



BRAND PARTNER ENROLLMENT FOR BEAUTY & WELLNESS PROFESSIONALS

BACKGROUND

What?

In our passionate pursuit of spreading health, wellness and happiness, Purium sees an opportunity to align our mission with a community that promotes a similar message. We're talking about stylists, cosmetologists, beauticians, aestheticians, nail techs, massage therapists, acupuncturists, salon owners, spa owners, doctors, chiropractors, nutritionists, gym owners and more!

That's right, we see this community as potential Brand Partners. And why wouldn't we? After all, #HealthyisBeautiful. We both like to make people feel good (on the inside and out), so why aren't we friends and colleagues already?!

Why this group?

When you think about it, beauty and wellness professionals are traditional influencers. With access to thousands of potential customers every week, they can share the gift of health frequently, to people who care about health and wellness. Whether it's in a stylist's chair or on an acupuncturist's table, clients can casually learn how Purium products will help them along their health journey.

What's in it for them?

Beauty and wellness professionals are person-to-person influencers, who connect directly with their clientele. It's a time-consuming job, and for many, one that doesn't pay enough. With Purium, they can earn more income from their current base of clients without working longer hours. They may even find new clients for their own business!

ACTION

Why Purium?

So, how do you start casually talking about Purium with your stylist or massage therapist? They're doing their job and you are about to offer them.... more work and they have to pay for it? Luckily, beauty and wellness professionals are inquisitive—because they're natural people-to-people influencers. Most likely, they'll be asking you questions before you ask anything. Use that! What are they saying? How can Purium help meet their needs, concerns, problems or desires?

How?

Personal relationships and casual conversations are both helpful ways to introduce Purium, organically. Check out these examples.



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Concerned Parents

The Million Mom Movement (MMM) is a great way to loop in parents who care deeply for their loved ones. MMM is on a mission to inform and educate moms, dads, siblings, grandparents and others about the dangers in their food and environment that can contribute to physical and mental issues.

Example conversation:

Hairstylist: Did you hear about the cereal recalls recently? It's a scary time to be a parent.

You: Yes, I did! That's super crazy that glyphosate has found its way into our houses. But I'm glad there are people out there working towards a solution. Have you heard of Purium or the Million Mom Movement?

Opportunity to Make More Money

There are nearly 100,000 beauty salons and barbershops and more than 500,000 stylists in the US. How many of these people would be interested in earning an extra \$500 - \$1000 every month? Perhaps more than we realize. According to the US Bureau of Labor Statistics, the average hairstylist / esthetician had a median salary of \$23,660 in 2015. If they're talking about money issues in any way, you can make a connection.

Example conversation:

Manicurist: I'm so tired, I'm ready to go home, but I need to put in a few more hours.

You: I hear that! What if you could make more money and work less hours ... would that be of interest to you? That's why I started working with a company called Purium. Have you heard of them?

Health Topics

Some conversations might focus around central Purium themes, so listen carefully. Listen for the specific, targeted topics. Then jump in! Topics include:

- o Weight Loss → Mention a 10-Day or 40-Day
- o Fitness & Athletic Performance → Mention a 10-Day or 40-Day
- o Stress reduction/Mood/Pain Relief → Mention CBD+ and other sprays
- o Emerging Health Trends (like glyphosate awareness) → Mention Biome Medic
- o Eating organic (or poor eating habits) → Mention our 40-Day Daily & 10-Day Transformation Superfoods Plans

Don't know any health and wellness professionals? No worries. You can still get in on the fun. Try contacting your favorite influencers or people you may know through social media (Instagram DM, LinkedIn, Facebook, etc.) See the end of this sheet for email templates.



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EXTRA TIPS FOR ACQUIRING BEAUTY AND WELLNESS BRAND PARTNERS

Recruiting may not be a “one size fits all” situation, but that doesn’t mean you can’t prepare with some basic knowledge. Here are a few key points you’ll want to work in when appealing to a beauty and wellness professional.

- o Earn more money with the same base of clients / no extra hours
- o Clients are looking for weight loss, stress reductions, etc ... you might as well get paid
- o \$50 Gift Cards are a great benefit to clients and will be seen as “added value”
- o You can earn income even when they aren’t in your chair or moved out of town
- o You are raising awareness about nutrition and supporting eco-friendly practices.

Throw a Healthy Happy Hour and invite some of your beauty and wellness partners to learn more!

TIPS FOR YOUR PROSPECTIVE BRAND PARTNERS

Tools for a new Beauty & Wellness Professional Brand Partner

Along with all the regular Launch Pack tools, there are a few unique marketing pieces that can help, too:

Fold-Out Gift Card Marketing Piece – Include 5 per Starter Kit / 30 for Beauty Pros (special offer on the Enrollment Page)

Sticker, Small Sign or Poster – Included in the Beauty Pro Starter Kit

Also let them know how they can host Healthy Happy Hour with their own clients, friends and colleagues.

Happy Promoting!



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SAMPLE DIRECT MESSAGES

Use this information to help make connections through direct messaging online. Remember to open the conversation with similar interests and what you like about the person or their page. Be authentic and honest. Then follow-up with the opportunity. Here are some examples. Videos will be released via the Phone App, Facebook Tribe (pw: pure+premium) and the Back Office.

Option 1 – General Interest-Getter

I see you're a (stylist, aesthetician, salon owner). I found this really unique program that could multiply your income without increasing your hours. Same clients. More money! Interested?

Watch this video and message me back.

Option 2 – Gift Card Lead

I see you're a (stylist, aesthetician, salon owner). I found this really unique program. You get paid to giveaway \$50 gift cards to your clients. Seriously ... this company pays you to give away gift cards.

Interested? Watch the video from the owner and message me back.

Option 3 – Product Benefit Lead

I see you're a (stylist, aesthetician, salon owner). Ever hear any of your clients talk about weight loss, stress, energy, etc.) Well, I found this really unique program. It's a superfood company that's looking to grow in (name of state). They'll pay you to give out \$50 gift cards to your clients.

Interested? Watch this video and message me back.

Option 4 – Direct Messaging Script on Social Media

After connection and meaningful opening: "Would you be open to looking at a product line that could bring you another revenue stream, provided that it completely aligned with you and you felt you could get behind it? Let me know and I will send you the link to a 2-minute video. The line includes an exclusive product that has been proven and third party validated to remove glyphosate from the body."

ARE THEY READY TO ENROLL?

Have them go to puriumenrollment.com and sign up as a Brand Partner! Here they will choose their own Gift Card Code and be sent Marketing Tools to help them start earning immediately.