

# Finally — color and repair together.

New! Platinum Regeneration® Age-Defying Lip Color



Long lasting coverage without a heavy, opaque look.

Eight rich new hues \$18 suggested Retail



Lip Color Display Card

Babe (creme) #14185 peachy nude



Pixie (creme) #14186 brownish mauve



Sundance (slight frost) #14187 golden peach



Go Diva (creme) #14188 reddish brown



Candy Apple (creme) #14189 true red



Venus (creme) #14190 bright bluish pink



Kiss Kiss (slight frost) #14191 golden plum



Petal (creme) #14192 bubble gum pink



## Selling Tips

- 1 Know all the benefits listed on Client Flier.
- 2 Buy all eight hues to have on hand to show.
- 3 Paint pictures in your clients' minds. Make the benefits of this product come alive. Tell them:
  - "It's like getting two products for the price of one: color and repair."
  - "It feels moist on your lips without feeling greasy."
  - "Color variety is great and right on trend. We've got the right hue for all your outfits — so buy them all."
- 4 Put the product in women's hands every chance you get:
  - Give one free as a Hostess thank you gift, for two referrals or to clients who purchase \$50+ Retail.
- 5 Use the Client Flier and the new Lip Color Display Card #14864:
  - Tuck one in every client's order, display at your parties and show them to people you meet.
  - Offer a "trade your shade" special. Carry the Lip Color Display Card with you, and use it to start a conversation with people. Ask them to pick their favorite color and see if they would give you their old lipstick for one of your new ones. Then have them book a spa.

BEAUTICONTROL®