



you•ology eye mask

THE NEW FAST FIX FOR FRESH EYES

Why are we launching a new eye mask product in our targeted skin care line?

With more women in leadership roles, looking their best without tired, puffy eyes is more important than ever. And, treating the delicate skin under their eyes is key to looking their bright-eyed, brilliant best.

But, they're super busy and they want a product that works fast and multitasks like they do.

Enter Younique. Staying ahead of this exciting opportunity, we tediously created our first-ever YOU-ODOGY eye mask with a truly unique blend, 15-minute results, and more glowing consumer claims than ever before.

Our new eye mask is like nothing else out there. It's positioned to be a super strong addition to our "me-time/pampering" targeted skin care line and our subscription model. It stands out from the competition with:

Instant Results

A third party conducted a clinical study of our eye mask and the results are powerfully convincing.

Here are a few top results:*

97% said their skin felt soothed and calmer

94% said their skin felt more moisturized

91% of consumers said they saw results after the first use and every use.

91% said their skin looked more rejuvenated

88% observed less puffiness around their eyes

85% said their skin looked visibly brighter and noticed fewer fine lines under their eyes

* Results from an independent study. Individual results may vary.

Infused Ingredients

We meticulously formulated a unique blend of superstar ingredients such as hydrating Sodium Hyaluronate, which is known to attract moisture to skin cells, and perk-me-up Vitamin C, Licorice Root, and Caffeine, which are known to help soothe, brighten, and reduce the appearance of puffiness and dark circles.

Together with other hand-picked ingredients like Niacinamide (Vitamin B3), which is known to help improve skin texture, Chamomile and Hydrogel, which are known to help calm skin, and Hydrolyzed Extensin (a protein from carrots), which is known to boost smoothness, our eye mask can pamper and perk up tired eyes in 15 minutes flat. It's spa-mazing.

Incredibly Relevant

Our masks are a clinically proven solution to a global skin care need and easily fit into your customers' busy lives. In just 15 minutes, our mask gives their under-eye skin everything it needs to look fresh and wide awake...so they look and feel their brilliant best.*

** Results from an independent study. Individual results may vary.*

And with a 30-day supply, we're promoting our mask for daily use anytime they need a quick perk-me-up, so the run-through rate is high for repeat sales.

A Superstar Selling Mashup

To grow your subscription sales and power up your customers' skin care regimens, our eye mask works beautifully with our other skin care products, especially our hot-selling, new YOUNIQUE DAILY·YOU liquid collagen shot.

For on-the-spot treatment, pair our daily eye mask with our powerful 5000-mg liquid collagen shot for beautiful skin from the inside out. And, to target dark circles and fine lines over time, cross-sell our eye cream for even better results and a real skin care routine dream.

**feels like
a mini spa.**

SELLS LIKE A DREAM.

