus:	Annique Sales to:	A +
Min:	Annique Purchases from Home Office:	B -
Min:	Annique Other Expenses:	C -
Plus:	My and my family's products:	D +
Plus:	My additional discount on my team:	+
TOTAL EARNINGS FROM ANNIQUE THIS MONTH:		



What Do I Earn from Annique?

Annique Sales to:

Annique Purchases from Home Office:

Annique Other Expenses:

My and my Family's Products:

Which amount of cash do I have in my hand at the end of the month?:
(Total earnings from Annique – TOTAL D)

The Pamper Party: The Heart of your Business

The success or failure of the Annique Business Opportunity depends on the following efficient Pamper Party techniques. At the Pamper Party you attempt to:

- Sell the Annique products AND
- Sell the Annique Business Opportunity AND
- Get appointments for future Pamper Parties and referrals from everyone!

1. The Annique Pamper Party Kit:

To hold a Pamper Party, you need at least the top ten products.

2. Other available aids:

Samples of certain products, price lists, Beautè's, business cards, pamphlets about the Business Opportunity, the company, and the products.

3. Requirements for a Pamper Party:

You need the following to hold a Pamper Party:

- Towels, water containers, hostess gift; Sponges;
- Mirror; clip board; pocket calculator; price lists;
- Pins; Alice band; colour pamphlets, samples;
- Your contact details: name, address and telephone number; diary; pen;
- Tissues (white); ear buds; flowers; and a pretty table cloth (Annique table cloth).

4. Appearance:

Always act in a professional and self-confident way. Your own appearance counts a great deal. An impeccable sales lady creates confidence and earns everyone's respect.

5. Before the Pamper Party:

Identify a hostess: Finding a hostess is easy; just ask anyone and everyone if they would be interested in receiving a hostess gift, having some fun, while learning more about skin care and Annique. Ideal candidates for hostesses are:

- Your current Annique customers
- Friends
- Colleagues and acquaintances.
- Your Annique customers' acquaintances.
- People who say they cannot afford to buy Annique products from you.

- Make the Pamper Party idea irresistible to your potential hostess: If you make hosting the party worth her while, she will be more inclined to do so and to put some effort into making the party a success.
- Use the monthly hostess gift that Annique offers or even offer additional products or as a percentage of sales at the Pamper Party to your hostess.
- Offer your hostess 10% of the sales at the Pamper Party in Annique products or as a discount with her next purchase. This way her reward is not that big an expense to you, as you get 25%+ discount on products.
- Book a date and explain everything that your hostess will be responsible for. Ask your hostess to make the following arrangements:
 - Sending out invitations – you can help her make a guest list of approx. 5 – 10 people. Always invite one or two people more than you want at your party as people often can't make it even though they have confirmed that they will attend.
 - ◆ Setting up the venue, i.e. her dining room.
 - ◆ Refreshments and drinks.
 - ◆ The Pamper Party can suit any type of event like teenage sleep-overs, stork teas, hen's parties, girls' night in, etc.
 - ◆ Send an SMS or e-mail as a reminder a day before the Pamper Party. Get a list of the guest names and cellphone numbers ahead of time to make it easier to personalise the day.
 - Ask for a small fee to attend the function, e.g. R20 to R50. Then use this to buy tea and biscuits, or cheese and wine, and give any balance back through lucky draws!

Setting up the room:

- Arrive at least 45 to 60 minutes before the start of the Pamper Party.
- You have to be finished with your setup before everyone arrives so you can meet and greet everyone and analyse their skin types.
- Set up at the dining room table so everyone can sit comfortably.

Set up the following in the centre of the table, use this checklist:

Products (optional, you can give these out during the party if you prefer):

- Miracle Tissue Oil/Intense Repair Serum
- Hydrafine Purifying & Rebalancing Masque in sample jars (2 people can share) or Essense Antioxidant Radiance Masque or Lucid Silky Skin Replenisher
- Resque/RetiniQ/Derma Bright sample

Have the following ready on a separate table:

- Display of products: facial products – cleanser, scrub, masque, moisturiser and freshener
- Products you can use during the Pamper Party, including Resque Mist, ZeroAche+ and perfumes
- Hot water and Rooibos tea bags for face treatments
- Remember, you can adapt the products used according to your customers' ages and needs. For instance, if only teenagers are attending, you will use Face Facts products, etc. You should adapt the Party to your own personality.

You will also need gifts:

- For the hostess
- 2 gifts for lucky draws.
- Have an attendance register ready for everyone to fill in; you can use it later to contact everyone.
- Put on some soft, relaxing music and dim the lights if possible.
- Receive guests with Annique Herbal Teas, Lifestyle Shakes or Rooibos Ice Tea made ahead of time.

6. Organisation:

- Arrive 45 to 60 minutes in advance. Set up your display. Relax! Do an ice breaker- e.g. a lucky draw or describe something interesting that happened on the way to the Pamper Party.
- Introductory comments, word of welcome, express your gratitude towards the hostess, background of the company.
- The Annique Bounty Compensation Success Plan, name the opportunity and benefits of membership, the demand for Consultants of Annique products, the Rooibos story (your Annique story) and the Annique Bounty Compensation Success Plan. Mention your own Annique success, and what it means to you and your family.

- Keep an ear open for opportunities for introduction, e.g. discussions of giving notice, retrenchments, tuition fees, accounts that have to be paid, products that have become too expensive, a new car/house, etc. Recognise clues for guests who are good options for possible potential Consultants.
- Observe your guests closely. Concentrate on the persons who get excited during the Pamper Party and enter into the spirit of the experience. When speaking directly to her after the Pamper Party, mention that she will make an ideal Annique Consultant. Make a separate appointment with her to discuss the Annique Bounty Compensation Success Plan and the Business Opportunity.
- Show product as illustrated during the practical training session and training pamper parties.
- Time for Purchasing: Demonstrate the products, talk about the inherent benefits, make comparisons where suitable, mention the guarantee, delivery dates, and appointments for future Pamper Parties.
- Time for Orders: Discuss every guest's order on an individual basis (face to face contact). If someone apologises for buying for only a limited amount, seize the chance to introduce to her the opportunity of becoming a Consultant. Explain to her that the savings are immediately available.
- Complete two order forms (price lists) for every customer, one for the customer and one for your records. File alphabetically.
- Present the hostess with her gift and calculate the discount she has earned on her purchases. Tell attendees they could also qualify when hosting a Pamper Party.
- Do not exclude your hostess as a potential Annique Consultant. She is probably the most enthusiastic person present.
- Obtain 5 referrals from everyone present and offer them an incentive to do so.
- Confirm future appointments. Always leave with at least two future appointments.
- Conclude with a word of thanks, and pack everything away neatly.

7. After the Pamper Party:

- Complete a card for everyone who attended the Pamper Party. The card should include the following: Name, address, telephone number, age, skin type, recommended products, products purchased, as well as other personal information such as birthdays and aspects regarding her health such as allergies, children, etc.

- File information in an orderly manner: Right at the back of your file you place those already dealt with; then the postdated orders, and right in front, those orders requiring immediate attention.
- Indicate on the order form and customer card as soon as an order has been delivered.
- All executed orders should now be filed according to the days of the month. Scrutinise these files daily, and contact customers who have not ordered anything for the past two months; new customers who have been using the products for one week; and customers who bought new products three to four weeks ago. This will ensure you do not skip a single day when you are supposed to phone one of your customers, and neither will you neglect to phone a customer on a set date.
- Regularly consult your diary for parcels awaiting delivery.
- End-of-the-month orders should not be forgotten.

8. The Best Pamper Party Opportunities:

- The best friend of your hostess;
- Customer placing a big order;
- Enthusiastic guest;
- Guest living in another town or city;
- Guest who has already at an earlier date, organised a Pamper Party for another company;
- Guest working among colleagues on a full-time basis.

9. Hostess Guidance:

- Hostesses should not go to too much trouble or expense. A Rooibos punch, or simply Rooibos tea, or one of the Lifestyle Shakes is quite sufficient.
- Set the exact time of the demonstration/party, the exact date, and the exact place. Get a list with the names of the expected guests and get to know their names; be interested and self-confident.
- Organise a table beforehand and make sure it is big enough to exhibit your products. Get a chair ready for the facial.
- Confirm the Pamper Party with the hostess one day in advance. This is very important.
- Arrange with the hostess to have initially a maximum of 6 guests definitely attending. To this end she will have to invite more people, for only 6 out of 18 invited guests are likely to turn up. Inform her of this to avoid disappointment.

- Make your hostess your friend.
- Familiarise her thoroughly with the Pamper Party, and inspire her with the possibilities of what she can achieve with her Hostess Gift.
- Do not allow her to delay the Pamper Party for just any reason. Know all the facts, and solve any problems she may experience.
- Send her an advance note of thanks, as well as a letter or SMS confirming the Pamper Party. Include a pamphlet on Annique's Bounty Compensation Success Plan.
- Phone her a few hours before the Pamper Party to confirm the route.
- Teach and incentivise your hostess to introduce people to Annique or to get you more Pamper Parties. "Do you know of anybody who would also be interested in the opportunity to earn extra money? If so, please invite her to the Pamper Party."

10. Making-up and Delivery of Orders:

- Check every product very thoroughly. Look for containers that may have cracked during transport. Wipe all containers with a soft, clean cloth. Annique Health and Beauty will replace any defective products free of charge – our customers must receive only the best.
- Repeatedly check that the package contains everything indicated on the price list - this saves endless time and frustration.
- Unpack all the products in front of the customer and check it once again.
- Explain the products once again briefly, and answer all her questions. She is hungry for information and excited about her products. Share in her excitement.
- Provide every new customer with a pamphlet. Do not give a pamphlet to someone who does not purchase any products. This dampens the enthusiasm that leads to sales, and quells future interest.
- If your hostess is going to deliver the parcels on your behalf, you should phone her in advance with a list of the names and the amount every customer owes. Deliver the parcels to her.
- Do not deliver orders before receiving payment. Telephone your customer before you deliver her parcel. This saves time and fuel. As soon as you have received payment, indicate this clearly on your own records. There is no room for errors here. Be orderly and efficient in your bookkeeping. This will demonstrate to yourself that you are making money.

Function Budget

Name of Function: _____

How many people will attend the function??

BUDGET

	No. of Guests	Total	Per Person
Venue			
Catering			
Sound			
Projector			
Speaker/Entertainment			
Printing Tickets			
Beautè for everyone who attends			
Photocopies for everyone who attends			
Folder for everyone who attends			
Gift for everyone who attends			
Lucky Draws (1 for every 10 attending)			
Other expenses:			
Coffee and Tea			
Lifestyle Shake			
Serviettes			
TOTAL EXPENSES			
PRICE each ticket must be sold at			

The Pamper Party:

Step-by-Step



Consultants are often shy and uncertain about organising their own Pamper Parties. Learn to regard this Pamper Party as the best source of future Pamper Parties. If this Pamper Party is done properly, your next Pamper Party will flow almost naturally from this one. Invite your Sponsor to assist you.

There will be plenty of time to prepare your Pamper Party and to fine-tune your mind to the Pamper Party. For the best Pamper Party results and to ensure the undivided attention of the guests, the dining room table is the best venue.

Meet every guest at the door and strive to remember their names (not surnames). Use their names throughout the Pamper Party to ask and answer questions.

The Pamper Party consists of five stages, namely:

1. Attention
2. Trust
3. Interest
4. Desire
5. Closing the sale

Tools you will require:

Minimum requirements:

1. Pamper Party products
2. Face cloth, small towel and head band for each attendee
3. Plastic bowl for Rooibos water for each attendee
4. Facial Tissues
5. Price Lists
6. Pen and calculator
7. Beauté's and Product Catalogue
8. Round facial sponges for each attendee
9. Masque brush (optional) for each attendee
Skin and Body analysis form for each attendee
10. Skin and body analysis form for every client.

The Sales Show:

This aspect of selling involves the senses of the customer, namely hearing all the positive aspects of our products; seeing the pretty packaging, the photos, the colour; experience the benefits; feeling the products (a delicate fluid, firm, coarse, sticky, or cool); smelling the products (fragrance-free, fresh, or delicately fragranced, etc.).

All these factors influence the customer's ultimate decision about the product. You have to call upon these factors in the course of your Pamper Party to ensure success with your sales. Always sell the BENEFITS of the products; not only the features.

The Stages of Selling:

You need to approach the customer in a psychologically correct way in order for her to have a positive attitude towards the products.

Stage 1: Get their Attention

The Consultant's approach towards the product (enthusiastic, respectful, deferential, loving); her introduction of the product (the Pamper Party thereof); her attitude towards the product (positive, trusting, self-confident) will add to her positive presentation and effective illustration of the products.

- Thank the hostess for the opportunity or invitation to address her guests.
- Thank the guests for attending the Pamper Party, and hand the hostess a gift.
- Introduce yourself. Explain that you are an Annique Consultant and you would like to introduce this unique range of skin care products to the guests.
- Your own image is vital. You should be immaculate. You should remember that you have to quietly sell yourself through your appearance before you will be able to sell Annique. Be gregarious, attentive and positive. Laugh a lot, avoid frowning. Launch your speech with a striking opening:

"Ladies, today I want to introduce you to a very special South African skin care range, within reach of every woman, that will not only enhance the appearance of your skin, but will influence your self-image, happiness and future in a positive way."

"Ladies, time is suspended when you use Annique! Today I want to introduce you to this ..."

"Just like me, I am sure you too desire a beautiful skin and appearance - for the rest of your life. It is, therefore, my privilege to introduce you today ..."

"In the South Africa of today, the newest

endangered species is money! Annique offers you the opportunity to actually make money and gain your financial independence and freedom. That is why I would like to take the opportunity today to tell you about Annique's ..."

"Ladies, how would you like to gain control of your financial future? Annique offers you this very opportunity. Today, I would like to introduce you to this special opportunity Annique offers through their unique range of skin care and other products."

"Ladies, success is no accident! It requires a process of learning. Dr Annique Theron is successful, and that is why we can learn from her. Through her skin care products, we will teach you how to achieve financial independence and be free from the burdens of debt, anxiety about the future, worry about the children's tuition, and various financial and other burdens."

Stage 2: Create Confidence in yourself and the product

The Consultant's behaviour will inspire confidence - someone her customers can look up to, someone they can rely on, someone with unquestionable credibility. All of this spells one word: Trust - the most valued currency in the world of selling. Tell the ladies who Dr Annique Theron is (spend 8 minutes on this). Something along these lines:

"Ladies, the founder of the Annique company and product range is Dr Annique Theron. She is the person who made the original discovery about the anti-allergic qualities of Rooibos. She added Rooibos to her baby's bottle quite by chance, and the positive results on her allergic baby were dramatic. Her baby was instantly calmer than before.

The official discovery date is 8 April 1968. Before Dr Theron's discovery, no one knew about this unique Rooibos quality. However, Dr Theron did not leave it at that.

She exercised the courage of her convictions to look for other mothers with allergic babies, in order to prove beyond a shadow of doubt that her findings were correct.

Through the years, she has saved many lives in this way and has also improved the quality of life of thousands of people in our beautiful country.

Her business was established in 1971 and Annique Health and Beauty will be running for 42 years in 2013 – an exceptional milestone for any business. The business is run on a full-time basis by a professional management team focused on providing the Annique customers and Consultants with the highest quality products, great after sales-service and all-round value for money.

In 1997 Dr Annique Theron won the World Intellectual Property Organisation's GOLD medal for BEST WOMEN INVENTOR of 1997! And, in the same year, the Annique product formulations won two GOLD medals at the INVENTORS CONGRESS, in Geneva, Switzerland. But let me tell you more about our products!

1. Annique's 7 Unique Selling Points. Why are our products unique?

- 1.** They are genuine South African products, unique and indigenous, specifically formulated for our climate and skin types.
- 2.** They have a high moisturising effects.
- 3.** They have been formulated with the help of leading cosmetologists, to provide solutions for all skin types in the harsh South African climatic conditions.
- 4.** The majority of Annique products contain an extract of Rooibos, unique to Annique. Research has shown Rooibos to be a powerful antioxidant and anti-ageing ingredient, as well as assisting people with cancer, high cholesterol and allergies. Annique was the first international company to effectively create a Rooibos extract that delivers the revitalising antioxidant properties required to see a marked difference with your daily skin care programme.
- 5.** Our product range includes a comprehensive array of health products that benefit the entire body.
- 6.** There is a product for every age, skin, and gender.
- 7.** The distinctive ingredients in our Revitalising Cream stimulates collagen production in cells in order to speed up and enhance the formulation of new tissue.

2. Introducing our Crown Product - Revitalising Cream



How does the Revitalising Cream work?

What does it do to revitalise the skin?

- At this stage, pick up the Revitalising Cream and show it to the ladies with the name clearly visible to them. The Revitalising Cream contains VNA10+ that stimulates the skin's own performance in the basal layer (cell factory of the skin). The body's own collagen has a remarkable effect on the cells - it prevents the aged cells from losing more moisture, while at the same time helping the older cells to once again retain moisture.
- The skin's cells become round again as opposed to the flat cells of the aged skin. Here you can compare a grape with a raisin. (Another suggestion is to take two prunes. Put them in separate containers - one containing water and one containing oil. The difference between the two will have a big impact during your Pamper Party.)

The benefits of the Annique Revitalising Cream:

- It contains Rooibos extract and VNA10+ that stimulates the collagen creating action of the cells.
- It also contains Lanoline, an oily substance found on sheep's wool, which is identical to sebum found on the skin. It promotes smoother, moisturised and healthier skin. Pro-Vitamin B5, a humectant, is also found in Revitalising Cream. It creates a moisture barrier in the skin to keep the skin moist for longer.
- It improves the skin's ability to retain moisture, and smooths wrinkles and creases.
- The Revitalising Cream is fragrance-free to prevent allergic reactions.
- The cream is mild and non-greasy to facilitate application without stretching the skin.
- The Revitalising Cream enhances the utilisation of the Annique moisturisers, causing them to reach the newly created cells more quickly.
- We are one of the few cosmetic houses that does not have to rely on the young and naturally beautiful skins of models to prove that our Revitalising Cream is effective.

3. The Annique Miracle Tissue Oil:



This product is unique to Annique and contains essential oil extracts PLUS a unique Rooibos infused oil exclusive to the Miracle Tissue Oil. Miracle Tissue Oil is a specialised skin treatment that helps improve the appearance of scars, wrinkles and uneven skin tone (reduces uneven tone) and stretch marks. The unique combination of nourishing plant oils combined with a unique Rooibos infused oil, makes it highly effective for numerous skin concerns, including ageing and dehydrated skin.

- **Sweet Almond** – contains glycosides, minerals and vitamins and is rich in protein. Ideal for all skin types, relieves dryness, itching and inflammation.
- **Rosehip** – a very diverse and super effective oil for skin repair, rejuvenation, scar healing, dark spot reduction, reduces skin redness and promotes moisturisation.
- **Soya bean** – is high in vitamin E and a 60% linoleic acid content, makes it valuable for solving many skin problems.
- **Baobab** – a superb moisturiser for skin and hair with essential fatty acids to improve elasticity, cell regeneration and skin restructuring.
- **Vitamin E** – nature's optimal skin rejuvenator and healer.
- **Rooibos infused oil** – Annique uses a unique Rooibos infused oil that contains more of the Rooibos plant's nourishing, soothing and rejuvenating properties. It is rich in antioxidants and flavonoids (the rarest supplement in life).

Customers older than 30 years of age need the Revitalising Cream, Intense Repair Serum, Miracle Tissue Oil, the appropriate Annique moisturiser and the Lucid Optimal Night Renewal or Crème de Nuit for sufficient restoration, nourishment and moisture, to slow down the ageing process.

Stage 3: Create Interest

A Consultant should make sure she keeps her audience captivated. Only then will she succeed with her sales. Learn to give Pamper Parties in such a way that it will inspire others not only to

help you with your next Pamper Party, but also to increase your sales figures. Pamper Parties should be especially aimed at recruiting new clients and Consultants, in order to expand your business! Annique's skincare routine differs from that of other cosmetic companies. This policy has been tested and found effective by Dr Annique Theron and her customers.

Now the time has come to apply all of the above knowledge and skills to the Pamper Party. If anyone's skin is sensitive, you will have to ask them to do the facial steps on the back of their hand, since a sensitive skin cannot go through all the steps of a normal facial.

TIP at your Pamper Party: The best skin for a facial is the older, dehydrated skin; results from the action of the lotion have an immediate positive effect on the dry skin.

- Ask questions all the time while demonstrating the products or while doing the Pamper Party steps.
- Prepare a bowl containing lukewarm Rooibos tea for every client and point out that the water contains Rooibos. Briefly recount Dr Annique Theron's discovery once again and stress the fact that Dr Annique Theron is the discoverer of the anti-allergic and rejuvenating [antioxidants] properties of Rooibos.
- Always use a new face cloth or sponge for the facial.

The 6 Unique Annique Differences

Difference 1:

Cleanse only in the evenings

Take a bit of the appropriate Annique cleansing lotion in your hand, spread it over your palms; keep the palms together for a moment just to warm the lotion a bit. Mention this to the guests—they will appreciate your consideration towards your customers. Apply the lotion with light, circular movements without moving or massaging the skin. While applying the cleanser, mention the benefits and qualities of this product, such as the fact that it does not burn the eyes; can even be used to remove eye make-up; does not burn the skin; removes surface impurities without stretching the skin. Mention the anti-allergic properties of the cleanser; the non-greasy texture of the product; its water-solubility, etc.

**THIS IS THE FIRST WAY IN WHICH WE DIFFER FROM OTHER BEAUTY HOUSES:
WE CLEANSE ONLY ONCE A DAY!**

- Let everyone else also cleanse their skin.
- Explain to the attendees why the skin should only be cleansed once daily: the pH of the skin is disturbed every time you cleanse, and it takes at least 24 hours to recover.

- If the skin is cleansed twice daily, the pH is given no opportunity to recover. This reduces the skin's resistance against the elements, ageing, and dryness. Sensitivity may also develop.
- Wet the sponge or cloth and remove the cleanser in light circular movements. The skin may only be handled like this once per day.
- Mention you are doing it very lightly, and ask your customer to confirm this.
- Give your customer a mirror so she can follow every step with you and the others present.
- Press the customer's face dry with a white tissue.
- If you want to demonstrate the use of one of the Annique scrubs, it has to be applied over the cleanser. They are removed simultaneously.
- Since the scrub application requires a lot of time and may appear messy, only a small area of the skin such as the nose, chin, forehead or the upper side of the hands should be used for this part of the Pamper Party.
- Mention the benefits of the scrub: refreshing, perfect cleanser, remove dead cells, combat blackheads, and prevents acne.
- Explain that the scrub may be used once or twice weekly.

Difference 2: Press cream onto face

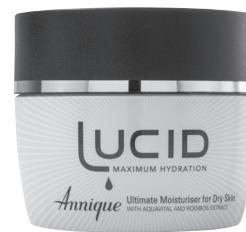
The Annique Revitalising Cream: Take the beautiful container in your hand; proclaim it to be the heart of our range, the start of skin care, the start of a beautiful new appearance, and new life to a woman's skin.

- Ask the customers to demonstrate the most commonly followed method of application - massage!
- Now take a small amount of the Skin Detox or Revitalising Cream and place it in the palm of your hand. Show the guests how little you need - size of a pea - and press onto the skin.
- Spread the cream over your palms and press it onto the whole of the model's face.
- Make sure every guest observes exactly how easily it is applied. Mention: "At Annique we follow this method for four reasons:
 - It is quick;
 - The cream is applied evenly;
 - The skin is not stretched; and
 - It is economical - we only use a quarter of the normal recommendation.

*Let everyone apply the Skin Detox first
and then the Revitalising Cream.*

ALL LOTIONS AND CREAMS ARE PRESSED
ONTO THE FACE – THE SECOND WAY IN WHICH
ANNIQUE DIFFERS FROM OTHER BEAUTY HOUSES.

Difference 3: Moisturising the Annique way



The Lucid Ultimate Moisturiser for Dry Skin or Hydrafine Ideal Herbal Moisturiser or Essense

Sensi Crème: Apply the moisturiser in the same way as the Revitalising Cream, namely with the palms. Stress that the moisturiser should be applied 4 – 8 times during the day for every one application of Revitalising or other nourishing cream. The moisturiser may be applied over the foundation. Moisturiser complements a good foundation. The application throughout the day merely supplements the moisture of the foundation. This procedure will not block the pores.

Moisturiser provides moisture to the skin, whereas the Revitalising Cream, Skin Detox, Q10 Therapy [cell energy], night creams and other treatment products provide restoration, rejuvenation and nourishment. A lawn requires fertiliser/nourishment in order to flourish. However, the fertiliser will "burn" the lawn if water is not provided simultaneously.

The same may happen to the skin! The Revitalising and other nourishing creams should never be used without our effective moisturisers.

MOISTURISER SHOULD BE APPLIED REGULARLY
THROUGHOUT THE DAY, OVER MAKE-
UP – THE THIRD WAY IN WHICH ANNIQUE
DIFFERS FROM OTHER BEAUTY HOUSES.

Difference 4: Sun protection

- You can apply the sun screen onto the face or just talk about it. Explain that the sun screen and sun block protect not only against the sun, but also against the dehydrating effect of the wind, air conditioning, cold weather and heaters.
- The sun screen lotion has a healing effect on acne and helps the skin to recover from acne sooner – it, therefore, also serves as protection against infection.



SUN SCREEN FORMS PART OF THE ANNIQUE SKIN CARE ROUTINE – THE FOURTH WAY IN WHICH WE DIFFER FROM OTHER BEAUTY HOUSES.

Difference 5:

Restoring the pH of the skin - take control



- Ask the guests what they would normally do after cleansing. That's right - they would apply a toner immediately after cleansing. But not at Annique! After cleansing, the pores are normally temporarily open; this facilitates the penetration of the creams and lotions. When the Freshener is applied, it locks the pores temporarily, locking in the lotions and reducing the evaporation of moisture.
- However, the Lucid HydraRestore Freshener, Hydrafine Absolute Balancing Freshener or Synergy Clear Complexion Freshener has a far more important task than merely being an astringent; it restores the pH (acid sheath) of the skin after cleansing, thereby increasing the skin's resistance against infection.
- The pH of the skin also plays an important role in the effective action of the moisturiser and nourishing cream, and it reduces the skin's sensitivity to active ingredients in skin care products.
- The freshener plays a role similar to that of chlorine in water, namely the prevention of bacterial growth (which turns water green and unhygienic).
- The container of the Lucid HydraRestore Freshener, Hydrafine Absolute Balancing Freshener or Synergy Clear Complexion Freshener is provided with a nozzle, rendering the use of cotton wool obsolete (the latter would remove some of the applied lotions as well). Some customers believe the "dirty" colour of the cotton bud is evidence of more impurities that has been removed. This is incorrect.

The chemical reaction between the skin's oils and oxygen causes a minor discolouration of the oil. This is what is seen on the bud, not impurities. Continuous wiping of the skin, especially with a product containing alcohol, will strip the skin of all natural oils.

THE LUCID HYDRARESTORE FRESHENER, HYDRAFINE ABSOLUTE BALANCING FRESHENER OR SYNERGY CLEAR COMPLEXION FRESHENER

IS SPRAYED ON AFTER APPLICATION OF ALL THE LOTIONS TO RESTORE THE pH OF THE SKIN AND TO "LOCK IN" THE LOTIONS INSIDE THE PORES – THIS IS THE FIFTH WAY IN WHICH ANNIQUE DIFFERS FROM THE SKIN CARE ROUTINE OF OTHER HOUSES.

- The Freshener may also be applied during the day. The pH of the skin does not remain constant, and may also be altered by other factors than only cleansing; such as air conditioning, sun burn; wind; cold weather; heat; alcohol; smoke; oil secreted by the skin, etc.
- The spray action facilitates the use of the freshener throughout the day.
- The Freshener fits easily into any handbag or briefcase.
- The Freshener may also be sprayed over make-up without fear that this may cause blocked pores. In fact, by following this procedure the oil in the pores are kept liquid, preventing pimples from forming.
- Mention the other advantages of the freshener and stress the fact that it contains Rooibos extract, making it suitable for allergic and sensitive skins.

Difference 6:

The Annique Foundation



- It is time to apply the right shade of foundation. Comment on the fact that the foundation is not smoothed onto the face, but that it should also, like the other products, be pressed lightly onto the face. Always use clean facial sponges to ensure a smooth, natural appearance.
- Our foundations are moisture foundations, which prevents dehydration of the skin. The Annique foundations will not block the pores. It leaves the skin with a lively glow and moist appearance - a beautiful background for make-up. It also contains a sun filter for extra protection.

FOUNDATION FORMS PART OF THE ANNIQUE SKIN CARE ROUTINE – THIS THEN, IS THE SIXTH DISTINGUISHING DIFFERENCE THAT RENDERS ANNIQUE'S APPROACH TO SKIN CARE SO UNIQUE.

The Rooibos Difference:

The Annique Rooibos Extract

- Explain the function of antioxidants within Rooibos and the benefits it will have for one's skin.
- Highlight the research done with Rooibos and how, by using Annique Rooibos in the water to rinse her skin, the model has also benefited.
- Quickly touch on Dr Annique Theron's Rooibos discovery and the unique active ingredients Annique has combined with Rooibos.
- Stress the 6 Annique differences once again.



Other Annique products

If time allows, you may touch briefly upon some of the other products, such as the Crème de Nuit, Eye Therapy, Bo-Serum, Derma Bright, RetiniQ, Q10 Therapy, Skin Detox, and Lifestyle and Colour Caress. Also discuss the month's Beauté with your guests.

Start with your conclusion, and answer any questions resulting from the Pamper Party. Give an appetiser of the other ranges such as the Annique Baby range, the Face Facts range, The Spa range and the Forever Healthy range, Fine Fragrances, Body Xpert and Forever Slim for a beautiful body. Explain that the Pamper Party does not leave you enough time to discuss all the products, but that you would like to give a Pamper Party focusing on make-up, body care, slimming, cellulite and health.

Stage 4: Generate Desire

- There is no better way to arouse the customer's desire than with one of the masques. The Hydrafine Purifying and Rebalancing Masque, Lucid Silky Skin Replenisher Moisture Masque, Synergy Clean and Calm 2-in-1 Scrub & Masque or Essense Antioxidant Radiance Masque may all be used to good effect. Place a little of the masque on the back of the attendees' hands. While you do this show your customers before and after photos of Dr Annique Theron; the results from Bo-Serum and the DermaLIFT.
- After a while, go to each guest and remove the masque. Every guest will assure you that her skin appears more moist and more beautiful than ever.

Now you can continue your Lifestyle and Forever Healthy talk, adding a few questions for spice, such as the following:

Do you suffer from:

- Migraine?
 - Menstrual cramps, swelling (before and after)?
 - Menopause?
 - Lack of concentration or memory problems?
 - Stress?
 - Insomnia (sleeplessness)?
 - Lack of energy?
- Remember who gave the answer to which question.

- Emphasise the unique nature of our products.
- We have evidence to prove how effective our products are.
- Refer to the photos of Dr Annique Theron herself.
- Draw attention to the difference in the texture, moisture, and suppleness of the skin, as can clearly be seen on the photos.
- The skin is moist, with a healthy glow, and has retained some of its former beauty; the texture of the skin is refined to such an extent that no pores are visible; the neck is free from wrinkles and does not look dry and baggy anymore.
- Every guest's skin may improve like this, irrespective of her age – therefore, the customer's goal is within reach, with Annique's skin care products.
- Dr Annique Theron's skin, even though she is in her eighties, is still beautiful, moist, supple and free from wrinkles - the desire of every guest at the Pamper Party.
- Ask your guests whether they can remember the 6 differences. Recount them.

Stage 5: Closing the sale

- After the Pamper Party, ask your hostess to serve tea. Remember to bring a pack of Annique Rooibos.
- Do not go to another room to start analysing a customer's skin - the other guests are just as interested in your questions and opinions. (Direct contact with the company is important in order to find timely solutions and answers to problems and questions.) Listen to the conversation, and identify any unhappy customers so you can answer their questions thoughtfully and objectively. Be pleasant towards them, and win them over as friends and customers.
- Study the guests' skins close-up, apply all the knowledge you have acquired in the chapter on skin analysis. Be diplomatic with your comments; you can lose a customer through one thoughtless remark. Remember to ask as many questions as possible.
 - How does your skin feel after cleansing?

- How do you feel when you get up in the morning?
 - Have you ever reacted sensitively to a product?
 - What products do you use? (Cleanser, moisturiser, etc.)
 - Have you got any allergies? (Honey, bees, seafood, etc.)
 - It is not important which company's products she uses. What is important, however, is the type of products she selects to care for her skin. This gives you an idea of her commitment to skin care. Only through questioning and close observation of the skin itself, can you determine what type of skin the customer has; what products you would recommend; and what skin care routine she should follow.
- Ask clients these two questions:
- *What is your skin type?*
 - *What is your biggest skin concern?*
- The visual image the skin presents may be erroneous, but should not be underrated. Look at the following areas: eyes, corners of the mouth, neck, forehead, hands. Test the elasticity of the skin gently between the index finger and thumb, but first ask permission to touch the customer's skin. Crease the skin between the index finger and thumb. If the crease disappears quickly after release, the skin is still elastic, but if the crease remains for a few seconds, the skin has lost that youthful elasticity. In such a case the skin is dehydrated and needs lots of moisturiser. The areas around the eyes, neck, and forehead of women over thirty are usually dehydrated. Wrinkles are starting to cut into the skin.
 - Mark all the products the customer needs for her type of skin and general health. You may also indicate products for hair, obesity, nails, stress (remember the answers that were given), men, and children.
 - You and your customer should consult to reach a decision together on her product purchases. Use the opportunity also to take a future order. If the customer cannot afford to buy all the products in one go, divide the order, with the customer's approval, into two deliveries.

The techniques of closing a sale

Closing the sale is only one of the many phases of selling, but one of the most difficult to master. Neither the excellent quality, nor your extensive knowledge of your product plays a role here. The only thing that counts at this stage is your sales technique. If you consider the five different steps for a Pamper Party, you will notice the first three

are concerned with influence, whereas the last two are concerned with persuasion.

To close the sale, you have to convince the customer that she wants to commit herself to purchasing products.

The amateur thinks the sale will close by itself but successful sales people know better. The tension between the customer and Consultant mounts as they get closer to closing the sale. This pressure may at times be so fierce that it unnerves the inexperienced sales person.

The first thing she then does is to retreat, hoping the customer will introduce the sale. And this is exactly where most new Consultants are disappointed. The customer can feel the tension, her own motive to buy starts wavering, and she retreats. A golden opportunity is lost.

Every person wants to be convinced his/her decision is the right one. If, at this crucial stage, the Consultant cannot provide the conviction to buy, the customer will doubt whether her decision is the correct one.

There are various ways of closing the sale:

- a. Ask the customer for the order; do not be afraid!
- b. Apply pressure.
- c. Negotiate with your customer.
- d. Take it as a given that the sale is already closed.
- e. Watch out for the next buying signal.
- f. Accept and digest the loss of a sale.

NB. The golden rule of selling:

(a) Ask the customer for the order:

- This is a simple way to close the sale; however, it is not subtle. It is straight forward; you do not beat about the bush.
- For the novice it is the ideal way to start; this will develop her self-confidence until she is at ease in the world of selling. It will save her time, and there are times when it will push hesitant customers into a quick decision.
- If you offer the customer a YES/NO choice, your chance of closing the sale is 50/50. However, it is almost impossible to get the customer to change her mind if she has decided not to buy. No-one wants to appear indecisive.
- Limit the use of the "Ask"-method to small sales. This method saves time, so that you do not waste a lot of time on small sales. It is also easier for the customer to answer "YES" if the purchase amount is not very high.
- The "Ask"-method may be utilised effectively for small sales after the big sales have been concluded. Examples of these are herb teas

and make-up. Do not relax after the sale has been concluded; build on your success.

(b) Apply pressure to the customer:

- Use this method if you want to learn more about the customer. In this way you force the customer to either buy or give reasons why not to buy, giving you the opportunity to solve her problems.
- The customer may be approached in the following way:
 - **A negative time limit:** The customer is given only a limited time to react. If she postpones her decision, the offer may expire. Our special offers and combination specials are good examples of this. If the customer does not purchase before a given expiry date, the product will revert to its original price. A time limit like this provides a sense of urgency to the transaction. Some offers only last as long as stocks are available.
 - **The positive time limit:** We make the customer an offer and ask her to react as soon as possible. Examples are: An unusual sale lasting only one day; offers at shows, such as "One free sun screen with the purchase of an Annique umbrella at the exhibition today", etc.
 - **Listing the advantages and disadvantages:** You face the customer, and the two of you list the positive and negative aspects of buying the product.
 - The objective way in which you approach the sale will lead the customer to a decision. She will have to admit that the positive aspects exceed the negative aspects - after which she will feel obliged to buy. If not, she will have to voice her objections; maybe her budget does not allow for skin care products. Research has shown that Annique skin care products are up to 35% less expensive than similar products of most cosmetic houses. Solve her problems one after the other in this way, and closing the sale will be a mere formality.
 - It is not always possible or even necessary to compile a list. You can discuss the sale with the customer, which will create trust in your motives. You have to show her you care – and indeed, you have to care – because she is important in every aspect. In truth, your customers are the most important people in your company.

(c) Negotiate with your customer:

If you prefer a more subtle way of closing the sale, this method is ideal.

This is how it works: No pressure is applied.

What then? The key idea is to NEGOTIATE with the customer. Ask the customer what she expects from you. Something like: "What can I offer you?" or "Which products do you need at the moment?" Your next actions will be governed by her answers.

- If she wants good service, then this is what you should give her. If she needs a solution to a skin problem, then you should offer advice.
- Throughout the negotiation, try to identify the customer's main objection. Do not try to solve the problem the moment it has been identified.
- Attempt to solve smaller problems first, while coaxing the customer to explain and expound her main problem.
- Once you are certain you have grasped the problem in its entirety, verify your facts by repeating everything – confirm this is the customer's actual objection. Only now may you offer your final answer.
- The solution of the problem - for every problem has a solution - will satisfy the customer, which will help her to take the decision to buy the products.

(d) Assume the sale has been finalised:

- This is a very subtle method of winning the customer over. The ideal is to take the road of least resistance. Simply accept the sale has already been finalised.
- If the customer is not satisfied with this, the onus is on her to raise an objection. It should not be difficult for you to solve the problem.
- Ask the customer a question that cannot be answered by a simple YES/NO as in the "Ask" conclusion.
- The customer is forced to make a certain choice - and this excludes Yes/No. Example: "What form of payment do you prefer: cash, cheque or credit card?" She will have to answer this question, and your sale is closed.
- Complete the form, and ask her to verify that everything is correct. Turn the paper in her direction, so she can satisfy herself as to the accuracy of the facts. Decide on the method of payment and the date of delivery: "Would next Thursday morning suit you, or would you rather I deliver it on Wednesday afternoon?" Always offer a choice. We prefer this method, since the customer is not pressurised. However, this is not an easy method for a novice to master. A Consultant should only try it once her knowledge of human nature, as well as her knowledge of the products, are such that she can be at ease in the field.
- Do not stagnate. The best way is to try every method. You make things a lot more interesting if you consider each method as a challenge.
- Since people are inherently different, you have to approach every sale in a different way. Some

people want to turn tail and run when they are pressurised into buying, whereas other people will not buy unless they are pressurised.

- Not everyone likes to be told what to do with his/her body, but there are those who expect you as Consultant to help them care for their skin and body. Experience and exercise will teach you to recognise the different types of people and to read your customers, which will facilitate your task.
- Never be disappointed or downhearted when your closing has not given you a desired outcome. You always learn something from the discussion with your customer, so ultimately you still succeed. Therefore, closing a sale has a twofold purpose:
 1. Closing the sale;
 2. Listening and solving objections and problems.

If you have achieved only one of the above, you have succeeded in your goal with the closing of the deal. Master all the methods, not just one.

(e) Look for the following signals:

For the experienced salesperson, buying signals are everywhere. She knows most buyers indicate their intention to buy long before they have reached a conclusion. She is able to read their body language - those actions and movements which speak a great deal louder than words. Without voicing her intentions, the customer will indicate long in advance that she is ready to place an order. Be on the lookout for this. Your success with all your other efficient actions depends on this. The following are a few hints for what you should be watching for. The moment the signals appear, you have to act:

- You have been talking for hours (well, that is what it feels like!). Suddenly the customer's face lights up and it appears as if she is listening more attentively. She ceases fidgeting with her handbag, and she is making eye contact.
- It appears as if the customer is coming closer to you. Maybe simply by leaning towards you, she is reducing the distance between the two of you. Maybe she is also starting to clear the desk/counter between you and herself, it almost appears as if she is trying to remove obstacles between the two of you.
- Roaming eyes have become more restful, and may even start sparkling! Indifference may disappear; a hesitant smile may even appear in the corners of her mouth.
- She alters her position in an unconscious imitation of yours. In body language, this alteration expresses a big compliment to you. It should be utilized immediately.
- Where she may initially have displayed signs of nervousness and strain, she will now gradually relax and become more serene. Time to close!

- Open hand palms are a sure sign the customer is ready to place her order. Hands are a certain giveaway – watch them closely! The moment they are not tightly intertwined any more, the moment to close your sale may have arrived.
- Moreover, especially with someone with whom you have established regular eye contact, it is easy to observe the subtle changes in facial expressions. It will be easy to see when you have countered her objections in full - that is, when she is ready to order.
- When the customer starts asking more questions and reaching for the products or brochure while asking, she is ready to order.
- When it appears as if the customer is blind and deaf to interruptions, such as the noise generated by the children, the dog, the cat, the telephone, etc, she is more than merely interested. You may close your sale.
- If her husband is present – hopefully without interfering - she will give him an approving look- a positive sign for a sale.
- The customer is reaching for her wallet! All these positive and encouraging sale signals would be to no avail if you do not CLOSE THE SALE and ASK FOR THE ORDER! And then - the Golden Moment: YOU HAVE CLOSED THE SALE! Outwardly you may appear calm, but inside you will be seething with excitement. Get a grip on yourself, and stay in control. Calmly proceed to conclude the "miracle" that has just happened: Complete the order form, show it to the customer and ask her to confirm the order is correct; calculate the purchase price on the pocket calculator and show her the amount.
- Ask the following:

"Will you be paying cash, by credit card or doing an Electronic Transfer?"

"Should I deliver the products next Wednesday at 14:00, or would Friday at 10:30 suit you better?"

(f) How to overcome a lost sale:

- No salesperson can close every sale, just as no athlete can win every race; no doctor can save every life; no candidate can win every campaign; and no child can pass every test.
- To lose a sale is a painful experience. However, to act as if the world has come to an end and to plod around in self reproach, is not the answer. One simply has to pick oneself up again, dust oneself off, and start from scratch! Try to establish the reason for the failure; dissect your actions and every word that was spoken, and ask yourself: Did I come across too strongly – talked myself in and out of the sale?

- Maybe the customer had valid reasons why she would not or could not order. What could those have been? Sometimes people simply don't feel well, sometimes they feel the pinch of the economy, and so on.
- Maybe the prices are too high (or too low!) for the taste of this particular customer?
- Do our products meet the particular requirements of the customer? If none of the above applies to the customer's reluctance to buy, you should investigate your presentation.
- Did I present the benefits of our products (lovelier, finer, smoother and younger skin) to the customer, or did I get stuck in the characteristics, namely appearance, packaging, presentation, etc.?
- Did I listen to what the customer was saying? Here we have to stress that it is fatal to take short-cuts in your presentation. Do not skip any part of the Pamper Party, or the customer may feel neglected. You may consider phoning the customer after a few days to try to establish why she preferred not to buy from you. This is not easy, but it is the kind of action that strengthens one. To shy away from this weakens one and causes you to retire into your shell.
- Did I neglect to watch out for the obvious buying signals? Do not be disappointed about this, because it takes experience to recognise these signals – and for that you need a lot of time and exposure. The more Pamper Parties you hold, the more proficient you will become in this very important aspect of the art of selling. It is normal to feel upset about losing a sale, but to keep fretting about it will not solve the problem. Not even the best of the best sales people have succeeded in achieving 100% success in closing sales. Even they admit they achieve at most a 75% success rate, while the average is a happy 50%! Let it become a (good) habit continually to practise your sales techniques. Try to sell the products to yourself. You may stumble upon exciting and surprisingly innovative ideas. But above all – remember: Never ever waste a lost sale – recover your loss by learning from it all you possibly can. Analyse it as suggested above, to try to ascertain what went wrong, so you may learn from your mistakes. And then, pick yourself up, dust yourself off, and start all over again.

More Pamper Party ideas

- Pamper Parties don't always have to be around skin care but can also be themed differently to bring fresh, original ideas to repeated parties and attract different customer sectors:
- Colour make-up is a fun way to pamper and learn about fashion and the ideal way to create a look that suits your customer.
- Hand-and-Foot treatment – a very relaxing way to discover Annique products.
- Gifting ranges can be showcased at a cocktail party or simply a fun morning.
- Lifestyle mornings where you analyse your customer's needs, discover new ways to eat healthily and recreate your body image and lifestyle – the Annique way.
- Add products to your Pamper Party that might make it interesting – spray Resque Mist for a calming and fresh atmosphere or apply ZeroAche+ to swollen hands and ankles for pain and swelling relief – this is a great instant seller.

Display other products like the Lifestyle Shake, Fine Fragrances, gifts and newly launched products. Allow your customers to try these products for additional sales.

Present the Business Opportunity

You should always include a presentation of the Annique Business Opportunity with your Pamper Party presentation. This is the best opportunity to grow your business network and duplicate yourself. You will be surprised at how many people want to start their own business, earn extra income or need a change from the rut they are in. Don't decide on behalf of someone else what their dreams and desires are – keep sharing the Business Opportunity and the potential it has for everyone. The main goal is to ensure you recruit only people who are interested in start their own business and become financially successful. Introduce the benefits of the unique Annique Business Opportunity:

- earn an extra income
- gain the freedom of extra time to spend with your family
- meet new people
- Benefit from receiving indirect or residual income
- become financially independent
- start a retirement savings plan
- start your own business
- enjoy personal growth and development
- feel the reward of helping other people regain their health, beauty and wellbeing

Share the positive influence the Annique Opportunity and Products have had on you and how it has changed your life. Invite everyone to see you after the party to learn more on how to become an independent Annique Business owner.

After the Pamper Party

- Organise the delivery and COD payment of the goods. It is important to follow the COD rule carefully in order for your business to stay liquid and to build up stock.
- Never give anything on credit! A healthy bank balance is the prerequisite for any successful company.
- Consolidate your sales on one order form. Place an order at the Annique Home Office Prepare the various parcels according to your customers' orders, when you received your order
- Phone your customers and deliver the parcels at the arranged dates and times.
- Check the contents of the parcel with your customer and explain the use and function/benefits of every product again. This extra time will ensure you build a good, lasting relationship with your customers and can lead to the next sale.
- Take the customer's next order if she did not buy all her products at once. Deliver the hostess' gift and order, and tell her how successful your sales were; answer questions and solve problems.
- Phone old customers on a regular basis to: ensure orders are repeated; inform them about the new special offers; and encourage advance planning of orders - it ensures better planning, less products in arrears, timely delivery, and less mistakes.
- Increase quality and reduce the length of the entire selling cycle and your productivity will skyrocket.

The 6 Unique Annique Differences

1. Never overstimulate your skin. Cleanse only once a day – in the evenings.
2. Don't stretch it! Press all products onto the skin – do not massage or rub.
3. Always restore balance. The Freshener is applied last to lock in all the goodness and nourishment of all other products.
4. Block those UV-rays. Sun screen forms part of your daily skin care routine.
5. Keep it beautiful. Colour foundation is part of your daily skin care routine.
6. Moisture is key. Apply moisturiser as needed – not just twice a day, but up to 4–8 times per day.

Use this form to keep record of all your client's information



Your Annique Consultant: _____ Date: _____

PLEASE COMPLETE FOR LUCKY DRAW

Name _____ Birthday _____

Postal address _____ Code _____

Email address _____

Cell and Landline _____

Which skin care range do you currently use _____

What is the current condition of your skin?

- Eczema
- Freckles
- Veins
- Pimples
- Blackheads
- Whiteheads
- Acne
- Scarring
- Pigmentation marks
- Dehydration
- Wrinkles
- Dryness
- Dead cells/Dull skin
- Oiliness
- T-zone problems
- Enlarged pores
- Sensitive

Do you experience any of the following?

- Insomnia
- Fatigue
- Stress or trauma
- Concentration problems
- Menopause, PMS, hormonal imbalance
- Constipation, spastic colon
- Asthma
- Indigestion
- Allergies
- Hayfever or sinus
- Flu and colds
- Feverblisters
- Bladder infection
- Blood pressure - high/low
- Aching muscles or joint stiffness
- Itchy skin
- Dermatological treatments

Daily supplements (vitamins/minerals) taken: _____

Medication: _____

Cravings: _____

May I contact you?

- Yes
- No

Tick boxes if you want to be contacted

In connection with:

- Skin care
- Health and Wellness (FREE analysis)
- Slimming
- Cellulite products
- Resque range for skin care emergencies
- Make-up
- Baby care
- Gifting range
- Men's skin care
- Eczema
- Acne/problem skin
- Body care

OptiClear (removes heavy metals/nitrates/toxins from your body)

Pamper 'Facial' Party (you and five friends at **my** or **your** house)

Business Opportunity (SIMPLE, FUN, EASY)

Use these cards at any function, exhibition, pamper party, etc, to obtain information of a potential new client.

Anique
HEALTH AND BEAUTY
Health & Beauty
Established 1991

Date: _____

PLEASE COMPLETE FOR LUCKY DRAW

Name _____	Birthday _____
Postal address _____	Code _____
Email address _____	
Cell and Landline _____	
Which skincare range do you currently use _____	

May I contact you?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

Tick boxes if you want to be contacted

<input type="checkbox"/> Gifting range launch	<input type="checkbox"/> Baby care
<input type="checkbox"/> Pamper 'Facial' Party (you and five friends at my or your house)	<input type="checkbox"/> Cellulite products
<input type="checkbox"/> Business Opportunity (SIMPLE, FUN, EASY)	<input type="checkbox"/> Vitamins and minerals
<input type="checkbox"/> Resque range	<input type="checkbox"/> Resque range
<input type="checkbox"/> Make-up workshops	<input type="checkbox"/> Make-up workshops

Anique
HEALTH AND BEAUTY
Health & Beauty
Established 1991

Date: _____

PLEASE COMPLETE FOR LUCKY DRAW

Name _____	Birthday _____
Postal address _____	Code _____
Email address _____	
Cell and Landline _____	
Which skincare range do you currently use _____	

In connection with:

<input type="checkbox"/> Skin care	<input type="checkbox"/> Slimming	<input type="checkbox"/> Cellulite products	<input type="checkbox"/> Vitamins and minerals	<input type="checkbox"/> Resque range	<input type="checkbox"/> Make-up workshops
<input type="checkbox"/> Baby care	<input type="checkbox"/> Cellulite products	<input type="checkbox"/> Vitamins and minerals	<input type="checkbox"/> Resque range	<input type="checkbox"/> Make-up workshops	
<input type="checkbox"/> Pamper 'Facial' Party (you and five friends at my or your house)	<input type="checkbox"/> Vitamins and minerals	<input type="checkbox"/> Resque range	<input type="checkbox"/> Make-up workshops		
<input type="checkbox"/> Business Opportunity (SIMPLE, FUN, EASY)					

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<input type="checkbox"/> Resque range	<input type="checkbox"/> Resque range
<input type="checkbox"/> Make-up workshops	<input type="checkbox"/> Make-up workshops

Use these gift vouchers for any function, exhibition, clients, etc
for a mini facial or Health Analysis at your home or business.



Gift Voucher

Free Skin or Healthy Analysis and Mini-Facial

(Skin care for women, men,
teenagers and babies available)

The facial (\pm 45 minutes) gives you the
opportunity to experience Annique products
and see how they will benefit your skin.

FACIAL DAYS

Monday to Saturday or as per appointment

Bring a friend and receive a FREE GIFT!

Valid until:

Contact details:



Gift Voucher

Free Skin or Healthy Analysis and Mini-Facial

(Skin care for women, men,
teenagers and babies available)

The facial (\pm 45 minutes) gives you the
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and see how they will benefit your skin.

FACIAL DAYS

Monday to Saturday or as per appointment

Bring a friend and receive a FREE GIFT!

Valid until:

Contact details:



90 Days SUCCESS PLAN

Target Audience:
Consultants

Purpose of Document:
This document is intended to assist
Consultants to successfully train a
new Consultant.

It enables you to walk step by step
with your new Consultant through
the next 90 days to ensure that
your Consultant is fully trained in
becoming an **Annique Super Star**.

There are three partners in your business:

1

THE COMPANY: *Annique* HEALTH AND BEAUTY

This is your partner that provides you with quality products at affordable prices and a proven business opportunity with zero risk.

- Very low investment capital is required of you to purchase a kit.
- The company provides you with all the training you need to succeed.

2

YOUR SPONSOR/PROMOTER

This is your partner who has introduced you to the business.

- Your Sponsor is required to help you understand the business.
- Your Sponsor is responsible for coaching you on how to service your customers, for recruiting and developing Leaders in your business.

3

YOU – THE Consultant

You are an independent business partner. You are not employed by the company.

- You run your own business.
- All decisions about the success of your business depend entirely on YOU.
- You are in control of your earnings.
- You are your own BOSS – the Managing Director (MD) of your business.



Key Drivers of Your Business

- 1 Recruit, build and grow your network
- 2 Build Sales Leaders
Develop Leaders to create indirect income
- 3 Share the earnings potential and Annique Profit.
Apply the 'One Meter Rule' with Anyone,
Anywhere, Anytime, Always, Annique
- 4 Receive intense training and train your team
(Train-the-Trainer)
- 5 Receive and provide breathtaking Rewards,
Recognition and Incentives (RRI)
- 6 Use and know your products intimately
- 7 Use the monthly promotions in the Beautè to open
doors to new sales and recruits



Welcome to our World

Your *Annique* Business Opportunity Meeting

- | | | |
|----------|---|---|
| 1 | My Annique Story | Why did you join the business? |
| 2 | The Annique Theron Story | How it all started |
| 3 | The Power of Network Marketing | Current economy, Job security, Size of Direct Selling Industry |
| 4 | The Annique Bounty Compensation Success Plan | How to earn money |
| 5 | Project 10x10 List | How to start building a network |
| 6 | Power in building a network | Build a wide Level One Consultant base, at least five at all times (tree with many roots) |
| 7 | The Annique products | Product range overview |
| 8 | CLOSE THE SALE! | Ask the attendees to purchase products or join the Annique business |

Week 1

First things first

- Why do you want to join Annique/start a business?
- Establish what he/she would like to earn.
- Share what sales he/she should make.
- Explain how he/she will benefit from recruiting new Consultants for his/her business.
- Register your new recruit and buy her first-time (joining) kit at less 50%
- Assist your new recruit with her/his first sale
- Complete Project 10x10 List
- Book first Pamper Party
- Equip with Beautè and quick selling product information
- Close your first sale (product + WOW Meeting)
- Complete your first order (less 50% + first sale)
- Plan your next step
(Key Drivers 1, 2, 3, 4, 5, 6, 7 covered)
(WOW Recipe 1, 2, 3, 4, 5, 6, 7, 8 covered)

Week 2

Launch your business

- First Pamper Party: Sponsor demonstrates products for new Consultants to watch and learn
(WOW Recipe 1, 2, 7, 8/Key Driver 2, 4, 6, 7)
- Beautè demonstrates quick selling products + business opportunity – One Meter Rule
- Consultant completes second order while Sponsor guides her

Recap

- Business Key Drivers
- WOW Recipe

Week 3

Create your own brand

- Basic Training
- Book second Pamper Party and invite five people from your Project 10x10 List for a 1-2-1 mini facial (WOW Recipe Point 5)
- Alternative suggestion: Contact five people from your Project 10x10 List, let them invite five prospects each and share the easy selling products and WOW Recipe with them (WOW Recipe Point 5)
- Discuss field work and how to make prospective calls
- Create your own brand (Key Driver 1)
- Be business smart

Week 4

Action plan

- Second Pamper Party – use Consultant's new kit and co-demonstrate products – ask for five referrals from guests (WOW Recipe 1, 2, 7, 8/Key Driver 2, 4, 6, 7)
- Alternative suggestion: Use kit and demonstrate four new products that you have not demonstrated before – ask for five referrals
- Third order: Consultant completes order on her own and Sponsor checks before order is sent to Home Office. Proceed with order, no matter the size of the order

Recap

- New Consultant completes action plan for next month

Week 5

Time to count

- 1 x 1-2-1 facial
- Show new Consultant her earnings for the previous month
- Discuss how his/her earnings compare to his/her goal

Recap

- Annique Bounty Compensation Success Plan (WOW Recipe 4/Key Driver 3)

Week 6

Time to fly

- Third Pamper Party – new Consultant demonstrates all products and Sponsor goes along for moral support (WOW Recipe 1, 2, 7, 8/Key Driver 2, 4, 6, 7)
- 1 x 1-2-1 facial
- Fourth order – Consultant completes and sends directly through to Home Office
- Recruit to attend weekly meetings run by Sponsor

Week 7

Leadership development

- Discuss long-term plans – Leadership and the responsibility of a Sponsor (Key Driver 2)
- How to double your income – recruit (WOW 6)

Recap

- Power in building a network (Tree with many roots) (WOW 6/Key Driver 2)

Week 8

Keep on setting goals

- Set goals and plan for the new month
- Book an opportunity meeting – Sponsor to present the WOW Meeting

Week 9

Follow up

- Sponsor follows up with the Consultant touching base to encourage the new Consultant to continue selling

Week 10

WOW

- New Consultant's WOW Meeting

Recap

- Leadership development (Key Driver 2)
- Train new Consultants (Key Driver 4)

Week 11

New Season

- Sponsor follows up with Consultant touching base to encourage the new Consultant to continue selling
- New Consultant transitions over to a Leader and starts the 90 Days Success Plan with her new Consultant (Key Drivers)

Week 12

Train-the-Trainer

- Sponsor to invest in leadership development of new Consultant
- See the business opportunity as a product

Monthly Activities

- Focus on the Four P's
 - **People**
 - **Product**
 - **Profit**
 - **Promoter** (Leadership)
- Power Hour (Team Meeting)
- Dashboard
- Overseas Incentive Target
- Leadership Matrix (Stars/High Potentials/Maintainers/Low Potentials)
- Motivate to qualify for any competition
(Key Drivers 1, 2, 3, 4, 5, 6, 7)
(WOW Recipe 1, 2, 3, 4, 5, 6, 7, 8)

Week 1

First things first

Registering your New Consultant and Completing Your First Order (Kit at 50% Discount + First Sale Less 25% Consultant Discount)

With the help of the Sponsor, the new Consultant completes the Registration Form and first order at less 50% discount.

Process for new registrations:

1. The new Consultant completes a Registration Form, completing **all** details. The Sponsor of the new Consultant must ensure that all fields are completed and that she/he as the Sponsor signs the Registration Form.
2. The Sponsor faxes or emails the Registration Form with a copy of her new Consultant's ID document to registrations@annique.com or faxes it to 086 584 7832. If no copy of his/her ID or an incomplete Registration Form is sent through to Home Office, the process of registration will be delayed by three to five days.
3. The Registration Form must be accompanied by a copy of the new recruit's ID and her first kit order. **REMEMBER:** The first order **must** be a kit order. The kit is purchased at 50% discount and only one of each product as printed on the Price List will be allowed. Excluded in the first kit order is any specials or business tools at less 50%.

The minimum kit order value is R1000; pay R500.

The maximum kit order value is R6000; pay R3000.

The new Consultant will receive her **FREE** Business Kit (orange folder with Success Guide) with her first kit order.

In addition to the maximum amount of R6000, you are entitled to buy one of each **DermaLIFT** galvanic machines **less 50%**

4. If your new Consultant's order is R1750 for her first time kit (R1750 per the Price List; pay R875) she will qualify for **FREE** delivery. If the order is less than R1750, she will be charged a delivery fee depending on her specific location.
5. Home Office will add the new Consultant's unique membership number to the order and give it to the Orders Department to execute.
6. The new Consultant will receive an SMS when her order has been picked and is ready to be dispatched.
7. Each order will be charged an Administration Fee which will be added to the order.

Find out why your new Consultant decided to join your Annique business as this will help you to find appropriate ways to motivate her/him.

Reasons why someone would join Annique:

- Financial reasons due to retrenchment, their salary is low, they have children's school expenses – motivate this person with sales competitions.
- To add value to their life – motivate this person with life-changing stories from the field and set recruiting targets.
- To be part of a social circle – motivate this person with Team Meetings, Home Office events and Pamper Parties.
- Health reasons – motivate this person to generate more sales and be able to afford her/his Forever Healthy products.

Remember, Annique is a well-established successful direct selling company – our focus and success is not in a salon, but rather with you having direct contact with your client – **Anywhere, Anyone, Anytime, Always, Annique.**

Assist your new recruit with her/his first sale

Closing your first sale as soon as possible, gives the new Consultant the confidence that they are capable of making their new business work.

Easy selling products:

- | | |
|-----------------------|----------------------------|
| • Resque Mist | • Shakes |
| • Resque Crème | • The Spa range |
| • ZeroAche+ | • Hair Nutrition+ |
| • Rooibos Herbal Teas | • The Business Opportunity |
| • Fine Fragrance | |

The Beautè is an amazing tool to start selling immediately. Encourage your new recruit to buy at least 10 Beautès to enable her to start selling to family and friends, straight away.

Complete your Project 10x10 List

Your Project 10x10 List will be the tool to assist you in kickstarting your business. It will give you guidance on where to find your new potential customers and future Consultants.

This list should contain the names of all the people you know throughout the whole of South Africa. The easiest people to approach would be your family, friends and colleagues. They are called your 'warm sphere of influence'. They are easy to talk to and will go out of their way to help you succeed.

Week 1

First things first

Do not exclude people simply because you doubt their interest or their financial situation. EVERYONE is a potential customer or Consultant. Each name is a potential source of customers or Consultants. If your list does not contain at least one hundred names, you are probably excluding people.

Ensure this list contains at least 100 names. Keep this list up to date by adding the names of every person you meet each day.

A good place to start is your **cellphone**, go through the names and write them down – don't forget the dentist and doctor's receptionists.

Another good platform to use to remind yourself of people in your network is **Facebook**. Go through your 'Friends List' on Facebook and write down their names.



- From your **Project 10x10 List** tick names of people who:
 1. Would enjoy a facial
 2. Could be a hostess for a Pamper Party, Foot Spa Party, Lifestyle Slimming Club
 3. Could be an Annique Consultant
 4. Ask everyone for five referrals
- Put your Annique sticker on your car
- Wear your Annique badge, anytime, anywhere, always

Book your First Pamper Party

Now that your new recruit's **Project 10x10 LIST** is being completed, use the list to start contacting your 'warm sphere of influence' and ask them to host a Pamper Party for you. Book your first Pamper Party for the following week.

Use your Project 10x10 List and try to book four Pamper Parties + eight facials at an early stage to ensure your success



- Use your Project 10x10 List to arrange appointments with four friends and demonstrate the easy selling products Annique offers
- Always ask for five referrals

Planning

Start with people you know who do not live too far from you, people on the street where you live. Group them together and decide how many people you want to visit or phone daily.

Example: If you want to visit four a day:

Always carry **10 Beautès, 10 Business Opportunity Pamphlets and 10 Business Cards with you.**

Carry one of each for yourself and always leave one behind every time.

Also leave a **Registration Form** with your details filled in. Always carry an **Annique Product Catalogue** with you to show new potentials the entire Annique range as this is your showcase.

Top Tips



Remember:
Your Beautè and Replique always tell a better story because they paint a colourful picture of the ranges.

Make sure your NAME and CONTACT details are CLEARLY written or print your own sticker, on the Beautè, Business Opportunity Pamphlets, Business Cards and Product Catalogues

Top Tips



on Team Meetings

- Make sure you attend all activities and Team Meetings with your Sponsor to learn about new product tips and hear new testimonials.
- Teach your team how to host a successful meeting in an hour, called POWER HOUR.

Power Hour Recipe

Charge a minimum amount, such as R20 which they pay beforehand to ensure their commitment to the meeting.

Use the R20 to buy tea and snacks, or cheese and wine, or give it back in Lucky Draws.

5 min	Welcome
15 min	Rewards, Recognition and Incentives (RRI)
10 min	Testimonial – Pamper Party/Easy Selling Products/ Network Development
15 min	Business Training – Close the deal on Beautè/Recruiting/New Opportunities
15 min	Product Training – Features in Replique
5 min	Close

Week 2

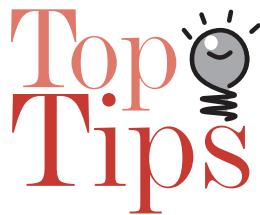
Launch your business

Get the word out – Create your own brand

Before you sell any product or get others to join your business, people need to have confidence in who you are and what you do.

People need to know the following before they will buy from you or join your business:

- Who you are
- What you do – selling Annique products and building an independent business
- Where to find you
- That you are successful/knowledgeable
- Where you were before
- What happened to change/improve your situation
- Where you are now
- Where you are going



for getting the word out:

- Tell everyone you know that you have started your own Annique business (Project 10x10 List)
- Distribute Beautè wherever you can: Don't just hand them out for FREE. Arrange with your customer that you will be back to collect the Beautè and her order in five days
- Hand out business cards
- Email sections of the Beautè and Replique to your Project 10x10 List – main offer of the month/product page that you know he/she is using
- Wear your Annique Badge everywhere you go
- Call and follow up by emailing more information about your business to everyone you know, telling them that you have started your own Annique business
- Use SMS, Twitter and Facebook updates to spread the word

Tips for launching your business

Use the following tips to launch and build your business:

- Dress for success
- Be confident and energetic
- Show enthusiasm for your business and products
- Get hostesses for Pamper Parties – start with friends and family
Refer to the **Success Guide** about compiling your Project 10x10 List
- Give incentives to customers that buy more than a certain value of products
- Promote Hostess Gifts so that you can arrange more Pamper Parties, Foot Spa Parties, Make-up Workshops and Health Workshops
- Follow up on potential customers who are interested
- Offer **everyone** the business opportunity

Top Tip

Do the 'Easy' Sales

Get comfortable with the brand by selling the 'easy' products.

- Rooibos Herbal Teas
- Resque Crème
- Resque Mist
- ZeroAche+
- Fine Fragrance
- The Spa range
- Shake
- Hair Nutrition+

First Pamper Party

At your new recruit's first Pamper Party, you (the Sponsor) must demonstrate the products while your new recruit 'watches and learns'.

Arrive one hour in advance. Set up your display. Relax! Have an ice breaker e.g: a lucky draw or talk about something interesting that happened on the way to the Pamper Party.

1. Make your introductory comments, words of welcome, express your gratitude towards the Hostess, explain the background of the company and tell your Annique story.
2. Share the Annique Business Plan, the opportunity and benefits of membership, the product benefits and the Business Plan. Mention your own Annique success and what it means to you and your family. Refer to your Annique Success Guide for more information.
3. Keep an ear open for opportunities to introduce Annique, eg: discussions on giving notice to a company, retrenchments, tuition fees, accounts that have to be paid, products that have become too expensive, a new motor car/house etc. Recognise clues to potential Consultants as these are reasons to join the business.

Week 2

Launch your business

4. Observe your guests closely. Concentrate on the people who get excited during the Pamper Party or WOW Meeting and enter into the spirit of the experience. When speaking directly to her after the Pamper Party, mention she will make the perfect Annique Consultant. Make a separate appointment with her to discuss the Business Plan and the Business Opportunity.
5. Showcase selected Annique products during the Pamper Party as illustrated in the practical training session and basic training.
6. **Time to Purchase:** Demonstrate the products, talk about the inherent benefits of the products, compare products where possible, mention the guarantee, delivery dates and appointments for future Pamper Parties. Refer to the Success Guide training.
7. **Time to Order:** Discuss every guest's order on an individual basis. If someone apologises for buying only a limited amount, seize the opportunity to introduce her as Consultant. Explain to her the savings on the products, which is 25%+ immediately.
8. Present the Hostess with her gift and calculate the discount she has earned on her purchases. Tell attendees they may also qualify if they host a Pamper Party.
9. Do not exclude your Hostess as potential Annique Consultant. She is probably the most enthusiastic person present.
10. Obtain five referrals from everyone present and offer them an incentive to do so.
11. Confirm future appointments. Always leave with at least two future appointments for Pamper Parties, Foot Spa Parties or a WOW Meeting.
12. Conclude with a word of thanks and pack everything away neatly.

Complete Your Second Order

The new Consultant completes her second order while you (the Sponsor) trains and assists her.

Managing Your Fears

1. Fear: **No Potential Clients or Recruits**

Solution: Project 10x10 List

2. Fear: **No Interest**

Solution: Promote the benefits of using Annique products or hosting a Pamper Party/ Foot Spa Party/ WOW Meeting/Make-up Workshops.

Week 2

Launch your business

Benefits of using Annique Products	Benefits of hosting a Pamper Party/Foot Spa Party
<ul style="list-style-type: none">• Visible improvement in resolving skin problems• Maintaining beautiful skin• Improved health• Relief from common ailments• Allergy support• Healthy and easy to use• Improved self esteem from improved looks and health• More energy	<ul style="list-style-type: none">• It is FUN!• Personal attention and service• Meeting new people• Receiving a Hostess Gift• Easy, non-intimidating environment to try skin care, make-up and other products.• Could be the start of your own Annique business• The opportunity to be pampered

3. Fear: **What Will People Think?**

Solution: Don't worry what other people think – you have a unique gift to offer. Beauty, health, self-esteem, additional earnings, indirect income and financial independence. Live your life and enjoy what you do, don't worry about what others think. Follow your own dreams and goals.

4. Fear: **I Don't Have Enough Time**

Solution: Manage your business according to the time you have available. Plan carefully to get the optimum benefits on time spent on your business. The more time you invest, the more benefits you will receive. You can do it all – career, children, home and managing your business. Thousands of others are already doing it.

*The main thing is to ensure that the main thing is always the main thing.
Don't just do things – be productive.*

5. Fear: **I Can't Answer the Questions**

Solution: Annique offers the opportunity for you to get answers from your Sponsor and the company. Refer to the Success Guide for training and work with your Sponsor to practically experience and develop your business. Once you start talking to people about the easy selling products and having Pamper Parties, you will receive the information and have the experience you need to answer questions and solve people's problems. Once you start working with your Project 10x10 List, 'practice' running your business to give you confidence and experience to answer questions.

6. Fear: **I Don't Have the Ability/Talent/Skills**

Solution: Your Annique business will allow you to learn. It is a journey. Your Sponsor will help you every step of the way in setting up your business and dealing with questions. You are not alone, you are in business for yourself but not by yourself. Your Sponsor is there to give you support, guidance, training and motivation.

Week 3

Create your own brand

Basic Training

During your new Consultant's first week, equip them with information on the easy selling products to ensure immediate sales and boost the confidence of your new recruit.

- You have already trained your new Consultant on how to fill in the perfect order.
- You have already trained your Consultant on Pamper Parties
- You have already trained your Consultant on building the network
- You have already illustrated to your new Consultant how to generate a profitable second income

You can now start training your new Consultant on the following:

- Skin care
- Slimming – Forever Slim + Body Xpert
- Make-up – Make-up Workshops

Each training session should consist of specific product training plus easy selling products, administration, network development/Annique Bounty Compensation Success Plan.

◆ *Training Power Point available from Home Office or your promoter*

Selling Benefits

Meeting Customer Needs

All people have skin, health and body care needs that Annique products can meet and exceed. The key is to find out what your customer needs, wants and desires are and then sell them the product that meets their needs.

How do I know my
customer needs?

The answer is simple...
ASK

Asking questions is your most powerful tool for determining customer needs.

Talk to your customers, get to know them a little bit better and build rapport.

Use the following open-ended questions to determine your customer needs:

- What bothers/challenges you the most about your skin/health?
- What is important to you in a skin/body care routine?
- Do you enjoy wearing make-up?
- Are you experiencing any skin problems? What kind?
- Do you have any allergies?
- Would you like to know more about Annique products? What are you interested in?

Sit back and listen carefully. Remember to make notes of the needs in order to make the correct recommendations later on.

Tip

Don't try to sell the product you think your customer needs. She might not be interested.

Listen to her attentively and then sell the product that meets her needs.

Top Tips

Key areas to focus on in a conversation is to ensure that you meet your customers' needs

- Health issues
- Weightloss issues
- Where regular purchases are made
- Budget
- Extra earnings
- Flexible time
- Financial independence

Remember to ask: "Do you know anyone who will be interested in Annique products or in earning additional income with the business opportunity?"

Selling Benefits

Now that you know your customer needs, you can position the product you want to sell against that need. If your customer said her biggest need is youth restoration, recommend skin care basics as well as Revitalising Cream. You can say: "The basic skin care products will be a good start for your new Annique skin care routine – taking care of the basic needs of your skin. Adding the Revitalising Cream will help to rejuvenate and freshen up the skin restoring your youth which is an important benefit for you."

Week 3

Create your own brand

Methods and Tools to generate sales

The Five Opportunities:

1st
2nd
3rd
4th
5th

Sell to everyone
Recruit everyone
Do facials one-on-one
Do Pamper Parties/Foot Spa Parties/Make-up Workshops
Do WOW Meetings

Each decision/opportunity has a place, but you must perform them all.

Pamper Parties/Foot Spa Parties

Pamper Parties/Foot Spa Parties are the lifeline of your Annique business. You as the Consultant should get Hostesses to host Pamper Parties/Foot Spa Parties on your behalf, usually at their homes. Your hostess can invite four to 10 of her friends, family and work colleagues to the party. The best set-up of a Pamper Party is to sit around the dining room table, where everyone has the opportunity to complete an Annique facial on themselves. Demonstrate the steps on your Hostess i.e: complete the facial treatment on her and explain the products while everyone else completes their own facial.

The Goal of the Pamper Party/Foot Spa Party is:

- Sales
- Recruiting excited customers
- Getting appointments for more Pamper Parties/Foot Spa Parties/Make-up Workshops
- Recruiting new Consultants
- Getting referrals

Week 3

Create your own brand

Pamper Parties/Foot Spa Parties give your potential customers the opportunity to experience Annique products in a relaxed and caring environment. Customers can feel the products and see the results, making the selling process so much easier.

- ◆ Consult your Success Guide for all information required regarding Annique Pamper Parties.
- ◆ Consult your Success Guide and learn how to recruit, build your team and dream.

One-on-One

Starting with one-on-one facials is a good way to start your business. These facials provide the benefit of personal attention and will help you gain confidence to manage Pamper Parties. With Pamper Parties you get the opportunity to reach more customers and increase your sales at the same time.

Beautè

The Annique Monthly Beautè is the perfect marketing and sales tool for getting new customers and servicing existing customers.

- **New Customers** get a chance to explore all the Annique ranges and see what Annique products are about. The Beautè gives you as an Annique Consultant a foot in the door to show new customers the entire Annique product range.
- **Existing Customers** have the benefit of buying products on special offer and new products when they are launched in the Beautè. This allows you to contact your customer, presenting the opportunity for more sales. Please take note that the Beautè offers are simply a means to an end as they give you the opportunity to explain all the Annique products to your customers. However, be careful of only promoting products that are on special offer to your customers as this will result in them only buying when their specific products are discounted, which may not be that often. The ideal is to get your customers to buy the essential products from you on a regular basis. Special offers are a bonus.
- ◆ Keep client records up to date. This will assist with productive sales each month.

Week 3

Create your own brand

Sales Tips



- Tell the Annique story – how you started
- Be yourself
- Write a personal note on your Beautè
- Make a note in your Diary of when you will call OR collect the Beautè
- Solve problems or objections by asking questions like why?
- Arrange meetings with potential new clients/Consultants

Overcoming objections

Objection = need for more information

Overcome objections by asking WHY

Solutions for overcoming objections

Objection	Solution
I don't have enough money	"You don't need a lot of money. I can help you budget for your order over a few months." "Why don't you host a Pamper Party with some of your friends, I will then give you 10% of my earnings from the party that you can use for your order." "Would you like to make money by starting your own Annique business?"
I don't use make-up or I don't use skin care	"You don't need to use a lot of make-up/skin care to look good, I can show you how you can improve your appearance and still have a natural look." "By using a basic skin care range you can look years younger."
I am happy with the current skin care products I am using	Share the Annique unique facts and benefits of Rooibos. "Is there a need that your current skin care range is not meeting at the moment?" "Annique has fabulous make-up/body care/health care/fragrance products that you will enjoy using." "Are you aware of our fantastic Herbal Teas and Resque Range?"

Book Your Second Pamper Party + Two One-on-One Facials

Take a look at your Project 10x10 List and book your second Pamper Party inviting five prospects from your list for a one-on-one facial.

- ◆ Alternatively contact five people from your Project 10x10 List and set up a meeting to share new products and the business opportunity with them.

Be Business Smart

Set up a client card system for all your clients you have met so far.



Always remember
your customer's birthday, anniversary and kids' birthdays. This will make your customer feel extremely blessed and help in building a stronger relationship.

Open a separate bank account to bank your Annique money, this will help you to see what you earn (25% discount + additional discount on your group) from your Annique business month to month. This also eliminates the desire to use the Annique money for bread and milk or other daily expenses.

To gain confidence, do a facial on your mother, sister or best friend. It's a treat for them and Practice makes Perfect!

10 STEPS TO SUCCESS	1	Study your Success Guide to equip you with the necessary tools. Apply the tips to your business/ customers immediately.	6	Aim to recruit at least one person per week. Book Pamper Parties/One-on-One facials/Foot Spa Parties each week. Create and meet expectations.
	2	Study the Product Catalogue and apply – sell the product.	7	'Hold their hand' through the first 90 days – 90 Days Success Plan.
	3	Study and apply the Key Drivers of the business.	8	Sell products to the value of at least R500 per month and start earning an income immediately.
	4	Draw up your Project 10x10 List and ask for referrals, referrals, referrals!	9	Use the products yourself and become a product evangelist.
	5	Together with your Sponsor, host one WOW Meeting a month.	10	Attend Sponsor Training and Team Meetings.

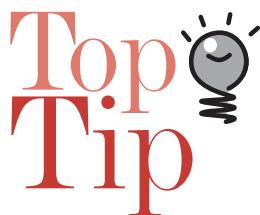
Week 4

Action Plan

Week	Goal	Actual
Number of Pamper Parties		
Number of New Customers		
Average Customer Spend		
Total Sales		
Number of New Recruits		
Income		

Set your goal for the first month
e.g. R5000 sales

To achieve this goal, book four Pamper Parties/Foot Spa Parties + eight facials. For additional sales, show your Beautè to family, friends and all customers.



REMEMBER:

Sales is not only about planning...
It's about **PLANNING AND DOING!!**

Motivation and Tips on Goal Setting

You need a plan to build a house. To build a life, it is even more important to have a plan or a goal. **Zig Ziglar**

- We set goals to give us a clear direction to achieve our desired outcomes.
- Your goals are a **representation of your inner desires** – desires which motivate you in life.
- **Your goals measure accountability to yourself, not anyone else.**
- Goals help you **achieve your highest potential**.

Week 4

Action Plan

Second Pamper Party + Facials

For your new Consultant's second Pamper Party, the new Consultant's product kit will be used and both the new Consultant and Sponsor will demonstrate the products together. The Sponsor will demonstrate half of the products being showcased and the new Consultant will demonstrate the other half of the products showcased.

- ◆ **Facials** – new recruit will go ahead and do facials for her customers.

Complete Your Third Order

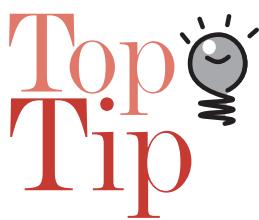
The new Consultant can complete her third order by herself and give it to you (her Sponsor) who will check it before sending it through to Home Office.

Remember: *The size of the order is not solely dependent on the R1750 special for free delivery. Teach your Consultants that he/she can place any order size between R500 and R1750. The delivery cost would be for her own account, but her/his service to her clients would be spectacular, and his/her earnings would still be substantial.*

Compile your ACTION PLAN for the following month (Goal Setting)

Copy the following grid into your Diary (or put it on your fridge) and use it to write your goals. Review it constantly.

By the 25th of each month, you should have completed your next month's proposed action plan.



How to manage your Action Plan

Break up your monthly action plan into weeks, it is always easier to chew smaller bites!

Week 4

Action Plan

Tips

- Review these goals frequently and make it part of your daily life.
- Write goals in your Diary every week and keep referring back to them after you close a sale or recruit a new Consultant.



If a client is unable to purchase all her products immediately, always offer her the opportunity to budget buy.

- ◆ Order over three months
- ◆ Lay Byes
- ◆ Deposits
- ◆ Meetings
- ◆ Host a Pamper/Foot Spa Party

- ◆ **Measure your milestones**
- ◆ **Discuss the Consultant's Dashboard**

In month two it is time to focus on how your new Consultant will grow her business:

How Do you Grow In The Business?

Firstly you must understand the structure of the Annique Bounty Compensation Success Plan.

To have a stable, profitable network you must first have **WIDTH** and then **DEPTH** in your business.

WIDTH:

Anybody you personally sign up is your **Level 1 Consultant**. In other words, if you sign up 10 people then you have 10 people on your first level.

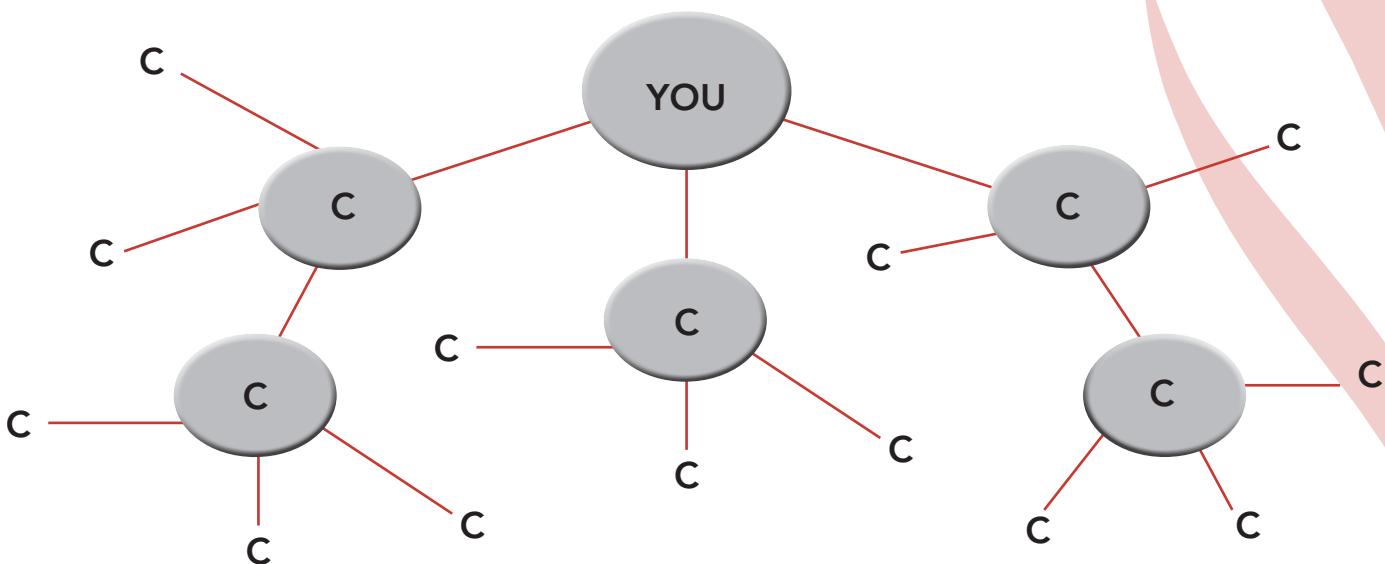
BUT each of the 10 people is a leg in your network ie:

On your first level you have 10 legs.

What does this mean?

It means that each leg can grow into hundreds of people by duplication and you could earn lots of money from many legs.

If all 10 legs multiply into thousands of people, you will be earning much more.



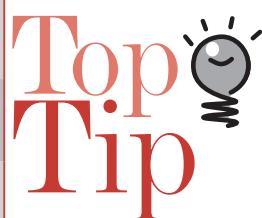
Month 3

Week 9 to
Week 12

Leadership Success - Build your Network

Focus on Key Drivers of the business

- 1 Recruit/Share the Business Opportunity
- 2 Leadership Development
- 3 Annique Bounty Compensation Success Plan
- 4 Training – Train-the-Trainer
- 5 Recognition/Rewards/Incentive
- 6 Know and Sell your Product
- 7 Sell Campaigns



Sell the Business Opportunity

See the Business Opportunity as a product on your Price List and sell it like you would sell other products eg: the Forever Healthy Range or the Forever Young Range. Train your Consultants to present the business opportunity to everyone each time they sell a product.

Enhance your Training

Regularly discuss the subjects below in your Team Meetings/Team Training:

- Management
- Leadership
- Recruiting Techniques
- Money Management
- Business Planning & Strategy
- Time Management
- Meeting Management
- Rewards, Recognition and Incentives

Become Technically Savvy

- Use email
- Use the internet
- Online ordering/management
- Online communication with your team
- Leverage your webpage
- Use SMS
- Facebook
- Twitter

Remember:

We are the Annique Health and Beauty company based on Rooibos technology that provides each and every person, crossing our path, with a LIFE-CHANGING OPPORTUNITY!

Training: Your Key to Success

How long does it take accountants, doctors or attorneys to complete their studies before they may start practicing?

It takes at least seven years of intense study, practical training and in-service training before they may embark on their actual careers. That is the norm with the top careers of today.

How can one expect to achieve success in a chosen career without the necessary effort and training?

Take responsibility for yourself and for everyone you introduce into your business. If you need help, approach your Sponsor, or keep asking Home Office personnel until you get an answer.

Attend all local training sessions. Use the available Annique books and training material, and read every little bit a hundred times over, until you can converse with confidence on any aspect relating to the Annique Business and Annique Products. You cannot expect the people you introduce into the business to be interested in training if you do not regard it as a priority yourself. As a rule of thumb, you should work closely for at least two weeks with anyone you have introduced. Within two days of a person registering, you have to contact him/her telephonically or visit them in person (if the distance warrants it), to answer any questions that may have arisen.

Get them going, and keep regular contact afterwards to ensure your Consultants pass through all the steps required for success. Initially a new Consultant needs a lot of attention, but as they grow, they become independent, and gradually the amount of time and attention they need will diminish. An informed, competent, confident Consultant is very valuable. Become the Sponsor you yourself would like to have, and be the person you would like to introduce.

How do I get proper training in order to be successful in Annique?

The following tools provides enough information and training to give you a head-start in your new business:

- o The Success Guide
- o The Annique Product Training Manual
- o Annique Product Catalogue
- o Lifestyle/Slimming Booklet
- o Annique Website
- o Annique Replique

- o Annique Beautè
- o All pamphlets
- o Follow Annique on Facebook and Twitter for the latest news.

Your Sponsor will set up regular training sessions. Regular attendance of these training sessions are essential for product knowledge, motivation, confidence and support – all of which are important to succeed in your Business. To be involved in a Business is not the same as being an employee in a company. You are on your own – and that can be scary. Attend the group meetings regularly to reinforce for yourself that you do not stand alone. People rely on each other for the success of their businesses.

Duplication

Duplication is the key to success in Multilevel Marketing – MLM.

Start by studying all the techniques in this Guide. Study and practice every one of these techniques and every sentence until it has become a part of you. Build your company on this basis. Then go out and duplicate yourself.

This is an “I see, I do” type of company. You cannot expect your inner circle to undergo training if you do not undergo training yourself. You cannot expect them to hold meetings if you do not hold them yourself. You cannot expect them to sell products and service customers if you do not set the example.



The Annique Consultant

What does it take to become a successful Annique Consultant?

- The prospective Consultant should buy the Annique demonstration kit;
- Know every product and its functions;
- Study the price list thoroughly;
- Know when and how to get stock;
- Know how to complete a price list for a customer;
- Understand and be able to, in a simple way, share the Annique Bounty Compensation Success Plan;
- Know how to place an order at Home Office
- Keep a record of the name, address, telephone number of - and products purchased by - every customer;
- Study the Annique Success Guide regularly to increase and maintain background knowledge;
- Keep an account of sales and open a bank account;
- Complete a customer card for every customer; these cards should be updated regularly and the information should be used for regular follow-up. Cards may be kept in a Cardex System or on your PC or laptop.
- Know how much stock to keep, to satisfy your customer's immediate needs;
- Learn from the first interview how to complete and consolidate an order form to ensure timely execution of orders;
- Realise the importance of personal contact with customers and other Annique Consultants;
- Know how to simply share the business opportunity and the principle of indirect income;
- At a later stage, be educated on goal setting with regard to the number of calls per day and sales per week, and the recruitment of new customers through existing customers;
- Set a goal regarding motivational gifts and awards given by Annique; and commit to a certain goal: Why does she want to sell Annique? How should she go about achieving her goal? When does she want to achieve her goal? What rewards are available to her when she achieves her goals?
- The Annique Consultant demonstration kit should always be complete and ready for use at a moment's notice.

- Feel compelled to act; some Consultants sell Annique to earn money in order to buy something tangible that will symbolise success.

Who is the ideal Consultant?

- She knows her products and wants to achieve financial independence by starting her own Business in view of the success others have achieved in this manner.
- She is excited about the opportunities presented to her by Annique.
- She uses Annique skin care products and is pleased with the results and she wishes to share this with others.
- She has seen how somebody else's skin has improved with Annique and has contacted Annique to become an Annique Consultant
- She is somebody with initiative and drive who can meet a challenge.
- She is an adult, in good health and well groomed.
- She wants to achieve success in her spare time.
- She has a car and a telephone.
- Her husband - her best ally – approves of her decision to become an Annique Consultant.
- She loves people.
- She can convey information clearly.
- She loves a challenge.
- She manages her home and business equally well.
- She is positive and thinks like a winner.
- She has goals and a plan of action on how to achieve them.
- She is self-motivated and excited about the potential she sees in Annique.
- She believes in herself, in her products, and will make a success in selling.
- She is optimistic, even in the face of adversity - she regards a problem as a challenge.

Goal-setting

Success does not materialise from thin air. What you visualise, should be realised, otherwise it is no more than a flight of the imagination. Even Einstein dreamt about his Theory of Relativity before he formulated it. He worked at his dream! Dreams do come true! Do not hesitate to first visualise what you want to achieve. One does not enter a game without wanting to win - only born

losers do that. You should want to win; otherwise you will remain only another actor on the stage of life, unrewarded by respect, applause or acknowledgment. The desire to win, contribute and help other people to succeed, should be the driving reason why you decided on your particular career.

What is wonderful about MLM is that you can change and improve the lives of others whilst you do so. To succeed in securing a sale is not the ultimate art of the sales person. Money itself is not the objective. Success is: to succeed, to have money, to be able to convert it into tangible objects, and the success of others.

Money, then, becomes the measure of your success. If you're not motivated by the desire to win, the challenge will disappear and so will inspiration, energy, aspiration, happiness and passion. Without a desire to win, one stagnates; there is no progress, development, or challenge.

The desire to win generates energy; it results in careful planning, development, inner growth and strength. The desire to win is what makes your dreams come true. Based on her personal experience and the wisdom of a few mentors, Dr Annique Theron set the following ten GOLDEN TIPS FOR GOAL-SETTING and the achievement of goals. Dr Annique Theron's own life is guided by these ten tips.

- Visualise what you want to have or achieve; dreams do come true!
- Plan with pen and paper, in writing; this is like making a promise to yourself.
- Do not delay – do it now!
- Get up with positive thoughts - it will carry you through the day.
- Dreams are only realised through action! You're in an action business.
- Plans are fine, but its implementation is crucial, otherwise your plans are stillborn.
- Learn to recognise opportunities, if you don't, you will lose them forever.
- Persevere! A winner NEVER gives up.
- Act like a winner! There is nothing apologetic about success.
- Your self-image is of the utmost importance. Like yourself, respect yourself, treat yourself with kindness. You should see these goals as within your reach through Annique sales and network development, and you should save your money to achieve them. It is a wonderful, enriching experience for Annique when a Consultant has grown to become a success in her own right, someone who has attained esteem in society for herself and her family; someone to be proud of. By the same token Annique is proud of the success so many others

have achieved through the guidance and encouragement of the Annique team. We want more people to have this enriching experience.

Motivated, trained and a sense of self-worth

- Surely one of the best motivations is the commitment you will show by joining as a Consultant and purchasing your starter kit. No Consultant will buy these products without sooner or later picking up the opportunity and swinging into action...
- ... but she has to be thoroughly trained first, because being trained and confident is the best motivation. A Consultant derives self-confidence from her training. She also gains self-respect because she can achieve something with her newly gained knowledge, and therefore, she will be keen to implement this knowledge.
- She is looking forward to the fun and challenge her newly acquired knowledge offers, even though she knows it will involve not only fun but also hard work.
- She should know if it were an easy task, the country would be overflowing with Annique Consultants. She should be aware of her exclusive assignment, namely the selling of Annique products and the recruitment and building of her Annique network business. This should influence her positively and swing her into action and get her onto the road to success.
- Her goals should also serve to motivate her. As long as she keeps her goals in mind, she will have the necessary strength, inspiration, and initiative to persevere and extend her circle of customers and Consultants.
- Her aim should always be to render a service in order to ensure she does not lose a single customer or Consultant.
- She will contribute towards enhancing the public image of the Annique range, the Annique Business Opportunity and the Annique Company.
- Annique's success depends on projecting this image to the world. That is why we impress it upon our Consultants through training. We are proud of this image, and guard it carefully. We do not send someone into the field who is not up to this challenge.
- Remain committed to the vision of, "Creating life-changing opportunities by providing guidance and tools to everyone within your sphere of influence, that enables people to fulfill their life's purpose and so achieve happiness and success through the Annique Business Opportunity."

Skin Care Analysis

A Practical Guide

The Skin: Your most valuable asset and the biggest organ of the human body

The Anatomy and Physiology of the skin

Your skin type is determined by only two factors, namely:

- your gender; and
- heredity.

These two factors are further influenced by your natural environment, i.e. where you grew up and live now. In the course of time the cells of the skin lose their ability to retain moisture, and the production of new cells slows down. If the skin is not supplied with sufficient moisture and nutrition, it will age quickly by forming wrinkles and blemishes.

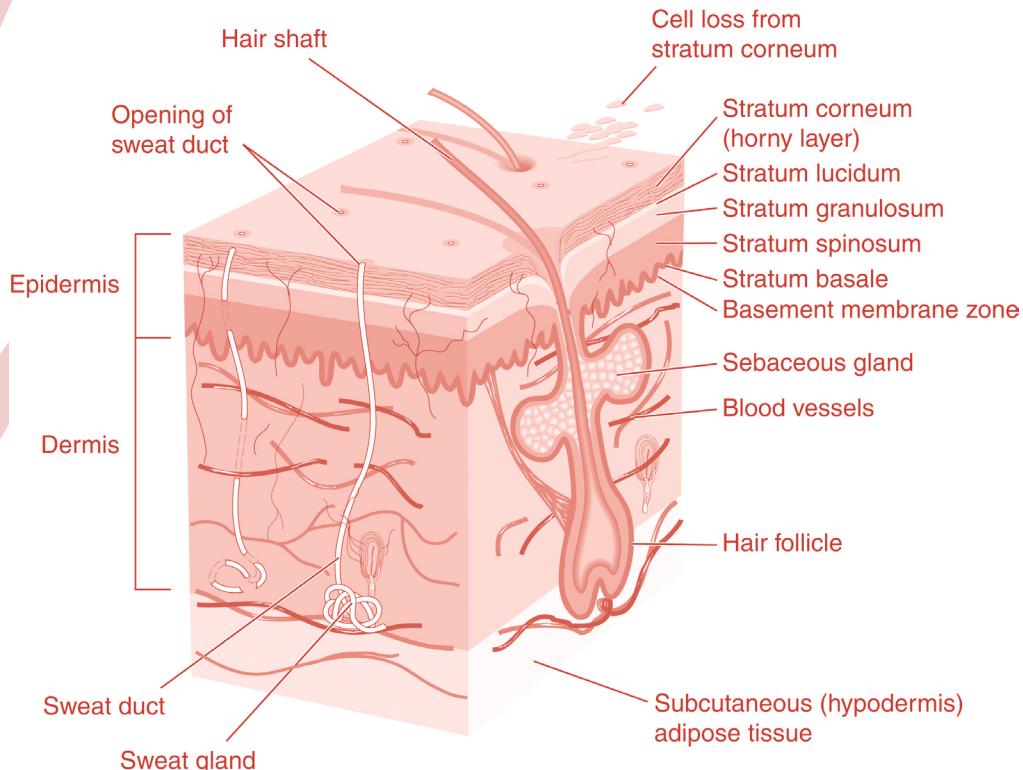
By meeting the basic requirements of the skin, the ageing process may be delayed. These requirements include cleansing, protection, stimulation, moisturising, nourishing and restoring the skin. Skin care, therefore, comprises of more than just the daily routine of cleansing and

moisturising. Skin care should become a way of life. We should think of caring for our skin thirty years on, and should meet its daily requirements NOW!

Ageing of the skin happens in the smallest part of the skin, namely the cell. The older you get, the slower old cells are replaced by new cells. The new cells are not created exactly like the original cells - they are flatter and less elastic because of the poor moisture condition in the cells. Flat skin cells are clearly visible where wrinkles are formed - there are clear ridges in the normal cells, manifesting themselves as wrinkles.

If the skin gets enough moisture and nutrition, the cells will not wilt as quickly, and will look like fresh grapes as opposed to raisins. The leaves of a plant wither if they do not get enough water, but they quickly perk up when the plant receives water. The cells of the skin can be compared to grapes: when they are dried out, they look like raisins - dry and wrinkled, but when the cells contain enough moisture, they will look like newly picked grapes - firm, smooth and round.

Our well known and popular Annique **Revitalising Cream** was formulated for the exact reason of increasing the skin's ability, to better utilise nourishment and moisture.



Skin Characteristics

- Protection
- Sensation
- Impermeability
- Temperature: Cooling down/conserving heat
- Texture
- Elasticity
- pH Balance

Factors changing the appearance/texture of the skin

- age
- lifestyle
- medication
- illness
- incorrect treatment methods
- sun, wind and weather
- steaming and cleansing with warm/cold water
- pollution

The pH of the skin

Responsible manufacturers of skin care products should keep the pH of the skin in mind when formulating their products. Our skin care routine facilitates the restoration of the correct pH and as little as possible disturbance thereof.

Our skin is naturally designed to fight against infection and environmental damage. The pH level of the skin refers to how acidic or alkaline your skin is. On a scale from 1 being the most acidic to 14 being the most alkaline, 7 is considered a neutral reading for your skin's pH. Our skin has a thin, protective layer on the surface, often referred to as the acid mantle. This acid mantle is made up of sebum (free fatty acids) that is excreted from the skin's sebaceous glands, which then mixes with Lactic and Amino Acids from sweat to create the ideal pH, which should be slightly acidic at about 5.5.

Many things can interfere with the delicate structure of the skin's acid mantle externally and internally. As we age, our skin becomes more acidic in response to our lifestyle and our environment. Everything that comes in contact with our skin (products, smoking, air, water sun, pollution) all contribute to the breaking down of the acid mantle and the skin's ability to protect itself.

In this, Annique differs from other skin care houses - we only cleanse once per day, disturbing the pH only once. The pH balance of the skin takes up to 24 hours to recover. Repeated cleansing during the day prevents the pH from recovering sufficiently before the next session and, therefore, has a potentially destructive influence on the resistance and immunity of the skin. Please rest assured and know the pH of our products is tested before sale.

The basic requirements of the skin

It is important to remember that a skin care routine should not disturb or hinder the normal functioning of the skin. Since skin has to perform important functions (as explained before), the effective functioning thereof may not be impeded. This is the reason why Annique's skin care products satisfy the basic requirements of the skin.

• Cleansing:

Using a moisturising cleanser is ideal for the removal of surface impurities without stretching the skin. Provided the pH of the cleanser is normal (pH 5,5 - 6,5), it will not disturb the acid mantle of the skin unnecessarily. A cleanser should not be sticky, but should glide smoothly over the surface of the skin. It should also be water-soluble for easy removal. A cleanser should not remain on the skin, it should be removed immediately after application. A scrub is ideal for the removal of dead cells, the dead skin or pimples, and the lids that may form over pore orifices through the solidifying of natural oils. Such removal facilitates the unhindered discharge of natural oils. The granules of the ideal scrub should roll smoothly on the skin without cutting or damaging it. It should contain granules to remove dead cells, etc., but the granules should be elastic, round and supple to yield to the skin. A scrub is used according to the needs of the skin. A sensitive skin would seldom, if ever, tolerate a scrub, whereas the oily and problem skin cannot be cared for properly without the aid of a scrub. Soap is not the ideal cleanser for dry/mature and normal/combination skin. There are soaps on the market that meet the pH requirements, but they may still be dehydrating. Soap and water on its own may harm the acid mantle of the skin.

• Protection:

If you study a black skin, you will notice it is most often unbelievably fine and unblemished. This is because this type of skin is protected by a natural, internal sunscreen. All types of dark skin have a high level of melanin in the cells of the epidermis, functioning as a buffer against the harmful rays of the sun. Because of this concentration of melanin cells in the epidermis of the black skin, scars and damage by wrong skin care products are manifested by darker patches on this type of skin. It is difficult to notice sensitive reactions on the dark skin, because a red rash is disguised by the dark colour of the skin.

A good foundation does not only enhance the beauty of the skin, but also protects it against the sun and resists atmospheric moisture loss. With the protective atmosphere (the ozone layer) of the earth getting thinner every day, radiation by ultraviolet rays are increasing daily. A sun block, offers the best protection against the sun and, therefore against skin cancer, if applied every day.

Vitamins and minerals also add to the protection of the skin against sunburn, infections, stress, pollution and deficiencies in diets. Vitamin A is one of the most important vitamins since it protects the skin against sunburn and infections. Vitamin A is a keratin – it revitalises the skin, promotes the healing of wounds and burns, and strengthens the skin tissue. Vitamin B-complex relieves tension in the body and skin. It dilutes the oil in the oil glands, thus preventing pimples and blackheads.

Vitamin E is one of the most beneficial of all vitamins. It forms the perfect combination with vitamin A to promote the healing of wounds, it conditions the skin and it revitalises old, worn-out tissue. This is also the only vitamin capable of entering the skin systemically.

- **Nutrition:**

As the skin ages, it loses its ability to retain moisture. This deficiency can, to a large extent, be restored, but this requires a good, sophisticated revitalising cream, such as the Annique Revitalising Cream. A young, 25-year old skin hardly requires any rejuvenation, whereas a considerably older skin can be rejuvenated to its original youthfulness with difficulty. What can be done, is to retain the younger skin's existing youthfulness, and to repair and limit further damage to an older skin to a certain extent. A proper restoring/nourishing cream will contain an ingenious combination of the most important active ingredients to best promote the metabolism of the skin for faster cell division and renewal.

- **Moisturising:**

In our climate it is essential that every woman, whether eight or over eighty, uses a good moisturiser to prevent loss of moisture and to protect the skin against evaporation of surface moisture. A good moisturising cream provides moisture and oil to the skin and prevents the skin's surface from becoming parchment-like, cracking during movement, such as when smiling. A night cream satisfies the skin's need for extra moisture and nutrition during the night's rest. In one's sleep, the other organs of the body do not require as much oxygen to function than during the day and, therefore, the skin receives enough oxygen to perform its restoration functions. Cell division occurs more actively during the night, through constant cell renewal promoting, to a large extent, repair to the skin's surface.

- **Revitalisation:**

A woman should regard a masque treatment as a necessity in her skin care routine in order to maintain the skin's exceptional functions. A masque provides a gentle massage without stretching the skin. A masque should be used at least weekly (up to twice a week). There are moisturising masques with a moisture base for the dry, sensitive skin; treatment for the problem and normal skin, and sophisticated and extremely effective masques for the restoration of sagging skin.

Analysis and treatment of skin types

When analysing a customer's skin, ask as many questions as possible. No one knows her skin better than the customer herself.

Six factors should be kept in mind when analysing a customer's skin:

1. The age of the person
2. The appearance of the skin (oily, dry, problem)
3. The colour of the skin
4. The skin's reaction to the sun
5. The texture/feel of the skin to the hands
6. Deviation on the skin, such as veins, pigmentation and pimples
7. Lifestyle

Use the following questions to get a good indication of the skin type:

- Do you use skin care products? If so, which products? (Cleanser, moisturiser, etc. Determine the customer's requirements.)
- Do you have any skin problems? (Some problems are not always visible. This question can prevent you from being surprised by a problem the customer mentions later, and the problem can be solved easier.)
- Do you use a night cream? If so, is the night cream absorbed immediately or only later? (Determine whether the customer's skin is dry, normal or oily.)
- How does your skin feel when you get up in the morning? Not the feeling when you stroke your skin, but how does it feel "wearing" your skin? (A dry skin feels stiff and unyielding - uncomfortable – on waking up.)
- How does your skin feel later in the day? (This determines how much moisture the skin will require during the day, and how often the moisturising cream should be used.)
- Do your cheeks appear red while in a car or when you suntan? (Cheeks that turn red from irritation or sun, are a clear indication of a sensitive skin.)
- When you tan, do you turn red immediately?
- Does your skin get brown patches from the sun? (Blemishes may indicate hormonal changes, sensitive skin or ageing of the skin.)
- Do you sometimes experience problems with blackheads and pimples? (Problem or oily skin with sufficient nutrition but not enough moisture.)
- Do you take any medicine that may affect the functioning of the products? (Certain types of medication have a definite negative influence on the skin.)

- Does your skin smart and feel tight after cleansing? (Typical of a dry and sometimes of sensitive skin.)
- Do you love yellow vegetables/fruit, tomatoes, bread? (An allergy to these foodstuffs influences the skin.)
- Do you like to drink milk, coffee and/or ordinary tea? (See above.)
- Do you have any allergies, i.e. for honey/fish? (Avoid products with iodine.)
- Do you have high or low blood pressure? (Suggest calcium and magnesium, and multivitamins.)
- Do you have a weight problem or cellulite? (Focus on Annique Lifestyle programme)
- Does your work or lifestyle involve a lot of stress? (Micronutrient supplements) – Forever Healthy Range
- Do you have small children? (Stress! Micronutrient supplements.)
- How would you analyse your skin: problem, oily, dry or normal? (Be careful if she judges her skin as sensitive or combination.)

Do not analyse the skin of an impatient customer - a mistake can be very costly. Rather make an appointment at a later date when she has more time available.

The customer should be prepared to test the products on her skin - especially a customer with a sensitive skin. It is not necessary to remove all of her make-up; the products may even be tested on a highly sensitive area only, e.g. the neck, around the eyes, below the upper arm, and on the cheek bones.

Note the following areas:

- The eyes
- Corners of the mouth
- Neck and hands
- Examine the appearance and texture. Be on the lookout for the following deviations:
 - Broken veins on the cheeks
 - Blushing to an exceptional extent
 - Blemishes
- A visible, clear layer of dead cells
- Pimples, blackheads and whiteheads
- Horizontal dehydration lines on the cheeks and neck
- Acne and scarring
- Enlarged pores and
- Dark circles under the eyes.

Always be aware of the language you use to describe the customer's skin, especially in the company of other women. Be diplomatic and sensitive to her feelings.

At this stage, tick the products you believe the customer needs. NB: If she uses hardly any skin care products or has only used soap and water before, you have to follow the steps for the treatment of the sensitive skin.

Explain to the customer at this stage how you have decided on her skin type, and why you've suggested certain products. You have to know the products by heart in order to do this.

Write down everything you learn at meetings, and create your own reference book of personal experiences with problem skin. Use this as reference when dealing with similar problems. The customer with the acne/sensitive skin should be prepared to follow the routine you suggest to her. The problem cannot be solved without her cooperation.

Appearance of the various skin types

Why does the Consultant have to analyse the customer's skin before suggesting products? The Annique skin care range consists of a variety of products for various skin types. All the products may not be used on any type of skin. Specific products were formulated and tested for specific skin types. However, one is faced with the dilemma that there are almost as many skin types as people. Fortunately, most of the skin types may be classified or divided into the following basic types:

Skin Types:

1. Dry, mature and dehydrated skin
2. Normal/combination skin
3. Oily skin
4. Sensitive/allergic skin

Skin Conditions:

- Acne
- Sensitive/allergic
- Rashes/eczema
- Aged skin
- Dehydrated skin

An observant eye, a willing ear, and sometimes only an intuition of what will be right - these are necessary to summarise the customer's needs and the type of service she will require, correctly.

1. Dry, mature and dehydrated skin

This skin is typical of the Anglo-Saxon skin or European white/light skin. It has a fine texture with no enlarged pores. The dry skin appears parchment-like, is somewhat sensitive without elasticity during movement. The dry skin flakes easily and feels uncomfortable when not moisturised continually. The characteristics of the dry skin:

- It has a parchment-like appearance;
- There are no enlarged pores;
- The dry skin appears lifeless and has many dead cells, depriving the skin of colour and shine;
- The customer is normally aged 25 or above;
- The skin lacks moisture and shine;
- The dry skin often smarts after cleansing
- Feels dry and tight during the day. Factors that may cause/aggravate dry skin:
 - Cleansing with soap;
 - Cleansing with very hot water and steam;
 - Using masques that become dry and hard;
 - Rough handling and wrong massaging methods;
 - Not enough moisturiser applied during the day;
 - Sunburn and climatic conditions;
 - Smoking and stress
 - Caffeine.
- Before the dry skin can be treated effectively, the dead cells should be removed using the Lucid Perfecting Cream Exfoliator to facilitate penetration of the skin by the Annique Forever Young Revitalising Cream, Lucid Ultimate Moisturiser for Dry Skin and Lucid Optimal Night Renewal

Since the dry skin has little natural sebum discharge, external moisturisers and nourishing creams should be added. The production of sebum further decreases with age. Some oil glands even cease production and the gland dies off. Moisture should, therefore, be applied regularly throughout the day to support the normal function of the glands in the upper layers of the skin.

The dry skin needs nourishment only once or twice daily, depending on the customer's age and the condition of her skin. However, it is not sufficient to apply the moisturiser only in the morning and/or at night. It should be lightly pressed onto the skin during the day as well - over the foundation. It will not block the pores!

2. Aged skin

This skin is always dehydrated - the skin does not have enough moisture. The aged skin is also devitalised - the skin is not provided with enough nourishment.

Some types of aged and dry skin have enough oil/nourishment, but lack moisture.

Characteristics of the aged/devitalised skin:

- Fine wrinkles on the neck and cheeks;
- The skin has little elasticity and sags along the jaw line and neck;
- The colour is grey and lifeless;

- The skin is loose and does not move with the muscles;
- Enlarged pores occur over the whole of the facial area, because the muscles closing the pores have slackened.
- Factors causing aged skin:
 - Poor health;
 - Hormonal changes;
 - Indiscriminate dieting/unhealthy lifestyle;
 - Alcohol and smoking;
 - Prolonged stress;
 - Sunburn;
 - Wrong skin care products and routines; and
 - Neglecting the skin.

One's skin is like a computer; it programmes the body's life pattern. Beauty is not only skin-deep, it has an internal source of nourishment. Someone feeling beautiful on the outside, will have enough inner self-confidence to be beautiful.

3. Dehydrated skin

What is dehydration? This is what happens when the skin loses moisture, even though it may retain enough nourishment – dehydration also occurs within the oily skin.

Characteristics of the dehydrated skin:

- The skin has little elasticity;
- When pinched between two fingers, the skin does not immediately return to its original position;
- The cheeks and neck are covered with fine, horizontal wrinkles or folds, even when the skin is not moved, as in smiling;
- There is no specific age group limit;
- Any type of skin - dry, normal, sensitive or oily - may be dehydrated until provided with enough moisture.

The young dehydrated skin stretches tightly across the face and deep set eyes are noticeable. The older skin is baggy, without elasticity, and feels uncomfortable.

Factors causing dehydration:

- Sunburn;
- Nourishing creams are used, but little moisture is applied during the day;
- No moisture and nourishment are provided;
- Low humidity and air-conditioning;
- Smoke and pollution;
- Shock and stress;
- Hard exercise;
- Medication; and
- Hormonal imbalance.

The skin may be easily moisturised again by applying moisture continually until the condition of the skin returns to normal. Maintaining the moisture content afterwards is simple: Apply the appropriate Annique moisturiser continually during the day. Oily skin can also be dehydrated. The older the skin, the more moisture should be provided during the day - sometimes up to six times daily!

4. Normal and Combination skin

A. NORMAL SKIN

This type of skin is what everyone dreams about, but because it's so rare, it is seldom seen in adults. Even some children do not have normal skin. A four year-old girl can distinguish between a smarting, tight skin and a moist, soft and comfortable skin. The normal skin is moist, soft, supple and dewy with a soft, satiny glow. In winter it sometimes smarts and feels tight - especially on the Highveld.

The normal skin is classified in the following way:

- There are no visible pores; under a microscope the normal skin looks like a rose petal;
- the cheeks have a soft, rosy glow, without any broken veins; the skin appears moist;
- there are no visible rashes or abnormal pimples; and
- the skin appears somewhat more moist and has a dewy shine on the nose and chin.

To conserve a normal skin requires as much attention and patience as any other skin. The normal skin is precious and a big asset.

Factors that may change the conditions of the normal skin:

- Environmental factors: climate, pollution, air-conditioning, etc.;
- Puberty, when the hormonal balance of the teenager changes;
- Wrong diet, causing a deficiency of vitamins and minerals;
- Wrong and drastic skin care methods;
- Ageing caused by sunburn, malnutrition, dehydration;
- Sunburn;
- Stress; and
- Alcohol and smoking.

To conserve the normal skin, these factors should be limited to the minimum. A woman with a normal skin should also watch her diet, guard against sunburn, minimise her exposure to stress, not smoke, and protect her skin against dehydration. A correct skin care routine can counteract and delay ageing of the skin.

B. COMBINATION SKIN

Combination skin is a term used to describe facial skin when two or more different skin types occur on the face at the same time. Typically, combination

skin has some parts that are dry or flaky (usually the cheeks), while the centre part of the face, nose, chin, and forehead (known as the T-zone) is oily.

The characteristics of combination skin:

- Shows signs indicating both oiliness and dryness.
- Oily skin is likely to occur on the nose and above the eyebrows, an area known as the T-zone for its shape.
- Dry skin more commonly appears on the cheeks and neck.
- The chin may be oily or dry.
- There may be larger pores on the cheeks and possibly the forehead, than on the rest of the face.
- There may be occasional blemishes and blackheads.

Factors that can contribute to combination skin

- More active oil glands are located around the nose, chin and forehead, than other parts of the face.
- Hormonal changes or genetics can contribute to this skin type.
- Using inappropriate skin care products.

For instance, using products that contain irritating ingredients can stimulate oil production in the T-zone area and at the same time create more dry skin and redness on the rest of the face. Using a moisturiser that is too rich may leave your skin feeling oilier and contribute to clogged pores.

5. Oily skin

Generally, the problem skin is oily and the oily skin causes problems. It is a fact, however, the oily skin does not age as quickly as the dry skin. The oily skin has enough nourishment and lubrication to protect it against ageing factors.

The characteristics of oily skin:

- This skin has the appearance of orange peel. The pores are open and mostly contain oil, covering the skin up to the ears with a shining layer of oil.
- The skin appears artificially lustrous, thick, orange in colour, hard and rough.
- Since the oil on the skin tends to attract dust and pollution like an oil stain on a white tablecloth, the skin sometimes appears dirty and neglected.
- The discharge of toxic substances is sometimes delayed by the thick layer of oil on the skin, causing pimples and infections.

The major problem, however, is that excessive cleansing strips the skin of moisture. The result: glands are activated to discharge MORE oil to supplement the deficiency on the surface of the skin. The excess oil cannot escape through the pore, is blocked, solidifies and forms pimples, blackheads and acne.

Infection can set in within a few hours, creating red and swollen bulges on the skin. The following may result in a problem skin:

- Since the oily skin contains more oil glands than normal skin, hence pimples may turn into acne.
- Excessive oil may solidify in the mouth of the pore, stretching the pore and enlarging it. This causes the skin to appear like orange peel.

Factors that may aggravate or negatively affect the condition of the oily skin:

- Excess heat, such as saunas, home treatments with steam; and continual and excessive cleansing to rid the skin of oil;
- Ageing. It does not have the same negative effect on the oily skin, but the skin looks unattractive because of its rough appearance. The Annique Forever Young Revitalising Cream and Forever Young Q10 Therapy may reduce the pores, and the moisturiser will limit the excessive excretion of oil.
- Diet also plays an important role in caring for the oily skin and should be healthy, regular and non-greasy.
- Puberty may cause hormonal changes and, therefore, increased excretion of sebum. It is very difficult to restore the hormonal balance, but it stabilises within two to three years. The skin should not be dehydrated, squeezed or excessively cleansed during this stage. Repeated disturbance of the pH of the skin exposes the skin to infections.
- The oily skin may change into a dry and sensitive skin with time, excessive handling and dehydration. The skin may then appear dry, with enlarged pores all over – a very challenging condition.
- The oily skin does not necessarily also constitute an acne skin. The appearance and causes of the acne skin will be discussed in the section for sensitive/allergic skin.
- Over-stimulation such as excessive scrubbing, etc.

6. Sensitive/Allergic skin

There are THREE types of sensitive/allergic skin, namely:

- (a) The sensitive skin;
- (b) The acne skin; and
- (c) The skin with eczema.

Someone with one of these skin types should follow the same skin care routine as was suggested for the sensitive skin. Even though the treatment of the various types of sensitive skin varies, all the steps have to be followed to ensure the best results.

(a) The sensitive skin:

The sensitive skin occurs throughout South Africa, but more often in the Cape and the Highveld. The

sensitive skin could have been a normal, dry or oily skin before, but was altered by one or more of the following:

- Over-stimulation of the skin;
- Excessive cleansing of the teenage skin;
- Wrong products for this skin type;
- Home treatment with steam or cleansing with excessively hot water;
- Too hot and cold water alternately on the skin;
- Hot baths on cold evenings;
- Saunas and cold showers;
- Soap and water;
- Products containing alcohol used on a normal or dry skin;
- Aversion to a shiny skin;
- Strong and rich foodstuffs, such as curry and red wine;
- Rough handling of a thin skin;
- Kitchen heat like ovens, steam, etc, or masques left on too long;
- Exposure of the skin to extreme environmental factors such as sun, wind and cold;
- Creams applied with hard massage movements;
- The use of brushes, astringents, shaving lotions, face cloths and disinfectants;
- Sunburn; and
- Smoking and alcohol.

It is clear that a girl has to learn from a very young age how to treat and appreciate her skin properly. Sensible handling of the skin should become a way of life - second nature.

The dry skin is a dream to treat, but the sensitive skin is a nightmare for the customer as well as for the Consultant. The sensitive skin can, nevertheless be treated with success.

Characteristics of the sensitive skin:

- Fine, parchment-like with almost no pores;
- Pale, lackluster, row upon row of wrinkles;
- Broken veins on cheeks;
- Immediately turns red in the sun;
- Dehydration lines sometimes form on the cheeks and neck;
- Cheeks turn red with emotion, irritation, friction or heat;
- Often blemished;
- Smarts after cleansing;
- Possible history of allergic reactions to skin care products;
- Skin of the grandmother/mother also sensitive/allergic.

To satisfy the human need for beauty and care, the hands, neck and face should also be protected. If the skin rejects the treatment, the problem assumes gigantic proportions in the eyes of the customer. The steps towards successful treatment are slow, but with patience and trust someone with a sensitive skin may also enjoy the pleasure of a beautiful healthy skin.

(b) The Acne Skin:

There are various types of acne skin, almost too many to mention. It is important to remember, however, that most of them can be cured. The acne skin should be treated wisely and determinedly by both the customer and her Consultant. Because of our stressed lifestyle and wrong diet, the acne skin is not limited to teenagers any more, but also occurs in adults. The treatment of the teenage and adult acne skin differs, but both these groups can be helped. Acne may vary from blackheads and whiteheads to hardened, red swelling beneath the skin - festering pimples and blisters caused by oil glands bursting beneath the skin and then squeezing the sebum into the surrounding tissue. Acne mostly manifests on the face, shoulders, back and chest/bosom where the oil glands occur in larger quantities and more sebum is pushed to the surface.

Characteristics of the acne skin:

- the acne skin appears oily;
- the skin may be sensitive because of the use of dehydrating medication;
- blackheads, whiteheads and pimples are present;
- the skin is red and swollen where infected;
- the acne skin sometimes becomes allergic when treated with the wrong skin care products or skin care routine.

Factors which may cause or aggravate acne skin:

During puberty the androgen level in the body increases. A large number of people are allergic to this hormone, but not everybody reacts in the same way. This hormone causes enlargement of the oil glands and increased oil production. Some teenagers do not develop acne, but their weight increases or their academic or sport performance deteriorates. Excessive androgen may also cause aggressive behaviour. This is one of the reasons why some teenagers often appear aggressive. The body reacts in different ways of which acne skin is only ONE of the visible problems upsetting the life of both the teenager and the adult.

What are the results of this allergy?

- It causes enlarged oil glands and excessive discharge of sebum/oil. The pore cannot handle the excess oil, it solidifies in the mouth of the pore and a pimple forms. In the meantime, the oil gland produces more sebum, but the discharge canal is blocked. The oil gland bursts beneath the skin and releases the sebum into

the surrounding tissue. The tissue is now highly susceptible to infections. When the pimple is squeezed, bacteria attacks the damaged tissue and red, swollen abscesses develop, which may leave ugly scars on the skin.

- Skin care products will not cause acne, but wrong skin care products and treatment methods may aggravate acne. Pimples should not be squeezed since this exposes the skin to bacterial infections. Afterwards, these damaged areas will tend to continually form pimples because of the thickened scar tissue. Excessive cleansing of the skin stimulates oil glands to produce more sebum, which aggravates the acne condition. Dehydration of the skin does not help to clear up acne.
- The moisture in the cells improves the resistance of the cells and accelerates the healing of infections by making vitamins and minerals available to the cells. The ability of the cells to be restored and protected against infections are dependent on the moisture made available to the cells.
- Diet plays an important role in the control and healing of acne. Even though acne may not be caused by a wrong diet, this may aggravate the acne. All acne sufferers should avoid yellow vegetables and fruit, as well as caffeine, smoking, alcohol, soda drinks, foodstuffs containing preservatives, tomatoes, milk and refined carbohydrates like bread. A healthy diet will accelerate the recovery from acne and the customer will again have a zest for life.
- Sporting activities may exacerbate the spreading of acne on the back and chest/bosom. The acne sufferer should choose an activity with a low level of stress and sweat. Swimming, horse riding and hiking are ideal.
- Stress during exams or tests or pressure at work will negatively impact the acne skin and the general health of the body.
- Sunburn does at times seem to promote recovery from acne, but since the skin thickens to protect itself against the sun, the flow of oil is hampered and the condition may actually worsen. Remember: There is a big difference between the neglected acne skin and the cared-for acne skin.

(c) The Skin with Eczema:

The treatment for eczema is similar to that of the sensitive skin.

Characteristics of the skin with eczema:

- The surface of the skin is covered with unevenly distributed, dry or festering, itching patches;
- These areas may be red and swollen;
- In most cases it is not clear what causes this condition, leaving the customer despondent about its treatment;

- The blemishes disappear at times, only to reappear without apparent reason at a later stage;
- These rough eczema blemishes may occur on any part of the body.

The treatment for this condition is simple but effective:

- Rinse affected areas and bathe in Annique Rooibos tea;
- Use only the moist silky bar when bathing;
- Consume the Micronutrient capsules recommended;
- Apply Resque Crème and Sensi Crème to the affected area;
- Follow the Annique Lifestyle eating plan;
- Baby Shampoo, Baby Body Lotion, and Baby Detergent and Softener could also assist in avoiding further allergic reactions.

To conclude: No action can be perfected without regular practise. Practise over time culminates in perfection, self-confidence and successful sales. Do mock demonstrations in front of the mirror, and exercise your presentations on your husband and children. This is how successful people started out.

Treatment for the various skin types

Treating Normal and Combination Skin



Product Recommendation

This skin should be treated with the same care as any other skin. With the wrong treatment and excessive handling, the normal skin can age as quickly as any other skin. The normal skin can also become sensitive and even allergic when the wrong products are used. The factors influencing the skin can also dry, age and over-sensitise the normal skin.

	Product	Use
Forever Young anti-ageing	Revitalising Cream	Mornings and evenings after Skin Detox
	Anti-Ageing Serum	Mornings and evenings before Skin Detox
	Bo-Serum	Mornings and evenings after Skin Detox
	Eye Therapy	Mornings and evenings
Essense treatment	Skin Detox	Mornings and after cleansing in the evenings
	Derma Protect	Daily
	Intense Repair Serum	Pigmentation; pimples
	Miracle Tissue Oil	Winter hydration; pigmentation; pimples
	Derma Bright	Pigmentation;
Hydrafine daily skin care	Normalising Cleansing Milk	Every evening
	Complete Soothing Scrub	2-3 times per week
	Purifying & Rebalancing Masque	2-3 times per week
	Ideal Herbal Moisturiser	2-4 times per day
	Absolute Balancing Freshener	2-4 times per day
	Nurturing Night Cream	Every evening
Colour Caress	Feels Like Silk or Velvet Touch Foundation	Mornings; reapply when required



Other products recommended for the Normal and Combination Skin:

- Forever Healthy Range for energy and stress control
- Body products (The Spa) with soap, body lotion and hand cream
- Lifestyle products for slimming or cellulite
- Therapeutic products like ZeroAche+, Hair Nutrition+ and the Resque range
- Colour Caress Make-up
- Herbal teas and Rooibos tea
- Fine fragrances and daily body care
- Inspect her skin and ask questions like, "how does your skin feel in the mornings and after cleansing?"
- Ask the following question: "what bothers you most about your skin?" Focus on this single problem during the facial and recommend the product that will solve the problem first.
- Listen attentively to everything she says. People usually tell you all you need to know to help them resolve their problems.
- Draw conclusions from her answers.
- Your recommendation should include – daily skin care regime; Forever Young anti-ageing skin care; and Essense treatment products.
- Add additional products from body care, like Resque and Body Xpert, fine fragrances and Forever Healthy. Finish off with the colour cosmetics to beautify and build confidence.
- After closing the sale – keep the skin and body analysis in the filing system with your customer records. Use this to call back and enquire as to how she's experiencing the Annique products. Ask her if she has any additional questions or needs you might attend to. This reflects great customer care.
- Contact her after 3-4 weeks to ensure she doesn't run out of essential items like a moisturiser. Ask her if you could deliver a new moisturiser and remember to share the Annique monthly offers with her when delivering her new order.



Treatment for the various skin types

Treating Dry, Dehydrated and Mature Skin



Product Recommendation

This type of skin is common among South Africans and can easily be restored with the right products and correct handling. The dry skin is not restricted to any particular age group; it may also be sensitive to certain treatments. The sensitive skin is discussed separately.

	Product	Use
Forever Young anti-ageing	Revitalising Cream	Mornings and evenings
	Anti-Ageing Serum	Mornings and evenings before Skin Detox
	Bo-Serum	Mornings and evenings
	Eye Therapy	Mornings and evenings
	RetiniQ	Evenings
	Q10 Therapy	Mornings and evenings
	Crème de Nuit	Evenings
	Youth Boost	2 – 3 times a week or twice daily
Essense treatment	Skin Detox	Mornings and after cleansing in the evenings
	Derma Protect	Daily and during sport sessions
	Miracle Tissue Oil	Winter hydration; pigmentation; pimples
	Lifting Essence (Neck and Bust Cream)	Mornings and evenings

	Product	Use
Essense treatment cont.	Moisture Serum	Mornings - for optimal hydration
	Intense Repair Serum	Evenings - treats damaged skin, intense treatment
Lucid daily skin care	Calming Cleansing Crème	Once a day at night
	Perfecting Cream Exfoliator	2-3 per times week
	Silky Skin Replenisher (Masque)	2-3 per times week
	Ultra Hydrating Moisture Lotion or Ultimate Moisturiser for Dry Skin	2-8 times per day and night
	Hydra Restore Freshener	2-4 times per day
	Optimal Night Renewal	Evenings
Colour Caress	Feels Like Silk Foundation	Mornings; reapply when required

Other products recommended for the Dry Skin:

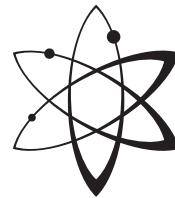
- Forever Healthy Range : OptiMega, OptiAgeing, OptiVite, OptiFlora, OptiC, OptiDerm
- Daily Body Care products (The Spa) with soap, body lotion and hand cream
- Lifestyle products for slimming – Forever Slim
- Advanced Body Care : Body Xpert
- Therapeutic products like ZeroAche+ and Hair Nutrition+ and the Resque range
- Colour Caress
- Herbal teas and Rooibos tea

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Treatment for the various Skin Types

Treating Oily Skin



SYNERGY

CLEAR = CONTROL

Product Recommendation

It should be reiterated that the oily skin has enough nourishment, but little moisture. In attempting to moisturise the skin, the oil glands secrete more oil, aggravating the oily appearance. The sebum/oil in the skin causes the characteristic shiny appearance, but the oil does not contain moisture and the stinging and tight feeling remains.

	Product	Use
Forever Young anti-ageing	Revitalising Cream	Mornings and evenings
	Anti-Ageing Serum	Mornings and evenings before Skin Detox
	Bo-Serum	Mornings and evenings after Skin Detox
	RetiniQ	Evenings
Essense treatment	Skin Detox	Mornings and in the evenings after cleansing
	Derma Protect	Daily and during sport sessions
	Miracle Tissue Oil	Winter hydration; pigmentation; pimples

	Product	Use
Synergy daily skin care	Oil Control Cleanser	Every evening – never over cleanse
	Cleansing Soap Bar	2-3 per times week
	Clean and Calm 2-in-1 Scrub & Masque	2-3 per times week
	Even Skin Moisturiser	2-8 times per day
	Clear Complexion Freshener	2-4 times per day
Colour Caress	Velvet Touch Foundation	Mornings; reapply when required

Other products recommended for the Oily Skin:

- Forever Healthy Micronutrients for energy and stress control: OptiCalm, OptiSolve and OptiFlora
- Body products (The Spa) with soap, body lotion and hand cream
- Lifestyle products for slimming or cellulite
- Therapeutic products like, ZeroAche+ and Hair Nutrition+ and the Resque range
- Colour Caress Make-up
- Herbal teas and Rooibos tea
- Fine fragrances
- Advanced Body Care: Body Xpert

Treatment for the various Skin Types

Treating SENSITIVE/ ALLERGIC skin

There are THREE types of sensitive/allergic skin, namely:

- (a) Acne skin;
- (b) Sensitive skin; and
- (c) Skin with eczema.

What is an allergy?

An allergy is the extreme manner in which the body reacts to foreign substances, usually an ingredient it may be sensitive to. These ingredients are called allergens. Allergens enter the body by:

- Eating or drinking;
- Breathing; and
- Touch.

Sometimes the body's reaction to these substances varies, such as symptoms on the skin and in the nose, lungs and intestines. More specific manifestations may occur when the intensity of the foreign bodies in the body reaches a degree that forces the body to react negatively. This reaction then occurs in the body's most vulnerable spots. The Annique Consultant should ask the customer the following questions before commencing the treatment:

- **Are you prepared to follow our diet?** (There are certain foodstuffs that should be avoided by the sensitive skin in order to prevent further reactions.)
- **Will you drink our Annique Rooibos?** (Rooibos is famous for the prevention of allergies.)
- **Will you persevere with the skin care programme and not deviate from it, and if you do, will you notify me immediately?** (Problems may then be solved quickly and allergic reactions may be explained or prevented.)
- **Do you understand why we recommend the Miracle Tissue Oil / Intense Repair Serum for your skin even though you already have pimples and acne?** (The Miracle Tissue Oil has a healing effect, accelerating the clearing of acne while combating scarring, the Intense Repair Serum is an intense treatment which improves skin tone, blemishes and scarring.)

- **Are you prepared to contact me immediately if your skin shows a reaction, no matter how small?** (In this way the customer's problems may be solved quickly, preventing aggravation.)
- **Will you drink six to eight glasses of water per day?** (The water not only removes toxic substances, but also prevents dehydration of the skin.)
- **Do you know why I recommend the vitamin and mineral supplements (Forever Healthy Range)?** (A sensitive and allergic skin reacts negatively to products because it has deficiencies and is under stress, which may be relieved by vitamins and minerals - starting with OptiFlora!)
- **Are you prepared to persevere with the programme for as long as it takes?** (It has taken years for the skin to turn sensitive, and one needs patience to solve the problem.)
- **Are you temporarily prepared to set aside all other skin care products?** (Other products may cause a reaction that may go undetected by the Consultant.)

Treatment of the three sensitive/allergic skin types:

(a) Acne skin

The acne skin is a common problem among teenagers, but is also getting more common among mature women in their menopause. Although the cause of acne can, to a large extent, be attributed to the change in the hormonal balance of the body, acne is also caused by various other factors such as diet, skin care, pollution, weather conditions and medication. When the factors that may aggravate acne are eliminated, the skin heals quicker and the appearance of acne and pimples is reduced.

The acne skin and the sensitive skin have a lot in common: both are sensitive to certain products and sometimes react when the wrong products, foodstuffs and/or treatments are used.

Treatment of the Acne Skin:

- **Cleansing:** Face Facts Crystal Clear once per day. Always guard against overstimulation of the oil-glands.
- **Rinse** the face with Green Rooibos or Relax Tea
- **Scrub:** Face Facts Smooth Over Scrub once to twice weekly.
- **Treatment:** Essense Skin Detox, Face Facts Spotless, Essense Miracle Tissue Oil and Resque Crème. Twice daily to prevent thickening of the oil in the orifice of the pore and to protect the skin.
- **Masques:** Face Facts Calm Down and Essense Antioxidant Radiance Masque is applied twice per week for a treatment of the skin.
- **Foundation/sun screen:** The foundation does not only camouflage marks, but also protects the skin against infections and is part of skin care routine.
- Spray Face Facts Liquid Skin Nutrition Spray throughout the day.
- Forever Healthy supplements like OptiDerm for adults and OptiSolve for teenagers.

Suggestions for the sensible treatment of the acne skin:

(1) Acne skin should not be subjected to too much cleansing or handling:

The reason why acne occurs is because the oil glands produce too much oil, causing blocking of pores. Excessive cleansing of the skin over stimulates the oil glands to produce more oil, the sebum solidifies in the mouth of the pore, the gland under the skin swells until it reaches capacity and then bursts, the surrounding tissue is damaged, and infection occurs. The pH balance of the skin should always be normal for the skin to resist infections. Excessive cleansing changes the pH balance, weakens the resistance of the skin and causes the skin to become infected easier.

(2) Acne skin needs moisture:

The oil/sebum of the skin is rich in nourishment, but poor in moisture. Supple skin needs moisture for the oil to flow unhindered out of the mouth of the pore. The drier the skin (lack of moisture), the more oil is secreted in an attempt to relieve the tension on the skin. The pore cannot handle the excess oil and it solidifies in the orifice. The oil glands will keep increasing production as long as the external oil on the skin is stripped.

(3) Acne skin should not be exposed to the sun:

A suntan temporarily enhances the appearance of the skin, making it appear "healthier" by the colour it bestows on the skin. This condition is, however, temporary. Since the cells in the lower layer of the epidermis (basal layer) are vulnerable and may easily be damaged by ultraviolet rays, the

epithelial tissue (basal cells) thickens to protect these cells. This thickening of the skin further impedes the outflow of sebum/oil and aggravates the acne condition.

(4) Acne skin may enjoy further protection through the use of a moisturising foundation and a sunscreen lotion:

The Annique moisturisers or Resque Crème will not block the pores, but will, in fact, combat the solidification of sebum. The foundation contains anti-blocking properties, it does not contain any powder; it does contain a sun protection factor. The benefits of a foundation are more far-reaching than merely camouflaging marks - it protects the skin against dehydration, infections and the harmful rays of the sun.

(5) Acne skin should never be squeezed:

Squeezing pimples does not promote healing - in fact, it promotes infection, leaving scars on the face. Acne skin can benefit a great deal from a treatment masque such as the Face Facts Calm Down Masque, Synergy Clean and Calm 2-in-1 Scrub & Masque or Essense Antioxidant Radiance Masque, since it combats infection. The Smooth Over Scrub facilitates the harmless removal of blackheads and dead cells from pimples. When a pimple is ripe, the head of the pimple can be carefully opened using a lancet only.

(6) The acne sufferer should follow a well-balanced diet:

Although the wrong diet will not necessarily cause acne, it may aggravate this condition. The acne sufferer should avoid certain foodstuffs because of the sensitivity of this type of skin and follow a healthy lifestyle. These include:

- Refined carbohydrates;
- Yellow vegetables;
- Yellow fruit;
- Dairy products, such as milk and cheese;
- Tomatoes;
- Whole-wheat products;
- Coffee and ordinary teas;
- Sodas;
- Preserved foods;
- Alcoholic drinks;
- Sweets;
- Spicy foods such as curry and peri-peri and
- Greasy or instant foods or take-aways.

The Annique Forever Healthy range provides for the body's needs of vitamins and minerals.

(7) The acne sufferer should limit stress:

Stress does not necessarily cause acne, but it aggravates existing acne. People with acne skin

should keep regular hours; get enough sleep; exercise daily, and avoid excessive stress and exhaustion. However, it is very difficult to limit stress in our modern way of living. These stressful situations cause vitamin and mineral deficiencies. For the effective prevention and treatment of acne, vitamin supplementation is vital.

(b) Sensitive skin

The treatment of the sensitive skin differs from that of other skin types, and should be handled with care and dedication. Our step-by-step treatment of this skin was tested by our Consultants and the results were positive throughout.

Products for the Sensitive Skin:

- Resque Crème/Sensi Crème
- Essense Miracle Tissue Oil
- Crème de Nuit
- Revitalising Cream
- Absolute Balancing Freshener
- Sun Block
- Hydrafine – Normalising Cleansing Milk
- Forever Healthy Range
- Annique Rooibos and Annique Green Rooibos

Treatment for the Sensitive Skin:

The cooperation of the customer is very important, therefore, it is vital you ask the Customer the following questions (as well as those listed before) before suggesting treatment for her skin:

- Are you prepared to do what I (Consultant) ask you to? (The Consultant should always be in charge of the treatment.)
- Will you drink at least 3 to 6 cups of Rooibos tea every day or 3 OptiRooibos capsules per day? (Rooibos contains many minerals which are essential for the effective treatment of the skin.)
- Are you prepared to use our Forever Healthy range for at least 3 months? (The improvement of the skin depends on the health of the body.)
- Would you be so kind as to phone me whenever your skin reacts in any way, no matter how small the reaction may be?

How does one distinguish the sensitive skin from other skin types?

- Broken veins on the cheeks
- Sensitive to the sun
- Skin smarts and feels tight
- History of sensitivity to skin care products
- The customer usually mentions she has a very sensitive skin
- Sensitive eyes that get puffed up easily

- Cheeks that blushes easily- when irritated, with the use of wine, or in warm or cold weather conditions
- Itchy and burning skin.

Step-by-step treatment of the sensitive skin:

Step 1:

Start with the Resque Crème or Sensi Crème. It should be used as CLEANSER, MOISTURISER, NIGHT CREAM AND MASQUE. Water or soap may not be used. The skin must be rinsed with Rooibos or Green Rooibos. The selected Annique foundation may be used during the day as protection against the sun. This step should be repeated 10-14 days in a row. A customer with a long history of sensitive reactions should repeat the first step for a longer period than the recommended 10-14 days.

After 10-14 days:

Step 2:

In addition to the gentle Resque Crème/Sensi Crème, the Essense Miracle Tissue Oil should be used as treatment. Start with one application per day, increasing gradually, depending on the needs and absorption ability of the skin. The Resque Crème or Sensi Crème is, therefore, used as cleanser, moisturiser and masque, but the Miracle Tissue Oil is now used as treatment, together with Resque Crème or Sensi Crème.

After a further 10-14 days:

Step 3:

If no reaction occurs with the use of the Miracle Tissue Oil and the Resque Crème/ Sensi Crème, proceed to the third step. Steps one, two and three are now combined and should be followed simultaneously. The Essense Derma Protect SPF 20 should be applied daily, in addition to the Resque Crème or Sensi Crème, to protect the skin.

A further 10-14 days later:

Step 4:

The customer may now apply Forever Young Crème de Nuit. If no reaction is perceived, the quantity may be increased. Should the skin show a sensitive reaction, steps one, two and three should be followed for a further ten days - use of the Crème de Nuit is delayed a while longer. This may seem like an exhausting process, but it is essential, and eventually enables the customer to use a limited range of products. This method should satisfy the needs of the skin: cleansing, nourishment, stimulation, moisture and protection. At this stage, the customer now uses the Resque Crème/Sensi Crème, Crème de Nuit, Foundation, Essense Derma Protect SPF 20and Essense Miracle Tissue Oil.

After a further 10-14 days:

Step 5:

Until now the customer has followed steps one, two, three and four in a row. The customer continues to clean her face with the Resque Crème/Sensi Crème but, provided everything goes smoothly, she may now progress to a proper Annique cleanser. The skin should still be treated with care, and all movements on the skin should be light. It is important to keep the skin as calm as possible - no sun, weather exposure, wind or soap and water. And, for the time being, no massage at a beauty salon. Press the cleanser on lightly and rinse with lukewarm Rooibos. Afterwards the Crème de Nuit, more Resque Crème/Sensi Crème, Essense Derma Protect and Foundation should be applied.

After yet another 10-14 days:

Step 6:

Two months have already passed since the therapy for the sensitive skin has commenced. The customer's skin is now ready for the use of a gentle freshener. The Annique Freshener is essential for the restoration of the pH balance of the skin after cleansing. This balance should be maintained to protect the skin against penetration by bacteria, which may cause infections. Spray the Annique Hydrafine, Absolute Balancing Freshener onto the face over the Resque Crème/Sensi Crème and, during the day, over the make-up.

10-14 days after this:

Step 7:

The Annique Essense Skin Detox and/or the Revitalising Cream may now be added to the skin care routine. The Forever Young Revitalising Cream should only be used once per week for the first month; twice per week for the second month, etc. The Forever Young Revitalising Cream is then used at night with the Crème de Nuit, Resque Crème Sensi Crème and Essense Miracle Tissue Oil, after which the Hydrafine Absolute Balancing Freshener is sprayed on.

Step 8:

The Lucid Silky Skin Replenisher may now be used as a gentle stimulant. The masque should initially be mixed in three equal parts with Resque Crème/Sensi Crème and Forever Young Revitalising Cream to prevent overstimulation. The masque should initially not be left on for longer than ten minutes. Since the Lucid Silky Skin Replenisher does not harden, it may be wiped off with a moist facial cloth.

Step 9:

Add the Forever Young Eye Therapy. Avoid direct contact with the eyelids during the first months of application.

Step 10:

Other treatments may be experimented with. The whole idea of the step-by-step process is to get the sensitive skin, which is a deviation, as close as possible to the normal skin. As the skin eases, the texture and appearance of the skin will improve, leaving you with a happy customer.

(c) The Skin with Eczema:

This skin type is just as sensitive as the sensitive skin to certain skin care products, but sometimes has a swollen, red rash and can have a flaky appearance even without products being used. When applying skin care products to the affected areas, the skin will burn and the eczema condition may be aggravated. The treatment of this skin is simple and the results may be noticed quickly. Products for the treatment of eczema:

- Rooibos and Green Rooibos
- Baby Body Lotion
- Baby Moist Silky Soap
- Essense Derma Protect
- Resque Crème/Sensi Crème
- Baby Body Lotion, Baby 2-in-1 Shampoo and Body Wash

Treatment of Eczema:

- **Annique Rooibos:** Liquid Skin Nutrition throughout the day. Simmer four tea bags on the stove until the colour turns dark. Pour the extract into a bath with tepid water, and advise the customer to lie in it for a period of 15 minutes on each side.
- **Annique Resque Crème:** Use twice daily on affected and sensitive areas of the body.
- **Annique Baby Lotion:** Apply after every wash to the hands and the body to prevent dry, itchy skin.
- **Annique Baby Moist Silky Soap/Baby 2-in-1 Shampoo and Body Wash:** Since this soap does not contain caustic soda, it will not burn the hands or disturb the pH balance. The Baby 2-in-1 Shampoo and Body Wash contains a strong extract of Rooibos, giving this soap the characteristic Rooibos colour.

Treatment of other skin and beauty problems

1. Enlarged pores:

- Forever Young Revitalising Cream to promote refining of the pores from below the surface.
- Essense Miracle Tissue Oil for extra nourishment, and for firming the cell walls and skin muscles.
- Essense Pore Minimising Serum.
- Hydrafine Purifying & Rebalancing Masque or Face Facts Calm Down Masque once per

week, mixed with Annique Revitalising Cream and a few drops of Essense Miracle Tissue Oil. This masque offers a salon treatment at home - massaging the skin gently and refining the pores.

- Essense Derma Bright refines and smoothes fine lines and pores.
- Forever Young RetiniQ with retinol is a powerful rejuvenator for aged skin with enlarged pores. Reduces redness and blotchy appearance.
- Forever Young Q10 Therapy improves cell energy to ensure effective use of other ingredients applied.

2. Pimples and blackheads:

- Face Facts Smooth Over Scrub every second day very lightly over the cleanser, to remove blackheads and dead cells which block the pores
- Essense Skin Detox: 2-3 times daily
- Hydrafine Purifying & Rebalancing Masque or Face Facts Calm Down Masque: twice per week when the scrub is not used. The Face Facts Calm Down Masque has a soothing effect and an antibacterial function to prevent infection
- Essense Miracle Tissue Oil: to prevent scarring and promote healing of pimples
- Forever Healthy OptiFlora, OptiVite and OptiMega

3. Sun damage:

- Essense Sensi Crème
- Forever Young Revitalising Cream: to accelerate the recovery of the level of moisture and nourishment in damaged cells
- Forever Young Anti-Ageing Serum with stem cell technology
- Essense Skin Detox
- Sun block every 15 minutes – generous applications (Essense Derma Protect)
- Essense Intense Repair Serum: to replace the vitamin E in the cell walls. The Vitamin E is destroyed by the UV rays of the sun
- Lucid Silky Skin Replenisher: should be left on the skin to counteract sunburn
- Essense Miracle Tissue Oil
- Face Facts Liquid Skin Nutrition.

4. Dehydrated skin:

- 6-8 glasses of water in as short a time as possible
- Essense Skin Detox
- Forever Young Revitalising Cream

- Lucid Ultimate Moisturiser for Dry Skin: applied 10 - 15 times per day
- Essense Derma Protect: apply every day
- Essense Intense Repair Serum plus Moisture Serum
- Lucid Silky Skin Replenisher every day over your moisturiser
- OptiFlora, OptiMega, OptiDerm and OptiVite
- Crème de Nuit/Lucid Optimal Night Renewal and Moisture Serum

5. Blemishes, pigmentation and marks:

- Sun screen on hands and face – every day
- Essense Skin Detox
- Forever Young Revitalising Cream
- Forever Healthy OptiFlora, OptiMega and OptiVite
- Essense Derma Bright
- Essense Miracle Tissue Oil
- Essense Antioxidant Radiance Masque
- Essense Intense Repair Serum

6. Dry and damaged hair:

- Resque Hair Nutrition+
- OptiFlora, OptiMega and OptiDerm, Essense Miracle Tissue Oil/Lucid Silky Skin Replenisher/Liquid Skin Nutrition

7. Skin and Body Analysis

This analysis can be used to help determine your customer's product requirements:

- Ask your customer to fill in the Annique Skin Analysis form or ask her the questions and complete the form on her behalf.
- It is simple and easy to make product recommendations when she ticks any of the skin care – "what is your current skin condition?" questions or health problems in the "do you experience any of the following?" questions.
- You could also draw conclusions from her current skin care regime e.g. if she's not using a masque or a scrub, you may need to explain the benefits of using these products and how they will improve her other products' results.
- Her current lifestyle needs will also be clear from the answers she supplies on her analysis form.



How to do a Skin and Body Analysis

Where and Who?	Invitation

<input type="checkbox"/>	Bowl	<input type="checkbox"/>	Beauté and product catalogue
<input type="checkbox"/>	Mirror	<input type="checkbox"/>	Price List x 2
<input type="checkbox"/>	Headband	<input type="checkbox"/>	Customer Questionnaire
<input type="checkbox"/>	Hand Towel	<input type="checkbox"/>	Customer Recommendation Form
<input type="checkbox"/>	Face Sponge	<input type="checkbox"/>	Morning and Evening Routine (attached)
<input type="checkbox"/>	Make-up Sponge	<input type="checkbox"/>	Forever Healthy Wheel Guide

Cleanser (from the Lucid, Hydrafine, Face Facts or Synergy range)	
Resque Crème or Essense Sensi Crème	
Miracle Tissue Oil	
Masque (from the Lucid, Hydrafine, Face Facts or Synergy range)	

Seven Differences of Annique skin care application compared to other skin care companies	See Success Guide
Why do you need Moisturiser + Night Cream + Revitalising Cream?	
Recruit: Tell her that she has an opportunity to use ALL the products if she joins as a consultant, sells to her friends and family and earns extra income. She will also earn income through them if they decide to join as consultants!	
Fill in Customer Questionnaire	
Essense Skin Detox	
Essense Intense Repair Serum	
Forever Young Revitalising Cream	
Forever Young Bo-Serum	
Forever Young Youth Boost	
Forever Young Eye Therapy / Essense Energising Eye Gel	

Use this form as a guideline for your Pamper Party



Forever Young RetiniQ	
Essense Derma Bright	
Face Facts Liquid Skin Nutrition	
Essense Moisture Serum	
Moisturiser (Both from the Lucid, Hydrafine or Synergy range)	
Forever Young Q10 Therapy	
Derma Protect SPF 20	
Freshener (from the Lucid, Hydrafine, Face Facts or Synergy range)	

Resque Mist	
ZeroAche+	
Fragrance	
Explain the Lucky Draws for the Questionnaire and Orders	

Foundation	
------------	--

Make-up	
---------	--

Complete her product recommendation (skin, body, health) she should use:	Forever Healthy Range
	Cleanser
	Moisturiser
	Derma Protect SPF 20
	Freshener
	Night Cream
	Revitalising Cream
	Skin Detox
	Miracle Tissue Oil
	Then other products according to her needs:

Do the Lucky Draws from the Questionnaire and Orders	
---	--

Complete the quiz and use the questions as a guideline to determine your skin type:

1. When you wake up in the morning, what does your skin look like?

- (a) Dull, blotchy and/or sallow
- (b) Normal, but shiny in certain areas
- (c) Pimples, breakouts and shiny/greasy
- (d) Normal to red
- (e) Radiant complexion with no visible pores

2. How does your skin feel during the day?

- (a) Dry and sometimes tight
- (b) Normal
- (c) Dirty and greasy
- (d) Irritated, itchy, burning and warm
- (e) Normal

3. How often do you want to wash your face?

- (a) When necessary, soap makes my skin itch or burn
- (b) Twice a day
- (c) All the time, my skin never feels clean for long
- (d) As little as possible, my skin burns too quickly
- (e) Once or twice a day

4. What does your make-up look like by midday?

- (a) Make-up tends to look dull and flaky and/or make-up irritates my skin easily
- (b) Good, but I will need to re-apply foundation on my nose and forehead
- (c) Shiny, as my make-up does not last. I have to apply foundation all the time and blot my skin with a tissue
- (d) I do not really want to wear too much make-up, as my skin reacts too quickly; it burns or irritates my skin
- (e) Good, I just have to reapply my lipstick

5. How often do you get a breakout?

- (a) Never
- (b) Sometimes, but just in certain areas
- (c) Often
- (d) If I do, it is normally small red bumps that are sore and itch or burn
- (e) Rarely

6. What is your biggest concern?

- (a) Fine lines, premature ageing, dry skin
- (b) Nothing really
- (c) Pimples, blackheads, shine
- (d) Skin is irritated and reacts very quickly to any products
- (e) I do not have any major concerns

7. If you could choose only one product, which one would you buy?

- (a) Moisturiser
- (b) Does not really matter
- (c) Cleanser, preferably a gel or soapy cleanser
- (d) It depends on which product my skin will not react to
- (e) My favourite one, or something on special

8. What does your skin look and feel like after you wash it?

- (a) Dry, dehydrated, tight, dull and sometimes flaky areas
- (b) Dry and oily in some areas, or mostly normal
- (c) It is the only time when it is not shiny
- (d) Itchy, red, burning and irritated
- (e) Rosy cheeks

9. How often do you feel the need to apply moisturiser?

- (a) More than once a day
- (b) More on my cheeks than anywhere else or only once a day
- (c) I do not really want to apply a moisturiser, due to my oiliness
- (d) Depends on the sensitivity of my skin
- (e) Average of once a day

10. Describe your T-zone:

- (a) It's dry, just like the rest of my face, with fine pores
- (b) Oily and shiny, with open pores
- (c) Definitely my problem area – greasy/oily with big open pores
- (d) The least sensitive area of my face
- (e) No visible pores

Your results

Mostly a's

You have a dry, dehydrated skin

■ Use the Annique Lucid range

Mostly b's en e's

You have a normal to combination skin

■ Use the Annique Hydrafine range

Mostly c's

You have an oily or problem skin

■ Use the Annique Synergy or Face Facts range

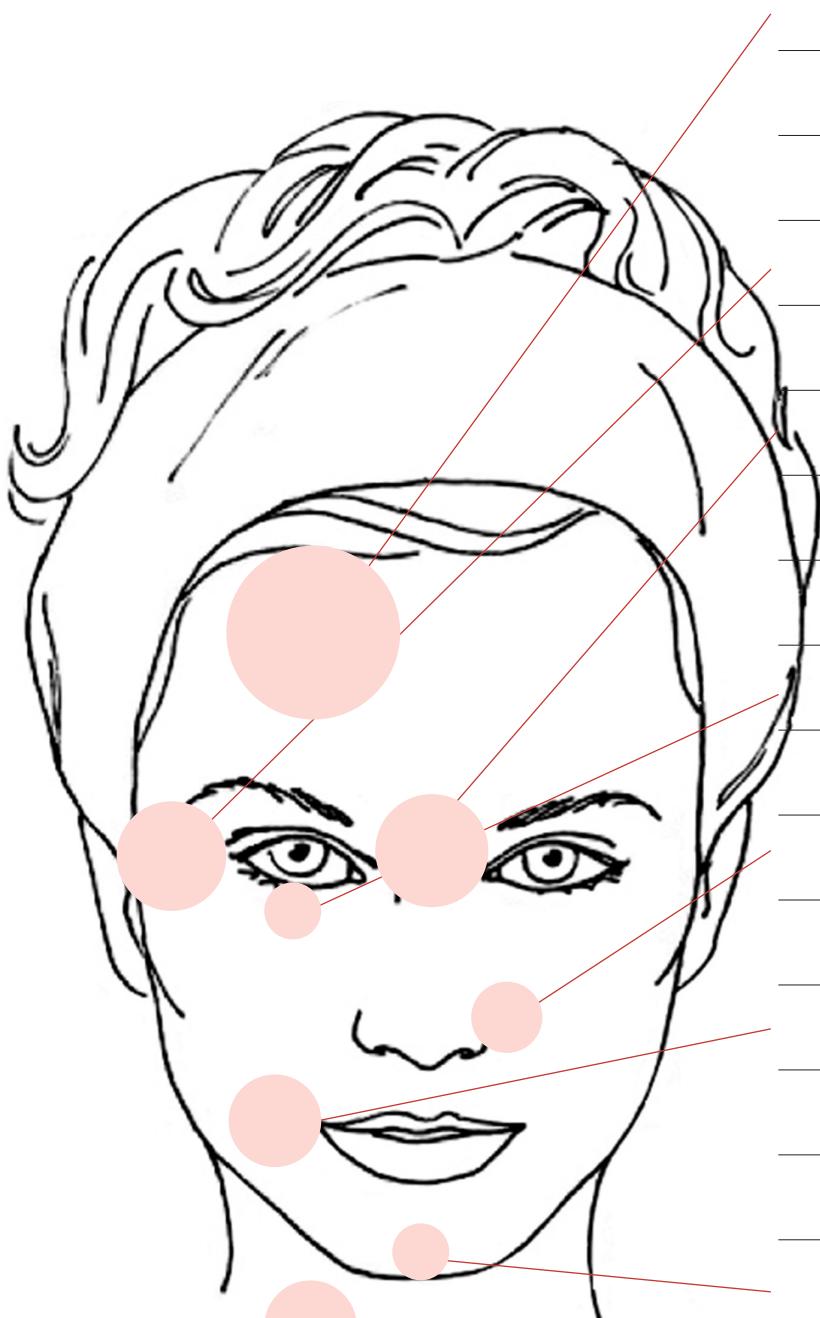
Mostly d's

You have a sensitive/allergic skin

■ Use Essense Sensi Crème en Resque Crème

Skin Analysis and Recommendations

A Visual Guide



Skin Emergency Recommendations

Aching muscle or joint stiffness: Detox tea; ZeroAche+; OptiMega; OptiCalMag; OptiToniQ+; Resque Mist

Acne: Face Facts range; Sensi Crème; Resque Crème; OptiMega; OptiDerm; OptiClear; OptiC; OptiSolve; Relax Rooibos tea

Allergies: Relax tea; Rooibos tea; OptiMega; OptiClear; Resque Essence; OptiToniQ+; Resque Mist; Green Rooibos tea;

Asthma: Green Rooibos tea; Resque Mist; OptiMega; OptiFlora; OptiToniQ+

Black heads: Essense Skin Detox; Face Facts Liquid Skin Nutrition

Bladder infection: OptiToniQ+; Bladder & Kidney tea

Blood pressure - high/low: OptiMega; OptiCalMag; OptiToniQ+

Concentration problems: Lifestyle Shake; OptiMega; OptiFlora; OptiCalm, OptiToniQ+

Constipation, spastic colon: Colon Cleanse tea; Stomach tea; Relax tea; OptiFlora; OptiMega; OptiClear

Dead cells/Dull skin: Lucid Perfecting Cream Exfoliator; Forever Young Q10 Therapy; Essense Moisture Serum; OptiMega/Essense Skin Detox

Dehydration: Essense Miracle Tissue Oil; Essense Intense Repair Serum; Lucid Silky Skin Replenisher; Essense Moisture Serum; Lucid Ultimate Moisturiser for Dry Skin; Forever Young Revitalising Cream; OptiMega; OptiVite; OptiDerm

Dermatological treatments: Rooibos; OptiMega; OptiToniQ+; Resque Crème

Dryness: Resque Crème; Lucid HydraRestore Freshener; Essense Intense Repair Serum; Lucid Silky Skin Replenisher; Essense Moisture Serum; Lucid Ultimate Moisturiser for Dry Skin; Forever Young Revitalising Cream; OptiMega; OptiVite; OptiDerm

Eczema: Resque Crème; OptiMega; Baby Body Lotion; Rooibos; Baby Moist Silky Soap; Sensi Crème; Liquid Skin Nutrition

Enlarged pores: Forever Young Q10 Therapy; Forever Young Revitalising Cream; Forever Young RetiniQ; Forever Young Bo-Serum; Essense Antioxidant Radiance Masque, Essense Pore Minimising Serum

Fatigue: OptiMega; BioHarmony

Fever blisters: Resque Crème; OptiClear; OptiBoost; OptiC; Face Facts Spotless

Flu and colds: OptiBoost; OptiC; Lifestyle Shake; Resque Mist; ZeroAche+; BioHarmony

Freckles: Essense Derma Protect SPF 20; Essense Derma Bright; Forever Young Q10 Therapy/Essense Skin Detox

Hay fever or sinus: Resque Mist; OptiMega; Resque Essence

Indigestion: Green Rooibos tea; Stomach tea; OptiFlora

Insomnia: Night Rest tea; OptiCalMag; Relax tea; OptiToniQ+

Itchy skin: Resque Crème; Green Rooibos tea; Essense Miracle Tissue Oil; OptiMega; OptiFlora; Essense Sensi Crème; Liquid Skin Nutrition; Resque Mist

Menopause, PMS, hormonal imbalance: OptiFlora; OptiMega; OptiCalMag; OptiFemme; Relax tea; Balance tea

Oiliness: Synergy Range, Forever Young Q10 Therapy; Essense Skin Detox; Essense Pore Minimising Serum

Pigmentation marks: Essense Derma Bright; Essense Derma Protect; Forever Young RetiniQ; Essense Skin Detox; Essense Miracle Tissue Oil; Essense Intense Repair Serum

Pimples: Face Facts range; OptiMega; OptiVite; OptiSolve; Relax Rooibos tea

Scarring: Essense Miracle Tissue Oil; Essense Intense Repair Serum; Forever Young RetiniQ

Sensitive: Essense Sensi Crème programme; Resque Crème

Stress or trauma: Relax tea; Happy tea; OptiMega; OptiCalm

T-panel problems: Essense Skin Detox; Forever Young Q10 Therapy; Hydrafine Range; Synergy; Face Facts

Veins: Forever Young Revitalising Cream; Forever Young RetiniQ; Forever Young Q10 Therapy

White heads: Essense Skin Detox; Face Facts Liquid Skin Nutrition

Wrinkles: Forever Young Bo-Serum; Forever Young Anti-Ageing Serum; Forever Young Revitalising Cream; Forever Young Q10 Therapy; Forever Young RetiniQ; OptiRooibos capsules; Forever Young Youth Boost; Forever Young Eye Therapy



2013 – 83 years

Dr Annique Theron

Gold medal Winner of the World Intellectual Property Organisation's Best Woman Inventor Award for her discovery and research into the anti-allergic properties of the indigenous plant of South Africa, Rooibos

FAST START your

CONSULTANT REWARDS

At Annique, we know that the more products you have on hand to sample, the more you can sell. That is why we reward New Consultants and their Sponsor with FREE product rewards or cash to use as samples or to add to the products you use in your business. Your first 90 days in your Annique career is known as the Fast Start period. Join today and you can earn additional discount on your Personal Sales and your team, plus extra gifts and rewards.

CONSULTANT: 40 Days at Annique

Achieve Personal Sales Points (PSP) of 4 000 and qualify for the Well-Done Gift Set

Value: R588



CONSULTANT: 70 Days at Annique

Achieve Personal Sales Points (PSP) of 8 000 (including 4 000 PSP in the first 40 days) and qualify for the

Double Up Gift Set

Value: R1 224



START

**40 DAYS
4 000 POINTS**

* Values subject to change.

SPONSOR: 40 Days at Annique

If your new Consultant achieves his/her 40-day target, you earn

R200

Easily achieve the targets above by doing a few or all of the following activities:



Host a Slimming Club for your clients

Foot Spas



Wellness Days

Make-up Workshops



Tea Tastings

business in Annique

CONSULTANT:

90 Days at Annique

Achieve Personal Sales Points (PSP) of 12 000 (including 8 000 PSP in the first 70 days) and qualify for the

You Are a Star Gift Set

Value: R1 376



SPONSOR:

90 Days at Annique

If your new Consultant achieves his/her 90-day target, you earn

R600

SPONSOR: 70 Days at Annique

If your new Consultant achieves his/her 70-day target, you earn

R400

SPONSOR REWARDS

CONTACT US: 012 345 9800 / 9801 www.annique.com
Please visit the Enterprise Portal for the rules.

Pamper Parties



Marketing to a business

Hand Facials



Perfume Sales

Exhibitions



Social Media Marketing

HYDRAfine
PERFECT BALANCE

WITH EXTRACT OF
ROOIBOS
MET EKSTRAK VAN

HYDRAfine
PERFECT BALANCE
Skin Refining Freshener
WITH MOISTBALANCE, MARINEMATT AND
GREEN ROOIBOS EXTRACT

HYDRAfine
PERFECT BALANCE
Gentle Cleanser
WITH MOISTBALANCE, MARINEMATT AND
GREEN ROOIBOS EXTRACT

HYDRAfine
PERFECT BALANCE
Balancing Moisturiser
WITH MOISTBALANCE, MARINEMATT
AND GREEN ROOIBOS EXTRACT

HYDRAfine
PERFECT BALANCE
Replenishing Night Cream
WITH MOISTBALANCE, MARINEMATT
AND GREEN ROOIBOS EXTRACT

Annique

SYNERGY
CLEAR = CONTROL

SYNERGY
CLEAR = CONTROL
EVEN SKIN MOISTURISER
WITH TEA TREE OIL, WITCH HAZEL AND
GREEN ROOIBOS EXTRACT

SYNERGY
CLEAR = CONTROL
CLEAR COMPLEXION FRESHENER
WITH TEA TREE OIL, WITCH HAZEL AND
GREEN ROOIBOS EXTRACT

SYNERGY
CLEAR = CONTROL
CLEARLY EVEN NIGHT CREAM
WITH TEA TREE OIL, WITCH HAZEL, YLANG YLANG
AND GREEN ROOIBOS EXTRACT

Annique

LUCID
MAXIMUM HYDRATION

WITH EXTRACT OF
ROOIBOS
MET EKSTRAK VAN

LUCID
MAXIMUM HYDRATION
Calmng Cleansing Crème
WITH AQUAMAT AND
ROOIBOS EXTRACT

LUCID
MAXIMUM HYDRATION
HydraRestore Freshener
WITH AQUAMAT AND
ROOIBOS EXTRACT

LUCID
MAXIMUM HYDRATION
Ultimate Moisturiser for Dry Skin
WITH AQUAMAT AND
ROOIBOS EXTRACT

LUCID
MAXIMUM HYDRATION
Optimal Night Renewal
WITH AQUAMAT AND
ROOIBOS EXTRACT

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FOREVER YOUNG
The future of your skin.

FY

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Revitalising Cream
MADE WITH ROOIBOS EXTRACT AND YLANG YLANG

FOREVER YOUNG
Crème De Nuit
MADE WITH ROOIBOS EXTRACT AND YLANG YLANG

FOREVER YOUNG
Bo Serum
MADE WITH ROOIBOS EXTRACT AND YLANG YLANG

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