



The New Eye Primer

SUPPLIES NEEDED TO DEMO: Sponge tip, sample of eye color, oh, and the new Free Eye Primer!

*Plan #1: Order a \$400 wholesale order today, so you will receive your products and the bonus by the end of the week. Your **bonus** gift will be a Free Eye Primer. For a \$600 wholesale order you will receive 2 Free Eye Primers and 1 Pkg/10 of the **Look for Summer 2004**.*

How to Demo the new Eye Primer:

Squeeze a small amount of your *Free Eye Primer* onto the sponge tip and give to your customer. Have her put it on the back of one hand. Let it dry for about 10 seconds and then have her put the eye shadow over it. (Use a darker color, such as, Rainforest).

On the back of the other hand have her put just the eye shadow.

See the marked difference. It feels very soft, extends the wear of eye color and prevents eye color from creasing or smudging.

Use a cotton ball with Oil Free Eye Makeup Remover to take off the products.

Take testers to work, to school, to choir practice, or to wherever you find ladies with hands.

How to market the eye products:

Put 3 products together as a set such as the new Eye Primer, the new TimeWise Age-Fighting Eye Cream and the OFEMR. Call it Satin Eye Lids, because they give a very smooth even look.

Why sell 1 product when you can sell 3? The 3 products retail for \$55. You may want to give it to them for \$44 prepaid, if you like. If they have already purchased the new Eye Cream then charge them \$24, that would be \$5 off.