

NEW PRODUCT TIPS

By NSD BRENDA SEGAL... with additional tips J

The Compact:

It looks very much like the picture ... only better! I have never seen anything comparable with any cosmetic company. I love the size: smaller than our Custom Compact. So sleek, contemporary, unique, classy. It really is a beautiful piece of art. The Sheer Mineral Pressed Powders, Brush and Sponges, as well as the Eye Shadows, Cheek Colors, Bronzers, and Highlighters are customized and magnetized to fit into the Compact.

Mineral Eye Colors:

I love the six colors they selected to launch---they will be great to work with! I also LOVE the fact that six of them fit beautifully in the new compact. I thought they might look small, but they don't at all. They are a little softer than our present line and I like that.

Sweet Cream: This is a matte and when I compare it to our current White Sand, it does not look quite as stark. The color in the Look Book makes it look a little more beige than it really is. It will be a basic staple, much like White Sand has been ... only better. Very pretty.

Sienna: The closest description I can get to this is it is a matte and has less orange than the darkest color of Safari Sunset.

Granite: My favorite and the most unique of anything we've previously had. If you remember when we had the *original* Bronze & Silver "Eyesicles"? This color is like the original Bronze Eyesicles with a little silver added in. It's a shimmer. I love it!

Honey Spice: If you remember that gorgeous Honey Glaze we used to have, Honey Spice is similar, only BETTER, with a shimmer effect. I really love this color. I think this will be a best seller. It can go as a neutral even though it has that hint of warmth that make-up artists say we need to look younger!

Chocolate Kiss: This shimmer reminded me first of Vintage Gold, only it is a warmer tone. Similar to Lucky Penny without the red undertone.

Navy Blue: YES! I have been wanting a blue like this. It is a clear navy, and is so beautiful to blend for a little dramatic look. Much, much better than any of our existing blues. It's a matte and is truly navy ... the Look Book photo makes it look almost black. It's a deep color but it's not as black/dark as the photo ... it's NAVY!

Mineral Cheek Colors:

I love the appearance of these two items in their palettes! They have a bit of shimmer to them which makes them look much more expensive.

Shy Blush: This is the pink I've always wanted! In the palette it reminds me of Wild Rose we used to have or Pink Flamingo, BUT it goes on softer. So it looks brighter in the palette than when it goes on. Very, very, very pretty.

Golden Copper: This is the warm color and it is a little more copper and less red than the brown side of Sante Fe Sun.

Mineral Bronzing Powders:

There are two pairs: two mattes and two shimmers and they can be used anywhere on the face. Shimmer shades add natural highlights and Mattes add warmth.

Shimmers: A lighter one, Desert Sun and a darker one, Canyon Gold (NOT the same colors as existing Gold Canyon cheek).

Mattes: A lighter one, Sandstone and darker one, Bronze Diva.

Mineral Highlighting Powder:

There are also two pairs of Highlighting Powders. I like mixing the two colors together when using them. The Pink Porcelain can be used in areas you want to brighten.

Shimmers: Pink Stardust reminds me of Crystalline and a Dusty Mauve pink.

Mattes: Pink Porcelain reminds me of a White Sand and Soft Pink duo.

The **Color Insider** book we've had for a year or so can teach you many areas to use these Bronzers and Highlighters.

Mineral Pressed Powder:

These are the pressed version of the colors we have with our Mineral Powder

Foundations: Ivory 1 & 2; Beige 1 & 2; Bronze 1 & 2.

Creme to Powder & Day Radiance Cream:

The same products are now packaged in the new plastic see-thru clamshell type case.

Subtle Tanning Lotion:

I haven't tried this completely yet, but I love the consistency of the cream ... very rich.

The scent is also appealing. (**FROM EXEC.SR.DIRECTOR DARLENE RUTLEDGE:** I love the subtle tanning lotion. Using it on only one leg and arm, I could see a difference after only two days! It gets darker each day, and looks wonderful with no streaking.)

Limited Edition Mother's Day Set & MK Men's Set:

The ***MK 2-in-1 Body Wash & Shave and Hydrating Lotion come in a set with a Netted Body Sponge and a really beautiful Black Bag.*** It is \$28 so the Bag and Sponge are basically free.

The ***MK Men Gift Set includes MK Men Face Bar, Shave Foam, Cooling After-Shave Gel and Moisturizer with Travel Bag.*** Is \$60 so the Travel Bag is free ... it looks small but it does hold all four of those items in their boxes.

Inventory Packaging:

The actual product palettes that insert into the Compacts come in a plastic see-thru clamshell type case. I love the new packaging, but it will require transition and working out the best way to stock and carry inventory. Right now, the company doesn't have an organizer that will hold them. When they are standing up, there is no marking on the sides, so there's no way to glance at them and see a name on the side. The color is written on the front of the product. It looks very nice, so it seems that laying them flat and stacking them by color will be the best way to view our inventory by color.

Cosmetic Display Tray (in Section 2 & \$3 ea.):

You are going to love this tray ... designed to professionally hold your color and foundation products at your classes and events. Because it is such a great value, some members of the sales force may want to purchase it for resale to customers.

This item was developed as a Section 2 business tool only, inventory levels will not support such retail activity, *nor do we want to promote the Cosmetic Display Tray as a customer retail item!!!!* **Two reasons for not promoting this as a retail item:**

1. It is Section 2 and counts toward **no** contests, **no** production, and **no** commissions.
2. In August we will have a new larger compact, **The Compact Pro**. Selling a Section 2 item could jeopardize future sales of the Compact Pro.

Please use the Cosmetic Display Tray as a display tool only. You could also miss out on Seminar retail credit as well as profits from sales of the Compact Pro.

Quantities are TEMPORARILY Limited: Because the company is now foreseeing a much higher than anticipated demand for this new item, there will be temporary criteria on how this item may be purchased:

New Color Cards:

These have been reduced, are much smaller and are WITHOUT applicators. So be sure to order sponge tip applicators for application. **(FROM NSD PAT DANFORTH:** for many years I have chosen to use the Sponge Tip Applicators to apply the Lipstick. It actually applies more smoothly ... as long as you "pre-moisten" the applicator by having them use it to apply Lip Protector, Lip Balm, or even the ExEm Night Cream.)

Brochures:

I am so excited to see the LOOK BOOK doing such a beautiful job of including the new items AND the present line. Order the Girl's Guide to Gorgeous Customer Brochure. I usually don't order all the extra brochures, but this one is so classy, nicely done, and makes our product look so expensive! No one can compete with this brochure!

Hostess Gift:

VERRRRRY NICE! A 3-piece Black Quilted Cosmetic Bag. The main bag has double handles, opens flat, and is smaller than the travel bags we used to have. One side of the black fine mesh is zippered; the other side also zips and is removable from velcro attachments. The second bag is a quilted cosmetic bag for your purse, shaped almost square, and different than any previous bags. I love the shape. The third bag is a little bigger than the second, and similar in shape to the purple ones we had in the fall with the Holiday Eye Quads and Lip Duos.

This color launch has been, and is, a HUGE change for us, but it is a **GREAT** change, and I am very, very excited to show the new items. The last time I waltzed by the Nordstrom makeup counter, I didn't see anything as eye-appealing as what we are launching!!!! **(FROM NSD PAT DANFORTH:** we are THE leader in Skin Care and Color Cosmetics, both of which are closely tied to medicine and fashion. NOTHING changes faster than medicine and fashion and we must change to continue LEADING!)