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RevitaLash®  
COSMETICS

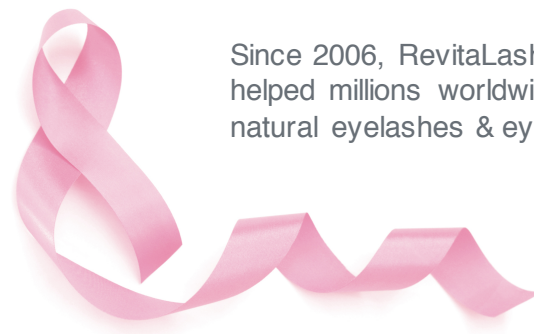
Optical Education!

# It all started as a gift...

## Celebrating 10 Years



RevitaLash® Cosmetics was inspired by Ophthalmologist, Dr. Michael Brinkenhoff, as a gift for his wife, Gayle. We are a company built on love, integrity, and natural beauty. We are committed to helping others look and feel their best. A percentage of revenue is donated to Breast Cancer Research



Since 2006, RevitaLash® Cosmetics has helped millions worldwide fall in love with their natural eyelashes & eyebrows.



Please Press Play for brief overview of RevitaLash® Advanced

Video to be added later

# RevitaLash® Advanced



## **What Does RevitaLash® Advanced Do?**

RevitaLash® Advanced is an eyelash conditioner that enhances the look of luxurious eyelashes for dramatic, natural beauty. Survey results from an independent 6-week customer study show that 98% of the participants reported improved lash appearance.

## **How Does RevitaLash® Advanced Work?**

A proprietary blend of scientifically-advanced technology and natural botanicals join in concert to protect against breakage and brittleness and improve flexibility, moisture, and shine for more dramatic-looking eyelashes.

## **How Long Does RevitaLash® Advanced Last?**

One tube of RevitaLash® Advanced 3.0mL lasts approximately 4 months.

## **What Makes it Unique?**

- It is formulated with a unique viscosity agent to minimize running into unwanted areas.
- Contains a powerful cosmetic anti-microbial system, allowing for repeated use of a single applicator
- All ingredients have been rigorously tested and have excellent safety profiles



**\*RevitaLash Advanced Not Available in California**

## RevitaLash® Advanced FAQ



- **When do I use RevitaLash® Advanced?**
- We recommend using RevitaLash® Advanced on clean, dry eyelashes. If you use it in the morning, please follow the instructions on the package insert and allow at least 5 minutes before applying your daily facial products. When used as directed, RevitaLash® Advanced should not interfere with other cosmetic use.
- As a helpful reminder, we recommend that you be careful not to over-saturate the RevitaLash® Advanced application brush (any excess should come off as you extract the brush from the tube). Remember that you only need to apply a small quantity of RevitaLash® Advanced daily to achieve beautiful looking eyelashes.
- **How to Apply RevitaLash® Advanced (Application Directions)**
- Once-a-day apply a thin line of RevitaLash® Advanced directly to your eyelashes, above the level of your skin. Do *not* apply more frequently than once per day. Remember, only a small quantity of RevitaLash® Advanced is needed to beautify and promote the attractiveness of your natural eyelashes. One lash stroke is sufficient.
- Please Note: we recommend that you wash your hands and face with mild soap and water prior to the application of the product.



- **What if I forget to apply RevitaLash® Advanced?**
- For best results, we recommend that RevitaLash® Advanced is applied once a day. However, if you forget to apply RevitaLash® Advanced, simply apply the product the next day. A consistent routine is the key to better results.
- **Length of use for one tube of RevitaLash® Advanced**
- When used as directed, one tube of RevitaLash® Advanced (3.0 mL) lasts approximately 4 months. The expiration date for RevitaLash® Advanced is one year upon opening and two years if unopened.
- **Will RevitaLash® Advanced give my eyelashes more curl?**
- Many of our customers have noticed that, after using RevitaLash® Advanced, their eyelashes show a significantly more “youthful” curl. There are many ways in which the formula improves the appearance, beauty and attractiveness of your natural eyelashes. This remarkable **curl effect** is one of the ways that RevitaLash® Advanced will improve the beauty of your eyelashes. A beautiful curl to your lashes will certainly enhance their attractiveness!



- **What if I discontinue use of RevitaLash® Advanced?**

- In order to maintain the natural beauty of your eyelashes, we recommend that you continue to use RevitaLash® Advanced daily at least 2 to 3 days per week. If you discontinue use of RevitaLash® Advanced, your eyelashes will gradually return to their original appearance.

- **What if RevitaLash® Advanced Gets Into Your Eye**

- Because RevitaLash® Advanced is used around the eyes, we have taken care to formulate our product with ingredients that have excellent safety profiles. In addition, our tests have shown that the formula is a “no-drip” product containing a thickener to ensure that when applied as directed, does not get into the eyes. However, if a small quantity of RevitaLash® Advanced accidentally gets into your eye, we recommend that you lightly splash a little tap water in the eye in order to dilute and rinse it away.
- As a helpful reminder, we recommend that you be careful not to over-saturate the RevitaLash® Advanced application brush. Remember that you only need to apply a small quantity daily to enhance the beauty and attractiveness of your natural eyelashes.
- **Is RevitaLash® Advanced safe to use on lower lashes?**
- We do not recommend that you use RevitaLash® Advanced on your lower lashes. The applicator is designed specifically for use on the upper eyelashes.



- **False Eyelashes**

- When used as directed, RevitaLash® Advanced is safe for use with eyelash extensions or false eyelashes.

- **Permanent Make Up and RevitaLash® Advanced**

- RevitaLash® Advanced should not affect your permanent eyeliner.
- If you have just recently finished getting your permanent make up application, please make sure the tattooing has completely healed and consult with your tattooist or doctor prior to using RevitaLash® Advanced.

- **Can children use RevitaLash® Advanced?**

- The safety of RevitaLash® Advanced has been demonstrated in multiple studies conducted by independent research laboratories. It has been shown in these tests to be safe to the skin and to eyes in adult study subjects; however, none of the subjects in these studies was under 18 years of age. As a precaution, therefore, we recommend that RevitaLash® Advanced not be used by children under the age of 18.





# Only One Lash Conditioner Stands Out from The Rest

**98%** Improved Lash Appearance

**98%** Healthier Looking Lashes

**98%** Stronger Lashes

**95%** More Attractive Lashes

\*Survey results from an independent 6-week consumer study.

# Tips For Selling Success

- **Engage your staff:**
  - The best way to sell RevitaLash® Advanced is to use it yourself and encourage the staff to use it as well.
  - Create contests – free full size RevitaLash® Advanced or bonuses for selling the product
  - Repeat this webinar for new employees and regular staff when a refresher is needed
  - Have a ‘cheat sheet’, of the main selling points of our products, available to the staff.
  - Teach effective responses to reluctance on the price (i.e. it comes out to \$1/day)



# Tips For Selling Success

## Engage Your Customer:

- If you have a website, social media, newsletter or phone recording, be sure to advertise that you have RevitaLash® Advanced for sale.
- Ask everyone that checks out, "are you interested in purchasing RevitaLash® Advanced today?"
- When consulting with a new client/patient/customer, ask: "are you interested in improving the beauty of your Eyelashes?" If yes, introduce them to RevitaLash® Advanced. Likewise, add a question to your new patient survey asking if they are interested in improving the appearance of their eyelashes.
- When someone is interest in colored contacts, pitch RevitaLash® Advanced as another great product to use to enhance the beauty of the eyes
- If someone has recently had Lasik Surgery, offer them RevitaLash® Advanced as a great new way to show off their eyes



# Tips For Selling Success



- **Collateral Material:**
  - Display product in a prominent place
  - Include brochures in the waiting room
  - Hang a window decal on window or door at the entrance to the building.
- **Discounts /Promotions:**
  - Buy a frame, get 15% off purchase of RevitaLash® Advanced.
  - Bring in our holiday and seasonal promotions and advertise them as a great gift idea
  - Bundle products - buy a RevitaLash® Advanced and get a RevitaLash® Mascara for half price.
  - Offer a referral discount - friends and family get 10% off (or more) of their first tube
  - When a customer purchases RevitaLash® Advanced, have them fill out a reminder card to be mailed out to remind them to come in and purchase their second tube for 10% off.







