



NEW!

MEGA-MUSHROOM DARK SPOT SERUM

SHARE THE STORY



FOR INTERNAL USE ONLY

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

TRAINING SESSION PREPARATION NOTES



TIMING

- 60 minutes
- 10-minute Q&A



MATERIALS NEEDED

- One Mega-Mushroom Restorative Skin Concentrate + Dark Spot Serum per attendee
 - Quiz: Polling options for virtual meeting

CONVERSATION STARTER

1. Ask Guides to share what they often hear from customers regarding concerns of hyperpigmentation or uneven skin tones.
2. Ask Guides to share successful MMRC sales story
3. Have Guides share their understanding of "MMTL + One" sales strategy





TABLE OF CONTENTS

UPDATE LAST

- LAUNCH BACKGROUND
- SHARE THE STORY:

- QUIZ
- THE LEARNING JOURNEY

LAUNCHING BACKGROUND: OWNING ANTI-IRRITATION & SKIN BARRIER WITH MEGA-MUSHROOM



BARRIER-BOOSTING
regimen to reduce redness
+
REPAIR BARRIER

Sensitive Skin Approved



ANTI-IRRITANT GOLDEN TRIANGLE
Reishi, Fermented Chaga, Licorice Root
Addresses **3 stages of inflammatory cascade in skin**



NEW!
NATURE'S SPOT FADER

to reduce dark spots + address their root cause



DRIVE AUTHORITY
with **DR. WEIL'S** credentials
and expertise in **SKIN INFLAMMATION**

LAUNCHING FOCUS: →

There is an undeniable beauty in **nature's power to transform**.
Just as nature ebbs and flows with **evolution**,
we too experience moments of personal **transformation**.

Origins **empowers you to be confident** in your personal evolution. As the effects of the past are **healed with time** to **repair**, a **fresh start is renewed** for you to embrace skin's fullest potential. **Stronger and more resilient** than ever before.

We call this, your **MEGA transformation**.



Repair skin barrier & embrace a stronger, healthier version of you.
Your best self – your best skin. #MegaBarrierRescue



Erase the spot & embrace a clearer, brighter version of you.
Your best self – your best skin. #MegaSpotFader



CHINA/APAC

LAUNCHING FOCUS: →

There is an undeniable beauty in **nature's power to transform**.
Just as nature ebbs and flows with **evolution**,
we too experience moments of personal **transformation**.

Origins **empowers you to be confident** in your personal evolution. As the effects of the past are **healed with time** and **begin to fade**, a **fresh start is revealed** for you to embrace.
Stronger and more protected than ever before.

We call this, your **MEGA transformation**.



Repair skin barrier & embrace a stronger, healthier version of you.
Your best self – your best skin. #MegaBarrierRescue



Erase the spot & embrace a clearer, brighter version of you.
Your best self – your best skin. #MegaSpotFader



NA/EMEA/UK

SHARE THE STORY

1.
MEGA-MUSHROOM FRANCHISE
REFRESHER

2.
NEW! SKIN PHYSIOLOGY:
INFLAMMATION

3.
DARK SPOT SERUM: PRODUCT
DEEP DIVE

4.
APPLICATION & REGIMEN

5.
CONSUMER INSIGHTS & KEY
ACTIONS

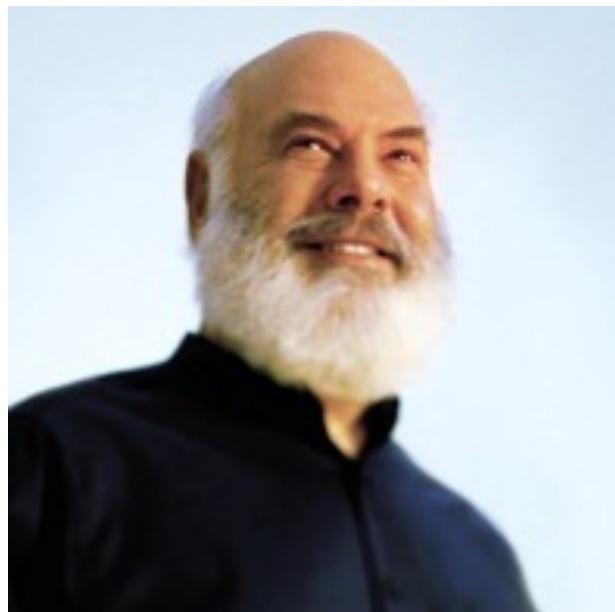


REFRESHER: MEGA-MUSHROOM FRANCHISE



THE MEGA-MUSHROOM STORY BEGINS WHEN...

Dr. Andrew Weil believes inflammation is the root cause of visible skin concerns like irritation. He also believes Mushrooms have the power to fight irritation. That's why he helped us create our Mega-Mushroom formulas.



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?”



MEGA-MUSHROOM SKIN PHYSIOLOGY

WHY SKIN MAY NEED IT

SKIN BARRIER

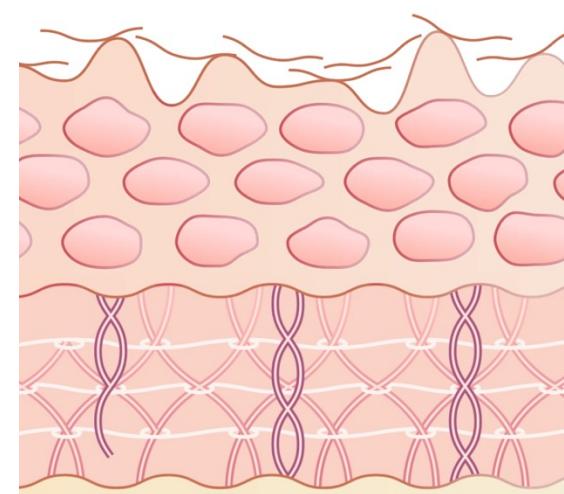
The stratum corneum, also known as the skin barrier, serves as a protective layer against many environmental aggressors, harsh products and external irritants we encounter every day.

Our skin needs resilience to help resist these daily intruders.

THOUGHT STARTER

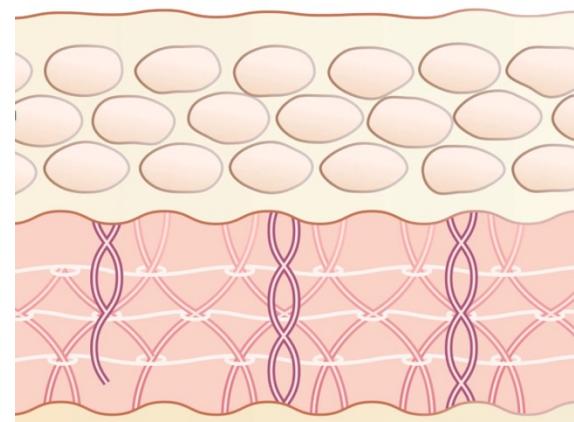
Did you know that a compromised skin barrier can cause dullness, dehydration, irritation, redness and sensitivity in skin?

STRATUM CORNEUM



WEAKENED SKIN BARRIER

STRONG SKIN BARRIER



DERMAL-EPIDERMAL JUNCTION (OR Basement Membrane)



MEGA-MUSHROOM PLANT SCIENCE

HOW IT WORKS

HERO INGREDIENT: Molecular Mushroom Complex

The Molecular Mushroom Complex features **Reishi** and **Fermented Chaga** to help fight reactive irritation & reduce visible redness.



RESPONSIBLY SOURCED REISHI

Helps Boost Resilience



FERMENTED CHAGA

Potent Skin Soother



MEGA-MUSHROOM PLANT SCIENCE

RESPONSIBLY SOURCED REISHI

HOW DOES IT WORK IN SKIN?

- Helps fight visible irritation
- Boost skin's resilience
- Calm the look of skin

INGREDIENT DISCOVERY

An adaptogen known as a symbol of longevity and called the "Mushroom of Immortality", to help improve overall health and promote longevity. It has been used for over 2,000 years in Traditional Herbal Medicine.

Did you know Reishi is rarely found in nature?

Origins cultivates Reishi in a highly controlled setting to ensure potency and consistency – from crop to crop. When Reishi is cultivated, it does not deplete a rare, natural resource.



MEGA-MUSHROOM PLANT SCIENCE

FERMENTED CHAGA

HOW DOES IT WORK IN SKIN?

- Known as a powerful anti-irritant
- Helps counter reactive irritation within skin

INGREDIENT DISCOVERY

Known as the “King of Mushrooms”, Chaga Mushroom has a long history of use as a folk remedy to promote longevity and general good health.

THOUGHT STARTER

At Origins, we ferment the Chaga for 3 days to break it down into smaller particles for easier infusion into the skin, then finely filter it to isolate a skin-compatible nutrient with 28% more anti-irritant power*.

*In an in-vitro study vs. unfermented Chaga





NEW!
SKIN PHYSIOLOGY TOPIC:
INFLAMMATION

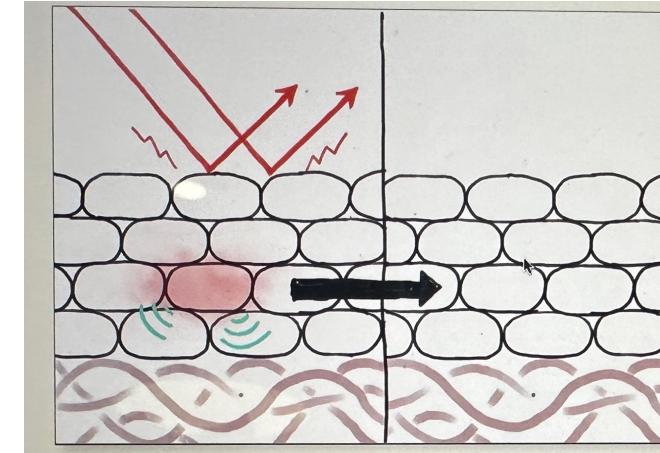




DID YOU KNOW?

Inflammation happens in our skin

Add lizz's drawing:
Show the
inflammatipon vicious
cycle



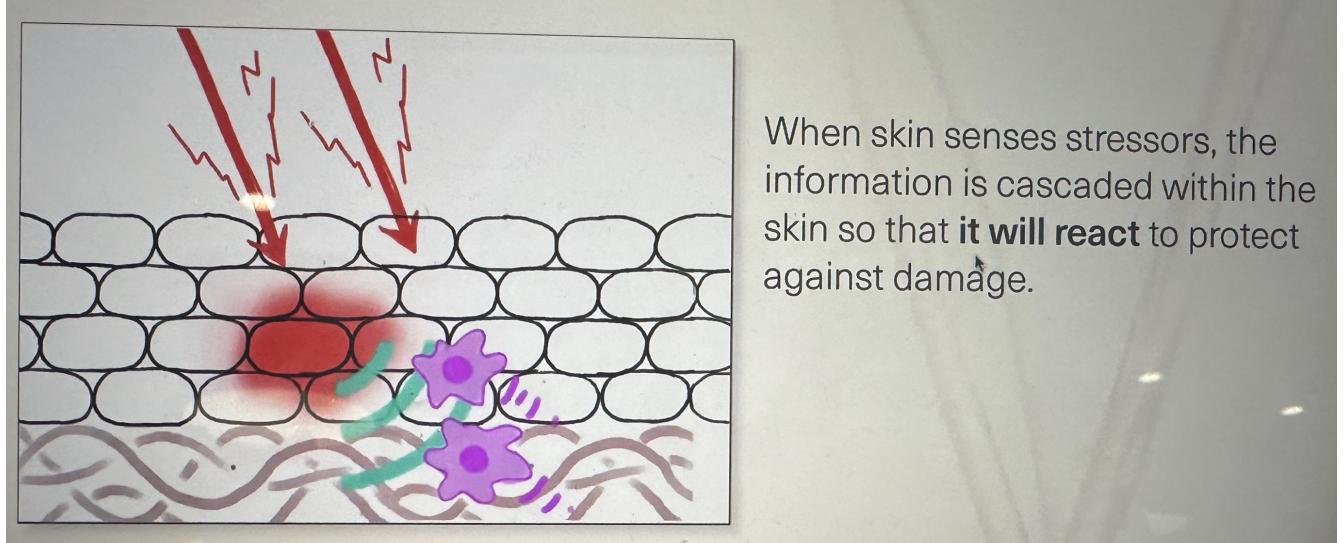
Our skin is constantly exposed to daily irritants such as **UV rays, free radicals** and **pollution**.

Inflammation is the skin's natural response to these environmental stressors.

- Inflammation is skin's natural response to external stressors.



When the skin's outermost barrier is compromised, inflammation is triggered at the barrier's cellular level.



When skin senses stressors, the information is cascaded within the skin so that **it will react** to protect against damage.

When inflammation establishes a foothold in the skin, it continues to compromise barrier, creating a cycle – think of it like a smoldering fire within.

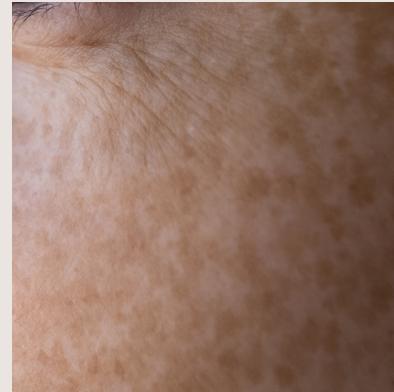
Smoldering fire emoji
under skin



Common triggers like fatigue, pollution, UV light, lack of sleep, and even acne breakouts can trigger the multiple pathways of inflammation. If left unchecked, inflammation can lead to early signs of aging, or what we call “silent aging”.



On our skin, silent aging can show up as dehydration, fine, dry lines, visible redness, damaged skin barrier, and even hyperpigmentation—like dark spots and uneven skin tone.



How Does Hyperpigmentation Affect Different Skin Tones?



People with darker skin are naturally more susceptible to dark spots. The skin is already creating melanin, which gives it a darker color, and when hormones or trauma trigger an increase in this melanin production, you are more susceptible to hyperpigmentation.

Those with lighter skin tones have fewer limitations when it comes to treatments for hyperpigmentation, as their risk of overproducing melanin is significantly less. Lighter skin tones, however, are more likely to form dark spots as a result of sun damage.



Dr. Andrew Weil is a Harvard-trained trailblazer in the field of inflammation.

For the past 5 decades, he has studied its effects on the health of our body, and he believes that:

“I believe inflammation is the root cause of aging and disease”

- Dr. Andrew Weil



As a critical part of his research, Dr Weil has studied the effects of mushrooms on quieting inflammatory pathways. He found several species like reishi and chaga that effectively control inflammation.



These unique mushrooms inspired a partnership with Origins to advance the science of mushrooms on skin, which led to the creation of the Mega Mushroom franchise.



INFLAMMATION EDUCATION VIDEO PLACEHOLDER

MEGA-MUSHROOM DARK SPOT SERUM PRODUCT DEEP DIVE



WHAT IT IS

NEW DWMM Dark Spot Corrector Serum is a comprehensive solution that treats and prevents hyperpigmentation from the root - irritation. Nature's Super Spot Fader – effective yet gentle.

Our formula treats the **outward symptoms, what you see** – dark spots, acne marks, brown patches, dull and uneven skin—and **the root cause, what you don't see - irritation.**

- Vegan*
- 96% Naturally-derived formula**
- Formulated & Tested for ALL SKINTONES and SKIN TYPES including sensitive skin
- Non-acnegenic, non-comedogenic
- Dermatologist-tested

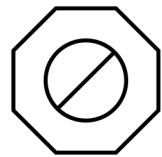


*Free of animal-derived ingredients

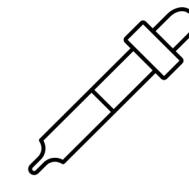
**Using ISO 16128 Standard, from plant, non-petroleum mineral, and/or water sources.

KEY TECHNOLOGY

PREVENT

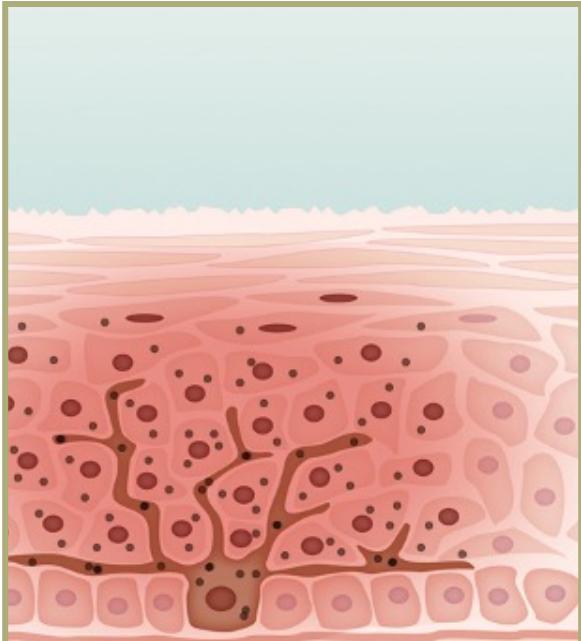


TREAT

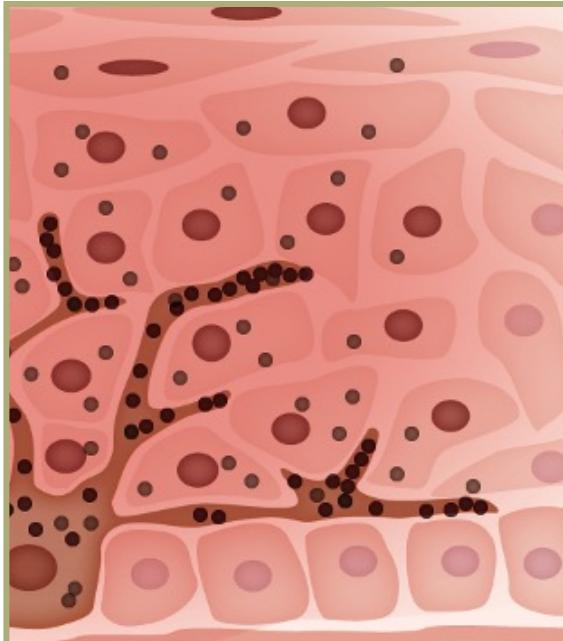
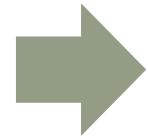


SKIN PHYSIOLOGY

How hyperpigmentation is formed



The formation of spots often starts when the skin experiences irritation including UV exposure, acne and oxidative stress.



When skin is irritated, signals of cellular irritation trigger the **overproduction of melanin**. Skin appears dull and uneven with visible discoloration.

Learning about this process, what would be ideal? It would be ideal if a product can relieve irritation before it triggers hyperpigmentation – treat the root cause.



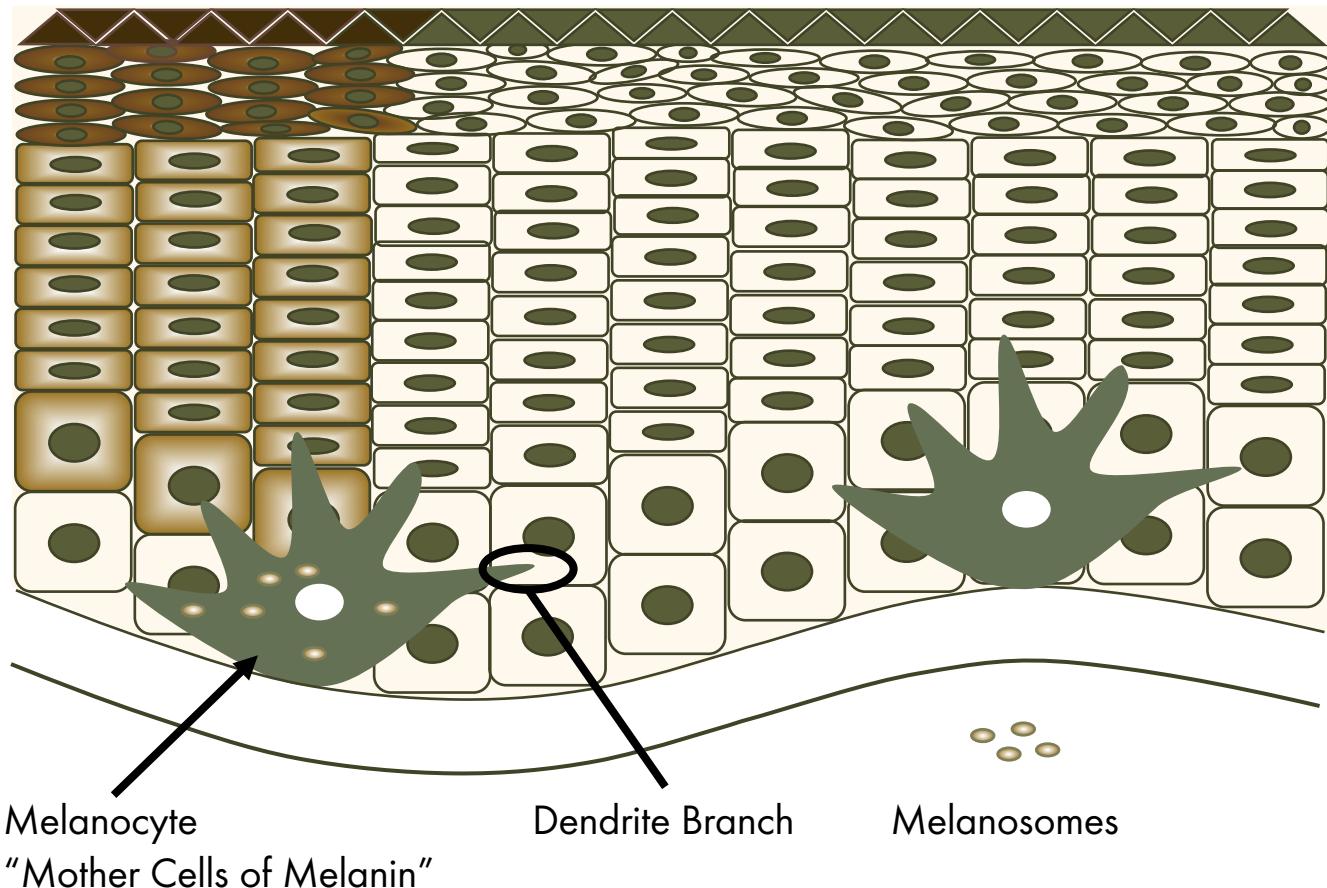
STAGES OF DARK SPOTS FORMATION (MELANOGENESIS)

When skin is exposed to UV rays, free radicals cause oxidative stress and **trigger melanogenesis**.

1. Melanocyte produces melanin through a pigment granules enzyme - Tyrosinase.
2. Melanocytes will then transfer the melanosome to keratinocytes to act as protection against UV rays.
3. Through the keratinization process, cells containing excess melanin reach the surface and become a visible spot.



The illustration on this side shows good skin with no damage and a proper keratinization process



TYPES OF SPOTS TO IDENTIFY WITH YOUR CUSTOMERS

Dark spots, acne marks, brown patches

FRECKLES



AGE SPOTS



ACNE MARKS



Characteristics:

- Light brown and very small spots.
- Will be darker and obvious after sun exposure

Characteristics:

- Small, darkened patches that are usually found in hands, face, or other areas which is frequently exposed to the sun.
- Vary in size and very common in adults.

Characteristics:

- Darkened patches with lump
- Results of inflammation within the dermis.

KEY INGREDIENTS & BENEFITS

STAGE 1. PREVENT

- Helps to keep chronic irritation under control to prevent the triggers of excess pigment production that can accumulate and lead to visible spots or dull, uneven skin



ANTI-IRRITANT GOLDEN TRIO



ADAPTOGENIC REISHI

inhibits the activation of NF- κ B which is an igniter of irritation in skin.

FERMENTED CHAGA

helps disrupt reactive irritation in the skin and blocks the distribution of irritation signals in skin cells.



"Anti-irritant golden trio":

help keep irritation under control by tackling 3 key critical points of irritation pathways.



LICORICE ROOT

helps reduce the amplification of irritation marker that triggers hyperpigmentation.

KEY INGREDIENTS & BENEFITS

New Plant-powered Brightening Complex

APAC/CHINA only

STAGE 2. TREAT

- NEW! 99%-Naturally Derived Brightening Complex with Trametes Mushroom and Plant-derived Vitamin-C visibly reduces dark spots/acne marks and revives dull skin for brighter, translucent, and more even skin tone.

BRIGHTEN:

- **Plant-derived Vitamin-C** helps discourage overproduction of excess pigment and reduces oxidative stress.

CLUSTER-BUSTER:

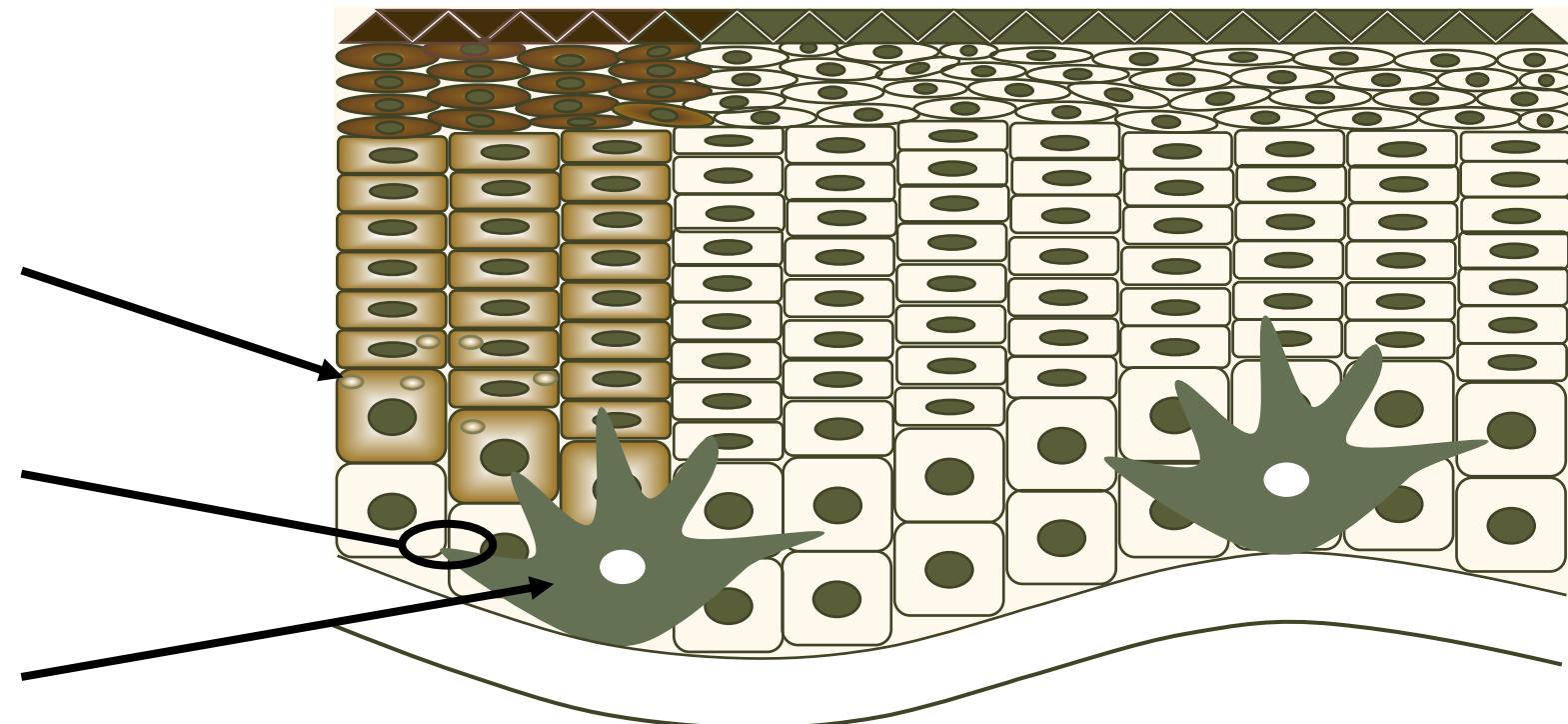
- **Trametes Mushroom** help break up existing visible dark/ brown spots.

INTERCEPT (Melanin Blocker):

- **Dictyoperis Algae** helps inhibit the transfer of pigment to keratinocytes.

TARGET (Melanin Reducer):

- **Mulberry Root** targets the enzyme that triggers the production of excess pigment.



KEY INGREDIENTS & BENEFITS

New Plant-powered Brightening Complex

NA/EMEA/UK

STAGE 2. TREAT

- **NEW! 99%-Naturally Derived Brightening Complex** with Trametes Mushroom and Plant-derived Vitamin-C visibly reduces dark spots/acne marks and revives dull skin for brighter, translucent, and more even skin tone.



Plant-derived Vitamin-C helps discourage excess pigment and reduce oxidative stress that can result in discoloration.



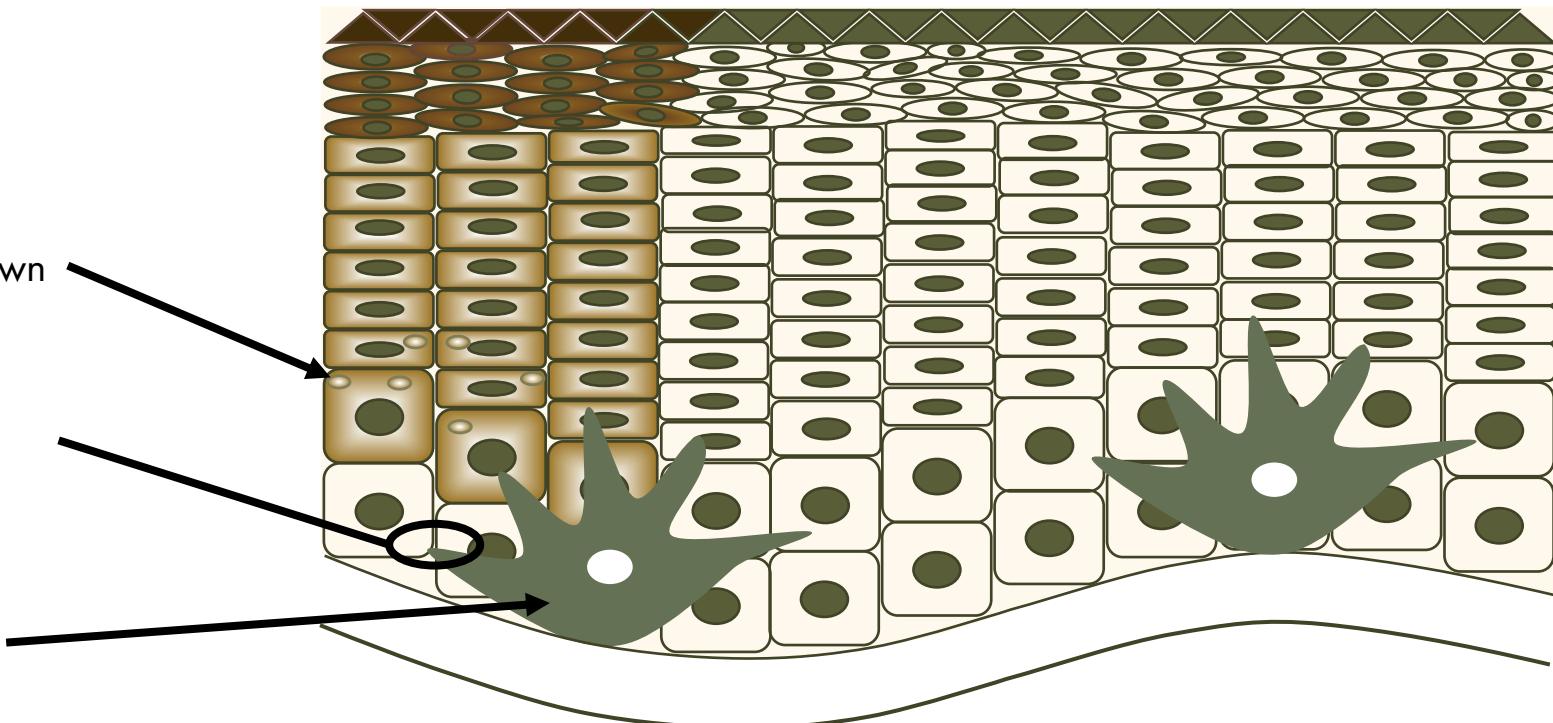
Trametes Mushroom as a cluster-buster, helps break up existing visible dark and brown spots



Dictyoperis Algae helps Inhibit excess pigmentation which can result in dark spots



Mulberry Root helps discourage the overproduction of excess pigment and supports the evenness of skin tone



NEW MEMBER OF ORIGINS MUSHROOM FAMILY!

➤ The Genius of Nature – Tremetes Mushroom



FUN FACT!

Trametes is pronounced:
Trah-Meh-Tees!

- This beautiful and multi-colored mushroom. It grows on trees and when removed the wood was lighter.
- The **Tremetes mushroom** has the capacity to degrade pigment in the tree.



THE PROOF IS IN THE CLAIMS

➤ CHINA/APAC

- ✓ In 1 bottle*, start to see improvements on three types of dark spots
 - -69% reduced acne marks
 - -31% reduced dark spots contrast
- ✓ Revive dull and sallow skin for brighter, translucent and more evenness of skin tone
 - +17% enhanced skin tone evenness
 - -16% reduced sallowness
- ✓ Combat irritation to help prevent discoloration
 - -37% irritation reduction
 - +22% strengthened barrier



96%
naturally
derived

THE PROOF IS IN THE CLAIMS

➤ NA/EMEA/UK

- ✓ Clinically proven to visibly reduce dark spots and acne marks for all skin tones
 - 89% of panelists had improved **Dark Spots Contrast**
 - 100% of panelists had improved **Acne Marks**
 - 81% of panelists had improved **Brown Patches**
- ✓ In 2 weeks, clinically proven to start improving on **dark spots** and **uneven skin tone** Immediately, 92% said their skin looked brighter
 - US/EMEA: Consumer testing on 159 women after using product once.
- ✓ In 2 weeks:
 - 94% said their appearance of dark spots was minimized
 - 95% said their skin looked more even toned
- ✓ Combat irritation to help prevent discoloration
 - -37% **irritation** reduction
 - -80% visible **redness** reduction



96%
naturally
derived

**LET'S CHECK OUT THE
VERY IMPRESSIVE
BEFORE & AFTERS!**



APAC & CHINA B&A IMAGERY

-31% reduced dark spots
contrast*



-69% reduced post acne
marks*



One more B&A pending
+17% enhanced skin tone
evenness

*China: Clinical testing conducted by third party on 37 Chinese women, ages 27-64, after using product for 12 weeks, twice daily. Effect varies by individual.

*APAC ex China: Clinical testing on 37 Asian women after using product for 12 weeks, twice daily. Effect varies by individual.

NA & EMEA B&A IMAGERY -approved

89% HAD VISIBLY REDUCED DARK SPOTS

BEFORE



BEFORE



AFTER 12 weeks



AFTER 12 weeks



100% HAD VISIBLY REDUCED SKIN DISCOLORATION

BEFORE



AFTER 12 weeks



US/EMEA: Clinical testing on 41 women, after using product for 12 weeks MEASURING CONTRAST OF DARK SPOT, effect varies by individual.

UK B&A IMAGERY – approved (ONLY USE IN DIGITAL MEDIA; CAN'T BE USED IN PAID MEDIA)

94% said their appearance of dark spots was minimized

BEFORE



BEFORE



92% said their discoloration was visibly reduced

BEFORE



AFTER 12 weeks



AFTER 12 weeks



AFTER 12 weeks



DARK SPOT SERUM: PRODUCT SUMMARY

Our New Mega-Mushroom Dark Spot Corrector Serum is a comprehensive solution that is **96% naturally derived formula** to provide a **unique Target + Prevent approach** by reducing visible hyperpigmentation and addressing **its root of irritation**. It is Effective yet Gentle and **sensitive skin approved**.

NEW DWMM Dark Spot Corrector Serum treats the **outward symptoms, what you see** – dark spots, acne marks, brown patches, dull and uneven skin—and **the root cause, what you don't see - irritation**.

➤ 1. PREVENT

“Anti-irritant golden triangle”: anti-irritant Reishi, Fermented Chaga, and Licorice Root help keep irritation under control by tackling 3 key critical points of irritation pathways. Irritation can trigger production of excess pigment, which can accumulate and lead to visible spots or dull, uneven skin.

➤ 2. TARGET

NEW! 99%-Naturally Derived Brightening Complex with Trametes Mushroom and Plant-derived Vitamin-C helps **reduces excess pigment by 30% in 1 week*** (*In vitro study after 1 week)



DARK SPOT SERUM: PRODUCT SUMMARY

NA/EMEA/UK

Our New Mega-Mushroom Dark Spot Corrector Serum is a comprehensive solution that is **96% naturally derived formula** to provide a **unique Target + Prevent approach** by reducing visible hyperpigmentation and addressing **its root of irritation**. It is Effective yet Gentle and **tested on ALL skin tones**.

NEW DWMM Dark Spot Corrector Serum treats the **outward symptoms, what you see** – dark spots, acne marks, brown patches, dull and uneven skin—and **the root cause, what you don't see - irritation**.

➤ 1. PREVENT

Unique combination of anti-irritant ingredients **Reishi/Chaga/Licorice Root** helps keep irritation under control. Irritation can trigger production of excess pigment, which can accumulate and lead to visible spots or dull, uneven skin

➤ 2. TARGET

NEW! 99%-Naturally Derived Brightening Complex with Trametes Mushroom and Plant-derived Vitamin-C visibly reduce dark spots/acne marks, and revive dull skin for brighter, translucent, and more even skin tone.



SUSTAINABLE PACKAGING



50ml glass bottle

Carton

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

**Now you have learned a lot about this new Serum,
Let's hear from our Global Team members – what
they have to say about this product**



INTERVIEW VIDEO

APPLICATION & REGIMEN



DISCUSSION: REGIMENT LINK-SELL

Reflect On

1. What do you already know about our Hero Product Mega-Mushroom Treatment Lotion and the Concentrate?
2. How would you introduce the Dark Spot Serum to your existing MM customers?
3. How would you link-sell Dark Spot Serum to add to existing regimen/routine?





REGIMENT

- DAILY ESSENTIAL
- SPECIAL CARE
- MORNING C EVENING A
- ACNE CYCLE

MEGA-MUSHROOM DAILY ESSENTIAL REGIMEN

Looking for solution to get stronger and resilient skin? Follow our Daily Essential Regimen below:



STEP 1: PREP

- Prep skin with soothing hydration and combat irritation

STEP 2: TREAT

- When used with MMTL, MM Concentrate penetrates 5.8x faster and 5.6x deeper
- Intensive repair and faster barrier recovery

STEP 3: MOISTURIZE + PROTECT

- A long-lasting hydrator to strengthen moisture barrier + protect from free radical damage



DAILY ESSENTIAL REGIMENT WITH MEGA-MUSHROOM

For stronger and more resilient skin



MEGA-MUSHROOM SPECIAL CARE REGIMENT

Looking for a gentle yet effective hyperpigmentation solution?



STEP 1: PREP

- Prep skin with soothing hydration and combat irritation

STEP 2: TREAT

- MMTL increases the penetration rate of New Dark Spot Serum by 40% in 4 hrs when used in a regimen
- Visibly reduced dark spot and acne marks

STEP 3: MOISTURIZE + PROTECT

- A long-lasting hydrator to strengthen moisture barrier + protect from free radical damage





VIDEO PLACEHOLDER

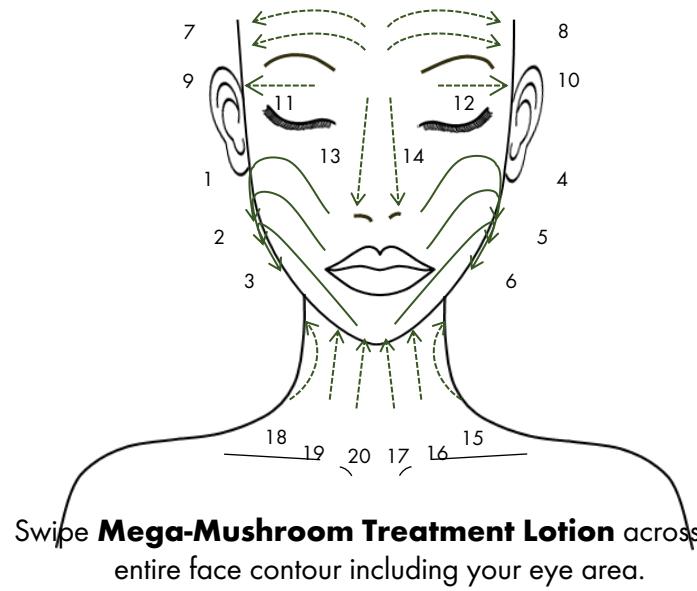




Saturate **Mega-Mushroom Treatment Lotion** onto a cotton pad. With the right amount. It should stick to your fingers. If it drips, it's too much. If the cotton doesn't stay, the



Apply acupressure points on either side of your nose, slightly beyond your nostrils. These points promote a glowing complexion by improving circulation and minimizing redness or swelling.



Swipe **Mega-Mushroom Treatment Lotion** across the entire face contour including your eye area.



Lock, prevent TEWL, and strengthen with **Mega-Mushroom Rescue Concentrate**. Dispense 2 - 3 pumps onto your fingertips and segregate into 5 areas of the face



Dispense 2 - 3 pumps of **Mega-Mushroom Dark Spot Serum** and apply over the entire face contour. Gently massage in till fully absorbed.



Perform a gentle pressing motion till fully absorbed.

MEGA-MUSHROOM REGIMEN RECOMMENDATION

MORNING C EVENING A

AM



PM



Drive market trendy regimen with idea of "Morning B/P Evening R" and "Morning C Evening A"

Morning C Evening A

- Morning Vitamin C + Evening Retinoid (Vitamin A)





VIDEO PLACEHOLDER



MEGA-MUSHROOM REGIMEN RECOMMENDATION

DOUBLE SERUM LAYERING



Duo serum treatment for consumers who have sensitive skin and look for faster barrier recovery with less visible dark and acne marks

STEP 1: TREAT WITH DARK SPOT SERUM

- Visibly reduced dark spot and acne marks
- 2-3 pumps

STEP 2: REPAIR WITH MMRSC

- Intensive repair and faster barrier recovery
- 1-2 pumps





VIDEO PLACEHOLDER



ACNE CYCLE REGIMEN

Understand each STAGE of acne!



PREVENT with MMTL

- Helps Reduces blackheads and clogged pores

TREAT & RESOLVE with Super Spot Remover

- Helps treat and cure active acne without drying out skin

REDUCE post acnes marks with Dark Spot Serum

- Helps to reduce acne mark/scar;
Inflammation redness; Prevent unstable/reoccurring acne





VIDEO PLACEHOLDER





BONUS!
REFRESHER ON SHIFU
ACUPRESSURE TECHNIQUE

BONUS!

REFRESHER ON SHIFU ACUPRESSURE with MMTL



Fully saturate small, thin cotton pads or reusable cotton pads with **Mega-Mushroom Treatment Lotion**, soaking enough pads to cover your entire face.



Place saturated cotton pads onto the forehead, cheeks, chin, and nose as a mask for 10 mins



Place hands together and press the middle of your chin with both index fingers – Take a deep breath.



Relax your jaw muscles and apply pressure with your index fingers on top of each jaw muscle – Take a deep breath.



Gently tap fingertips across the face, then apply pressure with index fingers under each eye towards the nose – Take a deep breath.



Remove cotton pads after 10 minutes and pat the remaining Mega-Mushroom Treatment Lotion into the skin.

SHIFU ACUPRESSURE

with Mega-Mushroom

STEP 1

Fully saturate small, thin cotton pads or reusable cotton pads with Mega-Mushroom Treatment Lotion, soaking enough pads to cover your entire face.

STEP 2

Place saturated cotton pads onto forehead, cheeks, chin and nose as a mask.

Did You Know? Exposure to environmental assaults, micro-aggressors and harsh products can lead to a weakened skin barrier? Mega-Mushroom Treatment Lotion helps strengthen skins barrier.

STEP 3

Gently pat face, pressing cotton pads onto skin.

As you wait 10 minutes, follow acupressure steps 4-6.

STEP 4

Place hands together and press the middle of your chin with both index fingers – Take a deep breath.

STEP 5

Relax your jaw muscles and apply pressure with index fingers on top of each jaw muscle – Take a deep breath.

Did You Know? Tension is common in jaw muscles? To help relax, remove tongue from roof of mouth and breathe into abdomen, dropping shoulders down and away from ears.

STEP 6

Gently tap fingertips across face, then apply pressure with index fingers under each eye towards the nose – Take a deep breath.

STEP 7

Remove cotton pads after 10 minutes and pat remaining Mega-Mushroom Treatment Lotion into skin.

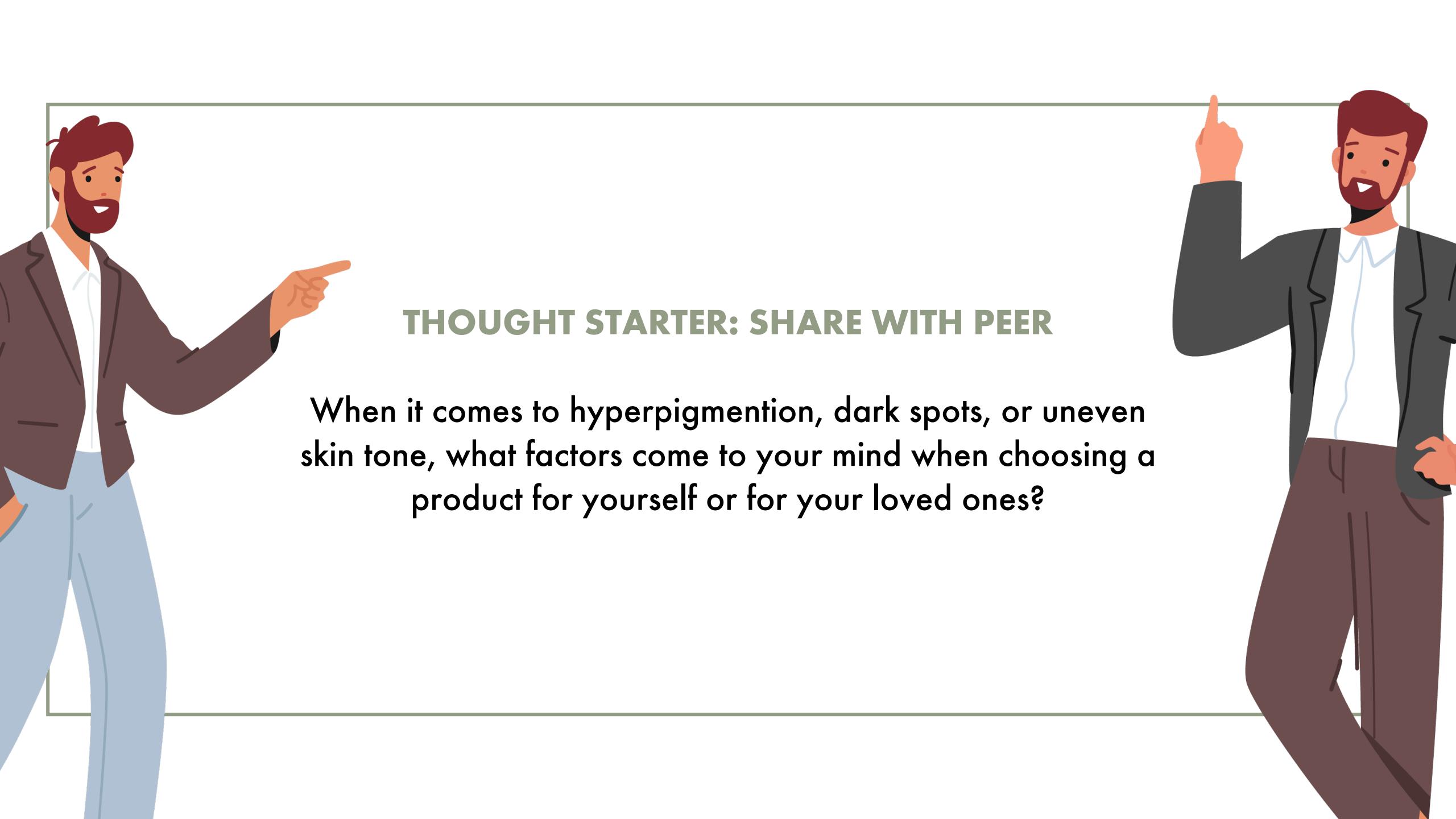


SHIFU ACUPRESSURE RITUAL with MMTL VIDEO



CONSUMER INSIGHTS & KEY ACTIONS



A cartoon illustration of two men in business attire standing in front of a whiteboard. The man on the left has red hair and a beard, wearing a brown blazer and blue pants, pointing towards the whiteboard. The man on the right has dark hair and a beard, wearing a grey blazer and brown pants, with his hand raised as if speaking. A whiteboard is visible behind them.

THOUGHT STARTER: SHARE WITH PEER

When it comes to hyperpigmentation, dark spots, or uneven skin tone, what factors come to your mind when choosing a product for yourself or for your loved ones?

WHAT FACTORS DO CUSTOMERS CARE?

Let's take a look at some key drivers – what do people care about?

1. Is it harmful? →

Women of Color are particularly wary of potent ingredients and potentially harmful treatments. They seek for **gentle treatment without worsen** their skin.

2. I want the best version of my natural self! →

Bringing out the **best version of consumer's natural skin color and complexion**, rather than altering and changing its fundamental characteristics.

3. Show me all you got! Knowledge is key! →

The Hyperpigmentation category is complex to research and can feel personal. Consumers want **peer reviews, before & afters, numerical claims, and mechanism on skin** to ensure efficacy and decide the product is “**right for me and my skin type and concerns**”.

GROUP DISCUSSION:
How would you address these concerns?



WHAT FACTORS DO CUSTOMERS CARE?

Let's take a look at some key drivers – what do people care about?

1. Treat the Root Cause

Consumers want to treat hyperpigmentation from the **root causes** and start to understand that diagnosis is as important as treatment.

2. I know it all – what you got?

Asian consumers are very **sophisticated** when choosing hyperpigmentation / whitening solutions.

3. I have to be careful

Asian consumers are relatively cautious to select dark spot products because they tend to insist certain whitening ingredients are easy to cause irritation and have safety concerns, especially for those with sensitive skin.

GROUP DISCUSSION:
How would you address these concerns?



SELLING JOURNEY KEY ACTIONS



AWARENESS

1 Display products according to planogram

2 Interact using keywords

CONSIDERATION

3 Discovering concerns

CONVERSION

4 Explain product features

5 Quick Demo

IMPRESSION

6 Introduce a link - sell item





AWARENESS

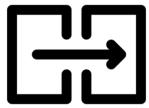
1 Display DWMM dark spot corrector serum based on counter generations

2 NEW DWMM Dark Spot Corrector Serum is a comprehensive solution that treats and prevents hyperpigmentation from the root



CONSIDERATION

3 Discover the customer's need by asking probing questions. You may ask questions like could you share with me your main skin concern?



CONVERSION

4 Explain that spots start from inflammation and explain how Dark Spot Corrector Serum is a comprehensive solution

5 Offer and proceed to demo on the back of the customer's hand



IMPRESSION

6 Introduce Mega-Mushroom Rescue Concentrate and talk about the benefits of using both. Help the customer imagine when they can use the products

AWARENESS



1

Display DWMM dark spot corrector serum based on counter generations



- First impression is essential
- Always ensure that counter cleanliness is tip-top
- Always keep the tester clean with no residue on the pump opening
- Clean the tester every day and after every single demo

2

Interact using keywords



New Plant-powered Brightening Complex with Trametes Mushroom and Plant-derived Vitamin-C, helps reduces excess pigment **by 30% in 1 week**



New Plant-powered Brightening Complex with Trametes Mushroom and Plant-derived Vitamin-C, improves the look of existing hyperpigmentation such as dark spots and uneven-looking skin tone.

CONSIDERATION

3

Discovering Concerns by asking probing questions like

- Could you share with me what is your skin concern?



- Have you noticed any changes in the size or color of the spots?



- How long have you had these spots, and have they been gradually increasing or the same?



- Have you recently traveled?



- Are there any lifestyle changes?

CONVERSION

4

Explain product features



I am starting to have these pigmentations and whenever I use spots serum, my skin gets sensitive and I don't see much results.

Hmm, I'm actually just browsing around. I have been using the mushroom lotion and emulsion for many years.

Sigh, these few months have been a stressful period for me and my skin started to flare up with pimples and acne but I'm glad it has now recovered. Although it was recovered, I now have acne marks



Explain the 3 stages of melanin formation and share the technology of how the 2 complexes work on all stages to help achieve the desired results

Share that the Dark spot serum not only works on existing spots but is also essential for anyone to use to prevent spots and achieve a healthy looking skin,

Talk about skin inflammation and share about the NEW! 99%-Naturally Derived Brightening Complex and how it works to reduce dark spots/acne marks.

CONVERSION AND IMPRESSIONS

5

Offer and proceed to demo on the back of the customer's hand



- Mention about how the lightweight texture can penetrate quickly
- Please talk about the aromatology and how it benefits the customer when using it
- Educate the customer about the application method, particularly on the acupressure massage method
- Always prep with Mega-mushroom treatment lotion before using Dark Spot Serum
- Let the customer feel the texture

6

Introduce a link - sell item

Introduce a link - sell item according to their needs and lifestyle and help the customer imagine when they can use the products



MMSRC is a great combo to strengthen your barrier function



Our Retinol serum would be a great choice with Dark spot serum for a holistic defense.



Afraid of moisturizer stickiness? Try our lightweight fortifying emulsion.

SCENARIO LEARNING



A customer comes into the store with concern about an obvious spot on her cheek. She recently traveled to a country for skiing and just back not too long ago. She never has this spot until after the skiing trip.

What question would you ask her?

How would you address this concern?



A customer successfully bought the Dark Spot Serum and PX Retinol Serum from you 1 month ago and today she is back with concern that 1 large particular spot has become more prominent.

How would you address this concern?

MEGA-MUSHROOM FRANCHISE REGIMEN BENEFITS AT A GLANCE

NEW!



MEGA-MUSHROOM FRANCHISE: FOR STRONGER AND MORE RESILIENT SKIN

CLEANSE	PREP	TREAT – Part 1	TREAT – Part 2	MOISTURIZE	MOISTURIZE	CARE
Quickly removes makeup, dirt, debris and impurities without upsetting skin's naturally protective lipid balance	Reset skin balance so skin is prepared for the rest of skincare regimen to provide optimal results	Treats and prevents hyperpigmentation from the root - irritation. Nature's Super Spot Fader – effective yet gentle.	Increase barrier strength and faster barrier recovery + improvement in long-term barrier strengthening	Helps plump skin with weightless ultra hydration and holds it in for instant, visibly healthier skin	Hydration, Redness & Sensitivity Reduction	Rapidly reduces visible redness, helps restore resilience & instantly hydrates, calms & soothes
Ultra-gentle, non-irritating cleanser	Watery lotion that hydrates, visibly soothes, preps skin on contact for the regimen that follows	Silky, lightweight texture & Fast absorption Can layer with other serums and products without sticky feeling	Comforting concentrate, provides instant relief, helps repair sensitized-looking skin and compromised skin barriers	A weightless, milky lotion that fortifies skin, fighting dehydration and visible redness due to sensitivity for a healthier appearance.	Hydrating cream that instantly calms skin & helps reduce visible redness & sensitivity	Super soothing, resilience boosting treatment mask

MM DARK SPOT SERUM KEY COMPETITORS

BRAND	KIEHLS	CAUDALIE	LANCOME
PRODUCT	 <p>Clearly Corrective Dark Spot Corrector</p>	 <p>Vinoperfect Radiance Dark Spot Serum Vitamin C Alternative</p>	 <p>Clarifie Pro-solution Serum</p>
SRP & WEIGHT	30ml, \$65	30ml, \$82	30ml, \$85
PRODUCT DESCRIPTION + KEY BENEFITS	<p>A dark spot corrector and brightening serum that helps visibly reduce dark spots, hyperpigmentation, and post-acne marks. Paraben-free.</p> <p>Formulated with Activated C and buffered Salicylic Acid, this efficacious brightening serum helps visibly reduce the appearance of a broad array of discolorations including dark spots, hyperpigmentation and post-acne marks.</p> <p>Clinically demonstrated visible results in 12 weeks:</p> <ul style="list-style-type: none"> • Dark Spots Intensity -39% • Sallowness -17% • Post-Acne Marks/ Redness -27% • Even Tone +43% • Luminosity +42% 	<p>This oil-free, dark spot correcting serum is powered by Olive Squalane - a natural dark spot diminisher to visibly reduce the appearance of existing dark spots and even skin tone, providing a radiance booster for the skin.</p> <p>It works on and diminishes all types of dark spots:</p> <ul style="list-style-type: none"> - sun spots on face - dark spots from acne - age spots - pregnancy dark spots - melasma dark spots • 97% say their complexion is visibly more even • 93% say their skin is visibly more radiant • 98% natural origin ingredients 	<p>Brightening serum that visibly reduces dark spots and post-acne marks and tightens the look of pores.</p> <p>Formulated with 10% PHA (polyhydroxy acid), niacinamide, and beech bud extract, Clarifie Pro-Solution is a concentrated brightening treatment that delivers powerful results over time without being harsh on skin.</p> <p>Consumer self-assessment results:</p> <ul style="list-style-type: none"> • 96% agree skin texture looks refined • 92% agree skin looks brighter • 89% agree skin tone looks more even & pores look tightened • 84% agree dark spots and skin discoloration are visibly reduced <p>Clinically tested results:</p> <ul style="list-style-type: none"> • Post-acne marks are visibly reduced -29.7% • Dark spots are visibly reduced -20.3% • Pores are visibly reduced -18.7% • Skin tone is more even +28.2%

OUR APPROACH:

Differentiate competitors by positioning **anti-irritation as the foundation** of preventing + treating hyperpigmentation as our unique skin philosophy.

Highlight **Effective yet gentle** - no need of harsh chemical ingredients to get the job done.





QUIZ

QUIZ

2

3

QUIZ TO UPDATE

Why having
barrier is in
that applies

- A. Weakness
illness
- B. Skin barrier
layer against external stressors
- C. It stops skin from aging
- D. A strong skin barrier is crucial to
healthy looking skin.

- C. Refuse
- D. Resist

- C. Molecular Mushroom
Complex
- D. Centella Asiatica
- E. Tremella Mushroom
- F. All of above

- C. Dehydration
- D. Redness
- E. All of above

ntrate
cerns
barrier
tin

DISCOVER MEGA-MUSHROOM

THE LEARNING JOURNEY



MEGA-MUSHROOM

DISCOVER THE NEW MEGA-MUSHROOM DARK SPOT SERUM: 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 Dark Spot Serum 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

APPENDIX