

Visibly Fit Lotion

by LeeAnn Shattuck
from Caterina Harris website

Say the truth about our Visibly Fit Lotion!

The message here is that Visibly Fit minimizes the APPEARANCE of cellulite which is the company's position statement for the product. We should not make claims that it removes the cellulite ... it just makes it "look better!"

Cellulite is fat storage deposits that are located under the skin in compartments separated by a connective tissue called adipose, which is designed to store lipids. When the fat cells swell due to increased lipid deposition, the compartments swell while the connective tissue fibers stay the same, thereby causing the dimpling of the skin characteristic of cellulite. Cellulite is simply fat and there are no magical therapies for it. If the fat cells are reduced in size, the fat deposits will shrink thus minimizing the skin dimpling. Diet and exercise are the best means to attack cellulite. Body wraps, herbal remedies, supplements, rollers, brushes, toning lotions, spa therapies, enzyme injections, massage, and electrical muscle stimulation are not effective. Only weight reduction, exercise and more drastic plastic surgery procedures are effective in reducing cellulite. Any temporary benefit seen from wraps, supplements, or toning lotions is due to water loss. The fat is still there.

While our Visibly Fit body lotion will help reduce the APPEARANCE of the cellulite by making the skin more firm and resilient, the underlying fat will still be there. The "anti-cellulite" industry is a HUGE business. Companies make zillions of dollars selling creams, lotions, wraps, mud, and machines to women desperate to get rid of their cottage cheese backsides. (I can say that because I have one myself☺) But, it's just a scam. I don't want a wonderful and respectable company like Mary Kay to be a part of that lie. Our products are so wonderful and do provide so many scientifically proven benefits, that we don't need to! Mary Kay has always stressed honesty with our customers. Let's be honest about the cellulite, too—I think our customers will appreciate it! You can still market a 'tush tightener' set, just be honest about what the lotion will and will NOT do.

Here's how I have been selling a TON of the new Visibly Fit Body Lotion.

I target my TimeWise customers because they already know how great it is. I first show them the new TimeWise Cleansing Bar. I tell them that it works just like the cleanser, and that I keep it in the shower! That way, I have one TimeWise in the shower for the mornings and one on the sink for nighttime! Even better—you can use the cleansing bar on your WHOLE BODY!! And it lasts a really long time! (This way they see how economical it is.) Then, I ask them "how would you like for your whole body to be as soft as your face?!" Then I tell them about the body lotion and let them feel my skin! (Which is soft as the proverbial baby's bottom, now that I use the cleansing bar and the lotion all over!) Of course, I let them try some of the lotion on their skin as well so they can feel how silky it is, how fresh it smells and how quickly absorbs into their skin.

This sales approach has worked great for me, and I can't keep the cleansing bars and body lotions on my shelves! And, my customers (many of whom are in the medical profession) appreciate my honesty about cellulite.

