



JULY

Sentiments

SHEER  
ELITE MUA  
SUCCESS

RANKINGS

There have been a few Rankings and re-Rankings this month congratulations to all!

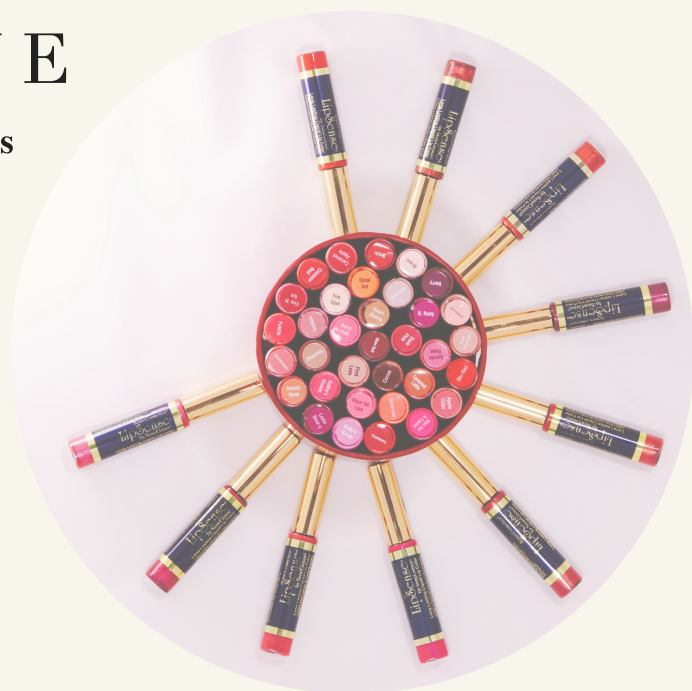
CHESHIRE  
LIFE

SheerSense will be in Cheshire life this Summer!

Available online and in print.

## IN THIS ISSUE

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# ANDREA'S FACEBOOK LIVE

It doesn't matter where you go, your heart is always there. You love the products take them with you wherever you go.

People have all been out Wowing, we now have a group- Wowing Challenge.



Intentionally wowing is to go out to wow with purpose, making time each week and go out to physically wow people.

Pledging to give out 20 books a week is what we do, you may want to do 10 Beauty Books each week. You will need to intentionally wow people; you do not give a book out until you have obtained details from people as this is a waste of resources.

Again use this challenge previously mentioned 'I have been challenged to talk to (this number of people) today'

Post it notes and slips are handy to get peoples' details. Take names and details and enter them into a draw. Everyone could be a winner on this day and they win a free gift.

Every name you get is one more than you had before, think positive! Grab a few of your team or SheerSisters as we are more receptive as part of a group.

How to follow up from wowing and keeping the momentum up, is to keep in contact with your potential customers.

The idea is getting peoples' names it doesn't matter where you are stripes, bags etc It's not always going to continue if you don't always wow and keep up the momentum, keep getting out there.

You need to have social media but you need to be in the streets out at events wowing, booking and directing. We need to learn how to do this and get out of our comfort zones. Suggest you buddy up with others and you are accountable for each other. You set this up and go wowing and make this a routine.

You go for it, you go wow and you get together at the end and reflect on the SheerSense Facebook page, share your experiences. Make yourself accountable to others, work together it is not a competition.

Lead by example! The rest will follow. Your team see as you do! Creating a sisterhood, to create a better SheerSense. You will all benefit from wowing and leading by example.

Find the people who you know want to build a business, who is near you? They aren't in your team? That doesn't matter! This is a Sisterhood.

You will learn from each other, and you never stop learning. Sharing your results on the Facebook group, this will encourage more to step out of their comfort zones! Get out there and work your business.

MUA



SheerSense's First Sheer Elite MUA Course was a brilliant success.

Building confidence in SeneGence products and gaining more knowledge in application techniques was interesting for all who attended. Updates on other courses will be available soon so keep an eye out for updates from Head Office.

There has been nothing but good feedback on this course and what a wonderful way to learn and grow in your business.



# TOP TIPS THIS MONTH AND NEWS

NEW STOCK HAS BEEN LAUNCHED!

“LIPSENSE, MAKES SENSE”



Very occasionally the wrong product may be despatched in an order which we apologise for in advance. However, we need to ask every Distributor to please check that stock is correct within 24 hours and BEFORE opening the erroneously supplied product. This is essential as no item will be replaced with the correct shade if it has already been opened. Thank you for your assistance with this.

## New Products

You've Seen it, You've Liked it, You've now Got it!

The new SeneGence MakeSense Original Foundation Tester is now available in shades of Ivory, Almond, Dewy and Tan. This is the original foundation which is oil-free, water resistant and long lasting. Each shade can be used on a multitude of skin tones as it adapts to your skin pigmentation. Have fun!



Skin Care Sample Strips for the 3-in-1 Cleanser, DayTime Moisturizer and Evening Moisturizer are available now! These are fabulous for demonstrating how comprehensive our skin care range is with a product to suit all skin types from Dry to Oily. Enjoy



Foundation testers in Dewy, Almond, Tan and Ivory, 3 in 1 Cleanser (Dry, Normal to Dry and Normal to Oily) Daytime Moisturizer (Dry and Normal to Oily) and Evening Moisturizer (Dry and Normal to Oily) Summer Love, Summer Fun and Nude Pink LipSense. Seafoam Shimmer and Shell Glitter ShadowSense eyeshadow

## MAKEUP TRENDS JULY

**Underliner-**  
Underliner in place of eye liner, and this isn't a strictly black or white look. Try the Shimmers or ShadowSense to rock a summer festival look.

**High-Shine Gloss-**  
Hydrated lips is all the range and the 90's glossy lips is all over the run way and Instagram this summer!

**Less is more-**  
Since the Royal Wedding makeup has moved to the more Au naturel everyday look. Meghan on the big day didn't seem to have over powering makeup and women are now minimalising there everyday makeup look.



# SHEER SISTER AND RANKINGS THIS MONTH



Well done Sharon Valler for winning SheerSister of the month for June!

Sharon has supported many distributors, both within her team as well as those who are not. This is a true sign of SheerSisterhood!

Congratulations to you Sharon!

Please contact Sherri to organise your product or Spa Day reward.

[sherri@sheersense.com](mailto:sherri@sheersense.com)

## Rankings

Well done to Caroline Cant who ranked as Royal, Becky Mitchell who ranked Royal in Waiting, Sharon Valler who ranked Lady and Hilary Braidwood who ranked as Maiden in the month of June. Well done to all who ranked this month. Remember, P.I.T Stop is for Maiden and above, so get ranking!

*Sheer Sister*



*Of the Month*

SHARON VALLER



*Royal*  
CAROLINE CANT



*Royal in Waiting*  
BECKY MITCHELL



*Lady*  
SHARON VALLER



*Maiden*  
HILLARY BRAIDWOOD

“

WE WERE BORN TO BE ROYALTY..

”





# Top tips for social media\*

By Julia Bramble

Here's how the Instagram Algorithm really works(so you can make sure you get the best results possible!)

The algorithm is no longer just a list of posts, based on the newest first.

Here's how it works- it's based on these 3 factors:

## 1. Interest

This is the algorithm trying to second guess how much your audience will want to see each post in their feed. It's calculated from how they've interacted with similar posts in the past.

As a business, this means that you need to be aiming to get as much response as possible to your posts. When your audience engages with your posts, the algorithm 'knows' that they want to see more of your updates.

## 2. Recency

Instagram knows that people want to see recent posts when they log in. They changed the algorithm in March after some complaints, to:

"ensure that newer posts are more likely to appear first in feed [so] your feed will feel more fresh, and you won't miss the moments you care about."

As a business, try and post when you know your audience will be active on Instagram (think about their daily routines; if you have a business account you can test different posting times and see which seems to get the best response, by checking your Insights.)

## 3. Relationship

This factor is based on how often people engage with posts from your account. The more often they like and comment on your posts, (and/or are tagged in them) the more they will see of your content in their feed.

(Information from Facebook may be fed into the Instagram algorithm too!)

As a business – focus on getting consistent responses, or engagement, rather than just one-off bursts. Try to create posts that are conversational, or ask questions, on a regular basis, and get good at knowing what your audience responds to the most!

To read the full article click [here!](#)

## Product knowledge

### EYE CREME



#### SeneDerm® with SenePlex EyeCrème

The SeneDerm® EyeCrème with SenePlex Complex™ represents the newest and most advanced skin care technology known today. Not only does it contain our Anti-Aging SenePlex Complex™, it also contains a variety of natural oils of varying molecular weights for maximum penetration. SeneDerm® EyeCrème melts at skin temperature forming a silk-like coating that reduces drag when applying additional eye makeup, such as shadows, and it fills in fine lines and wrinkles to eliminate shadowing in the lines and wrinkles, making the skin appear smoother.

Skin is left smooth and supple. All skin types can enjoy the EyeCrème, morning and evening, as part of the skincare regime.





# Cheshire Life



LIPSENSE® is being promoted in Cheshire Life this Summer.

We are delighted to announce that we have been asked by International Make Up Artist and Actor, Armand Beasley, to provide details for his Beauty Column in Cheshire Life. Armand has fallen in love with LipSense® and is preparing to “get it on” all of his celebrity pals including actress, writer and dancer Shobna Gulati probably best known for her role as Sunita Alahan in Coronation Street.

Cheshire Life is a top county magazine, sold throughout the county through independent shops and through Waitrose, M & S, Tesco and Sainsbury’s. 45% of its readers are women and it appeals to Ladies who are aged 35+ with high disposable income and is available in print and digital format and will also be featured on their website as an E-magazine. With over 160,000 readers and with just under 70,000 unique visitors to the digital version and 103,000 page-views each month, this quality glossy magazine is right up our street!

This is a fantastic opportunity for us to raise the profile of LipSense® with members of the public and we are indebted to Armand for making this possible, and we will let you know as soon as it's been published!

## PIT STOP...

28TH, 29TH AND 30TH SEPTEMBER 2018  
AT THE DEVON HOTEL, EXETER, OLD  
MATFORD LANE, EXETER EX2 8XU  
TICKETS £99  
REGISTRATION 12-1 FRIDAY 28TH SEPTEMBER  
SMART CASUAL DRESS CODE  
TICKETS WILL BE AVAILABLE SOON!

# Competitions/ Events

## Glamour Demo

And the winners are... Elizabeth Parish, Marie McNeil and Sam Sorci!

Congratulations ladies check the website for your face on the e-beauty book!  
click the link here to have a look!

## Summer OPPORTUNITY

Summer is an incredible time to get your business pumping!

Everyone is out and about enjoying the sunshine. Don't miss a day to get started. With that in mind we have some challenges for you, don't forget our amazing sign up options!!

Challenges:

Week 1: 9-15 July Get Your Stripes On!

Week 2: 16-22 July Football Frenzy!

Week 3: 23-29 July Wow with your Wow Bag/LipSense®

Week 4: 30 July -5 Aug National Best Friends Day

Week 5: 6-12 Aug Pamper your Sisters

Week 6: 13-19 Aug National Burger Week

Week 7: 20-26 Aug Festival Week

Week 8: 27 Aug -2 Sept Carnival Week

