Creating Your Own Paragraph for Each Product

By creating a paragraph for each product, you are able to commercialize the product for each client all at once. Our face time with our customers have drastically changed and we only have about 60 seconds to grasp our clients’ attention when it comes to products. We want to make sure we are getting all the important and key factors out to our client to create curiosity and value for the client. By creating a paragraph, you are able to get adjusted to the product and have knowledge of the key ingredients.

Commercializing the lotion for the clients –

1. Name of the product
2. Type of lotion – the result that this will give the client
3. Base of lotion – the way the lotion is going to make their skin feel
4. Key ingredients, sales points & personal statements

Example 1:

**Metaphoria** is our newest **triple dark bronzer** that we JUST got in! This is the darkest bronzer that Devoted Creations makes so it has extremely high DHA, natural and cosmetic bronzers but the best part is that it doesn’t stain your hands! This has a **cashmere blend base** so it keeps your skin really soft for 24 hours but it is also **spray tan friendly**! It has **anti-orange technology with an Auto-Darkening Complex** that gives you immediate color right away and helps to give your skin darker color quicker. It has a new **Ceramide Complex** that helps to strengthen the skin’s moisture barrier to protect from harmful environmental elements with **natural cellulite fighting ingredients** to promote a smoother appearance to the skin. It also has **anti-inflammatory agents** to combat redness of the skin while absorbing any excess oil on the skin that leads to clogged pores and acne formations.

***Name:*** Metaphoria

***Type of lotion:*** Triple dark bronzer

***Base of lotion:*** Cashmere blend base & spray tan friendly

***Key ingredients:*** Blue Tansy, Auto-Darkening Complex, Ceramide complex, Flavoslim & Forslean, Violet Flower

Example 2:

**Frosé Fantasy** is our newest **tan extender** and it smells amazing. It has a **silicone feel blend** to it so it keeps your skin so soft and has 24 hour hydration. It has **Vegan Collagen and Squalane** to help with any uneven skin tone and texture while giving you weightless hydration. **Strawberry extracts** help with any dark formations on the skin along with **Blueberry and Elderberry extracts** to combat skin dryness and dullness and helps to shrink enlarged pores while have astringent properties. I just put this on this morning and my skin feels amazing!

***Name:*** Frosé Fantasy

***Type of lotion:*** Tan extender

***Base of lotion:*** Silicone feel blend

***Key ingredients:*** Vegan Collagen & Squalane, Superfood Smoothie Blend