

## Enfuselle Product Process

The purpose of sitting down with a prospect and sharing the Enfuselle products is to recruit for business builders and new members.

### What samples go in the sample bag:

- Enfuselle Cleanser
- Enfuselle Toner
- Enfuselle Optional Moisturizer \*(optional)
- Enfuselle Time Repair am
- Enfuselle C+E Repair
- Enfuselle Refining Polisher \*(optional)
- Enfuselle Calming Complex \*(optional)

(If you plan on leaving this with the customer, you only need to add literature. If you plan on doing the hand demonstration, you must bring a spray bottle with purified water, cotton balls and several tissues.)

### Literature to include with the samples:

- Shaklee Product Selection Guide

Do the hand demo

To leave behind, leave only for 3 days. Pick up the samples promptly. The more urgency, the more likely the prospect is to try the samples.

If the prospect places an order but does not become a member, then you must place them on your "torture" drip list. Initially focus on the Enfuselle products with the information that you send. If they become a member, you take them through the product process.

Encourage people to purchase an entire system. Shaklee has done the research for us and they have put together the products that will give us the best results.

Of course, the Gold Plus is the best option and the Super Gold includes the entire skin care system. If you are unsure of how to sell the Gold, go back to Tab 1 and re-read the sheet on the five levels of involvement.

## Enfuselle

Why is Enfuselle so unique?

- 7 patents
- Vital Repair + is found in all Enfuselle products except the Refining Polisher. Vital Repair + includes: Vitamin E, Vitamin C, Vitamin A, Panthenol (pro-vitamin B<sub>5</sub>), Grape Seed Extract, Superoxide Dismutase (SOD) and Beta Glucan
- Low-Irritation preservatives
- Stable vitamin C
- Visible improvements and clinical proof to back the claims
- 421% reduction in the appearance of wrinkles in just 4 weeks with the Time Repair AM
- 154% increase in skin firmness and elasticity in 4 weeks with the C + E Repair PM

### How to do the Hand Demo

- 1.) Have the prospect take their right hand and hold it up to the inside of the left arm. This shows the difference between chronological aging (the inside of the left arm) and Accelerated aging (the hand).
- 2.) Clean the hand with either the Hydrating Cleansing Lotion or the Purifying Cleansing Gel (spritz with water)
- 3.) Tone with either the Hydrating Toner or Purifying Toner (the toner actually neutralizes the iron in the tap water)
- 4.) Draw an Invisible line down the center of the prospects hand. Put the Time Repair AM on one half and the C+E Repair PM on the other half.
- 5.) On the other hand, use the refining polisher to exfoliate the skin. (Use water with refining polisher)
- 6.) Lastly, put the optional moisturizer on this hand after cleaning the refining polisher off the skin.

## Enfuselle Demo/Meeting

- A) Share your 2 minute story – how you got into Shaklee and what it's done for you.
- B) Explain company history and the science behind *Enfuselle*.
- a. Best Cosmetic Chemist brought together with Shaklee Scientists.
  - b. Mission was to identify factors which cause pre-mature aging.
  - c. Rather than just stopping the aging, *Enfuselle* reverses it.
  - d. Clinically tested on over 1,000 people and a lot of people with very sensitive skin.
  - e. Research on this line done by the Scripps Institute—the leading skin care research institute.
  - f. 7 patents
- C) Watch *Enfuselle* DVD (first 10 minutes) – This piece is optional and recommended only if you have the DVD  
Prior to watching video, encourage them to be attentive to the scientists and their reaction to the studies. They are not Shaklee scientists, yet they were totally excited with the results they were getting with this product. (Note: this will help everyone from talking during the video.)
- D) Move to a table. Explain the difference between chronological and accelerated aging.
- a. Have the person hold up their right fist to the inside of their left forearm. You can see the difference between chronological aging – the inside forearm versus accelerated aging – the top of the fist.
  - b. Accelerated aging happens from pollution, UV light, chemicals that our skin comes in contact with, etc. This process ages our skin faster than normal.
  - c. Chronological aging is our normal aging process.
  - d. *Enfuselle* is designed to bring skin back to chronological aging. It will reverse the visible signs of aging.
- E) You do the demo ON THE HAND ONLY (we are not cosmetologists so we cannot do people's faces.)

- a. Clean the top of the right hand with a little bit of water and either the Hydrating Cleanser or the Purifying Cleansing Gel. Rinse off.
- b. Tone with either the Hydrating Toner or the Purifying Toner (the toner actually neutralizes the iron in the tap water.) Use a cotton ball for this step.
- c. Draw an invisible line down the center of the prospects hand. Apply the Time Repair AM on ½ the hand and C+E PM on the other ½.
- d. On the other hand, use the Refining Polisher and some water to exfoliate. This is the product that you want to make sure you clean off otherwise the jojoba beads will not feel good when you apply the moisturizer.
- e. Lastly, apply either the Hydrating Moisturizer or the Balancing Moisturizer to the hand. Be sure to use a spatula for the hydrating moisturizer.

F.) CLOSE THE SALE!!! Recommend that your prospect start with the Entire system and work your way back from there. Hopefully, the least they will buy is the AM & PM products.