SPA HOUR
What is a Spa Hour?

A Spa Hour is a fun and relaxed way to help your friends, family and acquaintances feel better, look better and live better. They’ll be educated on the best kept age-defying secrets of skin care and leave empowered with knowledge to keep themselves and their loved ones safe, healthy and glowing. They’ll also get to pamper themselves with a Self-Spa Treatment using the Nutriance Organic skin care line.

This easy-to-follow guide will help you host a successful Spa Hour. It includes helpful tips and scripts for a fun and pampering event.

Why are Spa Hours so successful?

- First of all, who wouldn’t want to pamper themselves while at the same time discovering the best kept age-defying secrets of skin care? Answer: Everyone should care about the health of the largest organ of their body.
- Potential customers are much more likely to come to a person’s home they know rather than to a hotel or conference center.
- They’ll feel the Nutriance difference! During the Self-Spa Treatment where they get to experience Nutriance Organic’s Age-Defying Cell Activating System for themselves.

Who hosts a Spa Hour & why?

1. CLUB MEMBERS: A Spa Hour is a perfect avenue to help your friends feel better, look better, and live better. You’ll also have your friends directly linked to you in case you decide to upgrade to become a Promoter and earn a residual income.

2. PROMOTERS: A Spa Hour is a great opportunity to help launch or continue to grow your business by introducing Nutriance Organic and the NeoLife Club expansion in a fun and relaxed way. Your Club Members will also be encouraged to be on Auto-Ship in order to receive the full 30% discount, so it can help build consistency in your business.

Where do you conduct a Spa Hour?

Basically anywhere. Use your imagination. People usually have them at a Club Member or Promoter’s home, pool side, at a clubhouse, country club, office, gym, salon, etc.
When is the best time to host a Spa Hour?

Knowing your audience is so important when selecting your Spa Hour date and time. What works best for one group of friends may not work best for another. For example, if you are inviting a group of stay-at-home parents, a weekday morning or afternoon will work best whereas a group of business people may prefer a weeknight after work or weekend afternoon. We recommend that you test different dates and times to see which works best for your guests.

Do I need to be an experienced Promoter to conduct a Spa Hour?

Absolutely not. Many successful Promoters and even Club Members have conducted their first home meetings on their own. The Spa Hour Tool Kit found in your NeoLife Back Office gives you two simple ways to present: either by using the Spa Hour Video PowerPoint with the embedded video tutorials for each step, or by clicking through the easy to follow Spa Hour DIY PowerPoint where you present the Self-Spa Treatment in 3-steps.

How should I dress?

Business casual attire is generally recommended, but we encourage you to dress for your audience and the context of the event.
Below is a comprehensive checklist of everything you will need. All of the literature, applications, and presentation resources referenced below can be found in your NeoLife Back Office.

LOGIN FROM OFFICE.NEOLIFE.COM > CLICK ON TOOLS > CLICK ON BUSINESS > AND SCROLL DOWN TO THE SPA HOUR TOOL KIT.

☑️ CHECKLIST

**Presentation**

- NUTRIANCE SPA HOUR POWERPOINT/VIDEO: Make sure you have everything you need to present the Spa Hour PowerPoint or play the video for your guests. You can connect your laptop to almost any TV; just make sure you have an adapter like an HDMI cable or Apple TV. Do a test run to make sure you have everything in working order.

  **NOTE:** Don’t forget to test the sound. If you are playing the video off a laptop, you may want to carry a small set of speakers.

**Spa Station**

- MIRRORS: Have one self-standing vanity mirror per person to use during the Self-Spa Treatment. Alternatively, set up guest stations in front of a long horizontal mirror.

- WASHCLOTHS: Have one small washcloth per guest to use during the Self-Spa Treatment.

- SERVING TRAY: Have one tray to use for serving warm washcloths to your guests.

- COTTON PADS OR BALLS: Have enough cotton pads or balls so that each guest gets at least three to use.

- GOOD LIGHTING: Make sure each station is well lit so they can see the synergy cycle smooth and moisturize their skin.

**Product**

- ADEQUATE PRODUCT SUPPLY: Make sure you have enough product on hand so that each guest can try each Nutriance Organic product in the 3-Step Age-Defying Cell Activating System, as well as Gentle Makeup Remover. Keep in mind, depending on skin type, you and your guests can choose from a Normal to Dry 3-Step System and/or a Combination to Oily 3-Step System.

- PRODUCT DISPLAY: Have products displayed with your literature. We recommend covering them with a tablecloth until you are ready to begin. This allows you to get to know your guests instead of answering questions before the spa experience.
Information

☐ LITERATURE: Have enough Product Catalogs and Brochures to hand out to everyone at the end of the Spa Hour. We recommend: 1 Product Catalog, 1 Nutriance Brochure, 1 Pro Vitality Brochure, 1 NeoLifeShake Brochure, 1 30-Day Challenge flyer, and 1 Health Pack flyer per guest.

☐ PROMOTER APPLICATIONS: Print out Club Member/Promoter applications to hand out at the end of the Spa Hour meeting so your guests are encouraged to enroll as either a Club Member or a Promoter. Place the brochures and applications in an easily accessible, yet out-of-sight, location until the end of the Spa Hour.

Miscellaneous

☐ RSVP’s: Request RSVP’s so you can set up the appropriate number of Spa Stations ahead of time and provide the appropriate quantities of products and literature.

☐ SIGN-INS: Have a sign-in sheet for your guests so you know who attended and in case you have any last minute additions. This sheet can be used to help you keep track of whom to follow-up with.

☐ NAME TAGS: If you are expecting more than 3 guests, it is advisable to have name tags.

☐ MUSIC: Play soft background music to create a welcoming atmosphere.

☐ CHILDREN & PETS: It is advisable to make childcare arrangements in advance for young children. You might arrange for the children to be at a friend’s home or otherwise occupied. Pets should be kept away from guests.

☐ BEVERAGES & SNACKS: Offer a light refreshment and/or snack to enhance the experience for your guests. We recommend NeoLifeShake or Tré or Aloe Vera Drink and NeoLifeBar. Some also enjoy serving a quality glass of wine.
Invite Your Guests

For best results, we recommend picking up the phone with enthusiasm and inviting people. Just ask yourself, would I be more inclined to respond favorably to a Facebook invite, an Evite, or a personal phone call? However, you can send a Facebook message, text, or Evite as a nice follow-up to your call. Below are simple scripts to use when inviting your guests. We encourage you to adjust these to fit you; everyone has their own unique way of communicating and wording things. Read the script out loud, practice and, make sure it feels/sounds natural to you. Always remember: This is YOUR business and there is only one rule; BE YOURSELF…Be Your Best self.

> [YOU] as Host & Presenter:
Hi (friends name)! How are you? Do you have a minute? I’m having a Spa Hour at my house on (date & time) and I’d really love for you to come.”

-OR-

> [YOU] as Host Only: Hi (friends name)! How are you? Do you have a minute? I recently attended a Spa Hour and had so much fun that I’ve decided to host one at my house! I’d really love for you to come. Are you free on (date & time)?

[GUEST] What is a Spa Hour?

> [YOU] It’s a fun get-together to learn about the latest kept age-defying secrets of skin care. We’ll also be pampering ourselves with a Self-Spa Treatment using a scientifically formulated organic skin care line that was recently launched worldwide.

Nutriance Organic is a scientifically-formulated marine botanical based skin care line.

- It features marine botanicals sourced from a protected biosphere, the Molène Archipelago in Brittany, France, renowned for its exceptional wealth of seaweeds, seawaters, mineral salts and trace elements.
- It’s also formulated in collaboration with leading skin care experts, marine biologists and prestigious research and dermatology centers based in France.

I just love…(insert your favorite feature/benefit). Ex. The way my skin feels softer and smoother, the company’s commitment to sustainability, the soothing properties, how my skin feels detoxified and refreshed, etc.”

[GUEST] Wow, that sounds fantastic. Count me in!

> [YOU] Great! I’ll put you down as a yes. And please do me a favor and put it on your calendar. If something comes up, please let me know at least 48 hours in advance, if possible. We need to know how many are coming so we can have enough Spa Stations for everyone.
We recommend you block out an hour and a half for the event.

-OR-

[GUEST] Well… I don’t know… I’ll have to get back to you about it because…

> [YOU] Okay, I completely understand. I’m trying to get a solid headcount though, because I need to know how many people to prepare for. Can you let me know by (give a date within 3 days of this conversation) please?

Give them a chance to respond here…

Meanwhile, I’ll put you down as a maybe, and if I don’t hear back by then I’ll give you a call to check in. Sound good?

-OR-

[GUEST] I already have a skin care routine I like.

> [YOU] That’s great to hear. I know how you FEEL. I FELT the same way before I tried this line. But what I FOUND really surprised me. I never knew how to look out for potentially harmful ingredients that are in so many products out there, let alone that our skin is the largest organ in the human body. Are you open to coming over for a fun hour of pampering and getting to learn more?

If YES – Great! I’ll put you down as a yes.

If NO – Okay, I understand. I’m trying to expand my business and am always looking for people to help through referrals. Do you know anyone who might be interested in learning about the best kept age-defying secrets of skin care?

YOU’RE INVITED TO A SPA HOUR!

WHEN (date/time**)

WHERE

A fun and relaxed time with friends and family where you’ll get educated on the best kept age-defying secrets of skin care. You’ll leave empowered with knowledge to keep yourselves and your loved ones safe, healthy and glowing. We’ll also have a fun time of pampering ourselves with a Self-Spa Treatment using the age-defying Nutriance Organic skin care line. Your skin, the largest organ of the human body, will thank you!

If you haven’t already RSVP’d for the event, please do so ASAP so I’ll know how many people to prepare Spa Stations for.

**We recommend you block out an hour and a half for the event.**
Spa Hour can be something as simple as presenting the product catalog while sampling Nutriance Organic. However, the most successful Spa Hour events involve one of the following options:

- **OPTION A:** CLICK & PLAY the ‘Spa Hour Video PowerPoint’. You can play it on a TV, computer, tablet, etc. This presentation features embedded videos for the host to play at each step of the Spa Hour.
  
  **NOTE:** Test audio ahead of time

- **OPTION B:** CLICK & PRESENT the ‘Spa Hour PowerPoint’. This presentation features no video, and instead uses slides with images for the host/speaker to present.

- **OPTION C:** MODIFY option A or B to fit your style.

I. Prepare Spa Stations

Set-up one Spa Station per guest. Each Spa Station should include:

- Mirror
- 3 cotton pads or balls
- 1 washcloth: wet your washcloths and have them ready to pass out on the serving tray. You may choose to warm them in the microwave for 30 seconds as an added touch.

**PRO TIP:** Position your Spa Stations so guests have a comfortable view of the PowerPoint. Have your PowerPoint ready to play with the first slide visibly displayed on screen for your guests to see when they arrive.

II. Greet Guests

As people arrive, keep the conversation casual (ex. “How are you doing?” “Can I get you some water?”) Try to avoid giving away the information that will be shared in the presentation.

III. Welcome & Introduction

*Invite your guests to take a comfortable seat at their Spa Station and unveil the products.*

Welcome everyone to the Spa Hour. Start off with something like...

> “I’m so glad you all could be here tonight to learn about the best kept age-defying secrets of skin care and how to better protect you and your family’s health. Plus we’re going to have a fun time pampering ourselves.”

Then launch into your 2-minute testimony (see template for developing your personal testimony in the Getting Started Guide).

Wrap up intro with...

> “That’s why I’m so excited to share this information with you all. So, let’s get started!”

**PRO TIP:** You may occasionally have a guest who doesn’t want to treat their face. Encourage them to try it on the top of one hand instead.
IV. Spa Hour Video PowerPoint

Each time you click to advance to the next slide, a video will automatically play.

PLAY ‘OPENING VIDEO’ (or present opening)

PRESENT ‘FACT OR FICTION’ Ask if each statement is ‘Fact or Fiction’ then CLICK to reveal the answer, then TELL why. (Each slide with a ‘Fact or Fiction’ statement includes speaker notes below for you to follow along)

PLAY ‘SKIN CARE SCIENCE’ (or present skin care science)

Encourage guests to take note of how their skin feels after each step.

PLAY ‘PRE-STEP VIDEO’ (or present Pre-Step) and pass out Gentle Makeup Remover when cued by the video

PLAY ‘STEP-1 VIDEO’ (or present Step-1) and pass out cleansers when cued by the video

PLAY ‘STEP-2 VIDEO’ (or present Step-2) and pass out toners when cued by the video

PLAY ‘STEP-3 A VIDEO’ (or present Step-3 A) and pass out serums when cued by the video

PLAY ‘STEP-3 B VIDEO’ (or present Step-3 B) and pass out moisturizers when cued by the video

PLAY ‘CLOSING VIDEO’ (or present closing)

V. Wrap-Up & Thank You

In closing, we suggest you do the following:

- Thank them all for coming out.
- Ask what they like best as you pass around Nutriance Organic brochures, product catalogs, and application forms. As you pass around the application, ask them to let you know whether they want to join as a Club Member or Promoter and which Health Pack they want to start with. If they choose Promoter, encourage them to get the Senior Manager Kit with the biggest savings.
- Remind them that we’re on a mission to End The Trend and would love to have them join our cause as a Promoter while earning a great residual income. Offer to host a Shake & Learn or Spa Hour for two or more people at their home or office where they’ll be educated on the three biggest missing links in our diet and how NeoLife products can help end the trend. They’ll also get to learn about other NeoLife favorites! In the process, they could potentially get their products for free with our 3 for FREE Program.
- Suggest they also purchase a 3-Day Detox so they can cleanse and reset while waiting for their other products to arrive. (We recommend you keep an inventory of 3-Day Detox and sell at retail price).
- Finally, don’t be shy about going around and individually helping them fill out their order application. With our Customer Satisfaction Guarantee, they have nothing to lose and everything to gain.
Once someone makes the decision to become a Club Member or Promoter, it is now very important to nurture the relationship. The key to success in this business is loyalty and repeat orders, not just one-time impulse buys. Here are some rules to follow for effective follow-up:

**For New Club Members:**
1. Send a text or email “thank you” note to everyone who attended. Send within two days after event. Also explain how they can get their 3 for FREE and offer to host a Spa Hour or Shake & Learn for their friends.
2. Make it a point to check in every month to thank them for being a loyal customer, tell them about upcoming product conference calls and events which might interest them in learning more about other products they might not have tried yet. Encourage them to join the Be Your Best Challenge.

**PRO TIP:** To be sure you remember to check in monthly, make a note with the person’s name in your calendar every 30 days, from the time you last spoke.

**For New Promoters:**
1. Send a text or email “thank you” note to everyone who attended. Send within two days after event and make an appointment to walk them through their Promoter Kit and Getting Started Guide, in person or over a video call.
   Help them schedule four events to kick off their new business with Spa Hours or Shake & Learns. Offer ongoing support and help them talk to their first prospects.
2. Encourage them to register for Convention. This is where leaders are born. Remind them that they have an exclusive opportunity to register at a discounted price within 30 days of signing up.
3. Set up weekly calls with each of your Promoters at a time that is convenient for both of you. This is where you offer support and encouragement to keep them motivated and moving forward towards their goals.
THANK YOU!