

younique™

TOUCH

serum+ foundation



YOUNIQUE TOUCH serum+ foundation combines skin care with coverage to boost your confidence without concealing what makes you *you*. This light and breathable foundation is formulated with a hydrating, skin-plumping serum base that nourishes your skin while providing a buildable coverage that easily customizes to your needs. No matter how you choose to wear it, this good-for-you foundation leaves you feeling comfortable and confident in your own skin.

B E N E F I T S

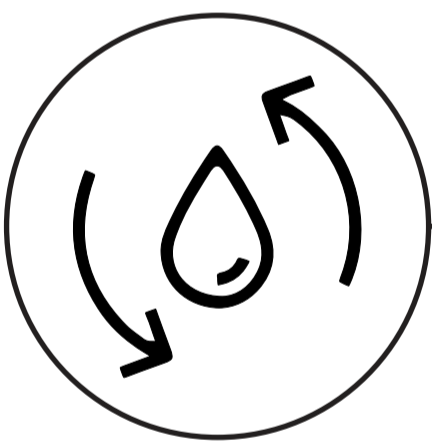
- Available in 25 shades with a semi-matte finish.
- Pigments sit suspended in a serum base and activate when shaken, so ensure you shake before each use to get the most out of every drop.
- This buildable foundation allows you to customize your coverage to fit your needs.
- Helps improve the appearance of pores, fine lines, wrinkles, and dark circles.
- Soft focus technology helps blur imperfections and give skin a smoother appearance, just like a real-life selfie filter.
- Designed with good-for-you ingredients known to help protect against environmental stressors and blue light while nourishing, plumping, and hydrating for smoother, younger-looking skin.
- A velvety-soft application and a non-cakey wear will leave your skin looking fab throughout the day. Plus, it's mask-proof!
- Features a curved, auto-charge dropper, which pulls out the right amount of product each time, to precisely place your foundation. When you're done, the dropper will automatically release any remaining product back into the bottle so it can activate with the rest of the foundation when you next use it.
- Long-wearing for up to 12 hours.*
- Transfer-, smudge-, heat-, and humidity-resistant.*

In an indepentent consumer study:

- 97% said it felt lightweight and breathable throughout the day.*
- 90% said it wore comfortably on their skin throughout the day without caking or becoming patchy.*
- 90% said they felt their skin looked smoother and more even after application.*
- 90% said it helped minimize the appearance of fine lines, wrinkles, dark circles, and other skin imperfections.*
- 90% said it felt weightless on skin.*

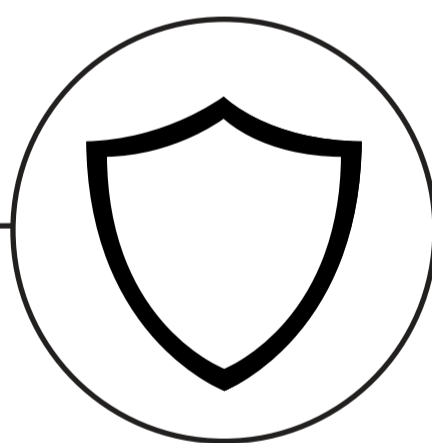
* Results from a third-party expert evaluation. Individual results may vary.

KEY INGREDIENTS



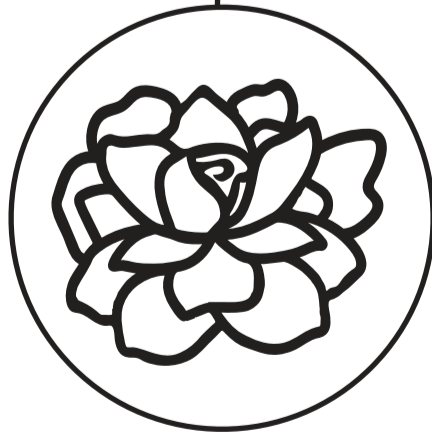
SODIUM HYALURONATE

Sodium hyaluronate is a form of hyaluronic acid known for its water retention properties. It gives skin a more plump and smooth appearance.



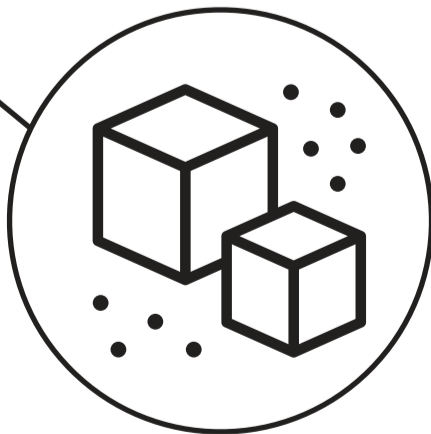
ECTOIN

Ectoin is a multi-functional ingredient and amino acid derivative that is known to help protect against environmental stressors and blue light damage while also nourishing and hydrating skin for a more youthful appearance.



GARDENIA TAHITENSIS FLOWER EXTRACT

Gardenia tahitensis flower extract, also known as tiare extract, has moisturizing, purifying, and skin-soothing properties.



GLUCOSE

Glucose is a natural sugar humectant that helps bind moisture to skin.



APPLICATION

Shake to activate

Shake vigorously for about 30 seconds before each use.

Shaking will mix the pigment and serum base together, allowing for a more even coverage that also nourishes your skin.



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.



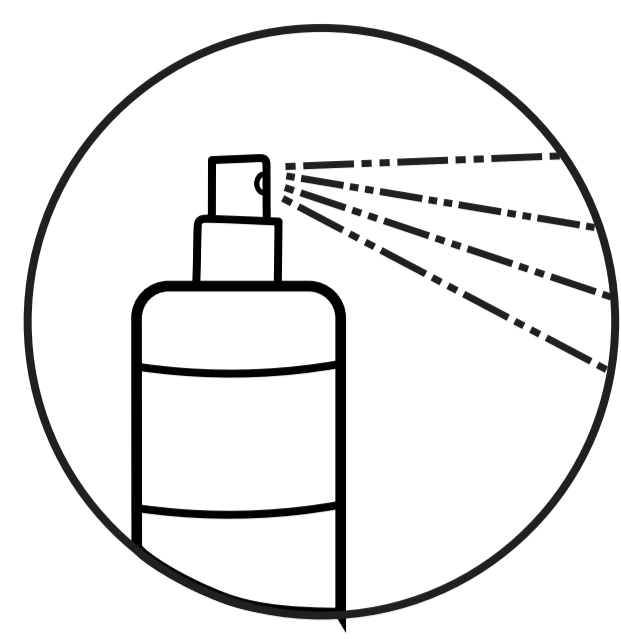
Build

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

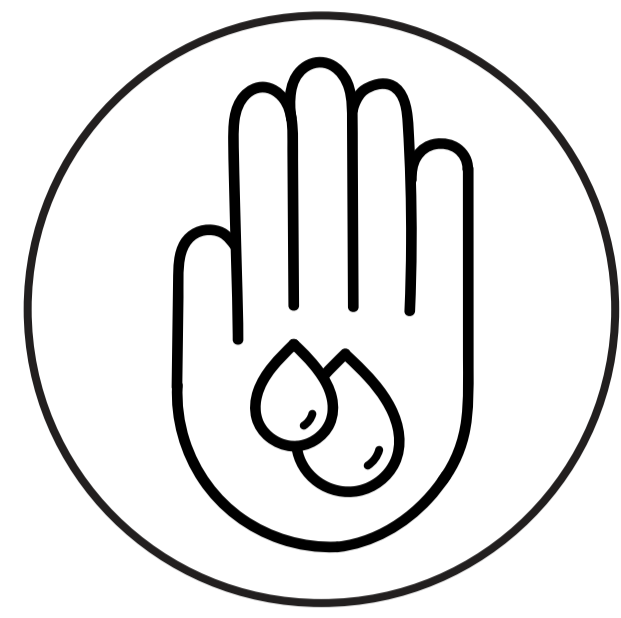
- Start by applying a drop or two of foundation using gliding, feathering strokes with your brush for a sheer, more natural look.
- For fuller coverage, slowly build foundation by applying a drop or two at a time as you use your brush to stipple or buff onto skin in circular motions until desired look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



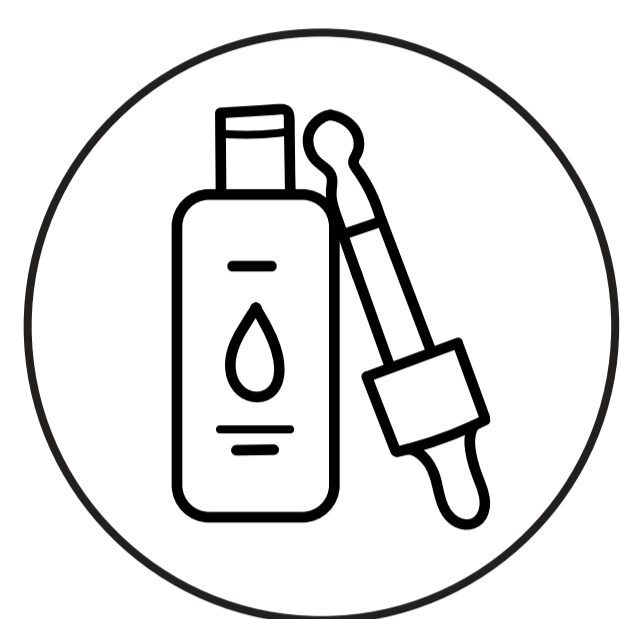
TIPS



- If you apply too much foundation and want to tone it down, or if you would like your foundation to have a more “fresh face” look, finish off your application with a few sprays of YOU·OLOGY rose water toning spritz.

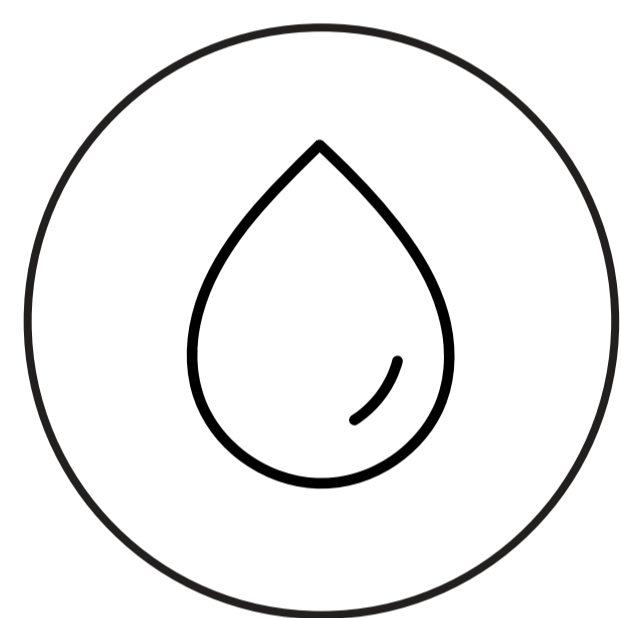


- Create a dewy look by mixing two drops of foundation with one drop of YOU·OLOGY UPLIFT beauty oil on the back of your hand and apply with the YOUNIQUE kabuki brush.



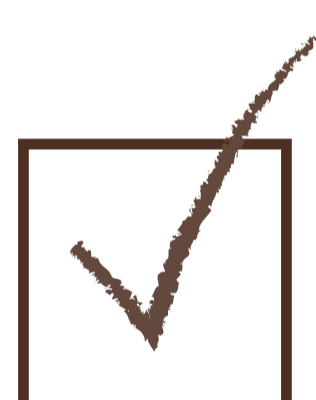
- For optimal results, pair this foundation with a primer that works well with your skin type. If you have:
 - Normal to dry skin, use TOUCH GLORIOUS hydrating face primer.
 - Normal skin, use TOUCH GLORIOUS face primer.
 - Normal to oily skin, use TOUCH GLORIOUS mattifying face primer.

REMOVAL



- Gently remove YOUNIQUE TOUCH serum+ foundation from skin using your favorite YOU·OLOGY cleanser, then rinse face with lukewarm water.

WHO WILL LOVE IT?



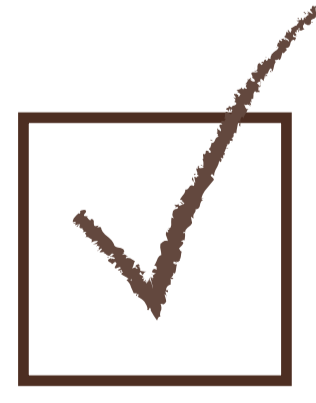
People who want flawless-looking coverage while nourishing their skin.



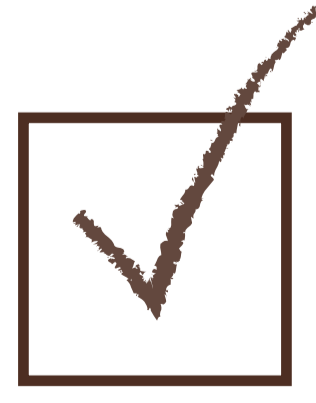
People looking for a completely buildable coverage that holds up to whatever their day requires.



People who want to minimize the appearance of pores, fine lines, wrinkles, and dark circles with a blurring effect.



People who want coverage with a semi-matte finish that won't get cakey.



People who are looking for a high-quality foundation that is long-wearing, transfer-resistant, smudge-resistant, and heat- and humidity-resistant.*

* Results from a third-party expert evaluation. Individual results may vary.

EXPANDING YOUR CUSTOMER BASE

Reach Out To:

- People who want to minimize the appearance of pores, fine lines, and wrinkles with a breathable, lightweight foundation.
- People who are looking for a long-wearing foundation.
- People who are looking for a product that doesn't transfer, smudge, or run, even in the heat and humidity.
- People who haven't found their perfect foundation shade—we offer 25 shades!
- People who are looking for a buildable coverage.

Get Social:

- Announce this new product to your customers and followers with a social media post.
- Create a video or post to teach people who want to learn more about how they can get flawless-looking skin.
- Share Rewards Links to attract new customers.



CROSS-SELLING

- Customers who previously purchased YOUNIQUE TOUCH skin solution concealer
- Customers who previously purchased two shades of concealer, foundation, highlight, and contouring products
- Customers who previously purchased YOU·OLOGY eye cream
- Customers who previously purchased YOU·OLOGY anti-aging serum
- Customers who previously purchased any YOU·OLOGY skin care products

UPSELLING

- YOUNIQUE kabuki brush
- YOUNIQUE TOUCH skin solution concealer
- TOUCH GLORIOUS mattifying face primer
- TOUCH GLORIOUS hydrating face primer
- MOODSTRUCK pressed blusher
- MOODSTRUCK EPIC 4D one-step fiber mascara

PRO TIPS

- Use the Customer Connect tool in your Back Office to identify key customers to contact about the new YOUNIQUE TOUCH serum+ foundation.
- Search your Facebook Messenger conversations using the “search conversation” function to find times you’ve discussed key terms like foundation, flawless-looking skin, pores, fine lines, long-wearing foundation, wrinkles, transfer-resistant, etc. Contact these customers and share your excitement about the new YOUNIQUE TOUCH serum+ foundation.

CONVERSATION STARTERS

- Does your current foundation help to minimize the appearance of pores, fine lines, wrinkles, and dark circles?
- Do you know if your current foundation is transfer -resistant and smudge-resistant?
- Do you know if your current foundation is considered a long-wearing foundation?
- How does your foundation wear throughout the day?
- Does your current foundation allow you to customize your coverage?
- Do you know if your current foundation is heat- and humidity-resistant?
- How important is it for you to use products that provide multiple benefits?
- How many multipurpose beauty products do you currently have?
- What foundation you are currently using? What do you like and not like about it?

SOCIAL MEDIA

- ☐ Before and after post
- ☐ Flawless-looking complexion video
- ☐ Shade matching training class
- ☐ Other : _____

WORK IT!

Order Goal _____ PRS Goal _____

Name	Contact	Order

TOTAL ORDERS : _____

TOTAL PRS : _____

