

YOUNIQUE TOUCH serum+ foundation Training Script:

Instructions:

This training video includes a demo. Have a standing mirror beside you to double check your application as it can be hard to see in a computer or iPhone.

Start by introducing yourself and telling your audience why you are here and what you love about this new foundation formula. Next, talk about the new formula and how we are giving customers a modern foundation loaded with skin benefits and customizable coverage. If you're recording this live, make sure to ask your audience questions and find ways to get your viewers to engage in your video.

Script:

Hi, everyone! I'm [your name], and today I want to share our brand-new YOUNIQUE TOUCH serum+ foundation with you. This new formula has a serum base and is loaded with skin-loving ingredients. Plus, look at this new packaging.

(Show bottle to camera.)

Let's start by learning about all the benefits of this amazing new formula.

- Buildable coverage
 - One to two drops for sheer coverage
 - Three to four drops for medium coverage
 - Five to six drops for full coverage
- Minimizes the appearance of fine lines, wrinkles, and dark circles
- Reduces the appearance of pores
- Blurring/soft focus technology
- Non-cakey, breathable, and hydrating
- Semi-matte/natural finish
- 25 shades that match the rest of the TOUCH line
- An independent study found the foundation to be (results may vary):
 - Long wear up to 12 hours
 - Transfer-, smudge-, heat-, and humidity-resistant (and mask proof)

YOUNIQUE TOUCH serum + foundation works for all skin types so you can share this beautiful formula with everyone. It doesn't get much better!

Before we get into application. Let's talk about how to find your skin's best shade. Choosing the right shade starts with your undertone.

Step 1: Know your undertone. There are three types of undertones, cool (pink, red, or blue), neutral (beige, equal mix of cool and warm), or warm (yellow, golden, peach, or olive). Wondering how to find your undertone? Here are some tests that will help!

Color Test

What colors look best on you? If you look best in blues and green, you probably have a cool undertone. If you look best in orange, red, or yellow, you probably have a warm undertone. If you look great in everything, you probably have a neutral undertone.

Sun Test

How does the sun affect your skin? If you tend to burn easily or get freckles, you probably have a cool undertone. If you tan easily, you probably have a warm undertone. If you burn and then tan, you probably have a neutral undertone.

People with a deep skin tone may not burn easily but still have a cool undertone. If this describes you, try the jewelry test.

Jewelry Test

What kind of metal looks best with your skin? Hold a piece of jewelry against your neck. If you look best with light or white metals such as white gold, platinum, and silver, then you probably have a cool undertone. If you look best in yellow gold, rose gold, and copper, then you probably have a warm undertone. If you look good in both white metals and yellow metals, then you probably have a neutral undertone.

(Tell your audience how you discovered your undertone.)

Step 2: Find your skin tone. Are you light, light/medium, medium, medium/dark, dark, or deep? Look at examples of models on our website determine your category. Which model has the skin color closest to you? That's your starting shade! Once that shade is decided, look one shade lighter and one shade darker with the same undertone (if it seems too light or dark then choose a neutral undertone that is lighter or darker). For shade matching, it is always best to narrow down to three. Always choose the shade you think you are plus one lighter and one darker. You can use our Beauty Guide with the three shades to help determine which one is right for you. Remember to use the Beauty Guide while facing a window so you have good natural lighting!

Step 3: Make a decision. Start to match and decide. For a virtual shade match, go to the **YOUNIQUE beauty guide** and experience a live try on or a photo try on. Take snap shots of the three shades and determine the shade that looks most natural and blends with your neck and chest.

Tip: Lighting is key, make sure you are in natural daylight and facing a window to see your true tone. You want the light in front of you. The light should not be behind you or to your side, because it will create shadows and darkness that will give a false read.

If you're doing an in-person shade match, swipe three shades from cheek to jaw and blend into skin. The shade that disappears is your best match.

With the Yunique Love it Guarantee, if you don't love a product, we've got you covered!

Now it is application time! Apply your favorite primer to prep skin for a flawless application.

(Demonstrate)

Suggest one of the TOUCH GLORIOUS primers based on skin type.

- Normal to dry skin, use TOUCH GLORIOUS hydrating face primer.
- Normal skin, use TOUCH GLORIOUS face primer.
- Normal to oily skin, use TOUCH GLORIOUS mattifying face primer.

Now that primer is applied, it is time for YOUNIQUE TOUCH serum+ foundation.

Shake

Take about 30 seconds to shake the foundation before each use. Shaking will mix the pigment and serum base together, allowing for a more even coverage while activating the ingredients that nourish your skin.

(Demonstrate)

Drop

Use the auto-charge dropper to place the desired amount of foundation directly onto the YOUNIQUE kabuki brush or another brush with flat, dense bristles. Apply all over a clean face, starting at the center and moving upward and outward until fully blended.

(Show the brush to the camera.)

Build

Serum foundations are meant to mirror the appearance of bare skin, and ours is buildable to create the perfect coverage you desire.

(Begin to apply foundation and show different coverage levels.)

Start by applying one or two drops of foundation using gliding, feathering strokes with your brush for a sheer, more natural look. For fuller coverage, slowly build foundation by applying one or two drops at a time. Use your brush to stipple or buff onto skin in circular motions until desired look is achieved.

- If you apply too much foundation and want to tone it down or want a more “fresh face” look from your foundation, finish off your application with a few sprays of YOU·OLOGY rose water toning spritz.
- If you want to create a dewy look, mix two drops of foundation with one drop of YOU·OLOGY UPLIFT beauty oil on the back of your hand and apply with the YOUNIQUE kabuki brush.

(Share a lasting statement on why this foundation is incredible.)

(Thank your audience for their time and sign off as you would normally end a video.)