

HOW TO DESCRIBE PRODUCTS TO VIP —

Shampoos:

Black Shampoo- Black Shampoo is going to get rid of any oils and balance out the PH levels of your scalp, so that you can wash your hair less. It also contains our ingredient for growth called capixyl -this counteracts the formation of DHT which causes hair thinning & loss. With consistent use you may notice thicker strands and fuller hair.

Renew Shampoo- Renew shampoo is one of our more hydrating shampoos that gently cleanses, penetrates, & moisturizes the scalp. It is designed to improve follicle strength & give you stronger healthier hair while reducing hair thinning.

Smoothing Shampoo - Smoothing Shampoo gently cleanses and nourishes while smoothing and softening the hair cuticle to reduce frizz and dry static flyways. It uses a blend of amino acids for total frizz control for smoother, sleeker, and silkier hair.

Revive Shampoo - Revive Shampoo is going to balance out the PH levels of your scalp, so that you can extend your washes, and gently cleanse while plumping your hair strands for a fuller look. It uses clinically proven ingredients to increase density, strength, and manageability to bring body and life back to limp/fine strands.

Intense Repair Shampoo- Intense Repair Shampoo is going to get rid of any oils and balances out the PH levels of your scalp with rosemary & mint for an intense clean. This will provide you with the clean slate & healthy scalp environment you need for regrowth. It also contains x3 the amount of Capyxyl, our ingredient for hair growth, than any other shampoo we have so it boosts quick natural hair regrowth.

Advanced Hydrating Shampoo- advanced hydrating shampoo restores dull, lifeless, parched hair with softness, elasticity, and shine. This shampoo is formulated with ingredients to instantly hydrate & infuse hair with moisture that is usually stripped from processing. It is a lightweight formula that acts like a drink of water for dry parched hair. It rebuilds elasticity & is perfect for color treated and damaged hair.

Super Nourish Shampoo- Super nourish shampoo is a nourishing oil infused creme shampoo created to deeply moisturize dry to ultra dry hair. It uses a custom blend of our rejuvenique oil, grapeseed, sweet almond and mango seed butter, pomegranate seed oils to penetrate and transform dry strands to softer, smoother, healthier looking hair.

Restructuring Shampoo- Restructuring shampoo is a mild and creamy cleanser that rebuilds, re-hydrates, and fortifies tresses. It undoes and prevents breakage, restores strength and beauty to overstressed + over processed hair. Damaged hair is left stronger, softer, more manageable and full of moisture.

Junior Shampoo- A gentle and non-irritating shampoo that cleanses the hair without drying. It is tear-free, sulfate and paraben free, and safe for children ages 1-9. Dermatologist & ophthalmologist tested.

Clarifying Shampoo - Clarifying Shampoo is an ideal weekly/biweekly deep cleansing shampoo if you are using lots of styling products! It is formulated to instantly lift surface impurities, wash away excess styling product buildup, and help rebalance surface oils to bring freshness and a sense of cleanliness. ****note: this is not a daily shampoo must recommend daily shampoo from list above

Conditioners:

Deep Smoothing Conditioner- Deep Smoothing Conditioner works on all hair types to nourish, control frizz, and add brilliant shine. It is lightweight enough for daily use and is going to give your hair strand itself the moisture it needs as well as fighting fly-aways and frizz and protecting against humidity!

Super Nourish Conditioner- This conditioner is an ultra-nourishing solution for dry to ultra dry hair and uses hand selected oils for silky and stronger hair.

Revitalize Conditioner - Revitalize Conditioner is created for fine and limp hair. It delivers body, moisture and vital nutrients to aid in plumping and energizing hair from the roots to provide an extra boost in volume.

Intense Repair Conditioner- Intense Repair Conditioner is a rich but lightweight everyday conditioner to strengthen and thicken hair. It uses a replenishing treatment and Capixyl (our ingredient for growth) to hydrate and stimulate natural growth.

Advanced Hydrating Conditioner- Advanced hydrating conditioner is a lightweight conditioner that treats all hair types. It supplies an immediate surge of exclusive thirst quenching hydration from root to tips to improve bounce, body, and shine. This line uses hyaluronic acid based technology to quench moisture starved strands & detangling formula to increase softness and manageability.

Restructuring Pre Wash Conditioner- A lightweight pre-shampoo conditioner that shields strands from friction and further damage during washing, leaving hair luscious & healthy. It's a deeply intensive rinse out conditioner designed to dramatically improve hair elasticity and rescue damaged tresses from the inside out to rebuild, re-strengthen, restructure and resurface leaving each strand looking smoother, shinier and stronger.

Junior Conditioner- Gentle conditioner that is designed to combat frizz, help with shine, and improve manageability.

Restore Leave In- This leave in packs an extra punch of moisture. It's designed to replenish the hair with essential nutrients to tame frizzy flyaways leaving fragile hair silky and strong. You can use this on wet or dry hair to refresh hair & instantly moisturize. It also uses crodasorb to protect your hair from harmful UV rays. ***does not replace regular conditioner

Duos: NOT TO REPLACE DAILY SHAMPOO ONLY USED TO ENHANCE BI WEEKLY OR MONTHLY

Brilliant Blonde- Enhances blonde and golden hues

Perfectly Platinum/ PURPLE SHAMPOO- Say goodbye to brassy tones. This duo enhances silver and platinum hues.

Beautiful Brunette- Enhances brown and honey hues

Treatments:

Heavenly Moisture Masque- Heavenly Moisture Masque is an ultra hydrating lightweight gel cream masque for dull lifeless thirsty hair. It is going to increase the hydration in your hair and help improve hair's elasticity & manageability to prevent damage and breakage. It restores bounce, body and shine – adding a cloud of hydration with natural oils, vitamins and minerals.

Super Moisture Masque - Super Moisture Masque is a rich masque that provides nourishing moisture replenishment to restore dry, dull, brittle hair to its soft & silky condition. It promotes healthy shine by infusing hair with natural oils, minerals, and vitamins while replenishing depleted amino acids for improved hair texture and manageability.

Replenish Masque- Replenish Masque is a repairing and hydrating masque ideal for damaged and moisture starved hair. It is going to repair and moisturize by delivering vital nutrients to help eliminate frizz and reduce split ends. Hair is left silky, more manageable, and thicker.

Hair Transformation Maque- Is an intensive, ultra-rich reparative hair masque that fixes breakage, strengthens, softens, and transforms the look of damaged, brittle, over-processed hair within minutes through fiber reconstruction & plant based proteins. It also seals and reinforces the newly reconstructed cuticle layer with a defensive shield to prevent breakage and split ends.

Charcoa Geleel Hair Masque- A blend of two activated charcoals act as a magnet to help remove impurities without stripping or drying—creating the ideal foundation for beautiful hair. The lightweight,

modern gel-cream texture leaves hair feeling refreshed and revitalized, and for an extra boost of radiance, it's infused with Meadowfoam Seed, Abyssinian and Coconut Oils which provide enhanced hydration, manageability and shine.

Rejuvabeads - Rejuvabeads selectively targets and mends split ends and other damaged or stressed areas along the hair shaft, eliminating breakage and frizz, decreasing friction, increasing shine and helping improve color. Hair is left stronger, more flexible, manageable and resilient.

Double Action Hydrating Serums- A leave-in treatment for dull, lifeless thirsty hair, that combines long-lasting hydration with body-building ingredients to restore hair vibrancy, bounce and shine. Each light spray fueled by hyaluronic acid based technology transforms dull, lifeless, parched, thirsty hair strands into beautiful healthy-looking tresses, radiating with improved body, bounce and shine.

Inner force restructuring Serum- This innovative, high intensity dual chamber treatment serum moisturizes and nurtures the hair and works to rebuild, restrengthen, restructure, and resurface each hair strand. Both serums penetrate deep into the hair cuticle with two NEW proprietary, state-of-the-art ingredient technologies exclusive to MONAT, FIBER RESCUE™ and REJUVENIQUE S™, to dramatically improve the look and feel of hair elasticity, rescuing damaged hair from the inside-out.

Rejuvenique Oil - Rejuvenique Oil is our magic multi-tasking elixir. It mimics the body's natural chemistry, and is a replenishing treatment that has 100 different uses!

Intense Repair Treatment - An intense daily leave in treatment spray for thinning hair that helps stimulate the scalp and boost the natural growth of thicker and fuller hair. It also reduces scalp inflammation and counteracts the formation of DHT – the two factors associated with thinning hair.

Lash & Brow Enhancing Serum - Eye Wonder is a high-performance serum formulated with clinically proven ingredients such as Capixyl, which helps increase the strength and condition of brows and lashes. It also contains Fision KeraVeg18, a vegetable-based alternative to animal keratin which helps strengthen and improve the luster of lashes and brows!

Studio One:

Air Dry Cream- Air Dry Cream is a weightless styling cream that allows you to air dry your hair free of frizz on the days you want to take a break away from heat. It can be twisted into your hair for heatless curls or into a bun for heatless waves. It provides a super soft & smooth texture!

Blow Out Cream- Blow Out Cream is going to give you a silky, smooth feel while also restoring softness and shine! It's designed to reduce styling time, protects hair from the heat of the blow dryer, and conceals any signs of damage!

Thermal Protect Styling Shield- A lightweight styler that protects hair from the extreme heat of styling tools, (up to 450°) minimizing the amount of damage to hair and delivering long-lasting hold and shine. It absorbs and dissipates heat into the hair, helping to prevent moisture loss and hair damage caused by thermal treatments and high temperature styling tools.

Curl Cream - Curl Cream is a lightweight curl-perfecting styling product that is specifically designed to give you full, round, bouncy curls that are soft to the touch, never crunchy! It contains nourishing shea butter, babassu oil, and murumuru seed butter to help improve manageability and softness.

Anti Frizz Primer - Anti Frizz Primer is going to smooth, strengthens, and protects against frizz. It will not weigh the hair down. Adds smoothness and shine and you can pair it with any other styling products!

Refinish Control Hairspray - Refinish Control Hairspray is a flexible medium to light hold hairspray to set, style, and finish. It is going to give you texture, volume, and natural shine – all without any sticky residue or build-up. It's also humidity resistant and buildable so that you can create your desired hold.

Dry Texturizing Spray- a dry texturizer that adds extra volume instantly. It provides effortless body and dimension, no matter what style you choose. Whether it's an intricate up-do, your signature messy bun or tousled hair it holds lift and fullness for textured styles that last all day.

Dry Shampoo- This is a high performance dry shampoo that absorbs oils, dirt, impurities in between washes using micro fine rice starch that expands to add volume to the roots. This is propane and butane free unlike other dry shampoos and won't over dry your hair or scalp.

Styling:

Thickening Spray- Thickening Spray is going to add extra body, bounce and volume to the hair shaft and give a flexible hold. You spray into damp hair and follow with the blow dryer to plump hair and give a fuller and thicker appearance.

Reshape Root Lifter - Reshape Root Lifter increases hair density, strength, and manageability. It creates long-lasting volume with an alcohol free root amplifying spray that increases volume. Its a non sticky formula you'll spray into your roots and brush over with a blow dryer to lift roots.

Tousled Texturizing Mist - Tousled Texturizing Mist is going to create multiple styles with a variety of textures. It's a non-sticky formula that helps to define layers and provide another layer of texture and depth. It will also add volume without weighing your hair down!

Moxie Magnifying Mousse - Moxie Magnifying Mousse is infused with our rejuvenique oil to help condition the hair while providing a touchably soft hold. It creates weightless body and volume without any stiffness or crunchiness. It also includes Crodasorb to help protect the hair against harmful UV rays which can lead to dryness! (Typically what normal mousses do)

Restly Instant Sculpting Taffy- Uses a unique pliable sculpting base to amplify and enhance hairstyles. Great for flyaways and for anyone who creates sleek styles.

Unknot Detangler- A lightweight detangler with a conditioning treatment that restores hair, leaving strands soft and knot-free. Infused with REJUVENIQUE S™, this multi-tasking leave-in detangler strengthens and conditions as it instantly detangles and smooths frizz leaving hair feeling silky and touchably soft.

Mens Line:

Cream Shave- A rich and soothing cream shave that leaves skin smooth, sleek and revitalized. Provides a close, comfortable shave. Helps to soothe skin. Moisturizes skin making it feel silky, never greasy.

Aftershave + Moisturizer- A rich and velvety Aftershave + Moisturizer that helps to soothe skin, minimize ingrown hairs and provide excellent skin hydration. Helps to prevent moisture loss and refine fine lines. Calms the burning sensation and skin irritation experienced after shaving. Helps to reduce ingrown hairs and razor bumps

Groom Styling Clay- Is a lightweight and pliable Groom Styling Clay. Designed with our secret weapon, Kester Wax, it makes creating a variety of modern styles easy with a matte finish. Plus, it gives fine hair that extra boost it needs.

Beard Oil- A moisturizing Beard Oil specially formulated with lightweight oils to help hydrate the beard and skin, to soften and tame unruly beards and moustaches.

EXAMPLE EXPLANATIONS-

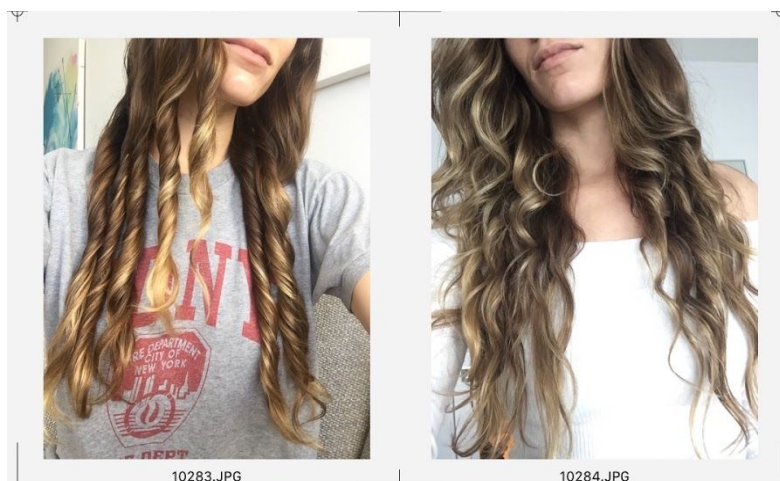
- 1) Okay yes I know exactly what you need to get that hair looking luscious. First thing is first we gotta address that oil. Our black shampoo will work to balance out the PH levels of your scalp

without drying out the rest of your hair so it's going to address the oil issue. I have two friends on it that used to have to wash their hair everyday and now can go 3 days without washing and it blows their mind. It also addresses hair thinning so if you're suffering from that it's going to provide the density and fullness you may or may not be lacking. I would pair it with our smoothing deep conditioner that we call keratin in a bottle. It softens the cuticle helping hair fight frizz while leaving it super soft. It's very moisturizing so it will deliver the hydration you are missing in your life while further protecting your hair from the nasty humidity of Florida. An additional recommendation I have is our blow out cream since you are applying heat so frequently!! If you're blow drying your hair you need to be protecting it and that's what the blow out cream is, you apply it on damp hair and what it will do is shorten styling time and protect it from heat damage. It is literally my best friend I never liked heat protectant spray but with this cream I can literally feel my hair turn into butter it gives it such a soft feel.

- 2) What I would put you on would be the intense repair shampoo this has 3x our ingredient for growth so it will stimulate your hair follicles but also gently cleanse to balance ph levels of your scalp so that you can wash your hair less. I would pair it with the matching conditioner for lightweight hydration that won't make you more greasy and still focus on thickening hair and getting NEW growth! What you might also like would be our replenish hair masque, it's great for frizz, dryness, and thickening. It helps get hair shiny and soft by delivering nutrients that your hair is lacking and it's used as a treatment 2-3x a month to reduce damage! Or you might want to try our dry shampoo to help extend your washes- it is free of butane and propane so it's not gonna fry your hair and will help with the oils.
- 3) Alrighty what I would do for you would be the renew shampoo- it's our most hydrating and works to strengthen your hair while delivering shine and moisture to it! It's my personal go to. I would pair it with the advanced hydrating conditioner because it uses hyaluronic acid to deliver all of the hydration to dry thirsty frizzy hair! It's great for keeping hair manageable and soft. And then finally we could do our air dry cream to help style your waves with a weightless hold. It helps your hair air dry free of frizz by creating heatless waves or curls. Or you might also be interested in a hair masque like our replenish to do once a week as a treatment and deliver protein and nutrients to your hair to maintain overall health and further assist the frizz + reverse any damage!

TIPS TO CLOSE VIP-- this is as complicated as you make it

- Use photos to reinforce the products and what they can do for example if you are talking about the air dry cream throw in a before & after pic to give clients a visual:



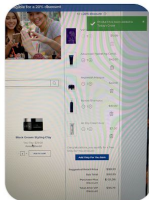
You can find photos through monats hashtags like #monatairdrycream or facebook pages like <https://www.facebook.com/groups/371014133056105/?ref=share>

- Use keywords to help you SELL the products people want to know what the products will do for them & how they will change their hair. “Silky, Smooth, Bounce, Body, Shine”
- Do NOT talk about pricing until AFTER you have explained the products & desired results
- Do not confuse potential customers by offering them various pricing options like retail, VIP, and MP price. Offer them only the VIP option. If they ask you about other options then explain retail:
 - Pays full price
 - Pays \$10+ for shipping
 - No free product
 - No access to flash sales
 - Once you explain this 10/10 customers will understand why you presented them with the VIP option in the first place-- because its more affordable and gives them more bang for their buck!
- When explaining the VIP program you can do it multiple ways. I like to send a picture of the cart to my potential customer so she can see everything she is getting including the discounts. From there you can ask her for her info:
 - Full name
 - Birthday
 - Email + Phone number

To send her the approved shopping cart & then go over the VIP program in depth via voicenote:

- One time 19.99 fee granting her/him access to flash sales & VIP perks
- 15%-40% discount on this order and future orders
- Free shipping and free OFY product when they spend \$84+ on all flexship orders
- Birthday credit
- You have to fulfill two more orders in your lifetime and these are called flexships. I set you up for two months from now with our rejuveniqe oil as a placeholder & a week before shipment you'll get an email reminding you and me of it- at that point we can make changes to the items in the order and the date. It's called a flexship because it's super flexible. By no means does that order have to go out & there is no commitment if you do not like the products you will have 30 days to get a complete refund. (The more relax you are when explaining this the more relax they will be- do not make this harder than it needs to be.

Example of pricing breakdown for potential VIP:



Here are the different options of the products I told ya! If you want them all it would be \$136! Or we can just start you with 3 products :)

Let me know which is the most appealing to you so I can go ahead and send it to ya!

136 it's fine,

Okay what's your

Full name
Birthday
Email
Phone number to send it over!

If you are offering a variety of products 4+ I like to show them examples of the different carts and the pricing so they can feel like they are in control and they can choose what they are comfortable with.

- How to send shopping cart:
https://m.youtube.com/watch?v=ipZaKsU9_nQ&feature=youtu.be&fbclid=IwAR1JnJ31RH615tHTGB8_TFPw0GhghmnmvNilVm87iJKulAcuE0Yj9sLwt1Aw *In the video she clicks SAVE on the flexship page, personally I prefer to SAVE on the personal info page so they open the file on that page instead of the Flexship page.*
- Follow UP! 90% of my business came from FOLLOWING UP. Not every person you send a shopping cart to will purchase right away. Sometimes we get busy and have other things going on. If you just sent a cart and it's been an hour you can follow up and let them know that the cart does expire & to let you know if they have any issues when completing check out! If it has been a few days try to follow up with a flash sale:
- Heyyy Sam I know we spoke about your personalized system last week & you didn't get a chance to complete check out but we actually just launched an amazing flash sale today that ends sunday and i thought of you! *explain briefly why and the sale* I can send you a new cart if you are ready to start your healthy hair journey!
- Watch product knowledge videos and VIP training in the facebook groups! A great reference for breaking down VIP & MP convos is this video <https://youtu.be/wRjLikGtPp0>

Be sure to create your own hair quiz through google forms follow instructions here:
<https://vimeo.com/user109976298/review/398701944/f7952ca3b0>

Quick reference for product knowledge:

- Curly Hair:
 - Advanced hydrating shampoo & conditioner: thin-medium ultra dry hair
 - Renew shampoo: washes every 3+ days, for medium- thick dry hair
 - Super nourish duo: looking to get curls back, medium-thick hair (NO capixyl)
 - Smoothing conditioner: for untamable frizz
 - Restore leave in conditioner: instantly hydrates and refreshes curls
 - Replenish masque: slightly dry, frizzy, brittle hair
 - Super moisture masque: dry hair lacking moisture
 - Curl cream: lightly defines for SOFT curls
 - Moxie Mousse: more definition without crunch
 - Air dry cream: helps create weightless curls
 - Sculpting taffy: helps define curls acts like hairspray in a bottle
- Volume:
 - Revive volume shampoo: washes every 2+ days, thin limp hair
 - Revitalize conditioner: washes every 2+ days, thin limp hair (Cannot have frizz)
 - Root lifter: heat activated to lift roots
 - Dry texturizing spray: INSTANT volume created with texture
 - Tousled texturizing mist: beach waves and defines layers
 - Moxie mousse: weightless body and volume for fuller look on dry or wet hair
- Frizzy Hair:
 - Smoothing shampoo: medium- thick hair
 - Smoothing conditioner: medium to thick hair
 - Replenish masque: helps with brittle dry frizzy split & damaged hair
 - Restore leave in conditioner: moisturizes instantly helps with frizz

- Frizz fix primer: 12 hour frizz protection
- Damaged Hair:
 - Renew shampoo: for dry brittle hair
 - Replenish masque: helps with brittle dry frizzy split & damaged hair, helps thicken
 - Restore leave in: strengthens & thickens hair
 - Restructuring shampoo & conditioner: treatment shampoo not for primary use (NO capixyl)
 - Hair transformation masque: bond building to reverse damage (NO capixyl)
 - Inner force restructuring serum: treatment to reverse damage (NO capixyl)
 - Rejuvabeads: split end mender
 - Unknot detangler: prevent further damage with conditioning treatment
- Dry Hair:
 - Advanced hydrating shampoo & conditioner: very dry thin-medium hair
 - Heavenly hydrating masque: lightweight gel masque for ultra dry thin-thick hair
 - Double action serum:
 - Renew shampoo: for dry flakey scalp, medium-thick hair
 - Super nourish shampoo & conditioner: ultra dry, medium-thick hair (NO capixyl)
 - Super moisture masque: for medium-thick hair lacking moisture
 - Replenish masque: slightly dry thinner hair looking for thickness & strength
 - Junior shampoo: dry SENSITIVE scalp
- Thinning Hair:
 - Intense repair shampoo & conditioner: washes daily, major hair loss (3x Capixyl)
 - Black shampoo: washes daily, minor thinning
 - Revive volume shampoo: washes every 2+ days, thin limp hair
 - Revitalize conditioner: washes every 2+ days, thin limp hair (Cannot have frizz)
 - Renew: washes every 3+ days
 - Intense repair treatment spray: spray into BALDING spots
 - Thickening spray: heat activated to plump hair strands for more hair density
- Oily hair:
 - Black 2-in-1 shampoo: washes daily + thinning issues
 - Intense repair shampoo: washes daily + SEVERE balding
 - Revive volume shampoo: washes every other day/ every 2 days + thin + limp
 - Clarifying shampoo: washes everyday + uses a lot of styling products (not a daily shampoo)
 - Charcoal gelee masque: for all hair types helps strip build up

Notes

- You can get an ingredient sheet & instructions for every product in your back office under Resources> Resource Library> Haircare Product Information
- All our products are sulfate free meaning they are safe for color treated hair
- All of our products (except lash serum & thickening spray) are infused with rejuvenique oil-- learn about it here: <https://www.youtube.com/watch?v=EIAL3su77j4>
- What products do NOT have Capixyl in it?
 - OFY Products do not contain Capixyl. Once the OFY product becomes a permanent part of the line, the active ingredients are added. If the product is an OFY version, it will not have Capixyl in it.
 - Beautiful Brunette Conditioner
 - Beautiful Brunette Shampoo

- Black Aftershave + Moisturizer
- Black Beard Oil
- Black Cream Shave
- Brilliant Blonde Conditioner
- Brilliant Blonde Shampoo
- Champ Conditioning Dry Shampoo
- Clarifying Shampoo
- Curl Cream
- Double Acting Hydrating Serum
- Hair Transformation Masque
- Heavenly Hydration Masque
- Inner Force Restructuring Serum
- Junior Gentle Conditioner
- Junior Gentle Detangler
- Junior Gentle Shampoo
- MONAT GENTLE CLEANSING DOG WASH
- MONAT PET FRESHEN UP DEODORIZING SPRAY
- Perfectly Platinum Conditioner
- Perfectly Platinum Shampoo
- REJUVABEADS
- REJUVENIQE LIGHT
- Rejuveniqe Oil Intensive
- Restructuring Prewash Conditioner
- Restructuring Shampoo
- S3
- Studio One Anti-Frizz Primer
- Studio One Thermal Protect Styling Shield
- Super Moisture

I got my VIP now what?

- Send basic wash instructions:

First shampoo:

You have to do it twice because the first time won't lather

SHAKE THE BOTTLE

Do a small quarter size into your palm and rub together with water to activate it before putting into your scalp, your hands should be white

Wash hair and let it sit for two minutes

Rinse and REPEAT!

masque: wring out all the water from your hair and apply a little more than a quarter size to the palm and into hair use a comb or brush to even it out and try to focus more midshaft down and let it sit for 5-10 min. Rinse.

Conditioner: Wring out hair again and for conditioner and apply a nickel size into palm and hair let it sit for 2-5 min and then rinse

- How to wash with monat: https://youtu.be/Pq2gBWCjQf0?fbclid=IwAR0edk27tDPN-TuAGZSo4VVXJ9mao2CZGsL-OP5zH69V1q9lhhUzdGVT_NDQ
- What Monat does to your hair: <https://www.youtube.com/watch?v=AVNTOh5Mwr0>