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