



# AUGUST

# Sentiments

NEW STOCK  
HITS UK

RANKINGS

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

PIT STOP

PIT Stop is next month and we are ramping up the gears for this one!

## IN THIS ISSUE

- **NEW stock in the UK- Tropical collection ShadowSense® , and Nude Pink LipSense®**
- Rankings and Re-rankings this month!
- SheerSister of the month
- Andrea's Facebook Live
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- Julia Bramble's top tips this month- Facebook Profile or Page
- P.I.T Stop Announcement
- Cheshire life article for August is Live!



# ANDREA'S

## FACEBOOK LIVE



- Summertime is the topic of this month's training.
- We all have lots going on in the Summertime, whether it's meeting up with friends, socialising or looking after the kids!
- BUT this is a time when everyone goes on holiday, but we all need to keep our businesses running.
- If you do go away during the summer, you can schedule posts or post that you are going away and will be posting from your holidays!
- This is a great time to focus on things other than LipSense, it isn't the be all and end all! There are some brilliant skin care and other products which can be promoted during the summer.
- Post about these other products, show your customers which product is your favourite!
- Make the most of your time, make sure you are not always working!
- Here is an idea: I put out the post, "who would like free samples of skincare?"
- This will boost the skincare, this boosted my own sales, try to promote different products!
- This is not a time to stop working, life goes on!
- Host a mums party, as all ladies like a good pampering and our products are long lasting and just what mums need.
- There may be slow months but it's a mindset problem, go out and get your business going, try different social media posts and get out there. If you aren't going out you aren't going to know what is happening in your neighbourhood.
- We have all got to keep focused and busy; why is July and August different?
- Get yourself to an event and post in the Distributor Support Page; What are you doing? Where are you going?
- An idea for another summer demo is to demo the top 10 suitcase essentials for a perfect holiday!
- Also do not forget about people who don't have kids, people who have little or lots of time who would need different regimes, routines and other items that may be essential for their own lives.
- Challenge yourself, try and sell other products, try them yourself and push your boundaries.
- It is all about getting out there!

## INSTAGRAM



If you are on Instagram go and follow [@officialsheersense](https://www.instagram.com/officialsheersense).

Using the hashtags and put SheerSense® on the map.

# TOP TIPS THIS MONTH AND NEWS



## PACKAGING

Packaging will be sending out all mystery prizes from the summer opportunity competitions when you order next!

Remember there is a Bank Holiday on the 27th August so anything ordered over the weekend, expect delays in processing!

Early Reminder:

Get your orders in for Christmas by 2pm on the 20th December.

Normal service will resume on 2nd January 2019.

## TROPICAL COLLECTION

*ShadowSense® Shades*

**MORE STOCK HAS ARRIVED!**



Remember: update your email addresses in the back office so you keep up to date with company info, events and products

## MAKEUP TRENDS AUGUST

Festivals and carnivals- glitz and glam it up and make it bright and colourful! Using the new shades.

Stoplight red, traffic-cone orange, hi-vis pink — makeup artists consistently chose blindingly bright shades for the eyes and lips. And while these types of colors usually warn us to "proceed with caution," the minute we saw these electric hues, we were ready to swipe them on with abandon. Get your tropical shades now! Combine your colours and get creative with ShadowSense® and LipSense® Slashes of Silver

Normally associated with the cooler months and winter holidays, silver is an unexpected metallic for the summer months!



# SHEER SISTER AND RANKINGS THIS MONTH

Sheer Sister



Of the Month  
ELIZABETH PARISH



Well done Elizabeth for winning SheerSister of the month for July!

"ELIZABETH has been there for me to answer any questions and guide me with my business any time!"

"She is an asset to SheerSense and epitomises what a 'leader' should be! even when she's on holiday she's always happy to help with any questions"

"She has been great and very supportive"

Have fun on your Spa Day!

For all SheerSister of the Month nominations, please send to [Janice@sheersense.com](mailto:Janice@sheersense.com)

# RANKINGS

Well done to Kimberley Boreham, Kether Barnett and Sarah Jane Lee who have ranked as Maiden this month! Becky Mitchell for Ranking Royal, and Melissa Armstong for Ranking Lady!

Big Congratulations to everyone this month!



Lady  
MELISSA ARMSTRONG



Maiden  
KETHER BARNETT



Maiden  
KIMBERLEY BOREHAM



Maiden  
SARAH JANE LEE



Royal  
BECKY MITCHELL



# Top tips for social media\*

By Julia Bramble

## Facebook Profile or Facebook Page?

There have been many conversations recently about Facebook closing people's personal profiles – sometimes with no notice. The problem with that is, not only do you lose access to all your connections, groups and the content you've shared (and the conversations that your friends are having), but Facebook may not reinstate your profile and that's not good news.

What you might not be aware of is that when you sign up for a Facebook account, you agree to a whole raft of T's & C's, which include only having one personal profile and only using that profile to represent you, the person.

They say: "It's against the Facebook Terms to use your profile to represent something other than yourself (example: your business), and you could permanently lose access to your account ..."

They are very clear that if you want to represent your business on Facebook, then you need a Business Page. This is separate from your personal profile and is designed to allow you to showcase your products and services, and to run ads from. Facebook aren't always consistent in applying their rules, but if you keep sharing posts that are about products from your personal profile you are running the risk that they will shut your account down.

So if you want to talk about products you'll need to do it in a conversational way, rather than just sharing an image of all the colours or keep those posts for your page or your groups.

On your personal profile you can talk about your business – when we work like we do, it's part of our lives after all. However, do it in a way that's telling a story, sharing something you've learned, giving a shout-out to a team member or someone who's helped you, or showing an event you're at ... that's all OK.

You can also talk about the lifestyle that having your business allows you to have, or the struggles you've overcome to get where you are. You can share make-up and skincare tips.

Not only will posting these sorts of updates keep Facebook happy, they are far more likely to attract people to you and to start conversations that remind people that you're there, than posts that are all about products.



## Product knowledge

### SeneSerum-C

SeneSerum-C is a 100% natural formulation, made of the most advanced anti-aging ingredients, including pure stabilized Vitamin C and luxurious, hydrating C-Beads. Designed to protect all skin types from environmental pollutants, it works to repair damaged skin cells and helps to shield skin from future damage. Skin will appear healthier, firmer and younger looking with regular use. So light, it can be used day and night, under moisturisers.

#### How to Use:

Healthy, younger-looking skin begins with SeneSerum-C in your beauty regimen. Apply to clean, moist skin; place one to two pumps onto fingertips. Massage gently around eye area, all over face and décolletage for at least 30 seconds until pearls have completely absorbed. Follow with SeneDerm® Evening Moisturizer and SeneDerm® EyeCrème. If using Climate Control, apply after Climate Control and prior to Evening Moisturizer.

#### Ingredients:

Stabilized Vitamin C – necessary for collagen production

SeneShield – helps protect cells from immediate free radical damage

C-Beads – help reverse cell damage caused by free radicals

# PIT STOP 2018...

- 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
- Lots to be revealed at the event so get yourselves there to be the first to know what's in store for the future.
- speakers and training in what you have asked for with some surprises too!
- Tickets are available here

Don't miss  
out



## Compliance Corner

Here are just a few reminders to keep everyone on the straight and narrow!

### 1. Retaining Your Distributorship

Remember 100PV/£200 Order within a 6-month period = Active Distributor

Less than 100PV/£200 Order within a 6-month period = Termination

### 2. Returns

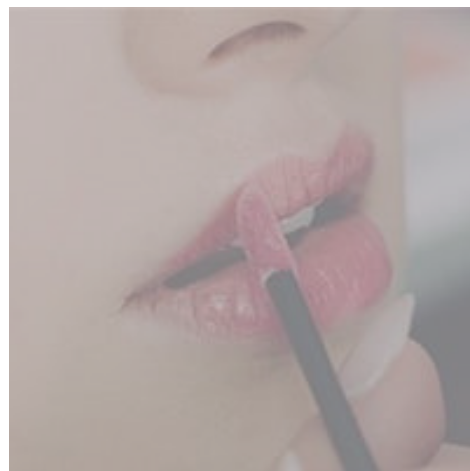
Allergy: always request photographic evidence.

Wrong product supplied: always check that the correct products have been supplied before opening them. We cannot replace opened stock.

Termination: If your stock is more than 90 days old, you cannot return it for refund. Also, remember the 70% rule – stockpiling is non-compliant.

It is also not acceptable to sell your stock on Facebook to the detriment of other distributors. You take commission away from your fellow distributors by doing so.

3. eBay, Amazon, Shpock! Facebook Market Place, Wish + any online site which is non-compliant. We are constantly investigating eBay traders handling SeneGence® products here in the UK. If we find out the identity of any distributor operating on these sites, we will terminate your distributorship with immediate effect. Please remove yourselves from these sites if you wish to remain an Independent Distributor of SheerSense®. Play fair and we will too! Thank you.



More MUA courses to be  
announced shortly...

