



ORIGINS

# CLEAR IMPROVEMENT™

RICH PURIFYING CHARCOAL MASK

SHARE THE STORY

FOR INTERNAL USE ONLY  
PLEASE NOTE THAT CONTENT, PHOTOS OR VIDEOS MAY NOT BE FINAL

## TRAINING SESSION PREPARATION NOTES

**TIMING**

- 20 minutes
- 5-minute Quiz

**MATERIALS NEEDED**

- 1 Clear Improvement™ Rich Purifying Charcoal Mask per attendee
  - Quiz: Polling options for virtual meeting



# CONTENTS

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- Share The Story
- Services for Well-being
- Quiz

**Everyone must already know...**

Our beloved Clear Improvement™ Active Charcoal Mask is one of our consumers' favorite Origins products!

**In group, share a few comments about what customers have said about Active Charcoal Mask**

However, there is a missing piece:  
What about dry skin?

**Good news!**

The NEW Rich Purifying Charcoal Mask is non-drying and non-stripping and works on all skin types, even those with dry skin, making this the ultimate comfortable cleanse!





# PRODUCT OVERVIEW

# CLEAR IMPROVEMENT™

## Rich Purifying Charcoal Mask

### PURIFY ALL SKIN TYPES, NATURALLY

With our lush, 93% naturally-derived\*, purifying charcoal mask. It's formulated with:

- ✓ Nature's "magnet", Bamboo Charcoal, to help draw out deep-dwelling dirt and debris
- ✓ Clay to help absorb excess oils and environmental pollutants
- ✓ Our signature Chia Complex with Chia Seed Oil and hydrating emollient Shea Butter to create a lush texture that goes on smoothly and comes off gently.

With nature's purifiers and our newest complex in place, skin looks clear and is left feeling comfortably clean—not tight or dry.



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

# CLEAR IMPROVEMENT™

## Rich Purifying Charcoal Mask

### PRODUCT OVERVIEW

#### WHAT IT IS

This buttery-rich mask purifies all skin types—even dry skin—naturally.

#### WHO IT'S FOR

- All skin types including dry

#### BENEFITS

- Purifies all skin types including dry
- Removes dirt, excess oil and impurities
- Removal – buttery rich texture allows for gentle and easy removal of the mask
- Leaves skin feeling comfortably clean and clear of pore-clogging debris.
- Sensorial experience with the invigorating blend of citrus essential oils

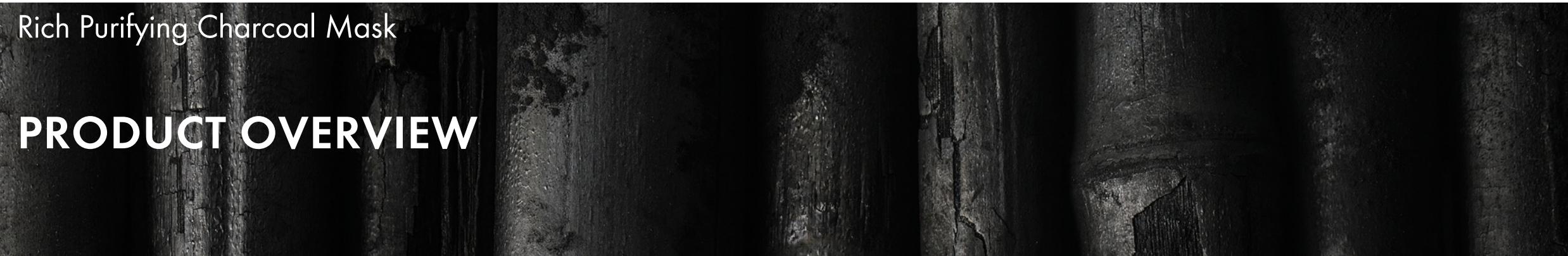
#### KEY INGREDIENTS

- **Bamboo Charcoal:** draw out dirt and debris from pores
- **Clay:** absorb oils, impurities and environmental toxins
- **Chia Complex:** creates the rich, buttery texture that allows for gentle and easy removal

#### HOW TO USE

USE: AM/PM

- Use at least once a week or as often as needed
- STEP 1: On cleansed skin, open pores with a warm, moist towel
- STEP 2: Apply an even layer onto just-cleansed skin
- STEP 3: Leave on for five minutes and allow to dry
- STEP 4: Once it's dry, rinse well, and let your skin breathe a sigh of relief



## WHAT'S NEW?

- **Formula is now 100% FREE of animal derived ingredients!**

We removed our cruelty-free Honey ingredient and replaced it with a Chia Complex (containing Chia Seed Oil and Shea Butter) to create the ultimate comfortable cleanse.

- **Great for dry skin types!**



Clear Improvement  
Rich Purifying Charcoal Mask

Clear Improvement  
Charcoal Honey Mask\*

# PRODUCT BENEFITS

## ➤ KEY BENEFITS:

- ✓ Purifies all skin types from dry to combo
- ✓ Non-drying, non stripping
- ✓ Removes dirt, excess oil and impurities that can clog pores

## ➤ SENSORY:

- ✓ Buttery rich texture allows for gentle and easy removal of the mask, and helps to leave skin comfortably clean and clear of pore-clogging debris
- ✓ Blend of Citrus Essential Oils plus Mint to help invigorate the senses and the masking experience



# SHARE THE STORY

Skin Physiology + Plant Science



# CLEAR IMPROVEMENT™

## Skin Physiology



### HOW SKIN CAN BENEFIT FROM A COMFORTABLE CLEANSE

Dirt, debris, excess oil, and impurities can get trapped within skin's pores, which can lead to blemishes, clogged pores, and rough skin texture. The Clear Improvement™ Rich Purifying Charcoal Mask is non-drying and non- stripping, helping it purify skin while leaving it comfortably clean, even for dry skin!

# CLEAR IMPROVEMENT™

Plant Science

## NEW! CHIA COMPLEX



❖ **Chia Complex:** Chia Seed Oil and Shea Butter

### Chia Seed Oil processing:

- ✓ Chia seeds are carefully cleaned to remove all traces of dust, sand, damaged seeds or other impurities
- ✓ Cold pressed without harsh solvents or chemicals to produce chia seed oil.

What's great  
about the texture  
thanks to the  
ingredients?

- This rich, buttery texture allows for gentle and easy removal.

# CLEAR IMPROVEMENT™

Plant Science

## NATURE'S PURIFIERS



### BAMBOO CHARCOAL

Bamboo Charcoal acts as a magnet to draw out deep dwelling pore-cloggers.



### CLAY

Helps absorb oils, impurities, and environmental pollutants.

## KEY WORDS TO PAY ATTENTION TO

The key consumer concerns to listen for when recommending the Clear Improvement™ Rich Purifying Charcoal Mask.

(1)



**MY SKIN IS VERY DRY**

(2)



**I'M CONCERNED WITH  
CONGESTED SKIN**

(3)



**I'M LOOKING FOR A  
MASK TO COMFORTABLY  
PURIFY MY DRY SKIN**

(4)



**I WANT TO DETOX  
MY SKIN.**

# SERVICES

For Well-Being



# HOW-TO USE

## USE: AM/PM

Use at least once a week or as often as needed.

**STEP 1:** On cleansed skin, open pores with a warm, moist towel.

**STEP 2:** Use a generous amount to apply an even layer onto just-cleansed skin.

**STEP 3:** Leave on for five minutes and allow to dry.

- ✓ Use this time to relax with a meditation that clears your mind while the formula helps clear your pores.

**STEP 4:** Once it's dry, rinse well, and let your skin breathe a sigh of relief.

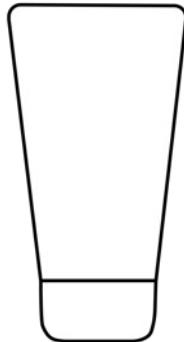


### PRO TIP!

This purifying mask can be used alone or on drier areas like cheeks for a comfortable cleanse.

# WHERE DOES IT GO WITHIN A SKINCARE ROUTINE?

Understand clients skin type and main concerns to identify their Origins skincare routine.



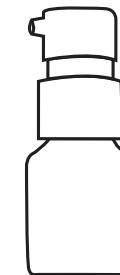
**Step 1**



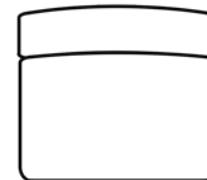
**Step 2**



**Step 3**



**Step 4**



**Step 5**



**Step 6**

CLEANSE

PURIFY

TREAT

SERUM

MOISTURIZER

EYE CREAM

CLEAR  
IMPROVEMENT™  
RICH PURIFYING  
CHARCOAL  
MASK

Essential in  
every routine!

# MULTI-MASKING LIKE A PRO!

Multi-Masking with our HERO Clear Improvement Active Charcoal Mask & Rich Purifying Mask by facial zone or by skin type

- **Clear Improvement™ Rich Purifying Charcoal Mask:**  
use on drier facial zones like cheeks
  
- **Clear Improvement™ Active Charcoal Mask:**  
use on more oily facial zones like T-zone





Refresher!

# Clear Improvement Active Charcoal Mask



# PRODUCT REFRESH

## CLEAR IMPROVEMENT™ ACTIVE CHARCOAL MASK

### KEY BENEFITS

#### Detox

- Deeply Detoxifies
- Absorbs Oil
- Draws Out Environmental Pollutants
- Purifies Pores

### WHO IS IT FOR?

#### NORMAL TO OILY SKIN

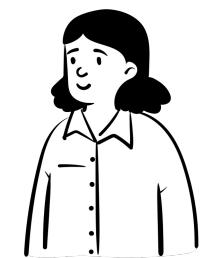
#### Appropriate For Clients With:

- Congested skin
- Skin texture
- Concerns with pore purification

### CLIENT IDENTIFIERS



“ My skin feels congested.”



“ I want to get rid of the blackheads and clogged pores in my T-Zone.”



## INCLUDE IN A WELLNESS SERVICE

Add Clear Improvement™ Active Charcoal Mask into services while creating memorable and uniquely Origins experiences with each client.



## CONSULTATION

If a client is looking to decongest and detox their skin, add Clear Improvement™ Active Charcoal Mask to their recommended skincare routine.

## CUSTOM MINI-FACIAL

Add to a custom facial service for clients who are concerned with oily skin with visible pores.

## SIGNATURE RITUAL

Use the Clear Improvement™ Active Charcoal Signature Ritual as a service to help clear client's skin and mind. Send client the ritual card as a follow-up so they can add into their masking routine.





# Clear Improvement™ Active Charcoal Mask



### ACTIVE CHARCOAL MASK



### RICH PURIFYING CHARCOAL MASK

<b>WHAT IT IS</b>	A purifying mask for normal to oily skin types	Our purifying mask for oil skin types – including dry
<b>WHAT IT'S MADE WITH</b>	1% Pore-purifying Bamboo Charcoal and 18% oil-absorbing Clay	Purifying Bamboo Charcoal & our new Chia Complex with Shea Butter for gentle and easy removal
<b>HOW TO USE</b>	Apply all over, as a spot treatment to absorb oil from blemishes or on oily areas like your T-zone	Use all over or on areas that feel drier than usual like cheeks



# CLEAR PORES, CLEAR MIND

## with Clear Improvement™ Active Charcoal Mask



STEP 1

Sanitize your hands.



STEP 2

Cleanse face.



STEP 3

Use a damp and warm towel with steam to help open pores on face.



STEP 4

Apply mask to cheeks, forehead, nose, and chin.



STEP 5

Set timer for 10 minutes.



STEP 6

Apply hand lotion to the back of hand. Gently glide over the back of one hand and lightly tug on each individual finger. Repeat on opposite hand.



STEP 7

Using the thumb on the right hand, massage the left palm face up from wrist to pinky using three large sweeping motions. Repeat on opposite hand.



STEP 8

With the index finger and thumb, apply pressure between the index finger and thumb on the opposite hand. Take a deep breath for 10 seconds. Repeat on other side.



STEP 9

Wait the remainder of the 10 minutes, then rinse off mask with lukewarm water and pat skin dry.



### DID YOU KNOW?

In acupressure, applying pressure to certain points are thought to help relieve pain and establish balance throughout the body.



# QUIZ





# QUIZ

Q1

## What is the benefit of Bamboo Charcoal?

- A. Promotes cell turnover, radiance, and glow.
- B. Acts as a “dirt magnet”, pulling dirt and debris out of pores, clarifying skin.
- C. Hydrates skin.

Q2

## What is unique about Origins' formulation of Chia Seed Complex?

- A. Chia seeds are carefully cleaned to remove all traces of dust, sand, damaged seeds or other impurities.
- B. Chia seeds are charred in order to micronize the ingredient, helping it penetrate the skin.
- C. Chia seeds are hydrated to help nourish skin.



## QUIZ

Q3

### Why would skin need purification?

- A. Only oily skin needs to be purified due to excess sebum.
- B. Dirt, excess oil, and makeup can get trapped within skin's pores, which can lead to blemishes, clogged pores, and rough skin texture.
- C. Cleansing the skin can help hydrate parched skin.

Q4

### What is the key point of this upgrade to our fan favorite mask?

- A. To remove animal derived ingredients like honey.
- B. To give the Active Charcoal Mask a rich counterpart for dry skin.
- C. A and B

