

# YOUNIQUE DAILY·YOU

LIQUID COLLAGEN SHOT

*February 2024 Training*

younique  
**daily·you**

LIQUID  
COLLAGEN  
SHOT

dietary supplement

# Housekeeping

**YES!** Live interpretations are available via Zoom

**YES!** This is being recorded and will be shared

**YES!** Presentation slides available in Learning Hub

**YES!** Please ask questions in the chat





# Agenda

- What is Collagen?
- Updates to Younique Collagen
- Science Behind Younique Collagen
- Packaging, Subscriptions + Samples
- Sales Strategy
- Resources



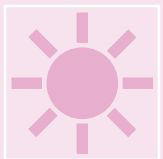
# Collagen 101



Collagen is a protein made by humans and animals to help make connective tissue in the body to provide structure, strength and resilience.



Around 25 years old, the amount of collagen the human body produces starts to decline, resulting in weaker and less elastic tissue and is most often visibly noticed in skin.



Combined with the decline of collagen production, your skin is exposed to collagen-damaging environmental stress (UV rays, pollution, etc.), Reducing the fibers' strength and density, resulting in wrinkles on the skin.

# Why Liquid Collagen?

---

**FEWER FILLERS** than powder and therefore more concentrated

---

Because your body doesn't have to work as hard to break down the components, liquid collagen is **MORE BIOAVAILABLE** than powder or capsule

---

Liquid supplements are more rapidly incorporated into your system than powders or capsules, providing **HIGHER POTENCY AND ABSORPTION**



# Overview

- Same product name: YOUNIQUE DAILY • YOU liquid collagen shot
- Launch date: February 1, 2024
- 30-count sachets (*discontinued 15-count packages*)
- Available for individual purchase AND subscription
- Subscriptions will transfer to new formula automatically
- Take one sachet daily. Store in a cool dry place.
- 0.85 fl oz / 25 mL x 30 (same as original formula)



# What's New?

## OUR BEST-SELLING PRODUCT JUST GOT BETTER!

MORE skin beneficial ingredients, better flavor & improved manufacturing. *More* benefits! *Same* price!

### 1. Ingredients

- 120mg Hyaluronic Acid vs. 100mg in Original Formula
- Added skin loving Aloe & Apple Cider Vinegar

### 2. Flavor

- Tropical – most requested flavor so we made it better!

### 3. Manufacturing

- Globally and sustainably sourced
- Chemical-free processing
- Made in the USA



# Formula

- Gluten-free
- Soy-free
- Non-GMO
- Dairy-free
- With natural flavors
- No artificial colors





# Ingredients

## Hyaluronic Acid

120mg Hyaluronic Acid vs 100mg in original formula! Popular for a reason, HA packs a hydration punch that carries some serious weight—literally. HA can hold up to 1,000x its weight in water to substantially increase skin hydration for natural plump and glow.

## Apple Cider Vinegar

A natural probiotic that is known to positively impact the gut microbiome, which in turn supports healthier looking skin and hair.

## Aloe Vera

Boosts hydration in skin and hair for natural and youthful looking plump and shine.

## Vitamin C

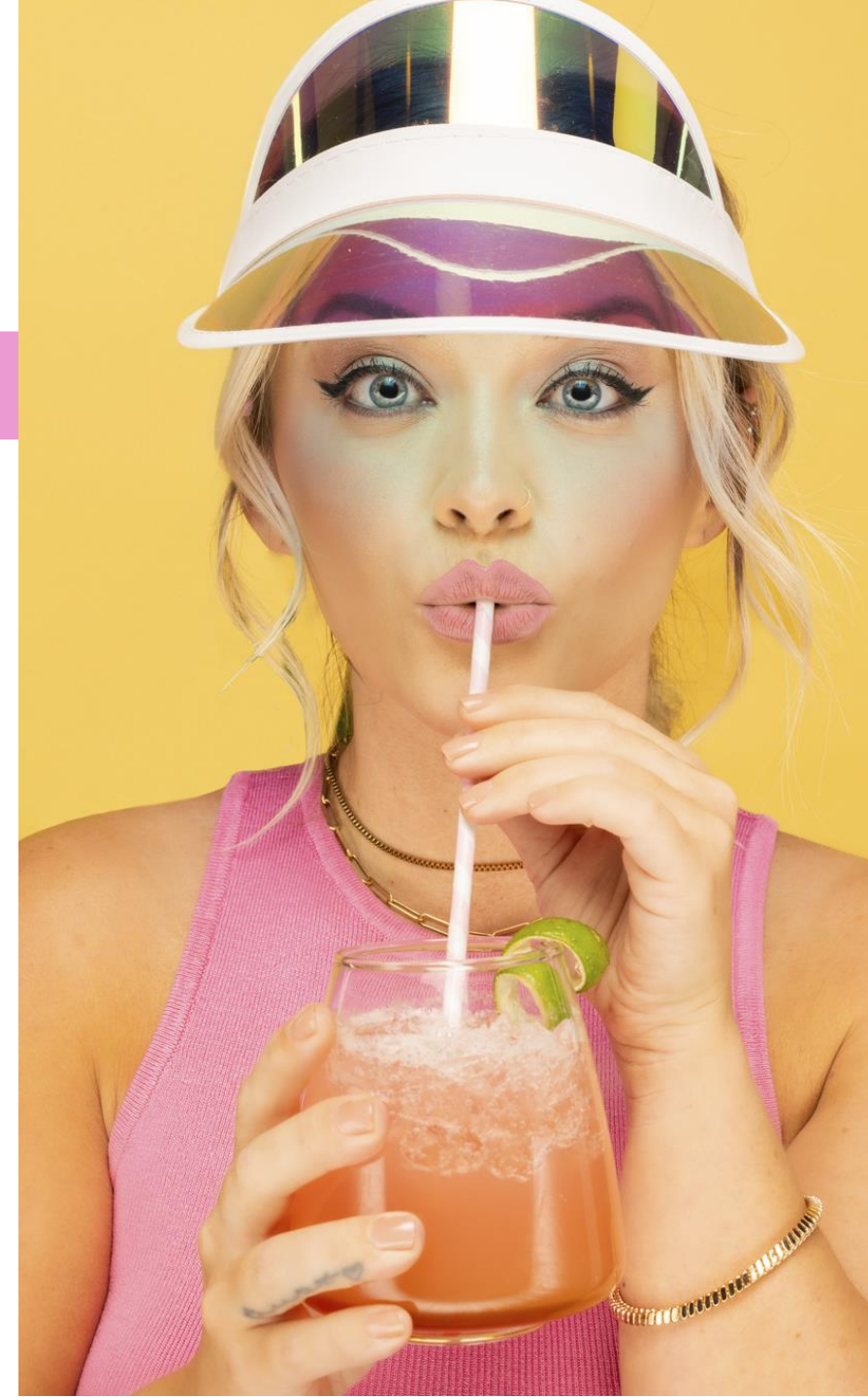
A powerful antioxidant to help prevent and reduce visible signs of free radical damage, resulting in a brighter, more even looking complexion.



# Hyaluronic Acid

## Sodium Hyaluronate = Hyaluronic Acid

- These terms refer to the same ingredient. Simply put, Sodium Hyaluronate is a stabilized form of Hyaluronic Acid.
- Regardless of the terminology used, the benefits are the same:
  - Helps with water retention, which helps fight signs of aging
  - Helps to give you hydrated, healthy-looking skin



# Flavor

- New tropical flavor
- Tested in Miami 2+ years ago
- Most requested flavor (consumer + BA feedback)
- Flavor fatigue





# Manufacturing

Made in the USA with sustainably sourced marine collagen peptides.

- Younique's collagen is sustainably farmed to avoid over-fishing our planet's oceans. The fish live in clean conditions and are well treated for the duration of their life.
- Younique's collagen peptides are small, making them more bioavailable than other forms of collagen. Their small size allows them to be more easily absorbed into your system.
- Younique's collagen is extracted without the use of chemicals to ensure potency and preservation of benefits.





# Marine vs. Bovine Collagen

- Marine collagen is better suited to skin health goals because it is primarily type 1 collagen (bovine is primarily type 2), which is the most dominant collagen type in your skin, making it more suitable for skin goals.
- The bioavailability of our liquid marine collagen allows your body to better absorb the components so you can see results in your skin faster and more completely.
- Marine collagen has been shown to reduce trans-epidermal water loss and the appearance of pores and wrinkles while increasing skin hydration, elasticity and radiance.
- Marine collagen contains high levels of antioxidants and has been shown to have protective effects against skin-damaging free radicals.

# Benefits

- Smoother and brighter looking skin
- Improved texture
- Tighter-looking skin
- Increased elasticity
- Skin appears to have fewer wrinkles
- More hydrated and supple skin
- Youthful radiance
- Increased hair shine and density
- Improved nail health and appearance



# Claims

100% of users agreed their severity of dry skin was noticeably improved.\*

96% of users agreed they had noticeably more hydrated and supple skin.\*

93% of users agreed they had noticeably more even, brighter, and smoother skin.\*

93% of users agreed their skin appeared more youthfully radiant.\*

90% of users agreed their skin roughness was noticeably improved.\*

80% of users agreed they had a reduction in the appearance of skin lines and wrinkles.\*

\*Results from an independent consumer study based on an 8-week use. Individual results may vary.



# Claims

After 8 weeks, the majority of users saw improvement in skin...

- Brightness
- Texture
- Firmness
- Moisture

\*Results from an independent clinical study based on an 8-week use. Individual results may vary.





# Overview

- Same product name: YOUNIQUE DAILY • YOU liquid collagen shot
- Launch date: February 1, 2024
- 30-count sachets (*discontinued 15-count packages*)
- Available for individual purchase AND subscription.
- Subscriptions will transfer to new formula automatically.
- Take one sachet daily. Store in a cool dry place.
- 0.85 fl oz / 25 mL x 30 (same as original formula)
- Individual 30 count box retail pricing (SAME PRICE!):

RETAIL PRICE	USD	CAD	EU	UK	MX	COP	AUD	NZD
	\$109	\$131	€113	£86	\$1,897	\$499,800	\$156	\$175

# Subscription

- Can subscribe to receive a 30-day supply every month or every two months
- All markets that sell collagen will be eligible for subscription
- SAME subscription price:

SUB. PRICE	USD	CAD	EU	UK	MX	COP	AUD	NZD
	\$98	\$117	€101	£77	\$1,706	\$447,500	\$140	\$157



# Subscription Transition

- Current collagen subscribers will automatically start receiving the new collagen when their February subscription runs.
- Everyone who currently subscribes to collagen will receive an email on January 31.
  - Exception: Colombia and Mexico subscribers will be excluded from this email.
- Message: *“New and improved product starting with your next shipment!”*



# Sampling

- Each Younique beauty box includes 5 sample sachets
- 2 samples in each Brand Ambassador/Affiliate order shipment in February\* (includes sample card)
- 1 sample in each customer order shipment in February\* (includes sample card)
- Samples are excluded from subscriptions
- QR code sending to collagen info & shopping

\*While supplies last, dates not guaranteed



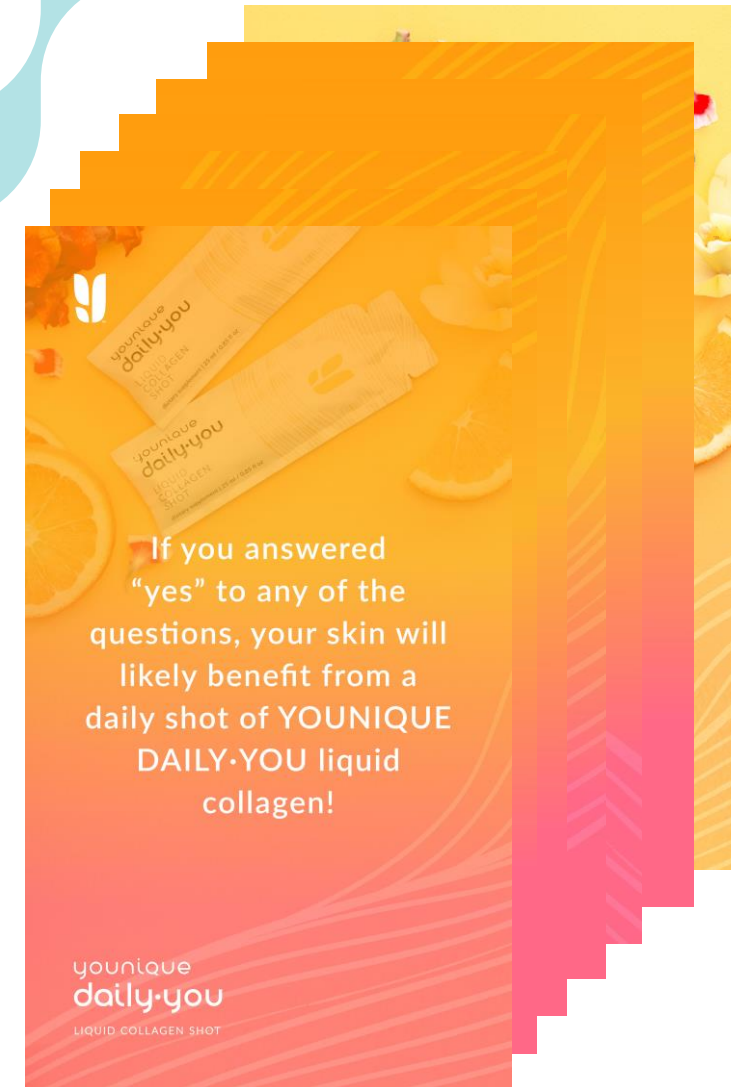


# Start Sharing!

Make a plan for your own collagen campaign.

How will you.....?

- Share on social media consistently?
- Create engaging posts, stories and reels?
- Go live and share?
- Use the customer reporting tools in the Yunique app?
- Share the subscription opportunity and savings?
- Maximize the sample program?
  - What's your follow up plan for every customer in February who is going to receive a sample?
  - How will you make the most out of the 2 samples in your own orders? TRY ONE, SHARE ONE!
  - What's your plan for using the sample cards to make and share your own samples?



# Resources

- Recording of this training
- Learning Hub
- Telegram:
  - Graphics
  - Photography
  - Content Creators
- FAQ
- Facebook Community Pages
- Shopping Website



