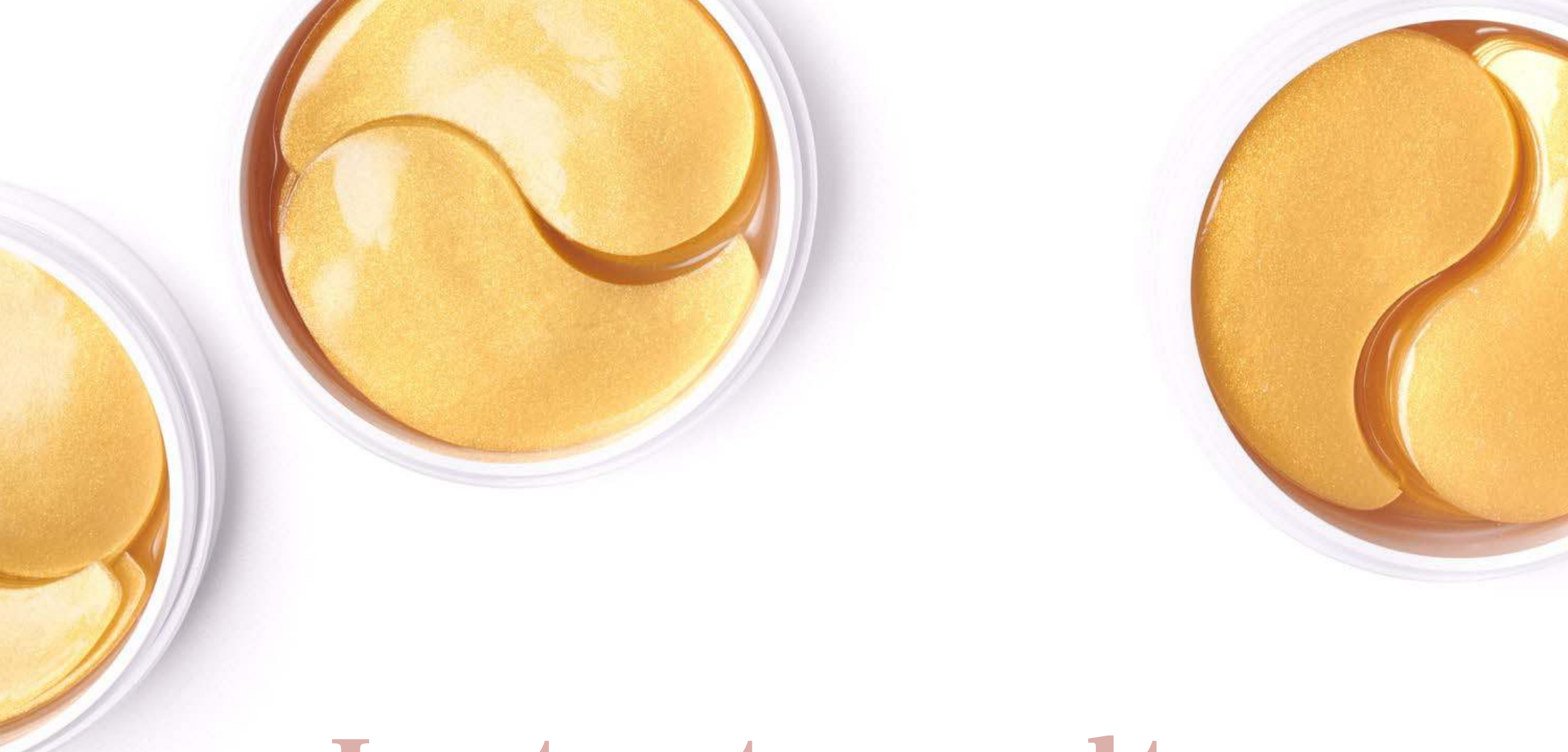




you·ology

eye
mask

younique™



Instant results

INFUSED INGREDIENTS

Incredibly

you

SUPER-HYDRATING, SUPER-FAST EYE MASK
THE SECRET TO YOUR SLEPT-LIKE-A-BABY LOOK



Benefits

This easy-to-carry gel mask is non-greasy, easy to apply, and provides effective results in as little as 15 minutes.*

Gel patches provide your skin with a cooling effect.

It's simple to apply and remove.*

This formula helps provide moisture without leaving a greasy residue.*

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



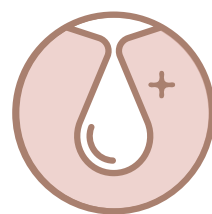
IN AN INDEPENDENT CONSUMER STUDY :

- **91%** of participants noticed instant results after wearing the new YOU·OLOGY eye mask for 15 minutes.
- **94%** of participants said their skin felt more moisturized after use.
- **91%** of participants said their skin looked more rejuvenated after use.
- **88%** of participants said the product reduced the appearance of puffiness around their eyes.
- **97%** of participants said their skin felt soothed after use.
- **97%** of participants said their skin felt calmer after use.
- **85%** of participants said their skin looked visibly brighter after use.
- **85%** of participants said the product helped reduce the appearance of fine lines under their eyes.
- **79%** of participants said they looked well rested after use.

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

Hydrolyzed Extensin,

a protein derived from carrot, is known to boost skin moisture and smoothness.



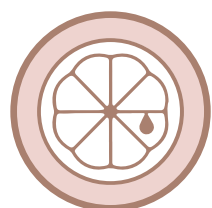
Niacinamide (Vitamin B3)

is known to help improve skin's texture and visibly brighten skin tone.



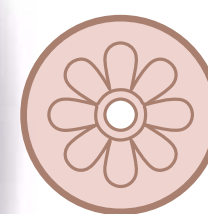
Vitamin C & Licorice Root Extract

are known to help brighten the appearance under eyes.



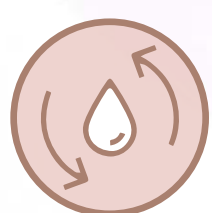
Chamomile & Hydrogel

are known to help calm skin.



Sodium Hyaluronate

is known to attract moisture to skin cells and help increase essential hydration.



Caffeine

is a key ingredient known to help reduce dark circles and puffiness and perk up skin under eyes.



Application



Step 1.

Open jar and use the spatula to pick up one eye mask at a time.



Step 2.

On clean dry skin, place eye mask underneath eye and adjust to where it feels comfortable, then press mask down.



Step 3.

Leave eye mask on for 10–15 minutes.



Step 4.

Remove mask and massage any excess product into skin. Follow with your Younique skin care regimen.

When to use it:

- As part of your morning routine
- While doing eye makeup
- While eating breakfast
- While checking emails or social media



THERE ARE NO RULES ON WHEN TO USE IT, SO USE IT ANY TIME YOUR UNDER-EYES NEED A PICK-ME-UP!

Who will love it?

- People who want moisturized skin fast.*
- People who want calmer-, brighter-looking skin.*
- People who want to rejuvenate under-eyes by reducing appearance of fine lines and puffiness.*
- People who want a skin care product with good-for-you ingredients.

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

Gen X women (41–56 years old)



- Looking good is important, but there are competing priorities with busy family schedules as children get older and have more going on in life
- Doesn't get a lot of me-time, but she wants it
- Likes makeup and understands that good skin care is the best foundation for that
- Interested in non-invasive solutions for younger-looking skin

- Very ingredient-oriented (clean, vegan, good-for-you ingredients)
- Search for products that reflect their aspirations for a healthy lifestyle and their ethical and environmental standards
- Desire for products that are free from as much as possible (allergen-free)
- Social media has a large impact on their purchases
- Buy more natural beauty products that are efficacious versus traditional, chemically heavy products that previous generations have demanded for anti-aging

Gen Y women (25–40 years old)



UPSELLING

YOU·OLOGY eye cream

YOUNIQUE DAILY·YOU liquid collagen shot

CROSS SELLING

Customers who previously purchased a YOU·OLOGY eye cream.

Customers who purchase any YOU·OLOGY skincare products.

Customers who are on a subscription to YOUNIQUE DAILY·YOU liquid collagen shot



Expanding Your Customer Base:

People who want a quick, effective eye routine.

People who want a simple, refreshing eye mask.

People who want to reduce the appearance of fine lines under their eyes.*

Get Social:

- Announce the new eye mask to your customers and followers with a social media post.
- Create a video or post to teach people how to use the eye mask.
- Create before and after pictures to show the results.**
- #fresheyes Tout the benefits of the eye mask by inspiring conversations about fresh perspectives and originality.
- #sleptlikeababy What's your secret to getting a good night's sleep? Include tips from influencers, Presenters, etc. on beauty sleep, promote eye mask product and ingredients.
- #perkmeup What perks you up every day? What's your secret to staying motivated? Also great social conversation for Presenters as well as consumers.

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

*** Only share true before/after results in similar lighting without the aid of filters, other products, or other effects that may mislead. Include language that indicates that these are personal results and that individual results may vary.*



reach
out to



Pro Tips

Use the Customer Connect tool in your Back Office to identify key customers to contact about the new YOU·OLOGY eye mask.

Search your Facebook Messenger conversations using the “search conversation” function to find times you’ve discussed key terms like eyes, moisture, puffy eyes, fine lines, quick results, etc. Contact these customers and share your excitement about the new eye mask.

Conversation Starters

Do you want a quick and effective way to help your skin look more rejuvenated?

Do you currently use an eye mask? If so, what do you like and not like about it?

Does your current eye mask give you effective results after just 15 minutes?

Do you want to know how you can reduce puffiness and increase moisture under your eyes in just 15 minutes?



Social Media

- Before and after post*
- Skin care tutorial training class
- Other

** Only share true before/after results in similar lighting without the aid of filters, other products, or other effects that may mislead. Include language that indicates that these are personal results and that individual results may vary.*

Work it!

Order Goal _____ PRS Goal _____

Name	Contact	Order

Total Orders: _____

Total PRS: _____

