

CARD 1 OF 4

01

The Opening

At consultation, name what you're mixing and why, out loud, as you do it. This is the moment that makes everything after it feel earned, not sold.

SAY THIS

"I'm blending this into your Intensive Complex today because your skin needs exactly this."

Anne Semonin

CARD 2 OF 4

02

During the Treatment

Keep naming what you're using and why as the treatment progresses. The guest should never wonder what's happening to their skin.

SAY THIS

"This is [ingredient], it's working on [concern] right now, that's why your skin feels different already."

Anne Semonin

CARD 3 OF 4

03

The Retail Moment

This is the conclusion of the conversation you've already had, not a new one. It should feel obvious, not persuasive.

SAY THIS

"I mixed your Intensive Complex today because your skin needed exactly this. You can take the same blend home in your Beauty Prescription."

Anne Semonin

CARD 4 OF 4

04

04

Handling Hesitation

If a guest wants to think about it, that's fine. Never push, leave the door open with something concrete.

SAY THIS

"Of course, no pressure at all. I'll note down exactly what I blended for you today, so it's there whenever you're ready."

Anne Semonin