



THE JEUNESSE

GUIDE
TO
SOCIAL
SELLING



LOOK
YOUNG

FEEL
YOUNG

LIVE
YOUNG



JEUNESSE™

We feel incredibly fortunate to have you **join us in our mission** to help people look young, feel young and live young! We accomplish this through exceptional people like you sharing our youth-enhancement products and **inspiring others** to join the movement. It's our belief that when we harness the power of relationships, we can have a greater impact in the world. This philosophy binds us together as **One Team. One Family. One Jeunesse.** Now that you're on board, it's time to connect the dots and understand that success at Jeunesse comes not from making a dramatic change to your everyday activities or lifestyle, but by **following a system** which allows you to enhance the lives of those around you in a natural way.

The Jeunesse Empower System provides the support and tools you need to reach your goals. This guide provides **the gameplan** to put the resources to work; you can feel confident your time invested will produce **positive results!** You'll see how to share the products, inspire others about the company and our mission, grow your understanding and belief in social selling, and be educated in achieving your own network marketing business success. **Enough said! Here we go...**



WHAT IS

SOCIAL SELLING?

▶ SOCIAL SELLING ISN'T ABOUT SELLING.

It's about sharing your positive experiences with others to enhance their quality of life. A book you love. That top-notch restaurant. Your latest and greatest spa experience.

WHY IT WORKS

Social selling works because, now more than ever, people are looking for peer recommendations for products and services. They want to learn about the experiences others have before making a purchase or lifestyle decision, and they value the opinions of friends and family – sometimes even strangers – more than an advertisement.

Throughout this guide, and the 8 Success Steps, you will see that social selling with Jeunesse is simple.

With our transparent and natural approach, you'll build a new level of confidence and make authentic connections that will leave you feeling empowered!

Now before we get too far in talking about how to connect with others, let's start with YOU. To be authentic, you need to define your expectations about what being part of Jeunesse means to you personally, and what you are wanting to accomplish.

Here's what's important to remember:



SOCIAL SELLING IS...

- ➔ A personal recommendation
- ➔ Sharing something you really like
- ➔ A contribution to others' health and quality of life



SOCIAL SELLING ISN'T...

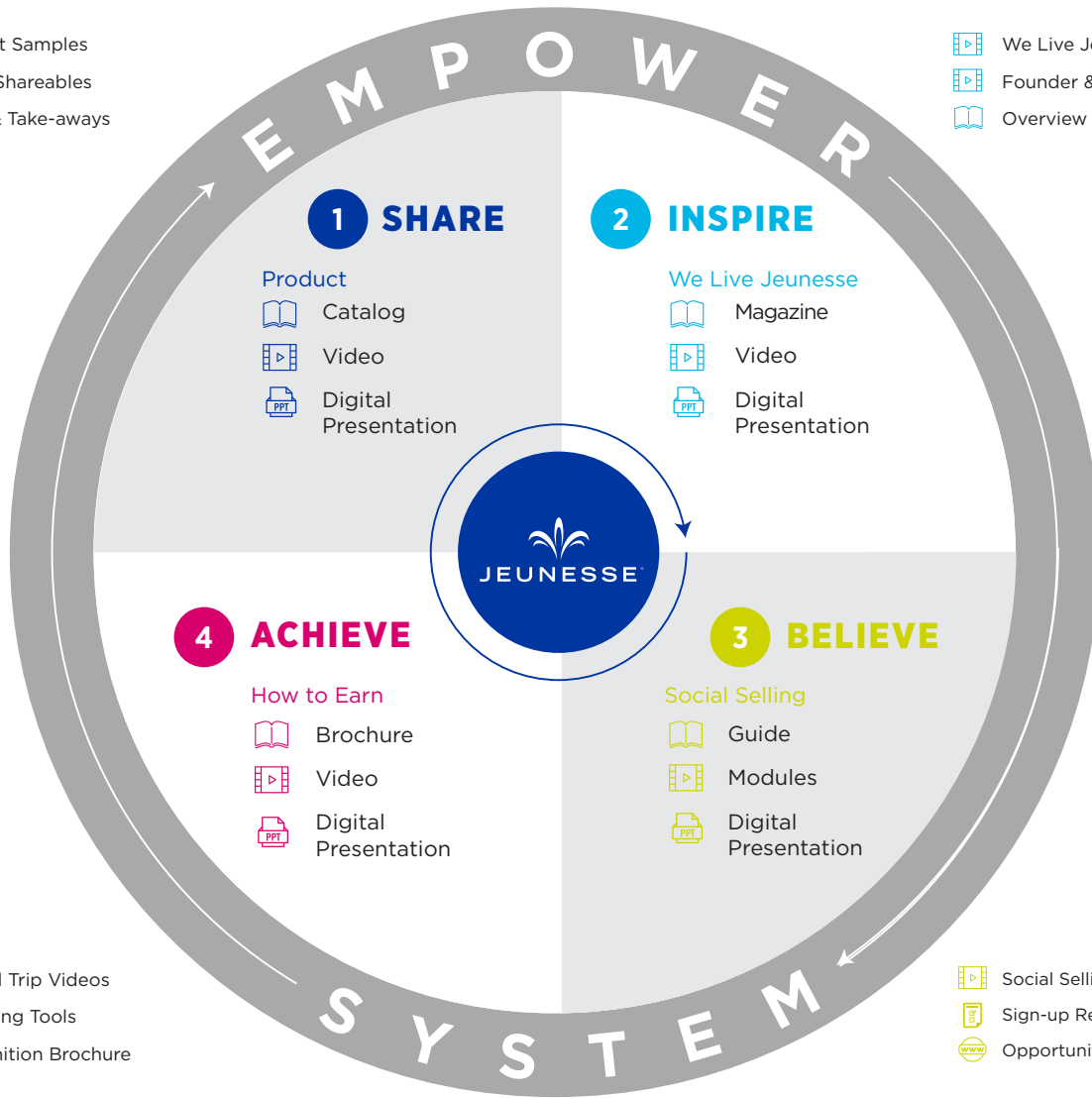
- ➔ Pushing products people don't need or want
- ➔ Convincing others to buy into a business opportunity
- ➔ Using influence simply for personal gain

ACCORDING TO MINTEL'S AMERICAN LIFESTYLES 2015 REPORT, 69% OF CONSUMERS SEEK RECOMMENDATIONS ON PRODUCTS AND SERVICES PRIOR TO MAKING A PURCHASE.



- Product Samples
- Social Shareables
- Swag & Take-aways

- We Live Jeunesse Intro Video
- Founder & CVO Videos
- Overview Brochure



- Reward Trip Videos
- Marketing Tools
- Recognition Brochure

- Social Selling Video
- Sign-up Resources
- Opportunity Website

Whether you're a new or experienced networker, it's perfectly normal to feel a bit unnatural at times as you practice social selling. After all, it isn't a skill you're born with...or is it? You'll discover the answer in the pages of this guide. It'll help you share with greater ease and eliminate tongue-tied moments using our natural approach. With a new level of confidence, you're sure to inspire yourself, your team and your organizational success.

YOU ARE ALREADY DOING IT.

Have you seen a movie or read a book that you couldn't stop talking about, and recommended it to practically everyone you know? Have you discovered a restaurant where you ate one of the best meals of your life, then told your friends to go try the same entree?

SURPRISE! THERE'S A GOOD CHANCE YOU'VE SHARED ABOUT SOMETHING SPECIAL TO YOU, AND IF YOU HAVE, YOU ARE A NATURAL SOCIAL SELLER.

Or think of it another way. How many times have you watched a movie, or bought a product based on somebody else's rave review? This is what referral websites are made for! Word-of-mouth advertising is a powerful thing...

KNOW YOUR MOTIVATOR

▶ CONSIDER WHAT MOTIVATES YOU

We all have that inner something that drives us to get out of bed in the morning — that motivation that makes us reach higher and achieve more. Maybe you'd like to look and feel younger and healthier, have more time with your family, earn a little extra spending money, or pay off debt. Your goals are unique, and once you identify them, you can start taking steps to make them happen. What is the one thing you hope being here can change for you today?

Most people have a need or desire in their life that Jeunesse can help fulfill. The key is to think of yours and write it down. Share it with others and it will become the foundation for your story. When you start imagining something different, something better, and see it in writing, it will be a constant reminder of what you're doing here and why you shouldn't allow obstacles to come between you and what you want.

Keep it Real

The most important concept of social selling is to be authentic. While you are beginning to experience the products for yourself, look around at the thousands of people looking, feeling and living young, and share the stories that will connect.

Make it Personal

People want to know a person cares about what's important to them. When sharing your passion for the products, think about the person you're talking to and how the products would add value. The more you demonstrate an understanding for what would interest them, and the more you express your genuine care for them as individuals, the more likely it will be you'll genuinely connect.




Be in-the-Know

Like we said before, increasing your product knowledge improves your ability to attract and gain the confidence of your potential customers. But you don't have to be an expert! You're in business for yourself, not by yourself. Having a corporate team behind you means you have all the tools you need, right at your fingertips. You can focus on the experience and rely on the professional-quality materials we provide to do the work for you. Find all the tools you need in your **Joffice™ > insert path > via menu > to Distributor tools.**

Take a moment — and whether it's product-based or income based — jot it down!

Once you've figured out how Jeunesse can help you move in the direction of your dreams, remember in your day-to-day activities to start thinking about the people around you and what THEIR reason for trying the products and wanting to join the team might be. Because most people are attracted to the Jeunesse products, we're going to spend some time walking you through the first quadrant of the Empower System —

the SHARE quadrant. One advantage of being part of a health and wellness company is the benefit you will feel personally and the gratification you'll get from seeing people around you look and feel better too. And let's face it, when we all look our best, the view from every angle will improve! So now you know your reason for being here, let's take the next step in building a story you can be passionate about.

- Product
-  Catalog
-  Video
-  Digital Presentation

USE THE PRODUCTS

Having personal product experience is important in authentically talking to people. Why? The most important aspect of social selling is trust. Customers buy products they trust, from people they trust. When you start using Instantly Ageless®, under your eyes, or appear rested and refreshed with AM & PM Essentials™, heads are going to turn! As others see the positive changes to your health and lifestyle, they will naturally want to know what you’re doing.

YOUR ABILITY TO ENCOURAGE OTHERS TO TRY THE PRODUCTS RELIES ON THE AUTHENTICITY OF YOUR PASSION AND EXPERIENCES WITH THE PRODUCTS.

YOU’VE EXPERIENCED IT – NOW WRITE IT DOWN!

Now that you’ve tried the Jeunesse products, what are your personal favorites? By figuring out why you are passionate about the products, you are better able to share with others when the time is right.

▶ **Which Jeunesse product are you enjoying?**

▶ **Why do you love it?**

I’m excited about Instantly Ageless! Inside, I still feel 30, but let’s just say I don’t look like it! A couple of dabs in the morning and I look like my more youthful self. It totally changes my outlook!

▶ **Why do you think others would enjoy it?**

I’ve had trouble sleeping for years, but AM & PM Essentials™ helps me sleep better than anything else I’ve tried. Now I wake up feeling well rested and ready to seize the day!

▶ **If you were telling a friend in one minute or less what a Jeunesse product could do for them, what would you say?**

CREATE YOUR DESIGN

Once you've identified your Motivator, think about your future and your short- and long-term plans, consider how Jeunesse can help you get there. The Jeunesse products can help you look younger, feel healthier, sleep better, finish the day with more energy...and much more.

The business opportunity can give you more flexibility in your finances and your schedule, more time with your family, or the means to get out of debt and start saving for the future. Your priorities can be your priorities — not someone else's.

▶ START THE DESIGN PROCESS BY IDENTIFYING GOALS IN THESE FOUR AREAS OF YOUR LIFE:

▶ Family Goals

▶ Health Goals

▶ Financial Goals

▶ Personal Goals

Now is the time to put a few thoughts down and do a reality check. Answer five questions relating to two of the goals you just wrote down. Choose goals you think Jeunesse can be the vehicle to help you achieve — and be specific. Sometimes it helps to think back to what motivated you to join the Jeunesse team.

Short-Term Goal #1:

▶ 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?

▶ If I'm being real with myself, is this goal a possibility?

▶ If yes, what is holding me back; if no, how should I modify my goal?

▶ Right now I commit to taking the following action:

(sign and date it!)

Short-Term Goal #2:

▶ 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?

▶ If I'm being real with myself, is this goal a possibility?

▶ If yes, what is holding me back; if no, how should I modify my goal?

▶ Right now I commit to taking the following action:

(sign and date it!)

There are a number of powerful goal-setting methods you can use. A favorite method used by many successful networkers is the **S.M.A.R.T.** structure

Whichever methodology you prefer, keep this quote by Zig Ziglar in mind: "If you aim at nothing, you will hit it every time." The key is to set goals and commit to keeping them.. You will be using this same thought process when talking to your prospective Distributors, so you know how best to support them on THEIR Jeunesse journey.



WHERE DO YOU GO, WHO DO YOU KNOW?

▶ **ONCE YOUR DESIGN IS ESTABLISHED, IT'S TIME TO PREPARE TO SHARE.**

As you get ready to talk about the products and also offer a broader picture of what Jeunesse is all about, what you are really doing is preparing to bring Jeunesse along into your everyday conversations. This section is all about who you know and where you go. When you are talking with a friend, a co-worker, or someone you see regularly in your daily routine, practice really listening. When they voice a need or void in their life, you'll have the perfect opportunity to share how Jeunesse might be the answer.

Ideal Places

Where can you share your excitement about the Jeunesse experience? Absolutely anytime, anywhere! Do you go to work? Do you eat out? Go shopping? Exercise? **Then you're all set!**

Think about all the places you go in pursuit of entertainment, hobbies, health, socializing, your children's interests and more. The places you

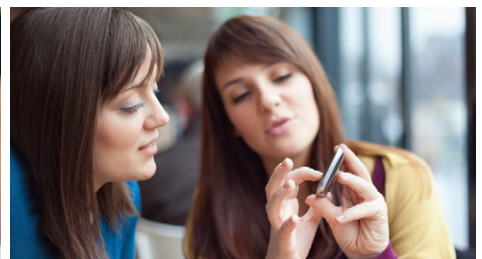
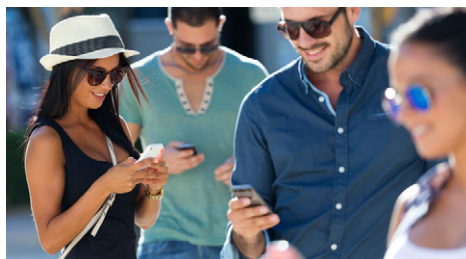
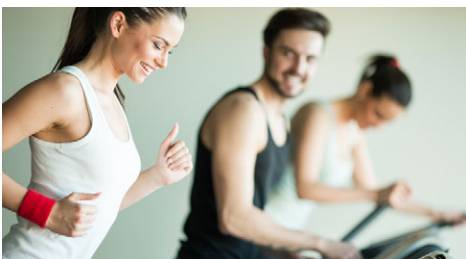
frequent most likely fulfill a need or make you happy. Most importantly, the people you interact with in these settings probably have similar interests, goals and likes as you do. Your "Ideal" places are where you can naturally go to engage with others, recommend products, or suggest a potential solution to a challenge someone is experiencing in their life.

WHERE DO YOU SHARE?

- Sports practice
- Exercise Studio or Gym
- Church or Synagogue
- Workplace
- Neighborhood
- Coffee shops
- Restaurants
- Social media

Where are your 5 "Ideal" places?

- ▶ 1 _____
- ▶ 2 _____
- ▶ 3 _____
- ▶ 4 _____
- ▶ 5 _____



YOU WILL PROBABLY SEE A CONNECTION BETWEEN THIS LIST AND WHAT COMES NEXT...



Ideal People

Now let's narrow it down to the 10 people with whom you come into contact with on a regular basis. Think about those who are most likely to be open to hearing about Jeunesse, and who would be the quickest to give the products and opportunity a try.

THINK ABOUT THE PEOPLE YOU KNOW WHO:

- ➔ Are image and health conscious (Disciplined)
- ➔ Could invite 10 people over to their home, and all 10 would show up (Influential)
- ➔ Are successful in whatever activities they participate in (Achievers)
- ➔ Are people lovers, charismatic and energetic (Attractors)
- ➔ You want on your team (Connectors)

Who are your 10 "Top" people?

Think also about the people who values your decision-making the most because of your relationship with them.

10 TOP PEOPLE	
Contact Name	Phone
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

THINK ABOUT THE PEOPLE YOU KNOW WHO:

- ➔ Are your closest friends and family members
- ➔ Would come to your house just because you invited them
- ➔ Would want to join the business simply to work with you

Once you have a group of people identified to converse with, connect them to the places you go and think about if you will see them casually, or if you need to set up something more formal. If possible, go over your lists with leaders on your team for advice and coaching before reaching out. The power of the people and coaches in your upline is a major benefit of joining a network marketing organization. **They win when you do!**

CONVERSATIONS & INVITATIONS

There are basically three types of interactions you will have with people as you think about building a team of Customers and Distributors in today's world of quick touchpoints and digital relationships. **It's like any business** — the people who are most successful have different ways of reaching out to potential Customers and Distributors.

The Informal Contact

These are impromptu meetings that are both expected and unexpected. A run-in at the grocery store, the mall, sometimes even a parking lot! Other times it's the soccer moms and dads you sit by on the bleachers or at the homeowners monthly meetings. In most people's daily happenings, they discuss health and money issues. It's natural to share the solution that worked for you. And it's natural for your friend to be receptive to your recommendation. People listen to those they know, like and trust.

When it's a product, this is when the "try before they buy" concept comes into play, and sampling is the name of the game. Be ready to share a sample when someone shows interest. Keep

them handy, because you never know when you'll come into contact with someone you can share the product with. Free samples are an effective conversation starter that can be used effectively in the most casual of circumstances. Samples strengthen brand awareness, boost your credibility and add value, without asking for anything more than an open mind in return.

After all, who doesn't love free stuff?

WHEN IT COMES TO THE CASUAL FINANCIAL CONVERSATION, THIS USUALLY REQUIRES MORE SETUP AND AN INVITATION TO LEARN MORE IN A SOMEWHAT FORMALIZED SETTING.

HERE ARE SOME EXAMPLES OF WHAT **NOT** TO DO WHEN SHARING YOUR PERSONAL RECOMMENDATION IN A SOCIAL SETTING.

UNNATURAL SCENARIO #1

You: "I've got this amazing new product I want to show you. I'll drop off a sample tonight and follow up with you first thing tomorrow."

Friend: "Um, I'm busy tonight."

You: "What about tomorrow?"

Friend: "Sorry, I have plans."

You: "What about next week?"

Friend: "I'm not sure... I'll let you know."

Oops! You just landed yourself on their **Do Not Answer list!** This exchange was uncomfortable because **you pushed** the product on your friend and didn't take the hesitation cue.

UNNATURAL SCENARIO #2

You: "Hi, Grandma — good to see you! I have this new business opportunity and I'm trying to get it off the ground. If I sell enough product by summer, I win a free cruise! Can you help me out?"

Grandma: [Long pause]. "Sure, I guess."

You: "Great! I'll sign you up right now!"

This exchange was uncomfortable because you **weren't focused** on what's in it for them. You explained how this opportunity would help you, but you didn't explain how it could benefit your grandmother.

HERE ARE A FEW SCENARIOS TO SHOW HOW EASY IT IS TO INTERACT WITH SOMEONE, GIVE A PERSONAL PRODUCT RECOMMENDATION AND SHARE YOUR STORY.

NATURAL SCENARIOS

SPORTS PRACTICE SCENARIO:

FRIEND

"I have such a lack of energy lately. It's hard to make it through the day without a nap!"

YOU

"Yeah, I was feeling like that too, and just generally unhealthy. I just started taking a really great-tasting antioxidant supplement, though, and I am feeling so much better. I happen to have an extra packet in my purse/pocket — give it a try!"

PARK SCENARIO:

FRIEND

"My new puppy keeps me up all night, every night. I am so tired!"

YOU

"I totally get it. I used to have a really hard time sleeping, but now I take a natural supplement that helps me get a good night's rest and wake up feeling refreshed. I love it!"

LUNCH SCENARIO:

GRANDMA

"My daughter is getting married soon, and I would love NOT to look like the tired mother of the bride. I wish I could erase 10 years from my face."

YOU

"I use this eye cream. I put it on and in a couple of minutes, I look a lot younger. It only takes 2 minutes, want to give it a try?"



CONVERSATIONS & INVITATIONS (Cont)

No matter the scenario, it's all about listening and sharing your passion. Practice sharing your story 10 times without any expectations. It should include three things:

- ▶ 1) What it was like before the Jeunesse product.
- ▶ 2) What you experienced with the Jeunesse product.
- ▶ 3) What you've seen it do for others.

THAT'S IT! Once you start sharing your story and how it relates to others, people will want to experience the product for themselves.

TIPS ON USING SAMPLES EFFECTIVELY

- ➔ Keep it casual. Skip the long product pitch until they've tried the product and they like it – point to the tools.
- ➔ Let the person's interest be your guide. Share a sample of the product that makes the most sense FOR THEM.
- ➔ Get their cell number or email so you can send a video link (and follow up later).
- ➔ Set realistic expectations. Let people know they should sign up on Smart Delivery for monthly orders – most products will provide the best results after 30–60 days of regular application.
- ➔ Always make it easy to buy – give them your business card with your replicated website so they know where to order and/or sign up.

NOTE: SAMPLES AREN'T ALWAYS FOR FACE-TO-FACE CUSTOMERS. IF A FRIEND RESPONDS TO A FACEBOOK POST ABOUT A PRODUCT, ASK FOR AN ADDRESS SO YOU CAN MAIL A SAMPLE. SHARE A LINK TO A DEMO VIDEO (IF APPLICABLE) SO THEY KNOW HOW TO USE THE PRODUCT WHEN IT ARRIVES.

Find samples of Luminesce® cellular rejuvenation serum and Instantly Ageless®, packets of Reserve™, and brochures to share with prospects, all in your **Joffice™ Shop**.

THE ONLINE CONTACT

The Influential Power of Social Media

Social media can be one of your most powerful social connections.

It's a great vehicle that allows you to share your story instantly and increase your influence with hundreds – if not thousands – of people. We're here to help you use it most effectively!

Popular social media platforms are:



Facebook



Instagram



Twitter



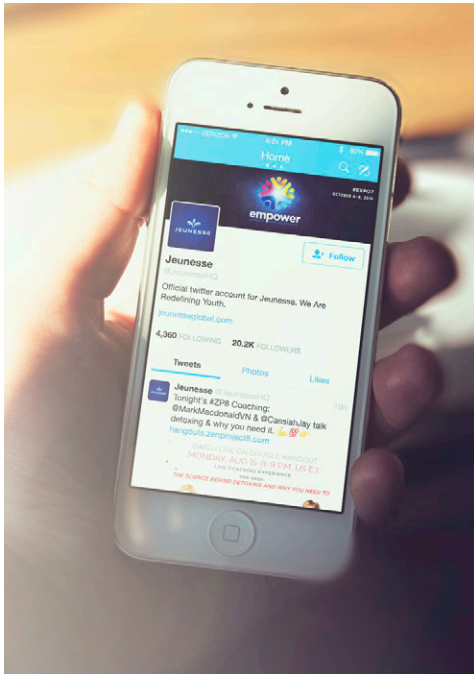
Snapchat



Vine



Pinterest



In the space below, identify your top 3 social media settings:

- ▶ 1 _____
- ▶ 2 _____
- ▶ 3 _____

As with your physical social settings, chances are you've already shared helpful personal recommendations with countless friends on social media. Maybe it went something like this...

You: "Calling all friends who want to turn back time! I just tried a new eye cream that makes a noticeable difference. Watch how it works! (Link to Instantly Ageless video on Good Morning America.)"

Friend: "That's amazing! Definitely trying this!"

How to Get Likes on Social Media:

"Engage, enlighten, encourage and especially...just be yourself! Social media is a community effort. Everyone is an asset." —Susan Cooper, Social Media Enthusiast & Strategist

Social media is not for selling product. It should be used to share your lifestyle and connect with family and friends. Share personal updates but don't overtly plug the product. Here are some do's and don'ts for sharing your story on social media.

HERE ARE SOME DO'S AND DON'TS FOR SHARING YOUR STORY ON SOCIAL MEDIA.

DO'S

- ➔ Share your product experience or someone else's with family, friends and acquaintances just like sharing a personal recommendation. No harm, no foul.
- ➔ When asked, show where they can buy the product. Psst...you would send them your personal replicated website! You want the order!
- ➔ Encourage others to share their product experience too — just like you did.
- ➔ Smile and have fun. Be authentic, be respectful and you'll build trust.

#NATURAL #1:

Dressed in your workout clothes, post your "before" picture on Instagram.

Caption: "I'm on an 8-week transformation journey to drop the lbs. I'm holding myself accountable by sharing my diet on Instagram. Follow my progress!"

#NATURAL #2:

After using Luminesce for several months and posting before and after pictures on Facebook.

Caption: "Great skin care is my favorite accessory! All set for my class reunion!" for yourself! It is AMAZING and AND you will LOVE it!!!" #weightloss #byebyecellulite

CONVERSATIONS & INVITATIONS (Cont)

DON'TS

- ➔ Don't spam your family and friends.
- ➔ Don't over-post your sales links. ("CLICK HERE TO BUY NOW!" "SIGN UP NOW!" You wouldn't click on these links either!)
- ➔ Don't use negative peer pressure to get what you want. Remember, the person you're talking to is most likely someone you know. Don't push!
- ➔ Don't Use hype or uncompliant product claims.
- ➔ Don't make the conversation uncomfortable.

When it comes to digital social selling, share your personal review and let your friends come to you. Social settings are about being real — they are looking for genuine, no-hype postings

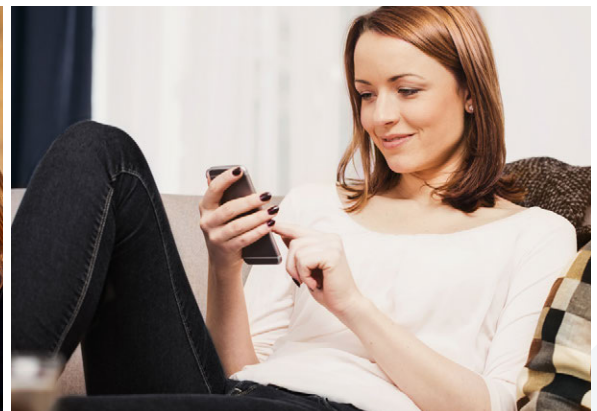
HAVE FUN AND BE YOURSELF.

#UNNATURAL #1:

Caption: "Are you tired of watching everyone else change their lives?! It's time to start feeling and being the best you can be!!! Now is the perfect time to experience this life-changing phenomenon!! Text or call me!! Let's make it happen!!" #messagemenow

#UNNATURAL #2:

Caption: "WOW! I am seriously blown away by how incredible this client's results are! She lost 30 pounds in just 30 days!!! You have to try this product for yourself! It is AMAZING and AND you will LOVE it!!!" #weightloss #byebyecellulite



THE MORE FORMAL CONTACT

When the person you've identified on one of your lists is someone you'd like to be in business with and who has strong Distributor or leadership potential, they will probably be most interested in finding out what's behind the product. You may want to go straight to INSPIRING and building BELIEF in Jeunesse as a viable alternate revenue stream. When you are prospecting at this level, it's best to connect with your team

leadership, do some role-playing, and work with them on the best way to approach and invite the person to a get-together. What you DON'T want to do is call and give them too much information on the phone or via text. The key to successful inviting is to pique their interest and invite them to a more formal presentation.

RECOMMENDATIONS BEFORE YOU REACH OUT:

- ➔ Know ahead of time which method is most likely to appeal to them: One-on-One, 3-Way or Team Call, Online Webinar, or Small Group. Have some dates in mind before calling. We'll talk more about different types of presentations in the next section.
- ➔ With someone you are close to or who you see on a regular basis, it's fine to get straight to the point and let them know you have something you think will interest them — offer to buy them coffee or lunch. Make it social as well as business, but most of all, keep it real.
- ➔ With someone you think would be great to work with, but who you've lost touch with or see infrequently, it's best to take it slow. They may have been approached before by someone with a "once-in-a-lifetime business opportunity." What fits with the Jeunesse natural approach to social selling is something along these lines:

- Reach out and let them know you'd like to catch up.
- Don't meet them with the intention of giving a presentation. Get caught up.
- Invest time in them — find out how they are doing and listen.
- Ask probing questions to confirm there is a need in their life:
 - “How are the kids? Ready for college?”
 - “What are your parents up to these days — enjoying retirement?”
 - “Still working for the same boss you couldn't stand?”

Questions need to come from a place of genuine care, while also recognizing Jeunesse can offer a possible solution. Don't jump to solve their problems. There are no shortcuts to building genuine relationships. Not taking time has been the downfall of many a network marketer — don't forget the “social” in social selling! If you're there with pure intention to really listen to your old colleague, things will fall into place in good time. If they press you for a solution, set up an opportunity to share the We Live Jeunesse tools - SOON!

SHARE THE VISION

2 INSPIRE

We Live Jeunesse

 Magazine

 Video

 Digital Presentation

Now that you've got your head around sharing the products, you're probably ready to expand your knowledge into the next phase of the Empower System – INSPIRE. When people are learning about Jeunesse there will come a point when they want to discover more about the company, the people, and the mission behind the products. It's at this time you'll want to be ready to Share the Vision using the comprehensive sales and marketing tools we have prepared to make telling the Jeunesse story simple and easy to duplicate.

Once you've accessed your tool kit and reviewed the We Live Jeunesse materials for yourself, begin to familiarize yourself with the five main types of venues where people Share the Vision with people seeking to know more about Jeunesse. The simplicity of this is: you can choose the one that fits the individual circumstances best – knowing you have the resources to effectively share the high level benefits of engaging with us. You can talk about Jeunesse to everyone knowing you don't need to have all the answers because you've been empowered with a support system that's got you covered!

One-on-One

Certainly the simplest and most spontaneous event that can be held anywhere! People can share the vision individually with their closest friends and acquaintances. This is simply the vehicle where a Distributor invites another person to join them in having a conversation guided by one of the three “We Live Jeunesse” presentation tools.

Try to make a one-on-one connection completely relaxed and comfortable. The emotion of how Jeunesse has changed your life is easier to explain as they ask more questions about you personally. Generally, you will have an established relationship

with the person, and they'll be taking your temperature to see if you are truly excited about the brand. What tool you use is obviously your preference, just keep in mind it's about sharing your experience in a 20-30 minute informal conversation. **Make it personal.**

LET YOUR PASSION SHOW, AND LISTEN FOR VERBAL CLUES THAT YOU CAN USE TO TALK ABOUT WHAT'S MOST IMPORTANT TO THEM.

3-Way Team Calls

Some teams are all about the 3-Way Calls, while others are extremely successful with regularly scheduled group conference calls. When you get started, talk to your upline leader and find out what methods they use so you can get connected with the team.

Both of these calls are designed specifically to offer support and what is termed “third-party validation” – a fancy way of saying: “someone

in addition to you”! Because you may go way back with your newest team member, sometimes it makes sense to have a seasoned leader you respect and admire come into the conversation to discuss certain elements of the business you're less familiar with. If you're bringing in an upline leader, be sure to give them a heads up beforehand and an approximate time you'll be calling so they are available.

Online Webinars

In a digital and global world, online webinars can help you manage a national and international team. Is your upline hosting webinars? Tap into that resource. Regular webinars facilitate education

and training for your network while building a sense of community. Communication keeps your team engaged and informed, regardless of your network's location and size.

In-Home Groups

Even in our busy, hectic lives, the home gatherings, sometimes referred to as Jparties, are still a delight in our profession. Having a group of friends and family together enjoying each other's company in a comfortable environment is ideal. There are a clear set of instructions and guidelines for hosting the home parties, a set of sub-tools like invitations, hand-outs and the like are available – get with the person who sponsored you and find out how to be successful if this venue appeals to you. There is a big movement right now to the digital, online party, but we'll save that education for another day.

GRAB A NICE PLATTER OF SNACKS AND HAVE YOUR FRIENDS INVITE MORE OF THEIR FRIENDS AND FOCUS ON ONE PRIMARY PRODUCT LINE LIKE LUMINESCE OR ZEN8, AND YOU'LL QUICKLY SEE THAT THE COMMUNITY VIBE IS VERY CONDUCTIVE FOR RELATIONSHIP BUILDING.

HERE ARE SOME GENERAL COACHING TIPS

- 1) Schedule the date 7-10 days out if possible
- 2) Send some type of invitation either electronically or the old fashioned way
- 3) Watch any videos you are going to play beforehand so there are no surprises
- 4) Pick the product line you want to focus on so you can stay high level within the Youth Enhancement System but not overwhelm people by drilling down into each product
- 5) Be prepared by arriving early, have product catalogs and other take-away materials at the ready including materials from the next quadrant – the ACHIEVE quadrant in case you have an eager beaver who would like to be in the know from the very beginning
- 6) Start and end on time and give a gift or recognition to people who brought guests
- 7) Hand out samples and do at least one demo with a product like the Instantly Ageless
- 8) Focus on signing up Customers, while building belief in the company, the Social Selling profession, the team, the benefits of the products and compensation, and most importantly, in the Empower System so they know that not only is it worth it – they can do it if they give us a try

Be sure to have the paperwork on hand to sign up Customers and enroll Distributors – you want to maximize the event by being prepared to take action while the people in the room are excited! If a person shows interest in the opportunity, ask if they want to stay after to discuss the program, or set up a time later that week to connect. Be sure to send them home with some materials and get their contact information.

FOLLOW-UP: KEEP IT CASUAL

3 BELIEVE

Social Selling

Guide

Online Modules

Digital Presentation

This is a very interesting step because it can be a combination of the **INSPIRE** quadrant of the Empower System and the next one - **BELIEVE**. After you've shared the vision using one of the various methods there are a few precious days (sometimes only hours) where the person who saw the presentation and heard the stories works through the decision-making process.

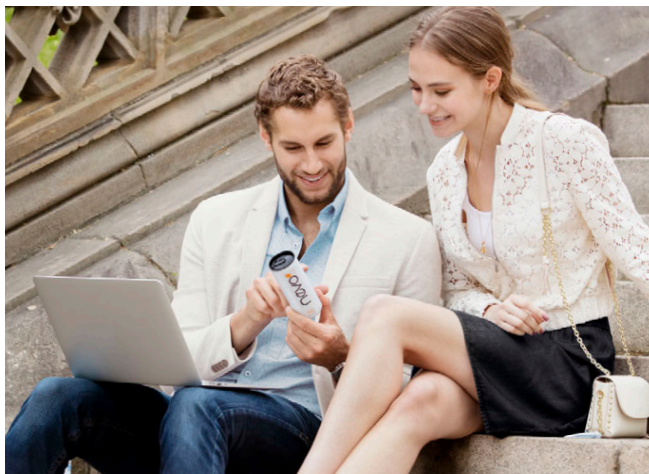
FIRST, they turn over what they've heard numerous times in their minds. They have various internal conversations and you don't want to leave them alone with their thoughts for too long with unanswered questions.

SECOND, they talk to someone close to them - a friend, spouse, sibling or parent, about what they've learned. Sometimes they encounter some skepticism, that is why it's good to send them home with some material like the We Live Jeunesse Magazine or Overview to add additional credibility to the conversation. They may also do some additional research, so it's helpful to send them directly to our Jeunesse.com where everything they need to know is professionally displayed in one, award winning, location.

THIRD, they often finalize their opinion within a day or so and make a decision to either do nothing or make a commitment to becoming a Customer or a Distributor. This is why, without making it high pressure or pushy, you set the time to chat

before they leave the event. While nobody likes to be that annoying person who texts their people into exhaustion, reaching out to those who have participated in any type of a presentation is not only necessary, it's most often appreciated.

Veteran social sellers will often say that this step, of all the steps, is the most critical and yet the most often overlooked or even avoided one. It's important for you to know as a new professional, if you are going to allow too much time to pass by, you might as well hand your prospects free money for the samples you invested in and the time you spent. There are a number of ways people conduct the follow-ups, which one you choose isn't as important as taking the advice of the leaders - **JUST DO IT.**



WHEN PREPARING FOR BOTH IN PERSON AND PHONE FOLLOW-UPS, HERE IS A SHORT LIST OF ITEMS TO BE PREPARED WITH.

Share Pack

The share pack available in your Joffice is also included in the back of this guide. The forms are here for your convenience to copy in the event you run out of literature or are unable to get online to sign up Customers and enroll Distributors. These resources are super important and you will discover quickly how useful they are to set your new people up for success.

Also familiarize yourself with the following programs in the How To Earn Brochure – be sure to have a couple of copies with you:

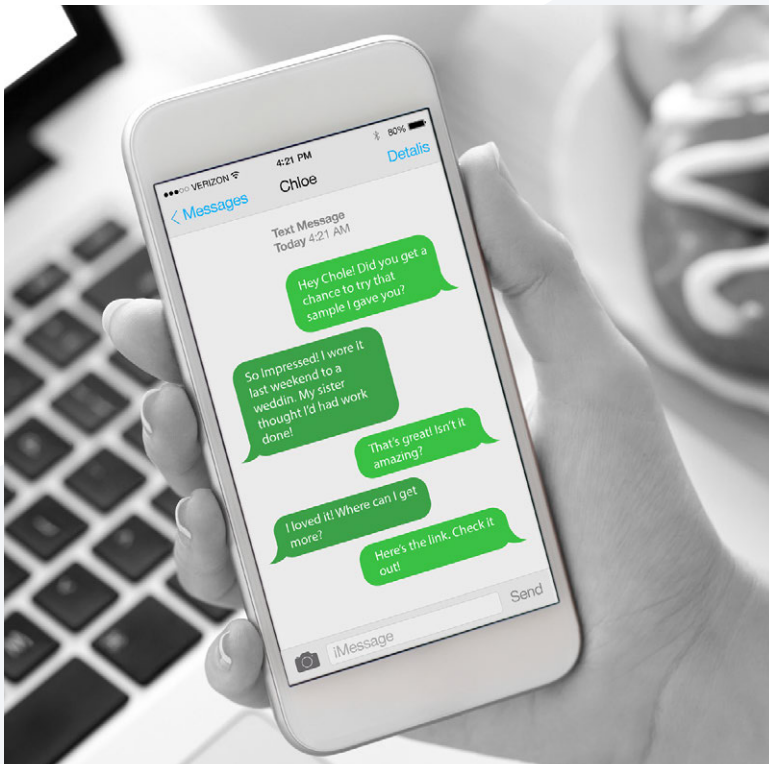
HOW TO EARN BROCHURE

- ➔ What it means to have Retail Customers
- ➔ The Advantages of being a Preferred Customer
- ➔ How to Register Customers when purchases items from your personal inventory
- ➔ Retail Commissions and Retail Sales Bonuses (Ways to get Paid #1 & #2)
- ➔ What it means to be an Independent Jeunesse Distributor
- ➔ The value of the Jeunesse Sign-up Packages
- ➔ How to use the Executive Launch Guide

While a lot of people actually schedule a business launch event after the follow-up, you want to come prepared to the Follow-Up. The person may let you know when you call or see them their BELIEF is soaring after the presentation and they want to get started – RIGHT NOW. Seize the moment!

And lastly, but most importantly:

Be prepared for the “Not now” response. The reason top performers say the fortune is in the follow-up is because it can take numerous times for people to be exposed to the products, the vision, and the power of social selling before they are ready to jump in with both feet. When you are around this profession long enough, the amount of stories you hear from stage about top leaders taking well over a year of continual pinging before they joined is impressive. In life we are told to never give up on our dreams, in the area of follow-up, never give up on your people.



TAKE ACTION

After you've taken time to call, text or even meet with your prospects following the presentation, there will be many times when a person will say - OKAY! I'm ready, let's get together. Take advantage of the moment to schedule a more formal time to get together SOON on SKYPE, WeChat, FACETIME, or better yet - in person to spend an hour or two overcoming any final objections, answering any final questions, and then setting them up to win in their first 30-60-90 days.

If you are newer to the business, you may want to bring your Sponsor or upline into the conversation the first time or two you hold one of these enrollment sessions. There are three main tools in the BELIEF phase and you'll want to have at least one of them

1 Build their belief in the power of social selling, but really help them understand that when they are talking to others they need to be themselves, being casual and conversational. People should walk away from your time together full of confidence that they have made one of the best decisions EVER!

2 Work through the first three Success Steps so you can show authentic interest and understanding of what their expectations are to become one of the biggest influencers in their Social Selling journey. Remember what those steps were? Here's a refresher:

Step #1: What is their Motivator? - you will want to know this, write it down, and remind them of it often knowing it will change over time.

Step #2: What is their Design? - what goals and commitment level are they agreeing to?

Step #3: Where do they go and who do they know? - have a look at also their list to help them strategize how to approach it with the highest likelihood of success.

3 Complete the Executive Launch pages with your new person found in the back of this guide. Taking a look at the Executive Model and assist them in filling in the names of the people they intend to launch their new business with who will get them to the Executive rank quickly!

To wrap up your session, here is a high level and universal checklist so you can also plug into the ones your teams may be using:

NEW DISTRIBUTOR CHECKLIST

- ✓ Order a JKit (if they haven't already)
- ✓ Select a sign-up package
- ✓ Set-up a monthly Smart Delivery
- ✓ Establish their personal replicated website
- ✓ Download the free Jmobile app
- ✓ Schedule time with Sponsor or upline
- ✓ Register for the next Regional Event
- ✓ Put support contact into their mobile phone

4 **ACHIEVE**

How to Earn



Brochure



Video



Digital Presentation

ready for your time together - and whether it's this Guide to Social Selling, the video or the PPT. We highly recommend you get your hands on some extra guides and use them - when your new Distributor gets their JKit in the mail it will include a replacement copy so they can pay you back.

The reason having a guide on hand is valuable is it goes through exactly what you've learned here. The 8-Steps to Success we're finishing up now are a vital piece of the Empower System and the guide has worksheets, blank handouts, and additional information above and beyond what you'll learn in the modules. You will want to build in time to accomplish three primary goals should they want to go beyond signing up as a Customer:

With Jeunesse, you have the unique opportunity to change people's lives from their physical condition to their financial outlook! When you help others achieve their goals and dreams, you move closer to your own. Working together as a team is part of what makes this business so fulfilling, so remember what it was like when you first started and provide lots of support to your newest teammate.

ENGAGE & DUPLICATE

▶ READY, SET, ENGAGE!

Launching your Jeunesse business with the greatest likelihood of immediate success is dependent upon you familiarizing yourself with the Jeunesse Empower System and duplicating your efforts again and again. This will set you up to accomplish a level of freedom over time some

only dare to dream about. Once you begin signing up Customers and enrolling Distributors, you know how it works and will catch your rhythm. Simply follow the Empower System and teach others to do the same! Building your business is all about consistent, persistent action.

Duplicate

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

In addition to the New Distributor Checklist, three things you'll want to have on your list to do in the first few days:

- 1)** Take and complete the Compliance Certification program – available online. You'll want to have a complete understanding of the most effective ways to market and share the products and financial rewards opportunity
- 2)** Connect with your local TEAM and us – your HOME TEAM. There are weekly calls, webinars, Google Hangouts, Exec Connects, newsletters, and of course your comprehensive JOOffice with resources and reports galore. Your upline leader will fill you in on where and how to stay informed and growing in your knowledge and personal development
- 3)** Lastly, start thinking about the various locations in your surroundings where you can market your new Jeunesse business. There are many additional ways to get the word out – be inventive and get some addition exposure!

- ✓ Keep samples with you at all times, and display them in public.
- ✓ Leave Jeunesse brochures at your local spa and salon.
- ✓ Gift Jeunesse products to teachers, staff members, and people in your neighborhood.
- ✓ Share your journey with Jeunesse on your social media pages.
- ✓ Become fan of the Jeunesse Global North America page on Facebook and share our content.
- ✓ And always, always, ALWAYS ask for referrals!

It's our belief here at Jeunesse that when we harness the power of relationships, we can have a greater impact in the world. This philosophy binds us together as **One Team. One Family. One Jeunesse.** Now that you're all in, remember that success at Jeunesse comes not from making a dramatic change to your everyday activities or lifestyle, but by being consistent and persistent in the pursuit of your dream.

We'll be seeing you at the next regional event – in the meantime: **LIVE YOUNG.**

15 STELLAR IDEAS TO MARKET YOUR JEUNESSE BUSINESS OUTSIDE OF LIVE JEUNESSE VENUES

There are lots of ways to market your Jeunesse business. And don't let our list hold you back — let your creativity fly as you come up with your own new and inventive ways to reach people!

1. Send your spouse to work with a little Reserve™, Instantly Ageless®, Luminesce Serum + your info, to leave as a treat in the break room. Free stuff = highlight of their day!
2. Chill some Nevo and take it to the gym, the beach or poolside, then share the energy with those around you.
3. Chat up the passengers sitting next to you on your travels, and offer the We Live Jeunesse brochure as a more interesting way to pass the time than reading the germ-filled magazine in the seat pocket in front of them.
4. Ask friends and family to give you their 3 best referrals that might be interested in looking, feeling or living young!
5. Protect your iPhone, stay hydrated, and tote your groceries, all with Jeunesse-branded gear that can help get the conversation started.
6. Ask your hair stylist to put your card on his or her mirror. It's sure to catch some eyes between his or the gossip magazines and small talk.
7. Update your voicemail greeting to include a mention about the youth-enhancement products. Invite contacts to leave a message for a free sample!
8. Become a fan of the Jeunesse Facebook page and share our completely non-awkward content.
9. Gift Jeunesse products to teachers, coaches and coworkers, and donate a gift basket of products for fundraising events.
10. Include your website in your email signature, and consider adding an extra incentive to click, such as a free sample.
11. When it's your turn to play soccer parent, bring along a little Nevo for the adults!

Visit: jeunessegear.com





- 12.** Send personalized birthday, holiday or thank you cards to past and present Customers as a way to remind them of your business and your top-notch service. Include a free sample, a special offer, or info on a new product.
- 13.** Donate a percentage of your profits to Jeunesse Kids™, and join the Jeunesse family in creating a positive impact in the world.

- 14.** Create a visually appealing display of Jeunesse products in your home or office for a casual conversation piece.
- 15.** Keep a few Jeunesse samples handy in your car and don't shy away from conversation. You never know where you might meet your next team member!

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

Think about the places you go in pursuit of entertainment, hobbies, health, socializing, your children's interests and more. These are all places where you can share with others.

1. _____
2. _____
3. _____

Think of the top 10 people you interact with who are likely to be open to hearing about Jeunesse. Who is in your "Top 10"?

- | | |
|----------|----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 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:

1. _____
2. _____
3. _____

Here are some “Do’s” to keep in mind for successful conversations and invitations:

- ✓ 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 your 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?

Step 6: FOLLOW-UP: KEEP IT CASUAL

BELIEVE

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:

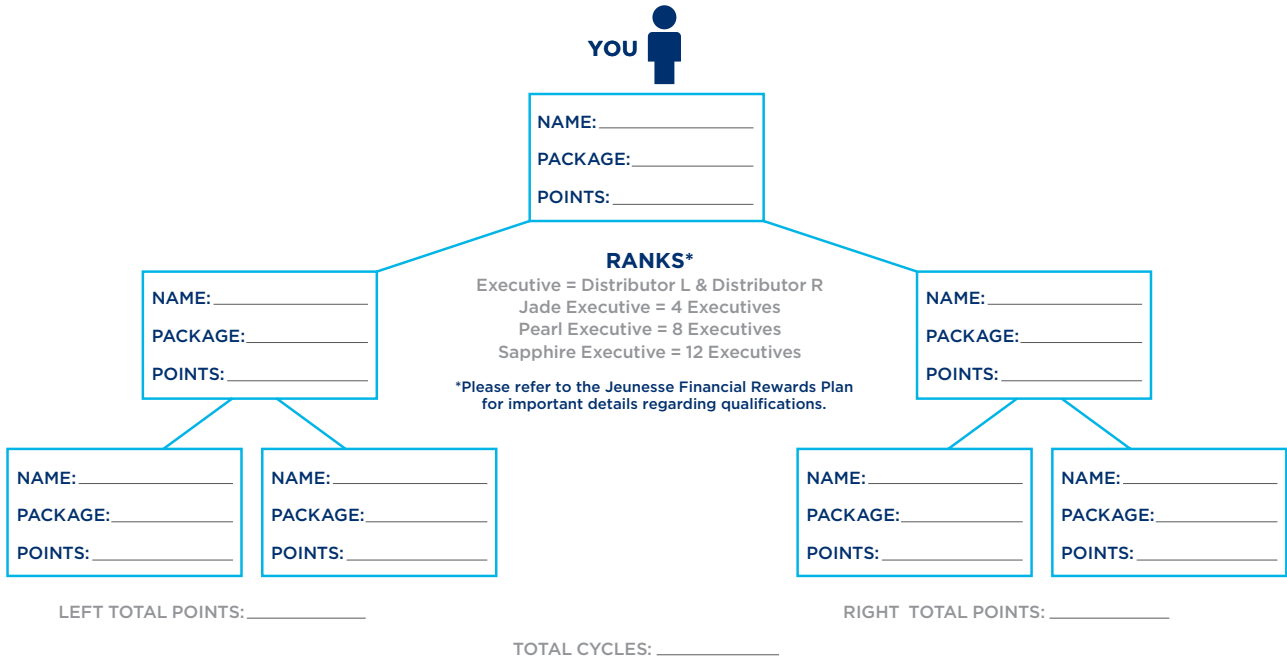
- 1) Complete the Compliance Certification program, available online. My date to complete is: _____
- 2) Connect with your local team and Jeunesse, your home team! You can do this with the help of weekly calls, webinars, Google Hangouts, ExecConnect, newsletters and your comprehensive Joffice, full of 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



HOW TO GROW AND DUPLICATE YOUR BUSINESS



- Teach your team members to become Executives
- Continue enrolling and developing Executives.
- Repeat and duplicate the 8 Steps to Success.

CREATING YOUR SUCCESS FORMULA

NEWLY ENROLLED	RSB*	RC & PC PROFIT \$	FREE PRODUCT	RANK ACHIEVED
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 MIND, 3 sets of AM & PM Essentials, 3 bottles of Finiti®, 5 "We Live Jeunesse" magazines

PLUS \$400 USD 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, 15-pack of Luminesce Cellular Rejuvenation Serum samples, 15-pack Instantly Ageless samples, 5 "We Live Jeunesse" magazines

PLUS \$200 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 MIND, 2 sets of AM & PM Essentials, 2 bottles of Finiti, 5 "We Live Jeunesse" magazines

PLUS \$200 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 MIND, 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

PLUS \$100 Retail Sales Bonus



☐ 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



☐ 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.

I AM ENROLLING AS A CUSTOMER			
Last Name		First Name	Username
Mailing Address			
City		State	Zip
Phone		E-mail	
I AM ENROLLING AS A DISTRIBUTOR			
Last Name		First Name	Username
Mailing Address			
City		State	Zip
Phone		E-mail	Fax
Username		Date of Birth (MM/DD/YYYY)	SS# or Federal Tax ID#*
Co-Applicant's Last Name		Co-Applicant's First Name	Co-Applicant's Middle Name
Co-Applicant's SS# or Federal Tax ID#*		Sponsor Username/URL	Sponsor's Initials
PAYMENT METHOD			
Check (amount received) \$		Please make checks payable to:	
Cash (amount received) \$		Credit Card (amount received) \$	

COMPANY INFORMATION If you are a company or will be operated under an assumed name (e.g., XYZ Enterprises or John Doe and Associates), you must complete a Company Information Form and submit it with this Application.

I agree to fulfill the obligations as the Sponsor of the applicant as described in the Jeunesse Policies and Procedures. I have provided the most current version of the Policies and Procedures, and Financial Rewards Plan to the Applicant prior to his/her signing the Agreement.

SKU	PACKAGE/PRODUCT	QTY	PRICE	TOTAL

SHIPPING IS ADDITIONAL AND IS BASED ON ORDER AND DESTINATION | ORDER FORM FOR DISTRIBUTOR ENROLLEES ONLY - CUSTOMERS SEE CUSTOMER ORDER FORM

STARTER KIT (Jkit™) \$49.95

The Jkit is the essential toolbox of materials you need to become a successful Jeunesse Distributor, including your own personal website, and the exclusive new Joffice™. Purchase of a Starter Kit is required to become a Jeunesse Distributor. The annual renewal fee is \$19.95. If 360 CV in accumulated Convenience Plan orders are maintained during the preceding year, the annual renewal fee is waived. **To protect your privacy, products and packages must be ordered and paid for online.**

ACKNOWLEDGEMENT I understand the only financial requirement to become a Jeunesse Global™ Distributor is the purchase of the JKit. No product purchase is required. I certify that by signing below, I am at least 18 years old and that I agree to be bound by the Agreement, as defined in paragraph 1 of the following page. I understand that Jeunesse Global is a member of the Direct Selling Association and provides certain assurances under the Direct Selling Association Code of Ethics, including provisions dealing with the return of inventory.

*A valid Social Security or Employer Identification Number is required for all U.S. citizens, residents or other U.S. persons. It is also required for all foreign entities that will claim income that is effectively connected with the conduct of a trade or business in the United States. By entering my Social Security number (or Federal Tax Identification Number, if applicable) on this Distributor Application and Agreement, I certify that this number is my correct taxpayer identification number. By not providing a SS# or EIN, I certify the following: 1. I am the beneficial owner (or am authorized to sign for the beneficial owner) of all the income to which this form relates, 2. The beneficial owner is not a U.S. person, 3. The income to which this form relates is not effectively connected with the conduct of a trade or business in the United States. Furthermore, I authorize this form to be provided to any withholding agent that has control, receipt, or custody of the income of which I am the beneficial owner of any withholding agent that can disburse or make payments of the income of which I am the beneficial owner. I certify that I have not been a Jeunesse, LLC (or any of its subsidiaries) Distributor, or a partner, shareholder, or principal of any entity having a Jeunesse, LLC business within the past six months. I understand that any intentional misrepresentation of any information I provide on this Distributor Application and Agreement may result in action by Jeunesse, LLC, up to and including termination of this Agreement.

_____	OR	_____	_____
CUSTOMER ENROLLEE SIGNATURE		DISTRIBUTOR ENROLLEE SIGNATURE	DISTRIBUTOR CO-APPLICANT SIGNATURE
_____		_____	_____
DATE		DATE	DATE

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.

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.



DATE OF TRANSACTION: ___/___/___

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 receipt by the seller of your cancellation notice, and any security interest arising out of the transaction will be cancelled.

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.

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

I HEREBY CANCEL THIS TRANSACTION.

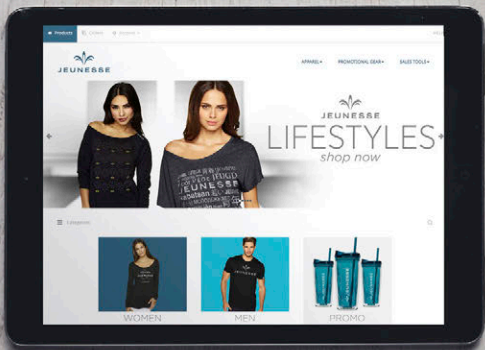
BUYER'S SIGNATURE

DATE

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

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.





YOUR PERSONAL SUPPORT SYSTEM

You're not alone in your business! With Jeunesse, there's always someone to answer your questions and help you out.

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Name: _____ Name: _____

Phone: _____ Phone: _____

Email: _____ Email: _____

YOU'VE GOT THIS — NATURALLY!