

Spa Wisdom GNO

(2005 notes from conference session led by Denise Senter) Modified by Tracy Peterson

Say:

Welcome Ladies to our Spa Wisdom GNO.

I would like to congratulate you for choosing to come tonight. You are some of the first people to experience this wonderful new product line from the Body Shop.

The spa wisdom products represent centuries of wisdom gathered from around the world.

These products use the best of our community trade ingredients like honey from Zambia and babasu oil from Brazil.

You are going to have so much fun tonight and when you leave here you will be relaxed and your skin will feel soft and velvety smooth. I am going to teach you how to cleanse, polish and protect your skin while customizing your own personal spa experience with indulgent, effective pampering for mind, body and soul.

(insert HERE your own introductions and usual opening if desired.)

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(Fill tubs as usual, DO NOT give them the product. Instead – pour the Dreamboat Milk Bath into the tubs while all back in their seats waiting to saok. DO NOT tell them WHAT it is – not yet.)

(Speak slowly and clearly – use your best, sweet monotone voice. Even and steady.)

Say: To start the spa experience I want you to close your eyes.

Take a deep breath.

Can you smell the sweet scent of lotus and frangipani flowers?

Feel the warm water caress your feet.

Continue to breathe deeply and relax.

Imagine your entire body submerged in warm water infused with honey and lotus flower milk.

The product you are experiencing is our Dreamboat Milk Bath. This is not a bubble bath.

It's designed to diffuse in water to leave your skin with a satiny, glossy feel after a relaxing

soak. It can also be used on a wash cloth, bath lily or other accessory to cleanse your skin in

the shower. The honey that is used in this product comes from our community trade supplier in

Zambia where the honey and wax is collected from bees that live in the wild. If you have dry

skin, look for products that contain honey. (Now - Pass container around so everyone can smell.)

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[**Blissful body cleanser** – to be shared here. - available in October 2005- cleanses with gentle exfoliation using bamboo, coconut milk and Community Trade beeswax.] – we will add more info when it comes out.

For those of you who prefer a more tropical, spicy scent and lots of bubbles I would recommend the Bajik spa coconut milk shower cream. It softens using mango seed oil and coconut milk gives you the highest amount of foam in your bath. (if you have this, pass it around to compare)

(Ask for feedback)

Say: **How do you feel?**

How does your skin feel?

Are you relaxed?

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**That first step was just the cleanse step. I have lots more pampering for you tonight.
The next thing we are going to do is polish the skin.**

There are two ways to polish the skin.

- **You can use a scrub to remove all the old, dead skin cells. That is called exfoliation. It is sort of like raking the leaves from your yard. The scrub in the spa wisdom collection is called *Africa Spa salt scrub*. If you don't polish your skin to remove the dead skin cells before you moisturize it's like putting lotion on dirt. Speaking of which - did you know that 90% of the dust in your house is actually old skin cells? THAT is exactly why exfoliating is so important!**

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[Use Africa Spa GNO card for Salt Scrub (contains honey and beeswax to moisturize and lock that moisture in.) Shave AFTER using salt scrub, not before

You can talk about some of our accessories that polish such as the bath gloves, foot tool...]

[If they prefer an oil-based scrub, refer them to **Bajik Sugar and Rice Scrub**. The lotion-based scrub, such as the Africa Spa or Cocoa Butter scrub, will rinse more completely. The oil based scrub, such as the bajik, mango or coconut will leave a moisturizing layer of oil that you can see when the water beads up on skin]

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Now remember - there are two ways to polish the skin. Exfoliation or...

- The other way to polish, and you would not do both on the same day. Is to use a mask.

A mask polishes the skin much like a vacuum by drawing impurities out of the skin.

The ***Purify Me Mask*** is a rich, soufflé like mask. It contains community trade shea butter and kaolin clay. Kaolin clay is the same clay that they use to make fine china. It is also called porcelain clay. It is tough on impurities, yet gentle on you.

[Sample on the back of the hand or on one calf. Best if sampled on dry skin]

This mask uses geranium oil, grapefruit oil and frankincense to moisture and polish your skin. It is the ultimate in a 3-minute spa. Just smooth the mask on exposed areas of your body, wait just three minutes and rinse it off in your shower or soak it off in your bath. Total luxury in less time than it takes you to make a PB&J sandwich.

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One question that frequently comes up is if this product can be used on the face. The answer to that question is no. The rule with body care/facial care products is that you can go down, but not up. Facial care products can be used anywhere on the body. Body care products can be used for feet, but not face. Foot care products can be used for feet only.

If you like the kaolin clay, you might want to try our *Warming Mineral Mask*

[preview the warming mineral mask and the faces are forever GNO.]

If you are the total spa girl type and would prefer to mask your entire body and then lounge around for 10-15 minutes you might want to try our *Bajik Clay and Herb Mud*. The clay and herb mud also uses kaolin clay. It has a spearmint scent with basil leaves to exfoliate.

[Pass it around to smell]

[Ask for feedback again. Here you can break from the demo give your booking/recruiting talk.]

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The last step in a great beauty regimen is to protect your skin.

Every 21-28 days your skin regenerates. If you cleanse, polish then protect, you are then going to moisturize that skin which will be with you the longest.

[Refer to Africa Spa GNO cards for **Cocoa Body Balm** and **Hands and Feet Honey Butter**. Also introduce the spray oil and body cream from the Bajik line. Pass the products around so everyone can smell them. Show the collections flyer...]

To round out your pampering experience we have Spa Wisdom Monoi Miracle Oil. Monoi miracle oil is an amazingly versatile oil. It contains community traded babasu oil from Brazil. It softens skin, enhances a bath or massage and conditions hair beautifully.

[Share additional products or whatever you usually do. I would refer back to the home spa concept and point out the products used again and where to locate them in the catalog. I would also suggest additional products such as home fragrance and the bath pillow to enhance an at home spa experience.] (Use your closing cards as usual – share Collections, hosting, etc.)