# JEUNESSE™

# **EXECUTIVE LAUNCH GUIDE**

Achieving the rank of Executive is the first step in growing your Jeunesse business. It means you've successfully shared your love for Jeunesse products, and you've grown your organization with like-minded team members who share your passion for helping people look, feel and live young! Use this guide as a map on your journey to Executive.

# **Step 1: KNOW YOUR MOTIVATOR**

Pretty much everyone has something in their life they would change if they could. What motivates you? Take a moment — and whether it's product-based or income-based — and jot it down!

# **Step 2: CREATE YOUR DESIGN**

When you think about your future and short- and long-term plans, think about how Jeunesse can help you get there.

Think about the answers to these questions in relation to at least one of your goals. Choose goals that you believe Jeunesse can help you achieve, and think about how Jeunesse can be the vehicle that gets you to your goals!

Short-Term Goal:

How do I see this area of my life being different in the next 3-6 months with Jeunesse?

What changes would I need to make in order to make this happen?

# Step 3: WHERE DO YOU GO, WHO DO YOU KNOW?

SHARE

| interests and more. These are all places where | ertainment, hobbies, health, socializing, your children's you can share with others. |
|--|--|
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| 2  |  |
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|  | no are likely to be open to hearing about Jeunesse.                                  |
| Who is in your "Top 10"?                       | no are likely to be open to hearing about Jeunesse 6.                                |
| Who is in your "Top 10"?  1.                   |  |

9.

# **Step 4: CONVERSATIONS & INVITATIONS**

In today's world of quick touchpoints and digital relationships, you will basically have three types of interactions with people as you think about building a team of Customers and Distributors:

**Informal Contact:** Those impromptu meetings that can include chatting at a grocery store, the mall or in the bleachers at a sporting event. It's natural to share the solutions that are working for you.

**Online Contact:** Social media can be one of your most powerful connections, as it allows you to share your story instantly and increase your influence with hundreds — if not thousands — of people. Identify your top three social media settings:

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Here are some "Do's" to keep in mind for successful conversations and invitations:

- $\checkmark$  Share your product experience or someone else's with family, friends and acquaintances.
- ✓ When asked, show them where they can buy the product.
- ✓ Smile and have fun. Be authentic, be respectful and you'll build trust.

**Traditional Contact:** These are people with whom you'd like to be in business, people who have strong leadership potential. Reach out to your upline, do some role-playing and work on your best ways to approach the person.

# **Step 5: SHARE THE VISION**

**INSPIRE** 

Use comprehensive sales and marketing tools as you inspire others at four main types of venues:

### One-on-One

Try to make any one-on-one connection completely relaxed and comfortable. Share your experience in a 20- to 30-minute informal conversation. Make it personal and let your passion shine through. Who can you invite to your first one-on-one?

### 3-Way Team Call

A 3-way call offers support and third-party validation, which can be helpful in establishing credibility. Ask a seasoned leader you respect to join the conversation to discuss less familiar elements. Who will you invite to your 3-way team call?

## **Online Webinar**

Host you own Webinar or tap into a Leader's Webinar.

My weekly webinar address is:

#### **In-Home Events**

These gatherings, sometimes referred to as Jparties, are fun events with family and friends. Check your Joffice™ for guidelines for hosting in-home events, plus access invitations and handouts.

Who will be on the list of attendees for your first in-home event?

Once you've shared the vision, the time that follows is crucial, as your leads will have internal conversations and you won't want to leave them with unanswered questions. Be prepared with a Share Packet!

Available in Joffice, the Share Packet is a necessity in signing up Customers and enrolling Distributors, especially when internet access isn't available.

## And lastly, but MOST IMPORTANTLY:

Be prepared for the "not now" response. The reason successful leaders say the fortune is in the follow-up is because it can take numerous times for people to decide on a company before they join.

# **Step 7: TAKE ACTION**

**ACHIEVE** 

After you've followed up with your lead, it's time to take action! Schedule an in-person or digital meetup (FaceTime, Skype, etc.) to spend an hour or two overcoming any final objections and answering any remaining questions.

Plan time to accomplish three primary goals, should your lead want to become a Distributor:

- 1) Build their belief in the power of social selling: Help them understand they should be themselves when they talk to others, keep it casual and conversational when they introduce Jeunesse.
- 2) Work through the first three success steps: Show interest and understanding of their expectations.
- 3) Complete the "Creating your Business" sheet on the next page. Take a look at the Executive Model, and assist them with listing the names of the people they intend to involve in the launch of their new business.

# Step 8: ENGAGE AND DUPLICATE

To launch your Jeunesse business with the greatest likelihood of immediate success, familiarize yourself with the Jeunesse Empower System and duplicate your efforts again and again.

# **Duplicate**

- SHARE the Jeunesse products
- INSPIRE with the Jeunesse story, mission and vision
- BELIEVE in yourself and the power of social selling
- ACHIEVE your ambitions and help others do the same

In addition to the New Distributor Checklist, here are three things you'll want to have on your to-do list:

- 1) Complete the Compliance Certification program, available online. My date to complete is:\_\_\_\_
- 2) Connect with your local team and Jeunesse, your home team! You can do this with the help of weekly calls, webinars, Google Hangouts, ExecConnect, newsletters and your comprehensive Joffice, full of resources and reports.
- 3) Lastly, think about where you can market your new Jeunesse business.

There are many ways to get the word out. Be inventive and gain some additional exposure!

### YOU'VE GOT THIS!

# **CREATING YOUR BUSINESS**

become an Executive

|               |               | NAME:  |   |                        |                 |
|---------------|---------------|--|---|------------------------|-----------------|
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|               |               | POINTS:  |   |                        |                 |
|               |               | RANKS*   |   |                        |                 |
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# CREATING YOUR SUCCESS FORMULA

| NEWLY ENROLLED | RSB* | RC & PC PROFIT \$ | FREE PRODUCT | RANK ACHIEVED |
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| TOTAL          |      |                   |              |               |

I will be a \_\_\_\_\_(rank) by\_\_\_\_\_(date)

\*RETAIL SALES BONUS



# BECOMING A JEUNESSE® DISTRIBUTOR

Are you interested in supporting your skin care and nutritional regimen with Jeunesse? Would you like to share innovative anti-aging products with others to earn financial rewards? Welcome to the worldwide Jeunesse Family of Distributors. Follow these three steps to get started.

1

# CHOOSE YOUR PRODUCT PACKAGE U.S. & PUERTO RICO



☐ AMBASSADOR PLUS PACKAGE

**1,060 CV** | \$1999.95

## 820 CV immediately + 60 CV per month for four months

4 bottles of Luminesce Cellular Rejuvenation Serum, 2 bottles of Luminesce Daily Moisturizing Complex, 2 jars of Luminesce Advanced Night Repair, 2 tubes of Luminesce Youth Restoring Cleanser, 2 tubes of Luminesce Essential Body Renewal, 2 tubes of Luminesce Ultimate Lifting Masque, 6 boxes of Reserve, 3 boxes of M1ND, 3 sets of AM & PM Essentials, 3 bottles of Finiti®,

5 "We Live Jeunesse" magazines

PLUS \$400 USD Retail Sales Bonus.



□ AMBASSADOR NUTRITIONAL PACKAGE

**500 CV** | \$999.95

320 CV immediately + 60 CV per month for three months

3 boxes of Naära, 4 boxes of Reserve, 3 boxes of M1ND, 2 sets of AM & PM Essentials, 2 bottles of Finiti, 5 "We Live Jeunesse" magazines

PLUS \$200 Retail Sales Bonus\*



☐ AMBASSADOR PACKAGE

**500 CV** | \$999.95

2 bottles of Luminesce® Cellular Rejuvenation Serum, 1 bottle of Luminesce Daily Moisturizing Complex, 1 jar of Luminesce Advanced Night Repair, 2 tubes of Luminesce Youth Restoring Cleanser, 1 tube of Luminesce Essential Body Renewal, 1 tube of Luminesce Ultimate Lifting Masque, 3 boxes of Instantly Ageless®, 1 box of Naära™, 1 box of Reserve™ gel packs, 1 box of MIND™ gel packs, 1 set of AM & PM Essentials™, 1 bottle of ZEN Shape®, 1 bottle of ZEN Prime®, 1 bag of ZEN Fuze® Vanilla Bliss, 1 box of ZEN Fit® Fruit Punch, 6 4-packs of Nevo® variety sampler, 1 5-pack of Luminesce Cellular Rejuvenation Serum samples, 1 5-pack Instantly Ageless samples, 5 "We Live Jeunesse" magazines

PLUS \$200 USD Retail Sales Bonus\*



■ SUPREME PLUS PACKAGE

**320 CV** | \$599.95

1 bottle of Luminesce Cellular Rejuvenation Serum, 1 bottle of Luminesce Daily Moisturizing Complex, 1 jar of Luminesce Advanced Night Repair, 1 tube of Luminesce Youth Restoring Cleanser, 1 box of Instantly Ageless, 1 box of Naära, 1 box of Reserve, 1 box of M1ND, 1 set of AM & PM Essentials, 4 4-packs of Nevo variety sampler, 1 "We Live Jeunesse" magazine

PLUS \$120 USD Retail Sales Bonus



■ SUPREME PACKAGE

**300 CV** | \$499.95

1 bottle of Luminesce Cellular Rejuvenation Serum, 1 bottle of Luminesce Daily Moisturizing Complex, 1 jar of Luminesce Advanced Night Repair, 1 tube of Luminesce Youth Restoring Cleanser, 1 bottle of Luminesce Flawless Skin Brightener, 1 box of Instantly Ageless, 1 box of Reserve gel packs, 1 set of AM & PM Essentials, 1 "We live Jeunesse" magazine



■ BASIC PLUS PACKAGE

**150 CV** | \$299.95

1 bottle of Luminesce Cellular Rejuvenation Serum, 1 tube of Luminesce Ultimate Lifting Masque, 1 box of Reserve, 1 set of AM & PM Essentials

PLUS \$50 Retail Sales Bonus

PLUS \$100 Retails Sales Bonus



■ BASIC PACKAGE

**100 CV** | \$199.95

1 bottle of Luminesce Cellular Rejuvenation Serum, 1 box of Instantly Ageless, 1 box of Reserve

PLUS \$30 USD Retail Sales Bonus.

\* Retail Sales Bonus (RSB) is awarded to the Sponsor. Package prices and contents may vary. Check the back office for current pack components and pricing.

2

# **PURCHASE A SIGN-UP KIT**

The Jkit™ is the essential toolbox of materials you need to become a successful Jeunesse Distributor, including your own personal website and our exclusive Joffice online business management center. \$49.95 USD. The purchase of the Jkit is the only required expense to become a Distributor.

3

## EARN CASH & OTHER REWARDS

As a Jeunesse Distributor, you can earn free products, retail and team commissions, vacation getaways and more. For more information, please see details outlined in the Jeunesse Financial Rewards Plan.

| NAME | E-MAIL | PHONE |
|------|--------|-------|



701 International Parkway Suite 300 | Lake Mary, FL 32746 | Ph: 407-215-7414 | Fax: 407-333-0460

## JEUNESSE® ENROLLMENT INFORMATION

TO AVOID ERRORS, PLEASE TYPE OR PRINT CLEARLY.

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Mail the completed and signed original Application to: Jeunesse, LLC, Distributor Application Dept., 701 International Parkway, Suite 300, Lake Mary, FL 32746 or Fax to 407-333-0460. If Application is faxed, you must fax both the front and back of the Application.

# CUSTOMER AND DISTRIBUTOR RETURN PROCEDURES

#### **B.1 RETURN PROCEDURES**

Every Distributor, online Customer, or Customers in the Jeunesse Preferred program, as the case may be, must comply with the following procedures when returning products for a replacement, exchange or refund.

- **B.1.1** Contact Jeunesse World Headquarters Customer Service by submitting a ticket through the Distributor's Joffice or calling Customer Service at 321-215-7515 to obtain a Return Merchandise Authorization (RMA) number before returning the product.
- **B.1.2** Pack and ship the products to Jeunesse. Proper shipping carton(s) and packing material are to be used, and the best and most economical means of shipping is suggested. Any package received without the RMA clearly visible on the package exterior may be refused.

#### **B.2 RETAIL CUSTOMER RETURNS**

**B.2.1** Guarantee. Jeunesse offers a thirty (30) day, one hundred percent (100%) unconditional money-back guarantee on products sold to all Retail Customers. Each Jeunesse Distributor shall extend this guarantee to their Retail Customers for sales made directly to their Retail Customers (face-to-face and not online).

# B.3 RETURNS FOR ONLINE SALES MADE TO ALL CUSTOMERS AND DISTRIBUTORS

- **B.3.1** Guarantee. Jeunesse offers an unconditional thirty (30) day money-back guarantee for the initial product order and Starter Kit/Jkit to Distributors and Customers. If for any reason they are dissatisfied with any Jeunesse product, he/she may return the product to Jeunesse within thirty (30) days for a replacement, exchange or full refund of the purchase price (less shipping).
- **B.3.2** Procedures for Refund. In addition to the requirements in B.1:
- **B.3.2.1.** The Distributor on whose account the sale was made must pay the shipping costs for returning the product;
- **B.3.2.2** The product must be received by Jeunesse within ten (10) calendar days from the date the RMA is issued.
- **B.3.3** Orders made after thirty (30) days are subject to B.4.2 and B.4.3.

# INDEPENDENT DISTRIBUTOR TERMS AND CONDITIONS

Jeunesse Global LLC ("Jeunesse Global") is a direct selling company registered in Florida. The products and services supplied are cosmetics, skin care goods, natural health products, and such other products or services as Jeunesse may market from time to time (the "products"). Sales of these products are made by Jeunesse independent contractors who participate in the opportunity as Distributors and order-takers.

I understand that I am contracting with Jeunesse Global for the promotion of certain sales as described below. I understand that I am also contracting with Fuel Freedom International Sales Corporation ("FFISC"), a Jeunesse Global affiliated entity that has the responsibility to promote the sale of products outside of the United States. Hereinafter, Jeunesse Global and FFISC may be referred to collectively as "Jeunesse." FFISC may assign its rights to Jeunesse Global without notice. Jeunesse Global has the responsibility to promote the sale of products within the United States as well as all products of non-U.S. origin wherever distributed. To the extent that commissionable sales occur where products are delivered for purchase inside the United States or its territories, commissions on those sales, under the Financial Rewards Plan, will be the legal responsibility of, and will be paid by, Jeunesse Global. FFISC has the responsibility to promote the sale of products internationally. To the extent that commissionable sales occur with respect to U.S. origin, Jeunesse Global products that are delivered for distribution outside of the United States, commissions on those sales under the Financial Rewards Plan will be the legal responsibility of and will be paid by FFISC. For administrative convenience, commissions paid under the Financial Rewards Plan generally should be issued on a single check or similar instrument or transaction, combining, for my convenience, the commissions earned by both U.S. and non-U.S. sales.

JEUNESSE

- 1. I have carefully read and agree to comply with the Jeunesse® Policies and Procedures and the Jeunesse Financial Rewards Plan, both of which are incorporated into and made a part of these Terms and Conditions (these three documents shall be collectively referred to as the "Agreement").
- **2.** I understand that I must not be in violation of the Agreement to be eligible for bonuses or commissions from Jeunesse.
- **3.** I understand that these Terms and Conditions, the Jeunesse Policies and Procedures, and the Jeunesse Financial Rewards Plan such as may now exist or hereafter be amended, constitute the complete and binding agreement and understanding between Jeunesse and me.
- **4.** My rights as a Distributor are set forth in the Agreement.
- **5.** I agree to present the Jeunesse Financial Rewards Plan and Jeunesse products and services as set forth in the Policies and Procedures
- **6.** I agree that as a Jeunesse Distributor I am an independent contractor, as more fully described in Appendix A of the Policies and Procedures.
- 7. The term of this Agreement is one year. The renewal policies are explained in section 1.4 of the Policies and Procedures.
- **8.** I may return or exchange product according to the policies set forth in Appendix B of the Policies and Procedures.
- **9.** If I elect to have my products delivered through the SmartDelivery program, the rules for charging my credit card are explained in section 7.12 of the Policies and Procedures.
- **10.** All disputes and claims relating to the Agreement shall be processed according to Appendix A of the Policies and Procedures.
- 11. The parties consent to jurisdiction and venue before any federal or state court in the State of Florida, for purposes of enforcing an award by an arbitrator or any other matter not subject to arbitration.
- **12.** This Agreement will be governed by and construed in accordance with the laws of the State of Florida without regard to principles of conflicts of laws. Louisiana Residents: Notwithstanding the foregoing, Louisiana residents may bring an action against the Company with jurisdiction and venue as provided by Louisiana law.



701 International Parkway Suite 300 | Lake Mary, FL 32746 | Ph: 407-215-7414 | Fax: 407-333-0460

### **CUSTOMER SALES RECEIPT**

JEUNESSE GLOBAL™ INDEPENDENT DISTRIBUTOR

This Customer Sales Receipt confirms a contract between yourself as buyer and your Jeunesse Distributor named below as the seller. For terms and conditions see below.

### **CONTRACT OF SALE**

| SELLER INFORMATION                              |             |            |            |                 |                |          |  |
|---|-------------|------------|------------|-----------------|----------------|----------|--|
| Last Name                                       |             | First Name |            |                 | Usernan        | Username |  |
| Home Phone                                      | Mobile Phon | e          |            |                 | E-mail         |          |  |
| CUSTOMER INFORMATION                            |             |            |            |                 |                |          |  |
| Last Name                                       |             | First Name |            |                 |                | Username |  |
| Mailing Address                                 |             |            |            |                 |                |          |  |
| City  |             | State      |            |                 | Zip            |          |  |
| Home Phone Cell Phone                           |             |            |            |                 | E-mail         |          |  |
|   |             | PAYN       | 1 E N T    | METHOD          |                |          |  |
| Check (amount received) \$ Please make checks p |             |            | necks paya | able to:        |                |          |  |
| Cash (amount received)                          |             |            |            | Credit Card (am | ount received) |          |  |

### **PRODUCT ORDER**

| sku | PACKAGE/PRODUCT | QTY | PRICE       | TOTAL |
|-----|-----------------|-----|-------------|-------|
|     |                 |     |             |       |
|     |                 |     |             |       |
|     |                 |     |             |       |
|     |                 |     |             |       |
|     |                 |     |             |       |
|     |                 |     |             |       |
|     |                 |     | SUBTOTAL    |       |
|     | SHIPPING        |     |             |       |
|     |                 |     | SALES TAX   |       |
|     |                 |     | ORDER TOTAL | \$    |

SHIPPING, IF APPLICABLE, IS ADDITIONAL AND IS BASED ON ORDER AND DESTINATION

### **TERMS & CONDITIONS OF SUPPLY**

- $\textbf{1.} \quad \text{Payment must be submitted with order. Checks must be payable to your Jeunesse Distributor.}$
- 2. Orders are subject to availability.
- 3. Delivery will normally be within 10 days of your order. However, delays are occasionally inevitable due to unforeseen circumstances. Time for delivery shall not be of the essence for this contract. The products will be at your risk from the time of delivery or on the date of the first attempted delivery.
- 4. The total price **does not** include shipping and handling.
- **5.** Your contract of sale is with your Jeunesse Distributor who is an independent seller of Jeunesse products. Your Jeunesse Distributor is not an agent of Jeunesse and cannot alter Jeunesse's obligations.

| CUSTOMER'S SIGNATURE | DATE |
|----------------------|------|

You, the buyer, may cancel this transaction at any time prior to midnight of the third business day after the date of this transaction. See the attached notice of cancellation form for an explanation of this right.

### **JEUNESSE DISTRIBUTOR**

This sales receipt is required for all in-person sales which has a purchase price of \$25 or more if the sale is made at the buyer's residence or a purchase price of \$130 or more if the sale is made at locations other than the buyer's residence. Delivery of this Receipt to your Customer acknowledges you have verbally advised the customer of his/her cancellations rights (see below) and that you have provide the Customer with two completed copies of this Receipt.

## 100% SATISFACTION

Jeunesse offers a 100% 30-day money-back guarantee to all Retail Customers on the first purchase of a Jeunesse product only. If, for any reason, you are dissatisfied with any Jeunesse product, you may return the unused portion of the product to your Jeunesse Distributor within 30 days of purchase for a replacement, exchange or a full refund of the purchase price (less shipping costs). This does not affect your statutory rights.

### NOTICE OF CANCELLATION

You may CANCEL this transaction, without any Penalty or Obligation, within THREE BUSINESS DAYS from the above date.

If you cancel, any property traded in, any payments made by you under the contract or sale, and any negotiable instrument executed by you will be returned within TEN BUSINESS DAYS following

If you cancel, you must make available to the seller at your residence, in substantially as good condition as when received, any goods delivered to you under this contract or sale, or you may, if you wish, comply with the instructions of the seller regarding the return shipment of the goods at the seller's expense and risk.

receipt by the seller of your cancellation notice, and any security

interest arising out of the transaction will be cancelled.

If you do make the goods available to the seller and the seller does not pick them up within 20 days of the date of your Notice of Cancellation, you may retain or dispose of the goods without any further obligation. If you fail to make the goods available to the seller, or if you agree to return the goods to the seller and fail to do so, then you remain liable for performance of all obligations under the contract.

To cancel this transaction, mail or deliver a signed and dated copy of this Cancellation Notice or any other written notice, or send a telegram, to:

| NAME OF SELLER                        |      |
|---------------------------------------|------|
|                                       |      |
| ADDRESS OF SELLER'S PLACE OF BUSINESS |      |
|                                       |      |
| NO LATER THAN MIDNIGHT OF             |      |
|                                       | DATE |

**Note to Jeunesse Independent Distributor:** you must complete all blanks on this form to this point.

| I | HEREBY | CANCEL | THIS | TRANS | ACTION |
|---|--------|--------|------|-------|--------|
|   |        |        |      |       |        |

| BUYER'S SIGNAT | URE |      |  |
|----------------|-----|------|--|
|                |     |      |  |
| DATE           |     | <br> |  |
| DATE           |     |      |  |

Jeunesse is sure you will have total satisfaction from your purchase. Jeunesse and its Distributors are committed to ensuring total satisfaction. If for any reason you are not totally satisfied, please contact your Jeunesse Distributor immediately. If still not satisfied, please contact Customer Service at 1 (407) 215-7414.

