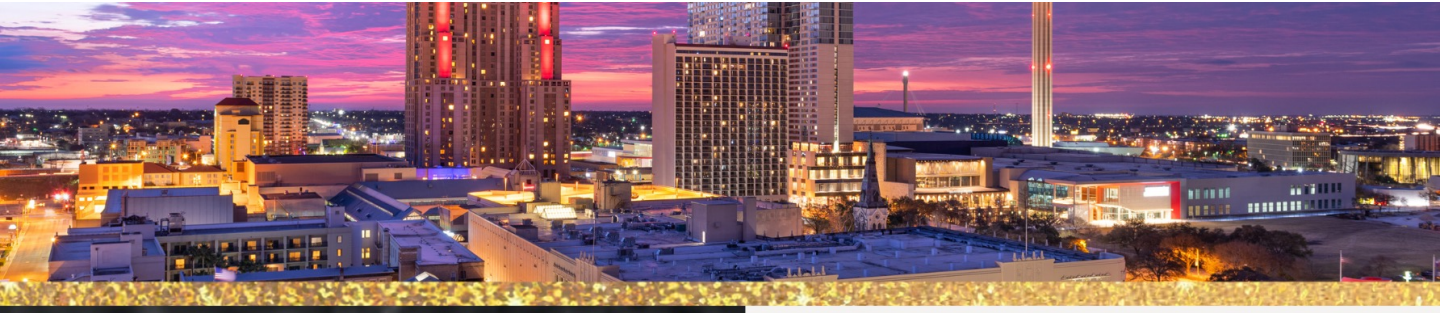


SAN ANTONIO Success Summit



Celavive Skincare Playbook

By Jared & Crystal Crebs

Warming Up Your Contacts – DM or Text 🔥

Step 1: FOR FRIENDS YOU HAVEN'T SPOKEN TO IN AWHILE:

W1: Hey FIRSTNAME, just checking on you. Are you staying safe and healthy right now? Sending my love! <3

Step 2: <AFTER THEY RESPOND, ASK ANOTHER QUESTION THAT IS SPECIFIC TO THEM>

That's awesome! How's work? How's the family? **<THE MORE SPECIFIC THE BETTER>**

IMPORTANT: Be interested in them. Don't ramble about yourself. Keep it light, friendly, and DO NOT mention any products. This interaction should only be 1-2 questions max. And last for only 1-2 days max. Then go to Step 3.

Step 3: <STOP ASKING QUESTIONS & CLOSE OUT THE INTERACTION>

It was really nice chatting with you FIRSTNAME. I hope you have an awesome day. (Or awesome night. Or awesome weekend.) **<STOP ASKING QUESTIONS & END THE INTERACTION>**

Step 4: Let at least 1 day go by with zero interaction. It's ok to let 2-4 days go by as well, but no more.

Step 5: Initiate invite to your choice of RESET Plus, Celavive Experience or Online Business.
<THEY ARE WARMED UP & READY>

**You can always change the wording of any script to make it sound like you, but keep the structure and content the same.*

Text Invite to Celavive Basket Experience



C1: Hi FIRSTNAME! I need your help with something. We have some new skincare products and I'm looking for friends to try it for 3 days and give me their feedback. **<NEW PARAGRAPH>**

I have a sample basket to loan out this week. Would you be open to give it a try? Would be nice to connect and say hello regardless!

C2: Ok sounds good. I can bring it to you later today at TIME or tomorrow at TIME. Could either time work?

C3: Got it. What's your address again?
<SKIP C3 IF YOU ALREADY HAVE THEIR ADDRESS>

C4: That will work! I will text you before I head over. I hope you have an awesome day. (or night)

***When you meet, read them the "Giving The Basket" Script in person to explain everything.**

Situational Texts For Those Who Don't Respond



P1 (if prospect does not respond after 1 day, send this):

Hi *FIRSTNAME or NICKNAME* I'm not sure if you saw my message above. I hope you're having an awesome day. <**AFTER THEY RESPOND, PICK BACK UP WHEREVER YOU LEFT OFF>**

P2 (if prospect does not respond for 2 days, send this):

Hi *FIRSTNAME or NICKNAME* I'm assuming you don't want to give it a try. If I am mistaken let me know. You are still an awesome friend.

How to Make the Celavive Basket



Contents in the Basket:

1 Makeup Remover

1 Gentle Milk Cleanser (dry/sensitive)
or
1 Creamy Foam Cleanser (oily/combo)

Ask their skin type and only give them 1 of these.

1 Perfecting Toner
1 Vitalizing Serum
1 Hydrating Eye Essence

1 Protective Day Cream SPF30 (dry/sensitive)
or
1 Protective Day Lotion SPF30 (oily/combo)

Ask their skin type and only give them 1 of these.

1 Replenishing Night Cream (dry/sensitive)
or
1 Replenishing Night Gel (oily/combo)

Ask their skin type and only give them 1 of these.

3 Day Sample of Healthpak (optional)
or
3 Day Sample of 24Hour Nutrition (optional)

You decide which sample you will include in the basket.

1 Healthpak Flyer (see attached)
or
1 24 Hour Nutrition Flyer (see attached)

Depending on which sample you give.

1 Custom Celavive Pricelist (see attached)

1 Handout with Details on Each Celavive Product (see attached)

Giving Them the Basket Script

The most important thing when you drop off the basket is to read them the script below and set up an exact DAY and TIME that you will be picking up the basket and asking them some questions about their experience. Your prospect needs your leadership, urgency, and accountability. You are giving them a big gift!

SAY THIS: Hi FIRSTNAME how have you been? **<SMALL TALK FOR A MINUTE>** So, I have a little script to read you that will explain everything in the basket.

1. First of all, do you consider your skin to be "dry/sensitive" or "oily/combination"? **<LET THEM TALK>** Ok, in that case I'm going to let you try the products that match your skin type and remove the ones that don't match. **<QUICKLY REMOVE THE ONES THAT DON'T MATCH>** Before I explain each one, let's agree on the time I can pick this up in 3 days. Today is _____, so could I pick this back up from you on _____ at the same time as today? Could that day and time work? **<FIGURE OUT AN EXACT DAY & TIME>** Ok sounds good. Let's go through everything… **<READ THE SCRIPT BELOW FOR EACH PRODUCT IN THEIR BASKET>**



Conditioning Makeup Remover. This is for all skin types. Apply generously to a cotton pad and gently sweep across eyes, lips and face. This gentle formula dissolves the toughest long-wear or waterproof makeup while moisturizing your skin. Wipe away liner, lipstick, or eye makeup in one clean sweep, leaving your skin feeling soft & hydrated without any oily residue. Key ingredient is Squalane, a plant-based natural moisturizing treatment. Follow with Gentle Milk Cleanser or Creamy Foam Cleanser, Paraben Free.



Next is **Gentle Milk Cleanser**. For dry/sensitive skin. Gently removes dirt and impurities without stripping your skin's natural moisture as a creamy, everyday cleanser. Features Olivol Botanical Blend, fruit extracts that provide hydration & support skin's natural repair process. Key ingredients are Glycerin, which pulls moisture to support a healthy look. Squalane, a plant based natural moisturizer. And Sodium Lactate, a form of lactic acid that gently exfoliates the skin. Apply 2-3 pumps over the entire face & neck in a circular motion. Rinse with lukewarm water & pat dry. Follow with Perfecting Toner. Paraben Free.



Next is **Creamy Foam Cleanser**. For oily, combination, or breakout prone skin. This creamy cleanser creates a rich lather that lifts away dirt & oil while gently exfoliating dull, dry skin. Featuring Olivol Botanical Blend, fruit extracts that provide hydration & support skin's natural repair process. Key ingredients are Lauric Acid, to gently exfoliate and promote better looking skin tone. Glycerin, which pulls moisture from the air to support a healthy look. And Palmitic Acid, to soften the skin & add moisture retention. Apply a cherry-sized amount to damp face & neck in circular motion. Add water to create a rich lather. Rinse thoroughly & pat dry. Follow with Perfecting Toner.



Next is **Perfecting Toner**. For all skin types. This is an essential step to balance the PH levels of your skin to absorb the benefits of the serum & moisturizers to follow. Featuring USANA's Incelligence Technology to decrease the appearance of fine lines & wrinkles. Includes: Olivol Botanical Blend, fruit extracts that provide hydration & support skin's natural repair process. Peptides, amino acids that hydrate and reveal visibly firm, younger looking skin. After cleansing, apply 3-4 drops of Perfecting Toner to a cotton pad. Sweep gently over face and neck. Do not rise. Follow with Serum, Eye Essence, and Moisturizers. Dermatologically Tested. Paraben Free.

Giving Them the Basket Script



Next is **Vitalizing Serum**. For all skin types. Clinically proven for younger looking skin. Referred to as "Liquid Gold in a Bottle", our best-selling powerhouse serum dramatically reduces the appearance of fine lines and wrinkles, discoloration, large pores, & loss of elasticity. Preserve your skin's natural beauty with this breakthrough formula. It features USANA's Incelligence Technology which counteracts lifestyle stress aging like the appearance of fine lines & wrinkles. Moisturizes to create dramatically younger skin. After applying Perfecting Toner, apply 2-3 pumps of Vitalizing Serum evenly across face & neck in an upward, outward motion. Follow with Hydrating Eye Essence or moisturizer of your choice.



Next is **Hydrating Eye Essence**. For all skin types. Lightweight, ultra-hydrating eye serum for sensitive skin under the eyes. Combines peptides, avocado oil, apricot fruit extract and gingko biloba extract to diminish the look of visible dark circles, puffiness, and crows feet. Brightens, lifts, and smooths the look of eyes. After applying Perfecting Toner and Vitalizing Serum, use applicator to massage product around the eye area. Then use clean ring finger to gently pat the product into skin. Follow with moisturizer of your choice.



Next is **Protective Day Cream SPF 30**. For dry/sensitive skin. Begin each day beautifully by protecting your skin from the leading cause of premature skin aging. This moisturizing cream protects and provides rich hydration for healthy-looking skin. It is also the perfect primer before applying makeup. Dermatologist tested, paraben free and features the **Olivol™** Botanical Blend.



Next is **Protective Day Lotion SPF 30**. For oily, combination, or breakout prone skin. Begin each day beautifully by protecting your skin from the leading cause of premature skin aging. This lightweight lotion protects and hydrates for healthy-looking skin. It is also the perfect primer before applying makeup. Dermatologist tested, paraben free and features the **Olivol™** Botanical Blend.



Next is **Replenishing Night Cream**. For dry/sensitive skin. This rich cream promotes hydrated, radiant skin with a luxurious blend of natural botanicals and powerful peptides designed to fight the appearance of wrinkles and restore the youthful look of your complexion overnight. Dermatologist tested, paraben free and features **InCelligence™** technology and the **Olivol®** Botanical Blend. Apply a pearl-size amount over face and neck in upward and outward motions after Toner or Vitalizing Serum and Hydrating Eye Essence.



Next is **Replenishing Night Gel**. For oily, combination, or breakout prone skin. This lightweight gel formula enriches your skin with natural botanicals and powerful peptides to moisturize and revitalize the look of skin overnight for long-lasting, visible improvements in your skin's natural radiance. Dermatologist tested, paraben free and features **InCelligence™** technology and the **Olivol®** Botanical Blend. Apply a pearl-size amount over face and neck in upward and outward motions after Toner or Vitalizing Serum and Hydrating Eye Essence.



Here is the pricelist with your options if you end up liking what you try. **<HAND THEM THE PRICELIST>** On the left is the Step-by-Step Instructions to follow. Also there are deals if you get the full Regimen Pack, or if you get the cleanser, toner, daytime, and nighttime, which are called the Celavive Basics. **<POINT TO BOTH ON THE LIST>** When I pick up the basket in a few days, you can fill out the order form below to get any of the products you'd like.

Lastly, I brought you a 3 day sample of the vitamin packs to try because the health of your skin starts on the inside. Let me quickly explain the vitmain packs **<HAND THEM THE FLYER AND READ IT TO THEM QUICKLY, ALSO SHOW THEM THE VITAMIN PACKS>**

USANA Healthpak with Incelligence



- Balanced Health
- Bone and Joint Health
- Brain and Nerve Health
- Heart Health
- Skin Health
- High Quality Bioavailable Nutrients

2 Vita Antioxidant Tablets w/ Incelligence Technology (Morning & Evening)

*Powering your cells to signal and communicate at their best. Full range of vitamins and antioxidants combined with Incelligence Technology for maximum protection each day.

2 Core Mineral Tablets (Morning & Evening)

*Premium blend of highly absorbable minerals, trace minerals, plus valuable amino acid and vitamin C. Helps balance & regulate your body chemistry.

Evening Packet is identical



1 CellSentials Booster Tablet (Morning & Evening)

*Contains Pterostilbene to help balance your blood sugar, Alpha-Lipoic Acid for stress, Olivol to maintain a healthy heart, and Quercetin to lower inflammation. Protects your cells to support healthy cell aging.

1 MagneCalD Tablet (Morning & Evening)

*Thoughtfully balanced magnesium, calcium and Vitamin D supplement to support your brain, heart, muscles, & energy metabolism.

*USAGE: Take one packet in the morning with food. Take one packet in the evening with food.

28 Day Retail Price: $147.35 (Box)
28 Day Preferred Customer Price: $133.95 (Box)
5 Day Trial: $25

Contact the person who shared this with you for the lowest prices & discounts!

US HealthPak Box

DIRECTIONS: Take one (1) packet in the morning and one (1) packet in the evening, preferably with food.

Supplement Facts

Serving Size 1 Packet
Servings Per Container 56

Amount Per Serving		%DV
Vitamin A (as 25% (516 mcg) Retinyl Acetate and 75% (2700 mcg) as Beta Carotene, Mixed Carotenoids)	1804 µg RAE	200%
Vitamin C (as Magnesium, Calcium, Potassium, and Zinc Ascorbates)	500 mg	556%
Vitamin D3 (as Cholecalciferol)	31 µg	155%
Vitamin E (as d-alpha Tocopheryl Succinate)	67 mg	447%
Vitamin K (as K1 [Phytonadione] 240 µg, and K2 [MK-7 Menaquinone] 30 µg)	270 µg	225%
Thiamine (Vitamin B1)	15 mg	1250%
Riboflavin (Vitamin B2)	15 mg	1154%
Niacin (as Niacin and Niacinamide)	20 mg NE	125%
Vitamin B6 (as Pyridoxine HCL)	16 mg	941%
Folate (as 300 µg Folic Acid)	500 µg DFE	125%
Vitamin B12 (as Cyanocobalamin)	100 µg	4167%
Biotin	150 µg	500%
Pantothenic Acid (as D-Calcium Pantothenate)	45 mg	900%
Choline (as Choline Bitartrate)	51 mg	9%
Calcium (as Calcium Citrate, Carbonate, and Ascorbate)	238 mg	18%
Iodine (as Potassium Iodide)	250 µg	167%
Magnesium (as Magnesium Citrate, Carbonate, and Ascorbate)	238 mg	57%
Zinc (as Zinc Citrate)	10 mg	91%
Selenium (as L-selenomethionine and Sodium Selenite)	100 µg	182%
Copper (as Copper Gluconate)	1 mg	111%
Manganese (as Manganese Gluconate)	1 mg	43%
Chromium (as Chromium Polynicotinate)	150 µg	429%
Molybdenum (as Molybdenum Citrate)	25 µg	56%
Mixed Tocopherols (D-gamma, D-delta, D-beta Tocopherol)	40 mg	†
Inositol	64 mg	†
N-Acetyl L-Cysteine	80 mg	†
Coenzyme Q10	6 mg	†
Lutein	300 µg	†
Lycopene	500 µg	†
Silicon (as Calcium Silicate)	4.25 mg	†
Boron (as Boron Citrate)	1.83 mg	†
Vanadium (as Vanadium Citrate)	20 µg	†
Ultra Trace Minerals	1.5 mg	†
InCelligence™ Complex and CellSentials™ Booster		
Alpha Lipoic Acid	125 mg	†
Quercetin Dihydrate	90 mg	†
Pterocarpus Marsupium Extract (Containing Pterostilbene [*Pterocarpus marsupium*, wood])	50 mg	†
Meriva® Bioavailable Curcumin Complex (*Curcuma longa* L., root)*	36 mg	†
Green Tea Extract (*Camellia sinensis hunt.*, leaves)	35 mg	†
Olivol® [Olive Fruit Extract, *Olea europaea* L., fruit]**	25 mg	†
Resveratrol	20 mg	†
Rutin	20 mg	†
Hesperidin (*Citrus spp.* L., fruit)	20 mg	†

† Daily Value (DV) not established

Other Ingredients: Microcrystalline Cellulose, Croscarmellose Sodium, Modified Starch, Silicon Dioxide, Vegetable Fatty Acid, Organic Maltodextrin, Ascorbyl Palmitate, Pregelatinized Starch, Modified Cellulose, Vanilla Extract, Organic Sunflower Lecithin, Organic Palm Olein, Organic Guar Gum.

Laboratory tested, Quality guaranteed. Meets USP specification for uniformity, potency, and disintegration, where applicable.

*Meriva® is a registered trademark of Indena S.p.A

** Protected under US Patents 6,358,542 or 6,361,803.

Keep out of reach of children. Consult your physician if you are pregnant, nursing, taking a prescription drug, or have a medical condition.

Store in cool, dry conditions. [Below 23° C (73° F)]

100.010104 BX.00796

Contact the person who shared this with you for the lowest prices & discounts!

USANA Revolve 24 Hour Nutrition



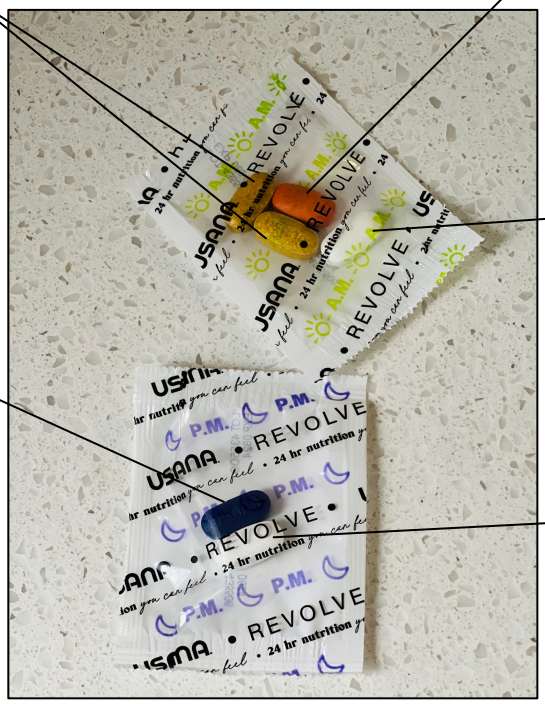
- Better energy during the day
- Better sleep at night
- Better immune support
- Better digestion
- Better skin
- Support your brain, joints, heart, & muscles

2 Core Nutrition + Antioxidant Tablets (Multivitamin/Multimineral)

*Powering your cells to signal and communicate at their best. Comprehensive antioxidant protection each day.

1 Morning Energy Optimizer

*Contains a potent B-Vitamin complex, Korean Ginseng, & Green Tea for naturally derived caffeine (40mg). Equivalent to a half-cup of coffee.



1 MagneCalD

*Thoughtfully balanced magnesium, calcium and Vitamin D supplement to support your brain, heart, muscles, & energy metabolism.

1 Evening Sleep Optimizer

*Fortified blend of GABA, Melatonin, L-Theanine, and Ashwaganda. Helps calm the brain and body. Reduce stress and anxiety. Relax and drift off to a deep, restful, restorative sleep.

1 MagneCalD

*USAGE: Take one A.M. packet in the morning preferably with food. Take one P.M. packet in the evening directly before bedtime. Do not consume A.M. packet after 7:00 p.m. Do not drive or operate machinery after taking the P.M. packet.

28 Day Retail Price: $110 (Box)
28 Day Preferred Customer Price: $100 (Box)
10 Day Trial: $40
5 Day Trial: $20

Contact the person who shared this with you for the lowest prices & discounts!

USANA Revolve 24hr Nutrition Box

Directions: Take one (1) a.m. packet in the morning, preferably with food. Take one (1) p.m. packet in the evening directly before bedtime. Do not consume a.m. packet after 7:00 p.m. Do not drive or operate machinery when taking melatonin.
Each a.m. packet contains: 2 Core Nutrition tablets, 1 MagneCal D tablet, and 1 Energy Optimizer tablet
Each p.m. packet contains: 1 MagneCal D tablet and 1 Sleep Optimizer tablet

Supplement Facts

Serving size: 1 Packet
Servings per container: 56

Amount Per Serving	A.M. Packet	%Daily Value	P.M. Packet	%Daily Value
Vitamin A [100% (5400 mcg) as Beta Carotene]	2700 µg RAE	300%		
Vitamin C (as Ascorbic Acid)	324 mg	360%		
Vitamin D3 (as Cholecalciferol)	31 µg	155%	6 µg	30%
Vitamin E (as D-alpha Tocopheryl Succinate)	82 mg	547%		
Vitamin K (as Phytonadione)	60 µg	50%		
Thiamine (Vitamin B1)	55 mg	4583%		
Riboflavin (Vitamin B2)	45 mg	3462%		
Niacin (as Niacin and Niacinamide)	36 mg NE	225%		
Vitamin B6 (as Pyridoxine HCl)	74 mg	4353%		
Folate (as 748 µg Folic Acid)	1271 µg DFE	318%		
Vitamin B12 (as Cyanocobalamin)	300 µg	12500%		
Biotin	560 µg	1867%		
Pantothenic Acid (as D-Calcium Pantothenate)	55 mg	1100%		
Choline (as Choline Bitartrate)	18 mg	3%		
Calcium (as Calcium Carbonate, Calcium Citrate, and Calcium Pantothenate)	158 mg	12%	130 mg	10%
Iron (as Ferrous Fumarate)	4.4 mg	24%		
Iodine (as Potassium Iodide)	150 µg	100%		
Magnesium (as Magnesium Carbonate and Magnesium Citrate)	158 mg	38%	130 mg	31%
Zinc (as Zinc Citrate)	12 mg	109%		
Selenium (as L-Selenomethionine)	150 µg	273%		
Copper (as Copper Gluconate)	0.99 mg	110%		
Manganese (as Manganese Gluconate)	3 mg	130%		
Chromium (as Chromium Polynicotinate)	50 µg	143%		
Molybdenum (as Molybdenum Citrate)	50 µg	111%		
Inositol	30 mg	†		
Korean Ginseng (*Panax ginseng*, roots)	50 mg	†		
Boron (as Boron Citrate)	330 µg	†	330 µg	†
L-Theanine			50 mg	†
Ashwagandha Extract (*Withania somnifera*, root)			300 mg	†
Melatonin			2 mg	†
GABA (Gamma-Aminobutyric Acid)			125 mg	†
InCelligence Complex*** [Green Tea Leaf Extract (*Camellia sinensis hunt*) with high EGCG‡, Alpha Lipoic Acid, Quercetin Dihydrate, Resveratrol, Rutin, Hesperidin (*Citrus spp.* L., fruit)] Olivol (Olive Fruit Extract, *Olea europaea* L., fruit), Meriva®** Bioavailable Curcumin Complex, (*Curcuma longa* L., root)]	311 mg	†		

†Daily Value not established.

Other Ingredients: Microcrystalline Cellulose, Ascorbyl Palmitate, Croscarmellose Sodium, Colloidal Silicon Dioxide, Magnesium Stearate, Organic Maltodextrin, Natural Blue Coating (Hydroxypropyl Methylcellulose, Isomalt, Spirulina Extract, Calcium Carbonate, Medium Chain Triglycerides, Carmine), Natural Orange Coating (Hydroxypropyl Methylcellulose, Isomalt, Calcium Carbonate, Medium Chain Triglycerides, Carmine), Hydroxy Propyl Cellulose, Calcium Silicate, Organic Sunflower Lecithin, Natural Wild Berry Flavor, Organic Palm Olein, Natural Vanilla Flavor, Organic Guar Gum, Stevia.

Laboratory tested. Quality guaranteed. Meets USP specifications for potency, uniformity, and disintegration, where applicable. If you exceed the established Upper Limit (UL) of 100 µg (4000 IU/d) for vitamin D intake, regular blood tests for vitamin D and calcium status are recommended.

Keep out of reach of children. Consult your physician if you are pregnant, nursing, taking a prescription drug, or have a medical condition. Insomnia may be a symptom of a serious underlying medical illness.

Store in cool, dry conditions [below 23 °C (73 °F)].

‡40 mg of caffeine derived from natural green tea in each tablet.

**Meriva® is a registered trademark of Indena S.p.A.

Contact the person who shared this with you for the lowest prices & discounts!



How to LAYER YOUR CELAVIVE™ PRODUCTS

CELAVIVE®

FOR ALL SKIN TYPES

Please take a before and after photo



1 PRE-CLEANSE

CONDITIONING MAKEUP REMOVER



2 CLEANSE

CREAMY FOAM CLEANSER
GENTLE MILK CLEANSER



3 TONE

PERFECTING TONER



4 SERUM

VITALIZING SERUM



5 EYE CREAM

HYDRATING EYE ESSENCE



6 HYDRATE

PROTECTING DAY LOTION SPF 30
PROTECTING DAY CREAM SPF 30

REPLENISHING NIGHT GEL
REPLENISHING NIGHT CREAM

CELAVIVE™

SKINCARE

	ITEM #	DESCRIPTION	PREFERRED PRICE
REGIMEN PACKS			
☐	353	Celavive Combination/Oily Pack Creamy Foam Cleanser, Perfecting Toner, Protective Day Lotion, Replenishing Night Gel, Hydrating Eye Essence, Vitalizing Serum	$210.00
☐	353	Celavive Dry/Sensitive Pack Gentle Milk Cleanser, Perfecting Toner, Protective Day Cream, Replenishing Night Cream, Hydrating Eye Essence, Vitalizing Serum	$210.00
CELAVIVE			
		CLEANSE	
☐	330	Conditioning Makeup Remover	$24.00
☐	332	Gentle Milk Cleanser	$30.00
☐	333	Creamy Foam Cleanser	$30.00
		TONE	
☐	331	Perfecting Toner	$34.00
		ENHANCE	
☐	339	Vitalizing Serum	$65.00
☐	340	Hydrating Eye Essence	$44.00
☐	341	Exfoliating Scrub + Mask	$34.00
☐	342	Hydrating + Lifting Sheet Mask (3 masks)	$22.00
☐	345	Radiant Facial Oil	$65.00
		HYDRATE	
☐	334	Protective Day Lotion SPF 30	$39.00
☐	335	Protective Day Cream SPF 30	$39.00
☐	336	Replenishing Night Gel	$61.00
☐	337	Replenishing Night Cream	$61.00
☐	346	Daily Mineral Protective Cream	$35.00
☐	366	Celavive Postbiotic Barrier Balm	$35.00
☐	351	Celavive Basics- Combination/Oily Creamy Foam Cleanser, Perfecting Toner, Protective Day Lotion, Replenishing Night Gel	$137.50
☐	351	Celavive Basics- Dry/Sensitive Gentle Milk Cleanser, Perfecting Toner, Protective Day Cream, Replenishing Night Cream	$137.50

TO ORDER CHECK THE BOX(S) ABOVE AND COMPLETE THE INFORMATION BELOW

NAME

SHIPPING ADDRESS

PHONE NUMBER

EMAIL ADDRESS

CARDHOLDER NAME

CC NUMBER EXP. CVV

BILLING ADDRESS SAME AS SHIPPING ☐

Details on Each Celavive Product – Page 1



Conditioning Makeup Remover. This is for all skin types. Apply generously to a cotton pad and gently sweep across eyes, lips and face. This gentle formula dissolves the toughest long-wear or waterproof makeup while moisturizing your skin. Wipe away liner, lipstick, or eye makeup in one clean sweep, leaving your skin feeling soft & hydrated without any oily residue. Key ingredient is Squalane, a plant-based natural moisturizing treatment. Follow with Gentle Milk Cleanser or Creamy Foam Cleanser, Paraben Free.



Next is **Gentle Milk Cleanser**. For dry/sensitive skin. Gently removes dirt and impurities without stripping your skin's natural moisture as a creamy, everyday cleanser. Features Olivol Botanical Blend, fruit extracts that provide hydration & support skin's natural repair process. Key ingredients are Glycerin, which pulls moisture to support a healthy look. Squalane, a plant based natural moisturizer. And Sodium Lactate, a form of lactic acid that gently exfoliates the skin. Apply 2-3 pumps over the entire face & neck in a circular motion. Rinse with lukewarm water & pat dry. Follow with Perfecting Toner. Paraben Free.



Next is **Creamy Foam Cleanser**. For oily, combination, or breakout prone skin. This creamy cleanser creates a rich lather that lifts away dirt & oil while gently exfoliating dull, dry skin. Featuring Olivol Botanical Blend, fruit extracts that provide hydration & support skin's natural repair process. Key ingredients are Lauric Acid, to gently exfoliate and promote better looking skin tone. Glycerin, which pulls moisture from the air to support a healthy look. And Palmitic Acid, to soften the skin & add moisture retention. Apply a cherry-sized amount to damp face & neck in circular motion. Add water to create a rich lather. Rinse thoroughly & pat dry. Follow with Perfecting Toner.



Next is **Exfoliating Scrub & Mask**. For all skin types. Dual-action, scrubbing formula gently exfoliates with a pollution-fighting charcoal to help remove stubborn impurities, visibly promote better skin tone, and reduce the appearance of pores. Detoxifies pores and makes them appear smaller. Dermatologically tested. Apply to face in gentle, circular motions and rinse for even exfoliation. For additional purifying benefits and to deeply detoxify your pores, leave on for 10—15 minutes before rinsing.



Next is **Perfecting Toner**. For all skin types. This is an essential step to balance the PH levels of your skin to absorb the benefits of the serum & moisturizers to follow. Featuring USANA's Incelligence Technology to decrease the appearance of fine lines & wrinkles. Includes: Olivol Botanical Blend, fruit extracts that provide hydration & support skin's natural repair process. Peptides, amino acids that hydrate and reveal visibly firm, younger looking skin. After cleansing, apply 3-4 drops of Perfecting Toner to a cotton pad. Sweep gently over face and neck. Do not rise. Follow with Serum, Eye Essence, and Moisturizers. Dermatologically Tested. Paraben Free.



Next is **Hydrating Eye Essence**. For all skin types. Lightweight, ultra-hydrating eye serum for sensitive skin under the eyes. Combines peptides, avocado oil, apricot fruit extract and gingko biloba extract to diminish the look of visible dark circles, puffiness, and crows feet. Brightens, lifts, and smooths the look of eyes. After applying Perfecting Toner and Vitalizing Serum, use applicator to massage product around the eye area. Then use clean ring finger to gently pat the product into skin. Follow with moisturizer of your choice.

Details on Each Celavive Product – Page 2



Next is **Vitalizing Serum**. For all skin types. Clinically proven for younger looking skin. Referred to as "Liquid Gold in a Bottle", our best-selling powerhouse serum dramatically reduces the appearance of fine lines and wrinkles, discoloration, large pores, & loss of elasticity. Preserve your skin's natural beauty with this breakthrough formula. It features USANA's Incelligence Technology which counteracts lifestyle stress aging like the appearance of fine lines & wrinkles. Moisturizes to create dramatically younger skin. After applying Perfecting Toner, apply 2-3 pumps of Vitalizing Serum evenly across face & neck in an upward, outward motion. Follow with Hydrating Eye Essence or moisturizer of your choice.



Next is **Protective Day Cream SPF 30**. For dry/sensitive skin. Begin each day beautifully by protecting your skin from the leading cause of premature skin aging. This moisturizing cream protects and provides rich hydration for healthy-looking skin. It is also the perfect primer before applying makeup. Dermatologist tested, paraben free and features the **Olivol™** Botanical Blend.



Next is **Protective Day Lotion SPF 30**. For oily, combination, or breakout prone skin. Begin each day beautifully by protecting your skin from the leading cause of premature skin aging. This lightweight lotion protects and hydrates for healthy-looking skin. It is also the perfect primer before applying makeup. Dermatologist tested, paraben free and features the **Olivol™** Botanical Blend.



Next is **Replenishing Night Cream**. For dry/sensitive skin. This rich cream promotes hydrated, radiant skin with a luxurious blend of natural botanicals and powerful peptides designed to fight the appearance of wrinkles and restore the youthful look of your complexion overnight. Dermatologist tested, paraben free and features **InCelligence™** technology and the **Olivol®** Botanical Blend. Apply a pearl-size amount over face and neck in upward and outward motions after Toner or Vitalizing Serum and Hydrating Eye Essence.



Next is **Replenishing Night Gel**. For oily, combination, or breakout prone skin. This lightweight gel formula enriches your skin with natural botanicals and powerful peptides to moisturize and revitalize the look of skin overnight for long-lasting, visible improvements in your skin's natural radiance. Dermatologist tested, paraben free and features **InCelligence™** technology and the **Olivol®** Botanical Blend. Apply a pearl-size amount over face and neck in upward and outward motions after Toner or Vitalizing Serum and Hydrating Eye Essence.



Here is the pricelist with your options if you end up liking what you try. On the left is the Step-by-Step Instructions to follow. Also there are deals if you get the full Regimen Pack, or if you get the cleanser, toner, daytime, and nighttime, which are called the Celavive Basics. When I pick up the basket in a few days, you can fill out the order form below to get any of the products you'd like.

Lastly, I brought you a 3 day sample of the vitamin packs to try because the health of your skin starts on the inside. Let me quickly explain the vitamin packs.

Collecting the Basket Closing Script

Step 1: Hi FIRSTNAME, how have your last few days been? **<SMALL TALK FOR 1-3 MINUTES>**

Step 2: Glad to hear it! And how was your experience? Which products did like the best? **<LISTEN>**

Step 3: Awesome! And which products would you like to order? **<LISTEN>**

IF THEY ARE READY, CONTINUE BELOW:

3. Ok sounds good! And where would you like your products shipped to? **<WAIT>**

4. I'm know I'm talking to you, but what is your phone number?

5. What is your best email?

6. And how would you like your name spelled on your account?

7. What's the credit card number you'd like to use? **<ALLOW THE SILENCE, BE CONFIDENT>**

8. What's the CVV code & expiration date?

9. Billing address same as shipping?

11. Ok got it. I will process your order today and you should get everything around 4 to 5 days from now. Let's schedule a time to talk after you receive your products in the mail. I will be walking you through your products once more and also showing you your online account. I can talk on **<DAY>** or **<DAY>** which is better? Ok. And on that day I can talk at **<TIME>** or **<TIME>**, which would be best? **<SET A TIME RIGHT NOW>**

12. Lastly, The best thing you can do while you wait for your products to arrive is watch some short Celavive videos that share some amazing testimonials and the science behind why they work. It's the best thing you can watch while you wait for your products to arrive. I'm going to send you the link right now.

<KEYBOARD SHORTCUT: cel or http://celavive.myteamwork.info Does it open for you? **<MAKE SURE IT OPENS UP FOR THEM>** Ok you are all set! I will be calling you when your products arrive to go over everything and also see what you liked about videos. Thanks again for becoming my client. I am excited for you to feel amazing. Talk to you soon!