Enfuselle Spa Night

This meeting can easily be completed in about one hour. If the atmosphere is comfortable then many people will stay longer to ask questions and chat. Allow about 20 min for arrival after the official “start” time and then one hour to complete the spa. It seems like there is a lot to cover but really the meeting moves quickly if there are not a lot of questions. If you want to include a more complete nutrition meeting then you could allow more time.

**Resources** – Review the detailed information in the product guide under the Enfuselle section and in the back under the clinical studies. It’s not necessary to remember the percentages and you can just read them from the book. There is also a nice chart that shows each step of the process and what choices there are.

Look at your personal website and at the bottom of the starting page there are videos about each product line. Review the Enfuselle video here and take some notes on it.

Review the powerpoint presentation that Monika Stanton uses during her spa meetings. This includes a lot of detailed information about nutrition and nutrition for the skin. She has also produced a set of notes that describe her full presentation. She has been very successful with generation of PV at these meetings.

**Invitations** – You can use special cards from the store saying “You’re Invited” or fill in the blank type cards (date, time, event, etc.) If you use something like this then you can add a small (3” x 3” even) note describing the meeting to the envelope or glued to the card. Invite them to a “spa” but make sure to mention Enfuselle. Here’s a sample of the text: *“If you could use a little pampering, then you’ll want to join us for this Facial Spa. We’ll focus on lavishing you with hot steamed towels, healthy nutrition for your skin, chocolate and wine! Join us around the table for a delightful and relaxing time. You’ll leave with the softest skin ever.”*

**Set-up** – This meeting is best done around a large table where everyone can see the presenter. A special plate is set at each place. This could be china, glass, decorative heavy paper, or a regular dinner plate. The plates do tend to get wet. Each plate holds at least three cotton pads or balls and a couple of Q-tips. Sometimes there is a headband or hairtie for each guest. Two handouts are set under the plate with a pen. Include a few small decorative bowls for the dirty cotton pads.

Have all of the products on a nice tray or plate in the center of the table or near the speaker. Show that ALL of these things come in the kit. Have another plate for the extra items like the masque and special treatments. The table doesn’t have any nutrition products or other handouts on it. Keep it simple and beautiful. You could also use the Shaklee water pitcher on the table and talk about clean water.

Other items include mirrors for each, or every other place, and a gift/sample bag. Sample bags can include a PM Repair sample and 180 Energy Teas as well as anything else that you might have (Basic H). Sometimes chocolates are included. A few spray bottles with water are needed for the cleaner and toner steps.

In the kitchen one or more crockpots need to be heated up for the warm cloths. They are easiest to work with if they are rolled or folded in the water. Usually two per person works fine. They can use one after the cleansing step and one after the masque. It may be best to purchase, or borrow, a set rather than using your own. Sometimes there is a lot of makeup on the cloths. It is essential that there is a person at the spa who can be a runner for the speaker. It takes some time to get the cloths out of the crockpots and hand them out. Use tongs and make sure to squeeze them out so that they are not too hot and so there isn’t a lot of dripping. Lastly, it is necessary to have several large bowls to transport them and to have on the table for dirty ones.

Keep the food simple. It isn’t necessary to have much more than a snack. It could be a veggie tray and tea or chocolate and wine. Reality is that many women are excited about having a fun dessert and/or wine at the spa. This works well in the evening towards the end of the week. Other spas are great as a tea party in the morning. Some people will only serve healthy snacks and Shaklee filtered water. It’s totally up to you!

**Handouts** – “Wish List” – this allows each guest to follow along with what we are using. We always encourage them to make notes on the sheet and to circle the items that we have used so they can remember what they liked.

“Nutrition for the Skin” – This is referenced throughout the meeting as we talk about nutrition. Usually a few are highlighted such as B-Complex, Vitamin C, Omegas, Optiflora, and of course 180.

**Drawings** – It’s fun to have a drawing at the end of the meeting. This could be a hand and body lotion or shower gel, or a cleansing bar with a lip treatment. Just figure out how many drawings you need and what price range you would like to do. An easy way to do a drawing is to have a sticker under a few plates or have a few colored plates. Whoever gets those wins. Of course if your “regular” guests are seated at those places you can always change to a paper drawing where everyone puts a slip into a bowl.

**Meeting Notes** – What is important is to decide how much time will be spent on the Shaklee Difference and nutrition. There is a nice balance of education with getting to the fun part of applying the products in the spa. When guests have been promised a hands-on spa It’s good to get them started quickly. Nutrition and other product lines can be mentioned throughout. Just remember that this meeting can get a bit chatty!

2 –min story by the host and/or the presenter

Welcome to our spa! This is all about you. Take a rest and enjoy being without children for an hour. We want you to feel beautiful. When we look better we feel better.

We will go through the simple 3 step system while adding a few special treatments. If it’s evening then we’ll talk about getting our faces ready for bed.

Ask the group – “Do you feel that your skin is aging faster than you?” Our skin is an outward expression of our internal health (acne, eczema, omega 3, alfalfa, etc.)

Visualize a city street – a bus goes by, the sun is shining, you’re in a hurry…

73,000 free radical attacks every day to our skin. These damage our DNA and collagen which leads to wrinkles and spots.

Things that contribute to these attacks – sun, chemicals (shower – iron and chlorine), smoke, diet, stress, medication.

Why do we have skin care products? We want to add a layer of protection to our skin, but that’s not all. Some companies use chemicals and that’s all that they can provide – just a layer to block out free radicals (and maybe not even all of them). Shaklee Enfuselle provides a layer of protection for the skin that contributes to growing new healthy cells.

**Apple Demo** – describe the experiment and pass the sheet. This is used as a way to explain oxidation, and to introduce that Shaklee’s Enfuselle has a high level of Vitamin C and E. Shaklee uses the right nutrients in the right forms and in the right amounts. Other companies may say that they have vitamin C but there isn’t enough. What it says on the bottle is not always trustworthy. You can also reference the supplements and talk about the Shaklee difference. Enfuselle blocks ALL free radicals and helps to grow new healthy cells.

Look at the other demos and see that some of them have grown mold etc. Gross!

Ask the group – “What is one goal that you have for your skin?” Allow a few moments to share (maybe just a few people) and then you can address all of these concerns throughout the meeting. You could also have them fill out a notecard for you that includes this info., but it’s fun to share them out loud though as many people have the same issues.

**Describe Enfuselle – Why Shaklee?**

Developed as an anti-aging line

A million $ went into testing and research on this line. It was tested in different climates and with people of many cultures and skin types.

How it’s made – Shaklee purity…testing standards…Always safe, Always works, Always green.

The Foundation of Enfuselle is: Vital Repair Complex, 7 antioxidant nutrients, 7 patents (you can reference the research and clinicals section of the product guide as there are many studies shown there on Enfuselle).

Alive and active Vitamin C and E

The full kit will give you the best results. Skin cells turn over in 28 days. The clinical results are over the span of 28 days – week by week healing.

There are a few statistics that are really impressive. You could hold up the product guide and read them off from there or just list a few. Using the product guide allows them to be able to see where it is and be able to find it again when they go home.

665% increase in skin firmness

421% decrease in appearance of wrinkles with AM Repair

88% reduction of fine lines

**UV Light Demo** – Shows a black and white photo as compared to a UV photo showing sun damage. The third photo shows the skin after using a treatment regime of Enfuselle. This is just another example to remind them of the damage our skin gets every day that we often don’t think about. Pass it around so that everyone can see if up close. Having a 180 testimony, with before and after images, on the back isn’t a bad idea too.

**Start the spa** (limit the previous information to about 10-15 min. More can be added as you go).

Emphasize the 3 step system – cleans, neutralize, repair.

In our spa we will be adding additional steps for pampering. Don’t need to do everyday!

Very Important: At each step keep asking them how their skin feels. Remind them that it should feel light, no smell, no color, skin is breathing…

\*Depending on the size of the group you may want to limit the number of steps shown. Usually we will do some of the steps on the face and others on their hand just so that they can try everything.

The speaker will introduce each step and then pass the products around the table. The best is for a helper or the speaker to place a small amount on the back of the person’s hand. They can then use their fingers to dab into it. Start with a small amount and emphasize that the products are super concentrated just like the cleaners, if they are familiar with Get Clean. The products should last 6 months or more. Remember that when looking at the cost.

To keep it simple use the normal to dry line only. One exception is that some people prefer the gel cleanser. You could offer both but it can be confusing. Using the normal to dry line also is more gentle so no one has a bad reaction. It is possible for some people, red heads esp., to be sensitive to ANY new products. Assure them that Shaklee is very gentle and super safe without the chemicals that they may be afraid of with other brands. Most people will have a change in their skin for the first 3 -5 days after switching to anything new. If someone during the spa has a reaction just have them wash it off and rest. They can use their hand for the rest of the treatments.

The following works well with any size group:

1. **Eye make-up remover** – ok with contact lenses
2. **Cleanser** – ph balance, soap free, vitamin E dissolves pollution. Have each person spray their face or hands with water before using the cleanser. No so much that it causes drips though. When they are done deliver a warm wash cloth to remove the cleanser.
3. **Masque** – avoid eye area, rest for 10 min. study - 268% increase in smoothness.

After a few people have their masque on start coming around with the **Refining Polisher**. They can treat one of their hands with this. This is an exfoliant with jojoba beads. Usually this is used in the shower or at the sink and is washed off with water. They can use their first towel to get it off. This idea is just to be able to try it and feel what it is like. It is possible to add this as an additional step for their faces but it takes a bit longer and you might need another cloth. On the plus side it does provide for an additional spa type treatment.

While the masque is setting and pulling toxins out of the skin you can spend some time discussing nutrition, either by reviewing the “Nutrition for the Skin” handout or by introducing Vitalizer. Briefly describe what’s in Vitalizer and the delivery system. A great opportunity to discuss the Shaklee difference and the Landmark Study. This is a great place to have a different speaker – maybe the host or another business leader for variety.

If there is a special dessert at the spa a helper can serve it at this time or offer drink refills. It’s nice to pamper them and offer this service.

Be sure to take some photos while everyone has a white face! After about 10 min give everyone another warm towel and they can get everything off of their faces.

1. **Toner** – neutralizes free radicals, ie. iron in the tap water. Spray the face with water and put the toner on a cotton pad. You could also spray water into the pad first.
2. **Repair Products** – Review and emphasize the 3 step system. These products include the highest concentration of the Vital Repair Complex (nutrients and botanicals). Patented delivery system of C & E. Remember the “Apple Demo”. PM Repair enhances collagen production and boosts elasticity.

Before passing it, starting talk about how the PM Repair is different from anything else that they have ever used. It’s super soft, like liquid silk and you only need a little bit. Apply a small amount of PM Repair to the back of their hands. Start small and add more if they need it. Remind them to treat their necks also instead of just their faces, for all of the steps. Ever seen a woman with a beautiful face but a wrinkly neck?

If it’s night and they are using PM Repair on their faces then add some AM Repair (SPF 15) to one of their hands to try. If it’s a daytime meeting then they can decide which to apply to their face. It’s still fun to use the PM Repair.

1. **Eye Treatment** – place on back of hand and use 4th or 5th finger to apply. Reduces lines and puffiness.
2. **Hydrating Moisturizer** – Use Q-tips to get some out of the bottle. Add to dry patches. Some people use this after swimming, in the winter, after plane travel, etc. This will confuse some people as they might not have been listening or don’t understand why there is another step. Remind them of the 3 step system and if you’ve heard any comments about price you can show them that this is an economical choice to start with.
3. **Lip Treament** – pass around and they can use their Q-tips to get some off. SPF 15.
4. **Special Treatments** – If there is time you can show **Calming Complex** (quick recovery from stress, sun, airplanes, winter sports) or **Instant Firming Serum** (chamomile, proteins, reduces horizontal lines on forehead, eyes, mouth). \*It may make sense to add this before the repair product. It's good at the end so it doesn’t confuse the whole group. At a minimum put some of this around one eye or one side of the mouth. Some people use this every day to get extra Vital Repair Complex but others use it only when they are going out for a special night for a quick lift. It’s like an easy facelift. It feels unusual and just has to be tried, if you have it. If not, then just skip it.
5. **Hand and Body Lotion** – and Shower Gel. At least mention these. If you are lucky enough to have a helper who is great at hand massage that person could move around the table with the Hand and Body Lotion giving each guest a 5 min. massage. This is usually a favorite!

**Closing** – You can show the kit box if you have one. Offering 10% off or free shipping for orders placed at the event is a great idea. Talk about the options that are available, including joining as a member for a great lifetime discount, purchasing their favorite spa products, hosting a spa meeting at their home, giving gifts, or sharing with others/referrals. Of course if there are non-members in the room then you can cover the benefits of membership and what membership is not. The close will depend on how much of this info was shared during the 2 min. stories and throughout the meeting.

During this type of spa meeting it is fun to make comments and use examples from other product lines. Usually at the end of the spa there is a lot of Q & A about nutrition and even cleaning. If there is time and more than one leader at the meeting take a moment to sit with each person before they go. It is also great to have a schedule of upcoming meetings that they can hear about, esp. 180.