



## MOODSTRUCK EPIC twisted mascara

Reveal lashes you didn't know you had with MOODSTRUCK EPIC twisted mascara. The innovative dual applicators separate and define lashes while the nourishing formula builds volume and curl, ensuring every lash is seen.

### BENEFITS

- *Separates and defines.* The micro brush separates each individual lash while the molded brush adds definition.
- *Creates multiple looks.* Use the two high-quality brushes separately or together to create looks ranging from subtle to full glam.
- *Saves on product.* Each applicator utilizes a separate wiping mechanism to ensure the perfect amount of product is collected on the respective wand.
- *Micro brush:*
  - **Precision application.** Provides precision application for hard-to-reach lashes in the corners and on the lower lash line.
  - **Separates each lash.** The short, spiral-wired bristles easily separate and coat every lash—no matter how tiny or thin.
  - **Creates a “no makeup” look.** Use the micro brush on its own to give lashes a more natural look.



• *Molded brush:*

- **Flexible bristles.** Made with a polymer-blend material that allows bristle flexibility.
- **Easy, even application.** The dense, custom-molded bristles hook lashes to easily provide an even coat of mascara.
- **Provides ultimate definition.** Optimally spaced bristles help deliver the ultimate definition.
- **Creates extreme lash-enhancing effect.** Helps build lash volume, length, and curl when used on its own. Pair with the micro brush for maximum lash effect.



## KEY INGREDIENTS

*Formulated with conditioning ingredients:*

HYDROLYZED KERATIN



BIOTIN



ARGAN OIL



FLEXIBLE POLYMERS



CUSTOM BLEND OF WAXES



PANTHENOL



## HOW TO APPLY

1. Use the micro brush to separate lashes, including your lower lashes and the hard-to-reach lashes in the corners of your eyes.
2. Place the molded brush at the root of your lashes and gently sweep to tips for volume, curl, and definition.
3. Build mascara for maximum effect by applying another coat with the molded brush.



## WHO WILL LOVE IT?

- People who want to give their lashes more volume, curl, and definition.
- People who want a mascara that can create both natural and glam looks.
- People who love multipurpose products.
- People who want a mascara with lash-nourishing ingredients.
- People who want a mascara that can cover every lash—including the hard-to-reach corners and lower lash line.
- People who want travel-friendly products for on-the-go touch-ups.
- People who want a bold lash look without a fiber mascara.



## SELLING TIPS

### *Existing customers*

- Connect with customers and share your excitement about this multifunctional, dual applicator mascara that easily separates and defines lashes.
- Ask your customers who recently purchased a MOODSTRUCK EPIC lash primer or MOODSTRUCK ESTEEM lash serum if they've added MOODSTRUCK EPIC twisted mascara to their lash routine.



## PROSPECTING NEW CUSTOMERS

- Identify friends to reach out to who love voluminous, curly, and defined lashes.
- Find people who love to switch up their look and tell them how this mascara can be styled in different ways.
- Bring this multipurpose, easy-to-use mascara to those who are new to makeup and want an introduction to mascara.
- Share how you use your mascara to create a subtle pop for the gym, outdoor activities, and at-home everyday chores.
- Share how to twist your natural look into a bolder look for work or a full-glam look for nights out.
- Talk to people who are working from home and share how the product can give them a look that's great both on and off video calls.
- Show how the product can easily be used on the go.
- Explain how this is a great product for those who want a full-glam look but don't want to use fibers.
- Use Rewards Links to attract new customers.



## CROSS-SELLING

- Customers who bought lash serum, lash primer, or mascara.
- Customers who bought a mascara that wasn't MOODSTRUCK EPIC 4D one-step fiber mascara.
- Customers who bought eyeshadows or eyeliners.



## PRO TIPS

- Use the Customer Connect tool in your Back Office to identify key customers to reach out to about the new twisted mascara.
- Search your Facebook Messenger conversations using the "search conversation" function to find times you've discussed key terms like mascara, lash serum, lash primer, lash routine, 4D, etc. Contact these customers and share your excitement about the new twisted mascara.



## CONVERSATION STARTERS

- Do you want your lashes to have more volume, curl, and definition?
- Do you want a mascara that reveals lashes you didn't know you had?
- What mascara are you currently using?
- Does your current mascara nourish your lashes while providing volume, curl, and definition?
- What is your lash routine?
- How do you currently care for and nourish your lashes?
- How important do you feel it is to nourish your lashes?



## SOCIAL MEDIA

- ☐ Before & after post      ☐ Lash routine video      ☐ Virtual lash class
- ☐ Other: \_\_\_\_\_

Work It!

Orders Goal \_\_\_\_\_ PRS Goal \_\_\_\_\_

Name	Contact	Order

Total orders: \_\_\_\_\_ Total PRS: \_\_\_\_\_

## FUEL YOUR BUSINESS WITH LASHES AND THE 5-2-1 SUCCESS FORMULA!

The 5-2-1 Yunique Success Formula uses the simple pillars of your business and breaks them down into small wins to celebrate: Sales, Rewards Links, and Sponsoring! This system is a repeatable way to launch your business, but also works to continue to grow and build your team in three easy steps.

### 5-2-1 SUCCESS FORMULA

- 5 New Customer Sales
- 2 Qualified Rewards Links or Affiliates
- 1 New Sponsor

The 5 leads to the 2 that leads to the 1....

**HOT TIP: KEEP IT SIMPLE AND FOCUS ON MASCARA!**

### 5 NEW CUSTOMER SALES Tips for making five customer sales

- Create your favorite look and share on your social media channels by going live or posting before and after pictures. Be sure to share which products you used. Be a Yunique brand ambassador! Share all the benefits you have experienced with Yunique products on social media.
- Tell your Y-story and showcase your life on social media. Authenticity is everything! When you're relatable, people will be drawn to you—and your enthusiasm for Yunique will rub off.
- Work your business consistently. It helps to have a schedule for posting to social media or reaching out to customers.
- Reach out to customers through direct message or text message. You can offer personalized beauty help or share a compelling photo (like a side by side) or catchy video showcasing the key benefits of a product. Corporate has these kinds of assets available, but you can also make your own following our how-to guides for selfies and videos with MOODSTRUCK EPIC twisted mascara!

### 2 QUALIFIED REWARDS LINKS OR AFFILIATES Tips for qualifying two Reward Links

- Use a Rewards Link when you shop so you can earn Y-CASH credit for future purchases.
- Share your Rewards Link on social media and with customers so that any customer orders will go toward qualifying the Rewards Link.
- Get your friends involved by inviting them to be Link Owners/Affiliates! They'll earn Y-CASH credit when their link qualifies by reaching 200 points.
- Help Link Owners make the most of their opportunity by encouraging them to post on their social media channels once a day for five consecutive days. Make it a simple experience for them by providing the pictures and sample text.
- Ask your Link Owners to tag you in their posts so you can comment, follow up with her friends, and expand your network.

### 1 NEW SPONSOR Tips for sponsoring one new Yunique Presenter

- Think about who loves makeup like you and could use additional income or a new business—just like you are doing!
- Tell your Yunique story, your why. Focus on the benefits. How does it feel to take on a fun business with products that make you look and feel good? Do you feel empowered? Do you feel hope for the future?
- Get social! Post a picture of your YUNIQUE Presenter Kit and the products inside, mentioning the value and what you actually paid for it. It's a no-brainer!
- Do an unboxing video or Facebook LIVE showing off your YUNIQUE Presenter Kit. A live video creates engagement with viewers so they can ask questions. Share the love!