

DERM EXCLUSIVE®

What is Derm Exclusive®?

Derm Exclusive® is Beachbody's line of breakthrough skincare. It is a complete system featuring Fill & Freeze, a wrinkle treatment that delivers visible anti-aging results instantly. The system includes four professional-grade products that target all four signs of aging—fine lines and wrinkles, sagging skin, dark spots, and dullness. It delivers instant results that your customers will see firsthand the moment they give it a try, with results that get better over time with continued use. This skincare line is another way Coaches will be able to help more people achieve their goals and enjoy healthy, fulfilling lives by providing them with healthier, more radiant skin.

What you get:

Derm Exclusive is sold as a complete system for visibly younger skin. There are 3 different kits that are available for purchase.

You may purchase a one-time 30-day Introductory Kit for \$49.95, or the 30-day Introductory Kit on Home Direct for \$39.95, which saves you \$10.00 and automatically enrolls you in the 90-day Home Direct program. All Home Direct orders include Super Discount shipping.

Our Introductory Kit consists of a 30-day supply of each of the following products:

- Micro Peel Resurfacing Pads
- Intensive Repair Serum
- Collagen Lift
- Fill & Freeze® Wrinkle Treatment
- Plus: A bonus Fill & Freeze Wrinkle Treatment (30-day supply)

Our 90-day Advanced Kit costs \$119.95 (retail price) and consists of a 90-day supply of the same products in the 30-day Introductory Kit, and also includes two free bonuses—a second full-size Fill & Freeze Wrinkle Treatment and a Signature Derm Exclusive Travel Bag—plus free shipping. Purchasing this kit automatically enrolls you in the 90-day Advanced Kit Home Direct program.

Our 90-Day Ultimate Kit costs \$164.55 (retail price) and provides all the items in the 90-day Advanced Kit, including the second full-size Fill & Freeze Wrinkle Treatment and signature Derm Exclusive Travel Bag, plus three more full size products: Facial Cleanser, Age Defense Moisturizer SPF 30, and Volume Lip Therapy SPF 15—plus free shipping on

the initial shipment. Purchasing this kit automatically enrolls you in the 90-day Ultimate Kit Home Direct program.

All the collections come with either a 30-day or 90-day money-back guarantee (depending on your kit size).*

Is this product for me?

Every Coach will want to experience this fabulous line by using Derm Exclusive as part of his or her daily routine. Regardless of age or gender, it just makes sense for people to take care of their skin, which by the way is considered the largest organ of the body.

How can I increase my earnings with Derm Exclusive?

Just like our other Beachbody® products, you will be able to earn 25% commission on every Derm Exclusive kit that you retail and 15% commission on every kit that is sold to a Club member. So, depending on the kit purchased, you can earn commissions of \$5.99 to \$41.13. You will also earn 15 PV/CV on the Introductory Kit, 60 PV/CV on the Advanced Kit, and 85 PV/CV on the Ultimate Kit.**

Item	Retail	Club (10%)	Coach (25%)	CV/PV	S&H on initial shipment
One time 30-day Intro Kit	49.95	44.96	37.46	15/15	\$6.95
30-day Intro Kit w/HD	39.95	35.96	29.96	15/15	\$6.95
90-day Adv. Kit w/HD	119.85	107.87	89.89	60/60	Free
90-day Ult. Kit w/HD	164.55	148.10	123.41	85/85	Free

What Coach tools are available to help me reach out to my customers about Derm Exclusive?

Derm Exclusive is not a product line we encourage Coaches to build their business with; however, many of your fitness customers and many Coaches in your current organization will want to take advantage of the Coach discount we now offer. Beachbody has developed some communication tools that will help you spread the word to your current organization about Derm Exclusive. You will find the following items on the Team Beachbody® Web site.

- Product Training Guide
- FAQ
- Talking points
- eCards

- Sample email
- Ad banners for your personal Web site
- Ingredient list
- Recorded webinars
- "No-No" list (what's not included)

Remember that the best tool available to sell Derm Exclusive is you. Use this skincare line yourself and the results will be visible, making you your most valuable marketing tool!

Can I incorporate Derm Exclusive into my Challenge Groups?

The Challenge Group program gives you a wonderful opportunity to introduce the skincare line as an add-on to the products that your customers are already using. Think of it as a great complement to the products we offer, and it provides them with the complete package for looking their best. Introducing the members of your Challenge Groups to Derm Exclusive will be natural as they start looking and feeling better from whatever fitness or nutritional program they are engaged in.

Here are some examples of how you might introduce Derm Exclusive to a current Challenge Group by posting on the Facebook wall of their group:

"Hey, everyone! Some people have been asking me about Derm Exclusive. Go to my Web site, BeachbodyCoach.com/xxxx, and click on shop or the banner to read more about it. If you are looking for a totally new you, this skincare line is certainly impressive. If you have questions, let me know!"

Hot tip: Be sure to tell people that if they do happen to go to DermExclusive.com that they will need to go to your replicated Web site to make their purchase. If they don't, then you will not get credit for the sale.

How can I reach out to my customers outside of Challenge Groups about Derm Exclusive?

All your existing customers will benefit when you share Derm Exclusive with them. Chances are that they have seen the infomercial on TV, and they would have no idea that they can purchase it from you unless you tell them.

Here is how you can reach out to your Shakeology® customers:

"Hey, Jane! I have had a few inquiries from my Shakeology customers about our line of skincare products called Derm Exclusive. Your skin is already benefiting from the superfood ingredients of your Shakeology, now it can benefit from the outside with this amazing line of skincare. If you are interested, go to my Web site BeachbodyCoach.com/xxxx, check it out, and let me know if you want to try it for 30 days. I

have posted my "before" and "after" pictures on my Facebook wall if you want to see the results I have gotten so far. If you have questions, let me know."

You can reach out to your Beachbody Ultimate Reset™ customers the same way, by simply letting them know that you now have a product that works on improving their skin from the outside, much like the detox and cleanse work from the inside. Both programs go hand in hand.

Here is how you can reach out to one of your fitness program customers:

"Hey, Bill! Your P90X® transformation is really awesome, and you seem to be feeling so much better. I wanted to share with you another great product that we offer called Derm Exclusive. It is our skincare line that's for men and women. I have been using it and have already noticed the lines around my eyes are disappearing. Men these days don't think anything about getting cosmetic procedures done, and now Beachbody has a product for much less cost, and you can do it yourself in the comfort and privacy of your own home. I would love to have you try it for the next 30 days and tell me what you think. How does that sound?"

Keep in mind that Derm Exclusive comes with a 30-day or 90-day money-back guarantee,* so inviting Challenge Group members and customers will be a natural fit with the timing of their existing programs.

Wrap-Up

Beachbody is committed to helping every individual enjoy a healthy and fulfilling life. Our Derm Exclusive line does just that by creating breakthrough skincare at an affordable price. Be sure to share it with all the people on your team who want to look young and be their very best.

*Money-back guarantee less shipping and handling.

**Beachbody does not guarantee any level of success or income from the Beachbody Coach Opportunity. Each Coach's income depends on his or her own efforts, diligence, and skill.

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