



NEW AND ADVANCED!

MEGA-MUSHROOM RELIEF & RESILIENCE FORTIFYING EMULSION

SHARE THE STORY

FOR INTERNAL USE ONLY

PLEASE NOTE THAT CONTENT, PHOTOS OR VIDEOS MAY NOT BE FINAL

TRAINING SESSION PREPARATION NOTES



TIMING

- 45 minutes
- 15-minute Q&A



MATERIALS NEEDED

- One Mega-Mushroom Fortifying Emulsion per attendee
 - Quiz: Polling options for virtual meeting



CONVERSATION STARTER

1. Ask Guides to share if they have heard from customers regarding any concerns around free radical damage
2. Ask Guides how have they been selling the existing Mega-Mushroom Fortifying Emulsion
3. Have Guides share a successful "MMTL + One" sales story



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SHARE THE STORY

1.
PRODUCT
OVERVIEW

2.
SKIN PHYSIOLOGY +
PLANT SCIENCE

3.
MMTL + NEW
EMULSION



KVs

Your skin barrier duo
to soothe and strengthen

Mega-Mushroom Treatment Lotion + Weightless Hydrating Moisturizer



ORIGINS

Barrier-boosting
weightless
hydration

NEW + ADVANCED

Mega-Mushroom
Fortifying Emulsion

With soothing Reishi Mushroom
and anti-oxidant Sea Buckthorn

**STRENGTHENS
SKIN BARRIER**

48HR
moisture lock*

✓93%
NATURALLY
DERIVED†
✓VEGAN‡



Barrier-boosting
weightless hydration

Mega-Mushroom Weightless Hydrating Moisturizer



ORIGINS

*Clinical testing on 31 women after using product once. **Clinical testing 26 women for 150 minutes following product application, versus unscented control.

*Clinical testing on 31 women after 48 hours. **Clinical testing on 31 women after 48 hours.
†Per ISO Standard 16128 from plant, non-petroleum mineral and/or water sources. ‡Free of animal derived ingredients.

*Clinical testing on 31 women after four hours. **Clinical testing on 31 women after 48 hours.
†Per ISO Standard 16128 from plant, non-petroleum mineral and/or water sources. ‡Free of animal derived ingredients.

WHAT IT IS

NEW & ADVANCED MM EMULSION - a lightweight, long-lasting moisturizer now delivers antioxidant protection against the visible effects of free radical damage. The advanced, hydrating emulsion gives you silky soft, healthy-looking skin.

- NA/China: Vegan*
- EMEA/UK/APAC: Vegetarian*
- 93% Naturally Derived Formula**
- Appropriate for all skin types including sensitive, acne prone skin
- Dermatologist Tested
- Non-acnegenic / non-comedogenic



*Free of animal-derived ingredients

**Using ISO 16128 Standard, from plant, non-petroleum mineral, and/or water sources.

PRODUCT OVERVIEW



BENEFITS

- Antioxidant defense against free radicals
- Instant hydration
- Rapid soothing
- Barrier boosting

KEY INGREDIENTS

- Plant-oxidant technology with sea buckthorn
- Molecular mushroom Complex
- Naturally-derived Hyaluronic Acid
- Plant-derived Glycerin
- Naturally derived squalene and certified organic olive oil

TEXTURE

- Velvety soft emulsion that comforts and soothes the look of skin
- Non greasy / fast absorbing

WHO IT'S FOR

Appropriate for all skin types including:

- Sensitive
- Acne prone skin
- Redness
- Irritated Skin
- Dryness
- Weakened Barrier
- Free Radical Defense

APPLICATION

Use AM/PM
STEP 1: On cleansed skin, apply Mega-Mushroom™ Treatment Lotion
STEP 2 (Optional): Apply 1-2 pumps of Mega-Mushroom Restorative Skin Concentrate
STEP 3: Apply 1-2 pumps of the Mega-Mushroom Emulsion onto skin to help strengthen skin barrier + help protect from damaging free radicals for more resilient and stronger skin.

SUSTAINABLE PACKAGING



Bottle

100ML Packaged in PET bottle with
48% PCR

Carton

Recyclable FSC-certified Folding Carton;
for every tree harvested, new ones are
planted



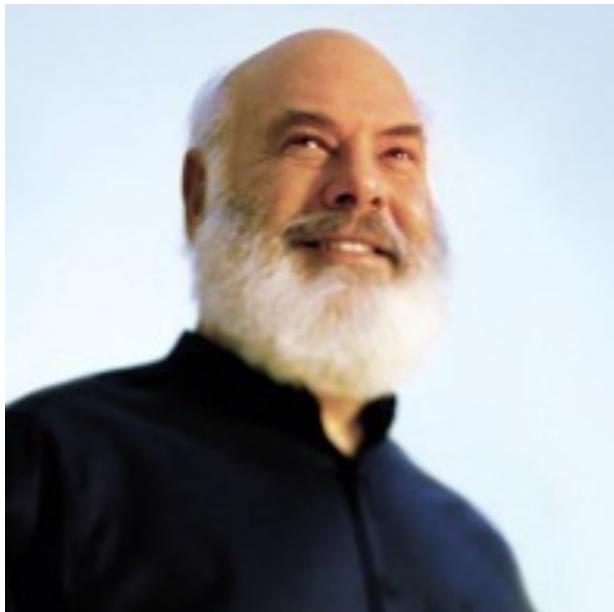
SHARE THE STORY

1.
PRODUCT
OVERVIEW

2.
SKIN PHYSIOLOGY +
PLANT SCIENCE

3.
MMTL + NEW
EMULSION

THE MEGA-MUSHROOM STORY BEGINS WHEN...



DR. ANDREW WEIL

Dr. Weil specializes in Integrative Medicine, healing oriented medicine that considers the whole person and combines conventional medicine with natural therapies and lifestyle changes. Partnered with Origins in 2005 to create the Mega-Mushroom Franchise.

"I first learned about the benefits of mushrooms in the 1970s when I began reading research from China and Japan, where traditional beliefs place a value on mushrooms as both food and for their revitalizing properties.

Since then, I have developed a lifelong passion and interest in all aspects of these spore-bearing, fruiting bodies of fungi. It has taken a long time for researchers in North America and Europe to look into the benefits of mushrooms, but I'm happy to say it's finally happening."

DR. ANDREW WEIL

MEGA-MUSHROOM FRANCHISE OVERVIEW

BUILD SKIN'S STRENGTH AND RESILIENCE

WHAT IT DOES

The Mega-Mushroom franchise helps restore visible resilience. Products help calm the skin and visibly reduce irritation and redness with the Molecular Mushroom Complex.

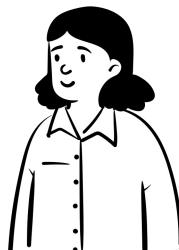
WHO IS IT FOR?

Great for sensitive skin types, or sensitized skin

CLIENT IDENTIFIERS

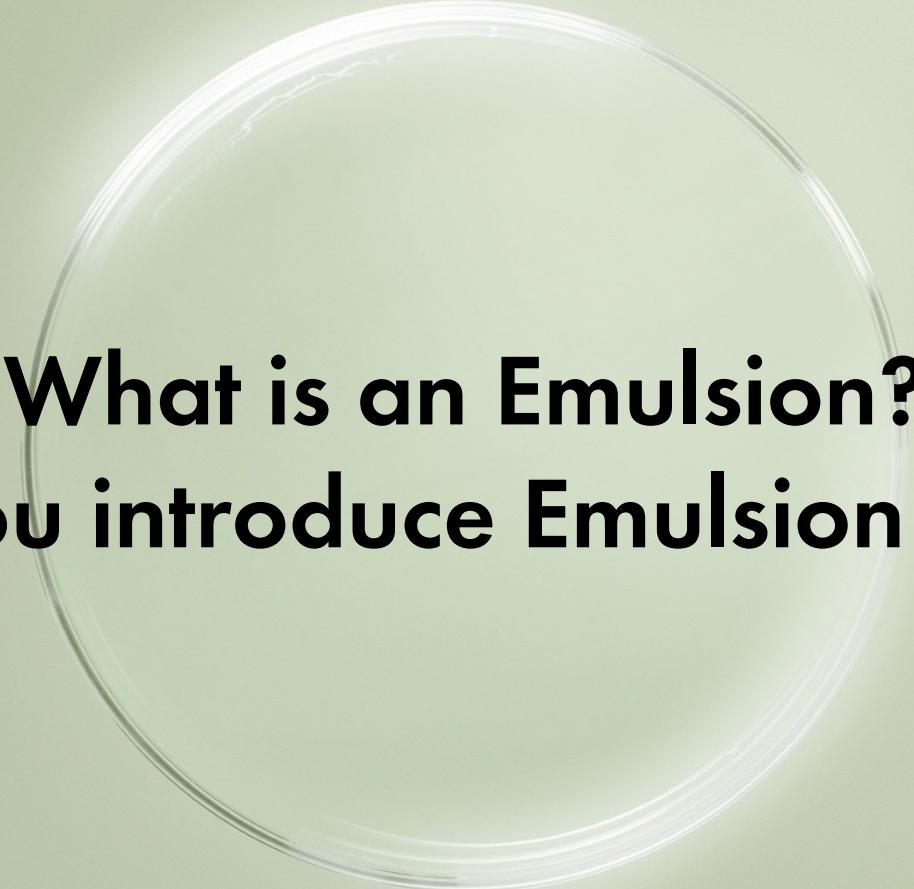


“ My skin is sensitive and gets red easily, is there anything you could recommend? ”



“ I use a moisturizer everyday, but my skin still feels dry and flaky, what can help? ”





**What is an Emulsion?
How would you introduce Emulsion to a customer?**



ORIGINS

SKIN PHYSIOLOGY

➤ DID YOU KNOW?

Daily exposure to blue light from screens, to pollution, even second-hand smoke, can trigger oxidative stress on skin resulting in a weakened moisture barrier.



Sensitivity, even visible redness



Dehydration



Visible signs of pre-mature aging



Dull skin



Enlarged pores



Google says...

Globally, people on average spend

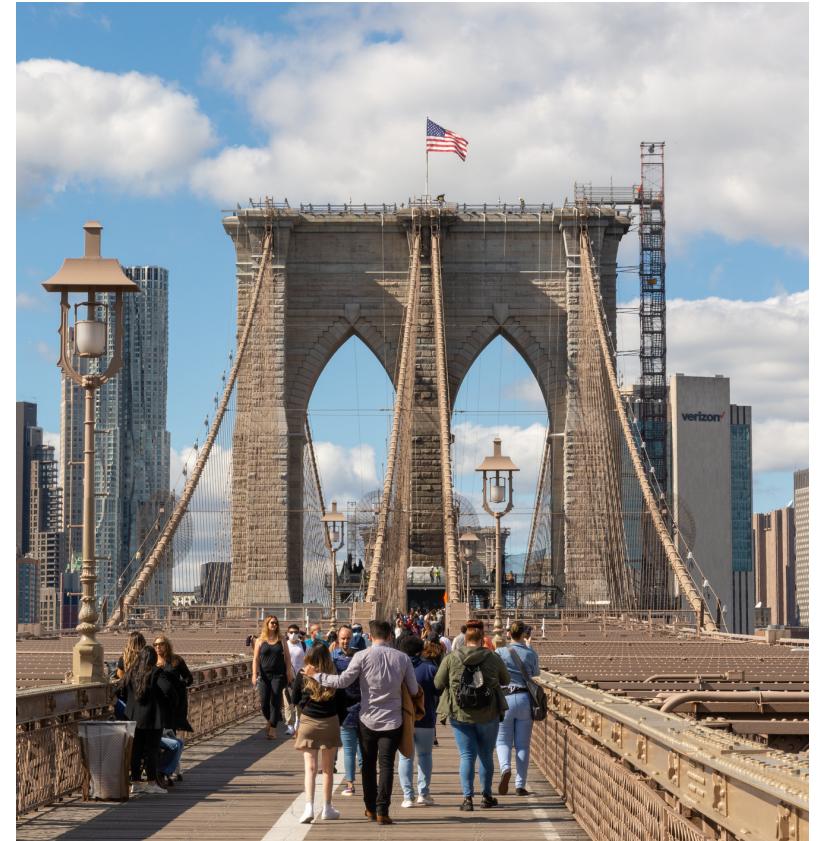
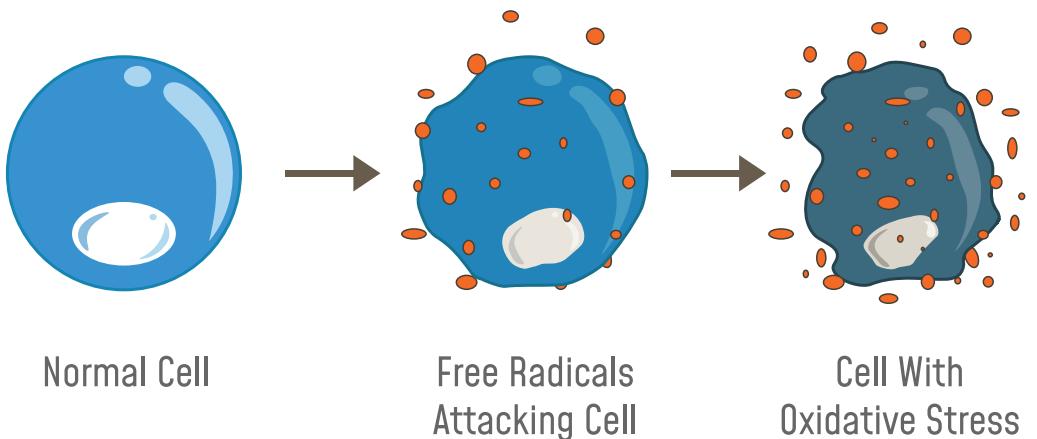
**6 HOURS AND 58 MINUTES ON
SCREENS!**

Ask Yourself: How many hours do you spend on screens everyday?

SKIN PHYSIOLOGY

➤ What are Free Radicals?

- ✓ A type of unstable molecule that is made during normal cell metabolism
- ✓ Free radicals can be produced in the body naturally
- ✓ But they're also introduced from outside sources, like pollution, stress, second-hand smoke, blue light, etc.



There are many factors that can lead to free radical damage in the environment that we live in

SKIN PHYSIOLOGY

➤ How Free Radicals Hurt the Skin

Oxidation is when your body's oxygen atoms spit and become free radicals. These "oxidized oxygen atoms" sometimes steal electrons from healthy cells, which put your skin health at risk – the damage eventually appears on skin as sensitivity, aging signs, dryness, dehydration, etc.



Consider an apple slice for a moment – if you leave it out, the apple will eventually turn brown. The process is similar in skin when it's continuously exposed to free radicals damage over time.



Rusting is also everywhere found in our environment – it shows how environment attacks the surface of material.



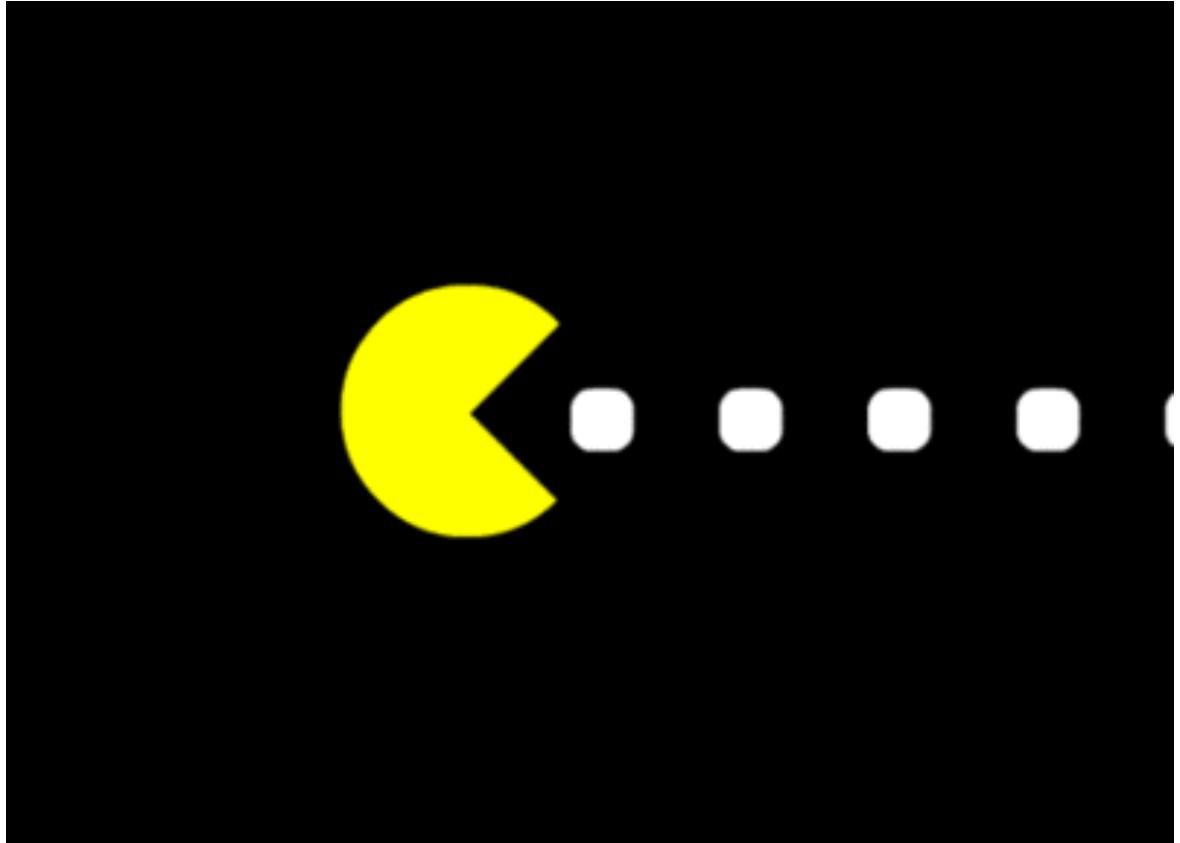
SKIN PHYSIOLOGY

➤ What's the solution? – Antioxidants!

Reality is that we are exposed to free radicals everyday, so while we cannot avoid them entirely, we can turn to powerful antioxidants for help!

The good news: Our New and Advanced MM Emulsion, has amped up anti-oxidant protection from damaging free radicals, featuring Certified Organic Sea Buckthorn that:

- ✓ Helps protect skin's moisture-preserving lipid barrier
- ✓ Its powerful antioxidants help neutralize damaging oxidative stress and helps defend skin against visible effects of blue light.



Sea Buckthorn eats Free Radicals!

PLANT SCIENCE



Plant-Oxidant Technology with Sea Buckthorn:

Helps protect skin's moisture-preserving lipid barrier, while its powerful antioxidants help neutralize damaging oxidative stress and helps defend skin against visible effects of blue light.



Molecular Mushroom Complex:

Made with Fermented Chaga Mushrooms plus responsibly sourced Reishi, to help soothe the look of irritated skin & reduces look of redness.



DID YOU KNOW?

Our Sea Buckthorn is farmed organically with methods that support biodiversity and soil health.

PLANT SCIENCE



Naturally Derived Hyaluronic Acid:

Special low-molecular weight Hyaluronic Acid helps encourages skin's natural HA production, leaving skin plumper, hydrated and feeling soft, smooth, and supple.



Plant-Derived Glycerin:

Attracts moisture to parched skin like a magnet, grabbing moisture from surrounding environment and boosting hydration.



Naturally Derived Squalane and Certified Organic Olive Oil:

Helps strengthen skin's moisture barrier to prevent moisture loss.



ORIGINS

PROOF IS IN THE CLAIMS!

➤ IN JUST 1 USE:

- ✓ +27% stronger skin barrier*
- ✓ 48-hour moisture lock**
- ✓ 39% reduced visible redness***
- ✓ 92% of panelists had improved smoothness****

➤ IN 4 WEEKS:

- ✓ 100% of panelists had moisture improvement*
- ✓ 92% of panelists had radiance improvement after 4 weeks**

➤ IN 8 WEEKS:

- ✓ 95% of testers had an improvement in smoothness*
- ✓ 83% of panelists had visible redness reduction**

Ingredient In-vitro claim:

- Sea Buckthorn discourages production of blue light induced free radicals by 74% (*invitro testing after 24 hours)

*Clinical testing on 31 women after four hours.

**Clinical testing on 31 women after 48 hours.

***Clinical testing on 31 women after using the product once.

****After pre-treatment period; clinical testing on 26 women measured for 150 minutes, versus untreated control.

*****Clinical testing on 41 women, after using the product once.

*Clinical testing on 26 women after using the product for 4 weeks.

**Clinical testing on 41 women, after using the product for 4 weeks

*Clinical testing on 41 women, after using product for 8 weeks.

**Clinical testing on 35 women, after using the product for 8 weeks.

MM Emulsion Existing vs. New and Advanced: Comparison Chart

	Existing	NEW AND ADVANCED
Benefits	Instant Hydration Moisture Barrier Boosting Rapid Soothing	<ul style="list-style-type: none">✓ NEW free radical & blue light protection✓ NEW barrier strengthening✓ Long-lasting hydrating up to 48 hours!
Ingredient	Reishi Mushroom Fermented Chaga Plant-Derived Hyaluronic Acid	<ul style="list-style-type: none">✓ NEW Sea Buckthorn – a powerful antioxidant✓ NEW Naturally derived squalane and certified organic olive oil✓ NEW Plant derived Glycerin✓ Reishi Mushroom✓ Fermented Chaga✓ Low-molecular weight HA
Technology		Planti-oxidant Technology with Sea Buckthorn
Skin Types	All skin types Sensitive Skin	All skin types Sensitive Skin NEW Acne Prone / Bi Kou Bump Prone Skin



SHARE THE STORY

1. PRODUCT OVERVIEW

2. SKIN PHYSIOLOGY + PLANT SCIENCE

3. MMTL + NEW EMULSION

THE POWERFUL DUO: LINK-SELL

Reflect On

1. What do you already know about our Hero Product Mega-Mushroom Treatment Lotion?
2. How would you introduce the New and Advanced Mega-Mushroom Emulsion to existing / new customers, respectively?





"BETTER TOGETHER" MMTL + New MM Emulsion

MMTL + New MM Emulsion "Better Together" Duo:

- ✓ Help strengthen skin barrier
- ✓ Help protect from damaging free radicals for more resilient and stronger skin



When used together, our new and advanced MM EMULSION WILL PENETRATE

2.5X FASTER*!!!

Footnote: *in vitro testing – penetration of Fluorescein from MM Emulsion + MMTL at 3 hours



**SERVICES
FOR WELL-BEING**

WELLNESS-OBSSESSED



ASK

1. Genuinely ask about your customer's skin concern
2. Understand your customer's skincare routine, ask if she/he has used existing Mega-Mushroom products before
3. Educate customer about the blue light/free radical protection



SEE

1. Dispense 1-2 pumps of the emulsion onto back of client's hand.
2. What does the formula look like? Observe how the texture looks and feels



TOUCH

1. Gently massage the formula until fully absorbed
2. How does the texture feel? How does your hand feel once absorbed into skin?
3. Can you see and feel the difference between hand with product compared to without?

SERVICES
FOR WELL-BEING

REGIMENT + APPLICATION



REGIMEN



STEP 1

Cleanser



STEP 2

Mega-Mushroom
Treatment Lotion



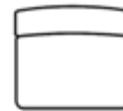
STEP 3

Mega-Mushroom
Restorative Skin
Concentrate



STEP 4

New Mega-
Mushroom
Emulsion



STEP 5

Eye Cream

REGIMEN

Feeling like a light evening!

Step 1

Apply Mega-Mushroom treatment lotion onto just-cleansed skin with "Shake, Pour, Pat" technique



Step 2

Apply 1-2 pumps of Mega-Mushroom Fortifying Emulsion, gently massage into skin until fully absorbed.

MM EMULSION WILL
PENETRATE 2.5X FASTER *



REGIMENT

Feeling like Layering Galore!

Step 1

Apply Mega-Mushroom treatment lotion onto just-cleansed skin with "Shake, Pour, Pat" technique



Step 2

Dispense 1-2 pumps of the Mega-Mushroom Restorative Skin Concentrate onto fingertips, patting and pressing until fully absorbed.



Step 3

Apply 1-2 pumps of Mega-Mushroom Fortifying Emulsion, gently pat into skin until fully absorbed.



HOW TO DEMONSTRATE ON HAND

STEP 1

Prep the back of client's hand with Mega-Mushroom Treatment Lotion using the "Shake, Pour, Pat" technique. Introduce the benefits of MMTL.

STEP 2

Apply 1-2 pumps of the MM Emulsion onto the back of client's hand. Gently pat and press until absorbed in skin.

STEP 3

Allow client to feel the lightweight, velvety soft texture. Share the new and advanced formula features (new ingredient, new benefits, etc.)

STEP 4

Educate clients about the importance of blue light / free radical protection and how powerful anti-oxidant helps to shield skin from visible effects from blue light pollution



Practice and Share:

What would you say while demonstrating product on hand?



Example:

"Did you know that daily exposure to blue light from screens can lead to a weakened skin barrier? Even if you are using a moisturizer, it's hard to avoid this type of pollution – simply think about how many hours we spent in front of screens!

As you are already a Mega-Mushroom lover, I would like to introduce you our new and advanced Mega-Mushroom Fortifying Emulsion. It features new ingredient like Sea buckthorn to help with anti-oxidant protection from damaging free radicals. The formula helps to replenish your skin for a healthy-looking, silky soft complexion. It is great to use everyday for a stronger skin barrier!

I see that you're already a loyal customer with our best-seller MMTL – it is highly recommended to pair the emulsion with MMTL, you'll get a 2.5x faster penetration!

Would you like to try it on your hand? The Emulsion is very lightweight and easy to absorb. I'm sure you'll love the texture! So easy to layer with other serums or moisturizers."

HOW WOULD YOU ANSWER THE QUESTION?



Why is it important to protect skin from blue light damage?

SHARE WITH THE GROUP

Daily exposure to blue light from screens can trigger oxidative stress on skin resulting in a weakened moisture barrier, which could mean increased sensitivity, dehydration, even hastened visible signs of pre-mature aging. The New and Advanced Mega-Mushroom Emulsion has amped up anti-oxidant protection from damaging free radicals, featuring Certified Organic Sea Buckthorn that is a powerful anti-oxidant to neutralize damaging oxidative stress and helps defend skin against visible effects of blue light.

HOW WOULD YOU ANSWER THE QUESTION?



What's new in this formula vs the existing Mega-Mushroom Fortifying Emulsion?

SHARE WITH THE GROUP

Compared with the existing formula, The NEW and Advanced Mega-Mushroom Emulsion formula is 93% naturally derived, features NEW Sea Buckthorn ingredient that provides NEW free radical and blue light protection. It also provides long-lasting hydration up to 48 hours.



HOW WOULD YOU ANSWER THE QUESTION?

How does this fit into my skincare routine?

SHARE WITH THE GROUP

Apply 1-2 pumps of Mega-Mushroom Fortifying Emulsion after Mega-Mushroom™ Treatment Lotion. When used together, our New and Advanced Mega-Mushroom Emulsion will penetrate 2.5x faster.

KEY COMPETITORS

			
ORIGINS	SHISEIDO	SULWHASOO	IPSA
Dr. Weil Mega-Mushroom Fortifying Emulsion	VITAL PERFECTION WHITE REVITALIZING EMULSION	ESSENTIAL BALANCING EMULSION	METABOLIZER ME REGULAR 3
MM Emulsion DIFFERENTIATED BENEFITS <ul style="list-style-type: none"> • Barrier strengthening • Soothing & Visible redness reduction • NEW antioxidant & Blue light Protection 	<ul style="list-style-type: none"> • Hydrating & revitalizing • Promotes skin's renewal while delivering intense & long-lasting moisture • Improve various signs of visible aging • Revitalizes skin that has become thin & toughened with age • Skin appears softer smoother more elastic & younger looking • Features a rich & non-sticky texture 	<ul style="list-style-type: none"> • Instantly soft and hydrated feel • Rich moisture to leave skin dewy and smooth • Smooths uneven skin texture • Clarify the complexion by visibly softening and refining skin texture • Lightweight fluid adds a daily dose of moisture for oily to combination skin 	<ul style="list-style-type: none"> • Fills the skin (stratum corneum) and makes it moist and smooth • Moisturizes and creates plump, bouncy, fresh, dewy and translucent skin • Improves texture, prevents rough skin • Ingredients focus on skin oxygen type, rosehip oil, OX-ME component • For skin that is oily but also dry and rough at the same time



QUIZ

QUIZ

Q1

How can free radicals damage the skin?

- A. Stealing electrons from healthy cells
- B. Causing skin to sag
- C. Making skin discolored
- D. Thinning skin

Q2

What are the key benefits of the Mega-Mushroom Emulsion? (check all that applies)

- A. Antioxidant defense against free radicals
- B. Instant hydration
- C. Rapid soothing
- D. Skin Tightening
- E. Barrier boosting

QUIZ

Q3

What are the key ingredients in the formula? (check all that applies)

- A. Panti-oxidant technology with sea buckthorn
- B. Molecular mushroom Complex
- C. Naturally-derived Hyaluronic Acid
- D. Plant-derived Glycerin
- E. Naturally derived squalene and certified organic olive oil
- F. All of above

Q4

Mega-Mushroom Emulsion can help clients with concerns of:

- A. Acne/Bi-Kou pump prone skin
- B. Irritated Skin
- C. Weakened Barrier
- D. All of above

DISCOVER MEGA-MUSHROOM

THE LEARNING JOURNEY



MEGA-MUSHROOM

DISCOVER THE NEW MEGA-MUSHROOM EMULSION: THE LEARNING JOURNEY

Additional exercises to become more familiar with the product.



1

Review

Read through the Education materials a second time and write down notes- key ingredients, benefits and skin physiology/plant science storytelling. After reviewing, write down a few ways you'll share with clients.

2

Product Pro

Use your Mega-Mushroom Emulsion gratis for 2 weeks, try different regimens, then share your experience and results with the team.

3

Practice

During down time, practice the face/hand demo with your colleague.

4

Videos

Watch all the educational videos provided to help retain key information and storytelling.

5

Peer Activities

Practice your sales pitch - Roleplay with another Guide! Create a client profile - and have your peer play the client. Practice product storytelling and connecting with their concerns. Provide feedback and switch!



ORIGINS

The genius of nature.TM