

# **Selling MICRODERMABRASION**

*from NSD Kathy Helou*

**MICRODERMABRASION** .... the "H o t t e s t" thing !!!!

Use this tool wisely!

1st - call all your customers who are skin care customers and share the exciting news with them!

Book them to host a class and offer them the opportunity to TRY this product as the hostess!

YOU can have your own set with a \$ 400 wholesale.... you try it and USE it as a demo at the classes you book!

Your hostess will HAVE to have it!

NEXT .... how you position this product during your class and HOW you talk about the TimeWise basic and Miracle set will be VERY important to the future TW and Miracle Set sales! YOU must sell the benefits of using TW for your everyday general skin care routine with the DYNAMIC DUO of Day & Night Solution.

That would be like "brushing your teeth" every day!

The EXTRA CARE products are the MICRODERMABRASION which "complement" and "enhance" the basic Miracle Set ....

That would be like "dental floss, mouthwash & whitening" for EXTRA results!

Who would just floss their teeth without BRUSHING them everyday?

That is a word picture .... EVERYONE brushes their teeth - that is the same thing with our TW skin care set ... it is the BASIC for the face and the Microdermabrasion is the EXTRA!

IT is all in how you package your products and position them in your skin care classes!

I know as this launch rolls out .... you're going to see and hear MANY options of how to position this so we do NOT lose the foundation of the GREAT SKIN being our TimeWise products 1st as the preparation and daily care for skin care WHICH is how we EARNED the distinction of being the #1 best-selling brand of skin care in U.S.

That is powerful ALL by itself! You may want to memorize and repeat until it flows out of your mouth at all appointments!