

MOTIVES

LOREN RIDINGER

MOTIVES

for LALA

Welcome to our Motives® Professional Overview



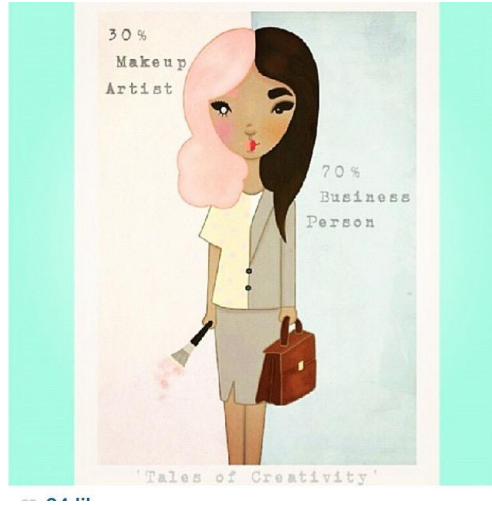
LET'S TALK

BEAUTY

Why Makeup?

- It's an **IMMEDIATE** fix and helps us communicate the mood we are in
- It's less committal than other changes to our look
 - We can **WASH** it off and start fresh
 - Create looks from day to night or night to day ;)
- It's a conversation starter! Natural way to prospect new friends and business partners
- Makeup = Confidence! Encourage people to prioritize themselves. It's not to impress other people, but rather to empower ourselves
- Making people feel beautiful is so rewarding

Demand in the Industry



- The United States Cosmetic Industry is the largest in the world, estimating a total revenue of **\$54.89 BILLION!**
 - This industry is projected to grow 3-4% each year over the next 5 years in the United States

Current Industry Statistics

Emotional Attachment

- Nearly *half* of women in the US feel that wearing makeup **makes them in control**
- 82% of women believe wearing makeup makes them feel **more self confidence**
- 86% of women find that wearing makeup **improves their self image**

What brands should do to connect with consumer

(according to Chief Industry Analyst at NPD Group)...

- Consumers want to see more colour choices
 - We are adding them every season!
- Consumers want to see more advanced technology
 - Check out the 'Learn' tab on your website! We offer complete solutions for (Get the Look)
- 3D retailing: brands need to integrate brick-and-mortar shopping with online shopping to enhance the overall shopping experience
 - We integrated the online party programme, offer live meeton.com tutorials with the Mavens!!!

“Happy girls are the prettiest”
-Audrey Hepburn



Motives® Cosmetics

We bring the cosmetic counter to your home!

- Complements every age, skin-tone and skin type
- Perfect formulas for easy and fool-proof application
- Powders are micro-pulverised for a smooth, flawless finish
- Fully pigmented cosmetics for photo shoots and fashion shows
- Award winning cosmetics
- Proprietary formulas
- No animal testing

WHY Motives® – For Clients / Customers

Crème de la' Crème Product Selection

- As a product broker, we source out only the best of the best from the top manufacturers in their respective categories.
- As a marketing company, we tailor our collection to what people really want and move with the marketplace

YOU, the Beauty Advisor

- Our edge lies in customer service and personalised attention.
- It's easier for customers to run to the store to grab the products they want, so we must give them a reason to THINK of us FIRST and keep them coming back.

Beauty in Every Shade; for every person...



Great for high fashion...



Or every day use....

MOTIVES

LOREN RIDINGER

MOTIVES

for LALA

Visibility

MOTIVES
for L&L

MOTIVES
LOREN RIDINGER



MOTIVES
LOREN RIDINGER

- Named as one *Vogue's* **Top 100 Most Influential Women**
- Recognised by *Fashion Group International* for **her contribution to the fashion and beauty industry**
- **Named Entrepreneur of the Year** by *Business Leader Magazine* **three years in a row**
- Her personal blog, *LorensWorld.com*, was named as one of *Forbes'* **Top 100 Websites for Women**
- Named one of the **Top 50 Most Motivational People of the Web and Twitter**
- **1,800,000 followers on Social Media**

Loren Ridinger



- Best Selling Author
- Internet Mogul
- Trend Setting Fashionista
- Television Star
 - MTV® VJ
 - Hit reality show
La La's Full Court Life on VH1®
- Silver screen Actress

La La Anthony



mission statement

People Empowering People...

*"The ability to make people look
and feel better while achieving
the lifestyle they have always
dreamed about."*

-Loren Ridinger

MOTIVES
LOREN RIDINGER

Motives By Loren Ridinger Has Been Featured In:

- New York Post
- In Touch magazine
- Every Day with Rachael Ray magazine
- Bravo's "The Fashion Show"
- People En Español magazine
- Life & Style magazine
- Us Weekly magazine
- Latina magazine
- 100 Thousand Club magazine
- Elle.com
- New York
- Vogue
- People Style Watch
- InStyle
- Glamour
- Allure
- Cosmopolitan
- Cosmo for Latinas
- Lucky



What Influences Consumer Beauty Shopping?

- 75% of prestige beauty shoppers reported they were somewhat / strongly influenced by product reviews / endorsements
 - *We have amazing product reviews on our website*
- 52% of prestige beauty shoppers reported they were somewhat / strongly influenced by 'Best Of' awards
 - *Motives is consistently awarded*
- Celebrity Endorsements had a lesser effect
 - *Everything we do is WOM (word of mouth!) this is how UnFranchise® owners earn an income (\$\$ is not wasted on mainstream media and endorsements)*

BEAUTY

LOOK FOR LESS!
Minka Kelly's sultry eyes, bronzed skin and neutral lips are stunning! Here's what she wore—plus lower-priced options

for real!
\$59
Dior's Golden Honey
Luminous Lipstick
Shades of Honey
\$14.50
Chanel's Lipstick
Shades of Honey
\$25
Minka Kelly
Real Beauty
\$15
MAC's
Lipstick
\$12 each
Lipstick in 42
shades of Honey
\$7.99
Lipstick
in 42
shades of
Honey
\$3
Skin
\$18.50
T. LeClerc
Lip Pencil in
Tendre
\$60
Clé de Peau
Beauté Extra
Rich Lipstick in T9;
\$15.75
Motives
Mineral Lipstick
in Prodigy;
\$2.99
Rimmel
London
1,000 Kisses
Stay-On Lip
Liner in Mauv
Shimmer; at
drugstores
total cost
\$227
total cost
\$90.12
Still Lives by ALEX CAI

Lips
Lips

Get the look!
Tiptoe into Minka's makeup artist Matthew VanLescuen.
EYES: Long, single shadow across your lid and just a touch of shimmer on the inner corner. Use a brush to sweep your shadow and shimmer into the crease of your eye.
LIPS: Apply the lipstick with a brush to have an extra good blend.

for less!
\$12 each
Lipstick in 42
shades of Honey
\$7.99
Lipstick
in 42
shades of
Honey
\$3
Skin

Get the look!
Tiptoe into Minka's makeup artist Matthew VanLescuen.
EYES: Long, single shadow across your lid and just a touch of shimmer on the inner corner. Use a brush to sweep your shadow and shimmer into the crease of your eye.
LIPS: Apply the lipstick with a brush to have an extra good blend.

total cost
\$227

total cost
\$90.12

Still Lives by ALEX CAI

InStyle Magazine
Circulation: 9,780,000
Featured Motives Cheek Contour
Brush



Latina Magazine
Best Eye Shadow Award



Lucky
Circulation: 2,821,960
Khloé Kardashian wears
Motives® on the cover

The Hottest in Celeb Life, Hair & Beauty

Juicy

YOU'NG, HOT & SINGLE!
ANTHONY, A. WATKINS & MORE

RUNWAY HAIR!
COLE, A. WATKINS & MORE

IT'S OUR
FIRST ANNUAL
STYLE ISSUE

FEATURING RIHANNA, CASSIE,
SOLANGE, ANGELA SIMMONS,
ALICIA KEYS & MORE!

FALL TRENDS!
LEATHER, MEGALITH & MORE!

LA LA ANTHONY
FASHION PHOTOGRAPHY
BY MICHAEL
"TRAVIS" BEE
and David Lauder
and Carol

Small inset photo of two women

Small table of contents

"Motives cosmetics are infused with antioxidants and vitamins that enhance true beauty and nourish the skin."



"Motives for La La Confetti Nail Lacquer – sparkly and festive, this glittery shade is perfect as a stocking stuffer!"







www.jordanacosmetics.com
Shape your face with this stunning bronzer from Jordana. At this price, it's practically a STEAL

MOTIVES LIP GLOSS £12.75
www.uk.motivescosmetics.com
Just a few swipes of this shimmer gloss from MOTIVES will give you nude lips with a lovely shine.

Apply the Motives Skin Tinting Concealer liberally for all skin types and can be used as a day and night - www.motivescosmetics.com

5. NYX COSMETICS helps you create dramatic liner and cat-eye effects easily with The Curve. Its innovative, ergonomic shape makes applying liquid liner mistake-proof. The grip zone provides just the right hold to make application precise, secure and best of all... effortless! Available at www.nyxcosmetics.co.uk

6. MOTIVES COSMETICS. Defy your age day after day with a Touch of Motives. Beauty must have for your lips, eyes and nails for a softer, more youthful looking you. Touch of Motives contains a Motives by La La retractable lip and eye brush, make up and nail lacquers in vibrant colours! Visit <http://uk.motivescosmetics.com/>



Motives® Glitter Pots - Lagoon Blue

Leverage Social Media!



instagram.com/motivescosmetics



Instagram

Instagram

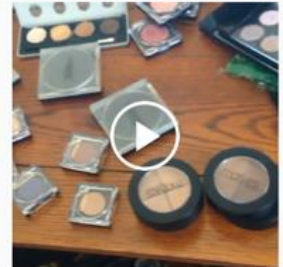
Get the app Log in



motivescosmetics [FOLLOW](#)

Motives Cosmetics All things beautiful! Official page of #motivescosmetics Award-Winning line @lorenridinger @lala team up to create beauty in every shade!!!
www.motivescosmetics.com

16,290 posts 2.3m followers 1,453 following







vegas_nay

1 week ago

Following

Using all of [@motivescosmetics](#) steps as follow: 1.) apply eye base w/ motives "shadow" brush & draw in eyebrows w/ waterproof automatic eyebrow pencil "dark brown" for [@lala](#) 2.) draw a "V" shape w/ "onyx" pencil, to define where you are going to start the crease 3.) using #219 "precision brush" blend upward with e/s color in "Vino" & shade into inner of eye w/ "detailing brush" #229 with same color 4.) pat "Gem Dust" in color 24k all over lid 5.) highlight brow bone using "all over eye blender" brush #221 w/ color "Creme Fresh" 6.) double line top and bottom/outer lash line w/ liquid liner in "Noir" and apply "onyx" pencil to waterline and smudge down 7.) apply false lashes in #111 and proceed with applying motives mascara by [@lala](#) in black 8.) for an Added POP on eyelid, wet #229 brush and apply "Vintage Glam" over the gem dust and brush down to tear ducts. Hope this pictorial was helpful, and Please feel free to ask me any request on what step by steps you would like to see next! Thank you for the AMAZING PRODUCTS!!!!



Leave a comment...



motives
by loren ridinger



MOTIVES
LOREN RIDINGER



vegas_nay

2 days ago

Following

A must have lip combo by
[]@motivescosmetics[] by @lorenridinger &
@lala using my beautiful sister @cehopkins
lippies[]. Motives for La La Mineral Lipstick
in "24k" & Motives Mineral Lip Shine Color
in "Glam" [] [] #obsessed!!! #vegas_nay
#motivescosmetics #lipstick



lorenridinger, moryelshorbagy,
alecarreno73hotmailcom and **44.2k** others
like this.



cely_86

@lovelysunsets I think it's the lighting...



hannahe_03

@ariannaitaliana love it [] []



angcamacho

Love



danistybeauty_makeup

@prettylittleisabellablue I have both. If you
want to try before you buy. If not text me
and I can order for you.



amandafernandesivy

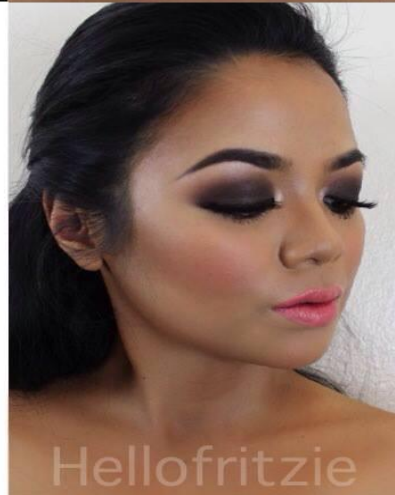
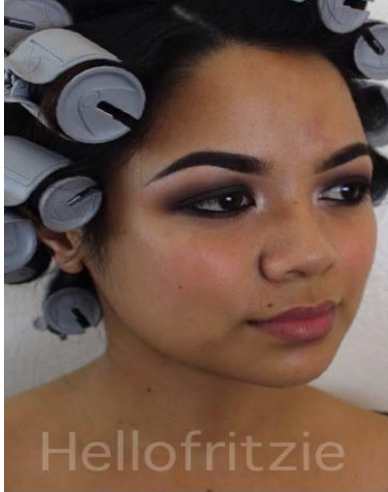


Leave a comment...



MOTIVES
LOREN RIDINGER

Priming & Base



Eyes



Cheeks



Lips



@CarolineBeautyInc

*Time for some of our favourite
product features:*

- 1. Tonight's look created by our
featured Beauty Advisor is...*
- 2. Featured tip / product for this
event is...*

MOTIVES

LOREN RIDINGER

MOTIVES

for LALA

Where do you fit in?

Motives® Beauty Advisor

- Designed for those who want to work as a team, build residual income and earn immediate retail profit
- They are a full business partner
- Suggested to get started with a Motives® Fast Start kit (or professional kit) or can even fill out a Home Shopping List to start their business
- Have access to ALL products across ALL divisions at a UnFranchise® cost
- Can build their kit over time with their monthly Auto-Ship order

We are all a team of entrepreneurs working together to represent our brands and service customers.

Motives® is one division of a larger product brokerage company, Market America.

Working with Motives® provides us with access to dozens of other exclusive products at a UnFranchise® cost, providing the opportunity to build share of customer and earn more income, and most importantly ... expand distribution.



**FOUNDED
IN 1992**



TODAY

**Market America is a Product Brokerage
and Internet Marketing Company
that specializes in One-to-One Marketing
and Social Shopping.**

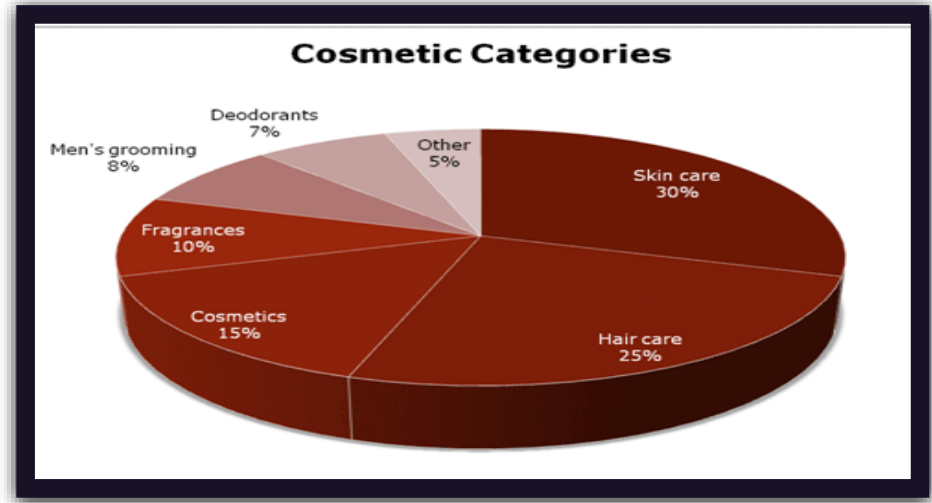


2013 Torch Award Winner
Trust • Performance • Integrity
BBB of Central NC



Skin Care Industry

- The skin care industry is a multi-billion dollar business, estimated to be worth US 43 billion per year. It has steadily grown in the past years, and is expected to grow 6.8% more this year.



Exclusive Skincare Systems

L U M I È R E
DE VIE®

CELLULAR
laboratories®

skintelligence™

Access to Billion Dollar Industries Through Market Singapore®

- Cosmetics

MOTIVES
LOREN RIDINGER

MOTIVES
for LALA

- Skin Care

CELLULAR
laboratories®

L U M I È R E
DE VIE®

skintelligence™

- Weight Management

TLS® WEIGHT LOSS SOLUTION

- Health & Nutrition

dna
miracles™

Isotonix™
The world's most advanced nutraceuticals

Heart Health
Cardiovascular Maintenance

TIMELESS
PRESCRIPTION™

PRIME™
ANTI-AGING NUTRACEUTICALS

nutriClean™

- Personal Care

dna
miracles™
natural

fixx
solution-oriented products®

pentaxyl®

royalspa™ ultimate aloe™

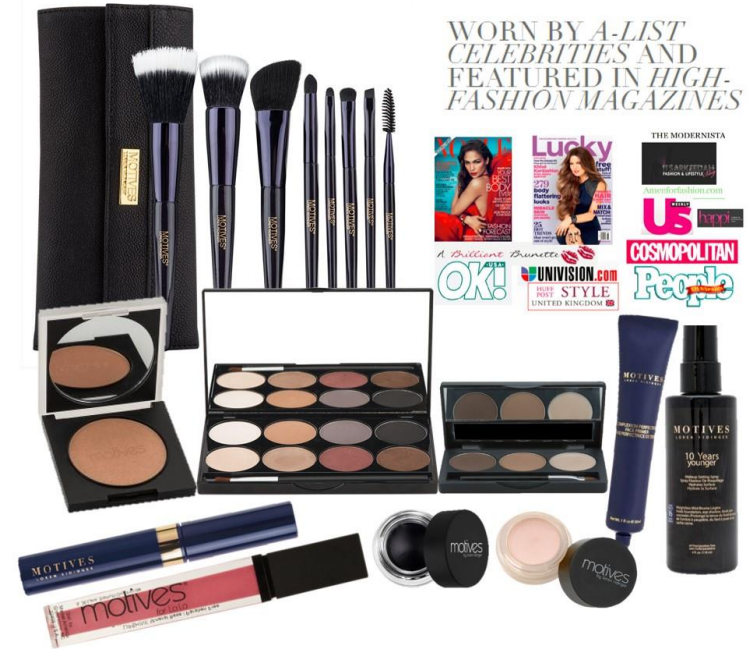
Invest in YOurself!

Become an Independent UnFranchise® Owner & leverage the excitement & exclusivity of the brand.

In addition, you'll have access to thousands of other exclusive products.

MOTIVES

L O R E N R I D I N G E R



MOTIVES
L O R E N R I D I N G E R

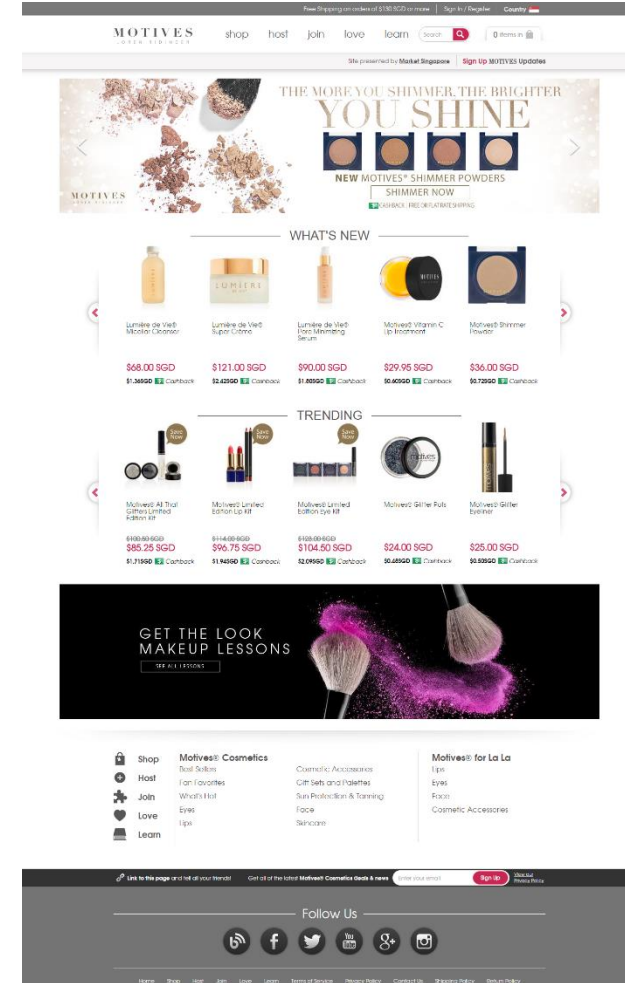
MOTIVES® Unique Business Model

- Get your own website
- We provide training, tools, marketing and support to ensure your success
- Be your own boss and make your own schedule
- Work from home, online or in-person
- Set up Motives® Online Parties
- Proven business system
- Earn residual income



sg.motivescosmetics.com

- Taps into the fastest growing channel in Beauty Care industry
- All the benefits of the website, focused on the Beauty Care customer to increase sales
- Personalised site that is consistently updated
- Constant selling- 24/7
- Free leads for new customers and Beauty Advisors



Foundations

[View All](#)**Face**

Foundations
Concealers
Loose Powders
Pressed Powders &
Compacts
Blushes
Bronzers,
Highlighters &
Luminisers
Primer
Makeup Finishers
Makeup Removers
[View all Face](#)

**Cosmetic
Accessories**

Pencil Sharpeners
Brushes &
Applicators
Eyelash Curlers

Eyes

Eye Shadows
Eyeliners
Eye Shadow
Palettes
Mascaras
Eyebrow Pencils
Eyebrow Kits
Eye Makeup
Removers
Lash Conditioners
Eye Shadow Base
[View all Eyes](#)

**Gift Sets &
Palettes**

Eye Shadow
Palettes
Makeup Gift Sets
[View All Gift Sets
and Palettes](#)

Lips

Lipsticks
Lip Shines
Lip Liners
Lip Treatment
[View all Lips](#)

**Motives for La
La**

Face
Eyes
Lips
[View all Motives for
La La](#)

Skincare

Cleansers
Toners
Masks
Moisturisers
Eye Creams
Treatments
Neck & Throat
Creams
Night Creams
Skincare Sets
Body Lotions
[View all Skincare](#)

Sun Protection

Sunscreen

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LOREN RIDINGER

shop

host

join

love

learn

Search



0 items in 

host

View All



Host a **Motives**
Party



Watch & Listen
to a **Motives**
Party



Our **Favorite**
Parties




Earn Free
Cosmetics &
Discounts



FAQ

Get \$7.50 flat rate shipping on all orders!

Sign In / Register

Country 

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Beauty
for **Life**



Get Started
Now



The
Rewards



Success
Stories

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love

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Our **Story**



Meet The Team



Loren **Ridinger**



Social
Responsibility



La La **Anthony**



Press



Sugar

Create the Look



Sugar

1. Begin by applying "Birch" (Motives Mavens Element Palette) onto the brow bone. Followed by "Native" (Motives Mavens Element Palette) slightly above the crease.
2. Using "Bordeaux" (Motives Mavens Element Palette) apply in the outer corner of the eyes and sweeping it into the crease.
3. Take "Shell" (Motives Mavens Element Palette) and pat onto the lid.
4. Line the eyes using Motives Mineral Gel Eyeliner in Little Black Dress.
5. Taking "Truffle & Bordeaux" apply to the outer part of the lower lash line, then taking "Shell" (Motives Mavens Element Palette) apply to the inner corner of the eyes.

Shop the Look

Buy the Look



Motives® Mavens Element - Includes 8 eye shadows

\$61.00 SGD

\$1.22 SGD Cashback

Add to Cart



Motives® Mineral Gel Eyeliner - Little Black Dress

\$28.00 SGD

\$0.56 SGD Cashback

Add to Cart

Almost Naked

Create the Look



Almost Naked

1. Apply Motives Eye Base to the entire lid.
2. Apply Motives Pressed Eye Shadow in Cappuccino to the entire lid.
3. Line the lower lash line with Motives Kohl Eyeliner in Onyx, then line the top lash line and blend.
4. Apply Motives Lustrify Mascara in Blackout to the lashes.

Shop the Look

Buy the Look



Motives® Eye Base - Single Jar (0.8 fl. oz.)

\$27.00 SGD

\$0.54 SGD Cashback

Add to Cart



Motives® Pressed Eye Shadow - Cappuccino

\$24.50 SGD

\$0.49 SGD Cashback

Add to Cart



Motives® Kohl Eyeliner - Onyx

\$27.00 SGD

\$0.54 SGD Cashback

Add to Cart



Motives® Lustrify Waterproof Mascara - Blackout



Motives® Lip Shine - Daburanta Pink

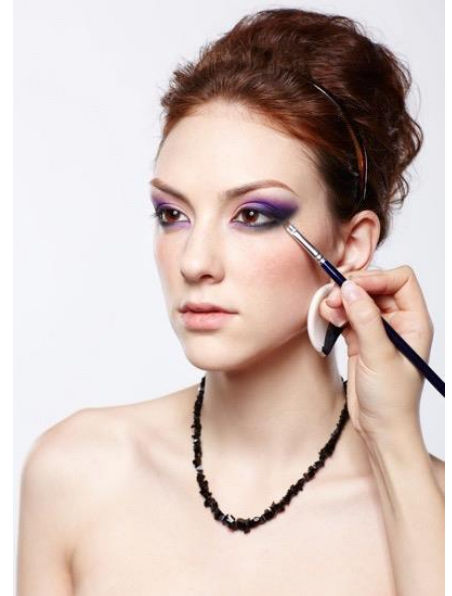
Country

0 items in



A Career Path To Success

- **Motives® is for everyone** from *beginners to elite professionals*
- *You don't need to be a makeup artist.*
 - Basic to advanced trainings
 - Free downloads to grow your business
 - Viral marketing tools
 - Access to a wholesale account through Market Singapore®
- *No matter your level of expertise, **you have a proven career path to success***



Downloads

Motives® Face Chart



All About Skin Event Forms



Beauty Basics Event Forms



New Beauty Products Flyers



Product Usage Charts

Healthy, Balanced Skin

Skintelligence® is an all-inclusive botanical skincare line with natural extracts that soothe skin, giving the appearance of healthy, vibrant skin.

Skintelligence provides alpha-hydroxy acids to help revitalize the skin. Plant-derived extracts like lemongrass and lavender help soothe skin naturally. Other brands claim they contain natural ingredients, but are harsh on the skin. Because of its natural properties, Skintelligence is great for even the most sensitive skin, offering ingredients that are mild yet effective. Creamy and light, Skintelligence is the most valuable botanical skincare around!

In any skincare regimen, the order of products is dependent on the texture of the product — apply the lightest-textured products first, ending with the heaviest. Apply treatments using a light patting motion, ensuring the entire face has been covered.



FOR BEST RESULTS, UTILIZE THE FOLLOWING REGIMEN DAILY.

STEP 1 cleanso	Cleanse with ① Skintelligence Hydra Darn Deep Cleansing Emulsion. First, wet your hands and face. Next, apply the cleanser to the face in circular motions (this cleanser does not foam). Leave the emulsion on the skin for one minute, and then rinse with water. Repeat morning and night.
STEP 2 tone	Toning is necessary for people with skin conditions like acne and excessive oiliness. Toning your skin helps to balance the moisture in the skin, making skin less oily. It is also considered a second step in the cleansing process. ② Skintelligence pH Skin Normalizer would satisfy this step. Holding the bottle 6 to 8 inches from the face, spray two to four times. Repeat morning and night.
STEP 3 detoxify	Apply ③ Skintelligence Facial Firming Masque to the face using clean hands, covering the entire face while avoiding the eye area. Leave the masque on for 10 minutes. Repeat two to three times per week to detoxify and firm the skin.
STEP 4 treat	Apply ④ Skintelligence Skin Perfecting Complex to the entire face. Allow to penetrate the skin before applying moisturizer. Repeat daily.
STEPS 5-6 moisturize	In the morning, apply ⑤ Skintelligence Alpha 24 Triple Revitalizing Complex to the face, avoiding the eye area, in a patting motion for environmental and sun protection. Repeat daily. In the morning and evening, apply ⑥ Skintelligence Daily Moisture Enhancer to the entire face in a patting motion, avoiding the delicate eye area. Repeat daily.

skintelligence®



DAILY.

cular motions, apply the cleanser to

texture in the skin, making skin less

ing a thin layer covers the face

— apply the lightest textured

ext, use ⑤ Lumière de Vie

Repeat morning and night,

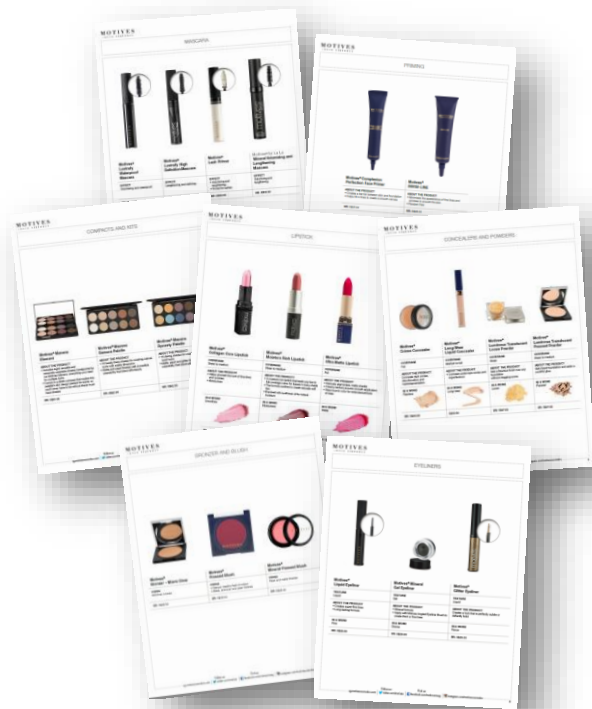
factor. Using the applicator,

... motion of the application, will help to increase the

... darkness and under-eye circles. Repeat morning and night.

skincare

Sales Aids



MOTIVES®
Product Chart






Market Singapore®
MA Catalogue



6 Reasons Why
MOTIVES®

Support / Tools to Guarantee Success

- Loren's Official Motives® Group
 - (add themselves to FB page. This is for business owners / Beauty Advisors, only)
- www.meeton.com
 - Beauty Channel
 - Motives® Monday Series with Lisa Martin
 - Search a desired topic / follow field leaders
- Follow Motives® on Social Media (copy content)
 - YouTube  officialmotives
 - Instagram  motivescosmetics
 - Facebook  motivesmasg

Motives® Trainings & Workshops

- Motives® Overview

Motives In Motion Level 1 Training Series:

- Motives® Brand Overview, Product Knowledge and Marketing
- Skincare & Personal Care: Product Knowledge and Marketing
- Motives® Application Workshops
 - Flawless Face
 - All About Eyes
 - Perfect Pout
 - Advanced Skin Solutions
 - Online Parties Programmes

FAST START KIT

MOTIVES
LOREN RIDINGER



PRODUCT	QUANTITY	PRODUCT	QUANTITY	PRODUCT	QUANTITY
1. Motives® Pressed Eye Shadow – Whipped Cream	1	13. Motives Kohl Eyeliner – Dryx	1	25. Market Singapore® Product Catalogue – Single	5
2. Motives Pressed Eye Shadow – Cappuccino	1	14. Motives 8-Piece Deluxe Brush Set	1	26. Getting Started Guide – Single	5
3. Motives Pressed Eye Shadow – Steel	1	15. Motives Vitamin E Lip Treatment	2	27. One-to-One Marketing Flip Chart – Single	5
4. Motives Pressed Eye Shadow – Juicy Plum	1	16. Motives Moisture Rich Lipstick – Obsessed	1	28. UnFranchise™ Management System	2
5. Motives Paint Pot Mineral Eye Shadow – Marshmallow	1	17. Motives Moisture Rich Lipstick – Dyster Bay	1	2-month service (SGUFMS)	
6. Motives Pressed Blush – Pretty in Pink	1	18. Motives Essential Brow Kit	1		
7. Motives Pressed Blush – Baby Doll	1	19. Motives Mineral Gel Eyeliner – Little Black Dress	1		
8. Motives Supreme Crème Foundation – Medium Light (Yellow Undertone)	1	20. Motives Waterproof Eye Pencil – Dark Chocolate	1		
9. Motives Full Coverage Photo Finish Powder – Neutral Medium	1	21. Motives Lustrafy Waterproof Mascara – Blackout	1		
10. Motives Eyes Base	2	22. Motives Lustrafy High-Definition Mascara – Midnight Blue	1		
11. Motives Complexion Perfection Face Primer	2	23. Motives Makeup Remover Towelettes (pack of 30)	1		
12. Motives 10 Years Younger Makeup Setting Spray	2	24. New UnFranchise™ Owner Subscription Kit	1		

Total \$5550.00

+Tax (Includes shipping)

Retail Value: \$51,132.90 | Savings: \$5582.90

Motives is a Market America trademark registered in the USA. Shades are subject to change based on current market demand.

marketsingapore | SHOP•COM™

MOTIVES
LOREN RIDINGER

What is YOUR Interest Level?

Rate Yourself (1-3)

1. You'll be a customer —> **Head to table and fill out an order form**
2. You are interested in the opportunity to work with the line and need more information —> **Book a follow-up**
3. Get me started now! **I want to be part of the Motives® team**





**STOP
WAITING
FOR
THINGS
TO
HAPPEN
GO
OUT
AND
MAKE
THEM
HAPPEN**

Steps Moving Forward

1. Try Product
2. Evaluate Business Model
3. Attend Motives® Trainings
4. Host an Event

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for LALA