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Introducing the Art of Balance, Jafra's NEW Spa Collection!

Based on the philosophy of harmony and balance, the Art of Balance features two sets: "Body at Rest" and "Body in Motion" specially formulated to promote well-being as they help comfort and rejuvenate. Art of Balance utilizes the science of aromatherapy with essential botanical oils to help awaken your spirit, soothe your soul and exhilarate your mind and body to keep you feeling balanced, whatever your day brings.

What Jafra Leaders are saying about Art of Balance:

The "Art of Balance" is about feeling good and creating a peaceful atmosphere, while we live in a time that is anything but that. It's about slowing ourselves down for a few minutes to have an experience that provides a lingering, healthy effect. Jafra has cared enough to bring us all this in a spa form that's affordable and easy. — Sue Koska

What a collection! I liked the lightness of the fragrances and how the lotions immediately soak into the skin. I think this will be an incredible recruiting tool. New people who are intimidated by our extensive product line, can just sell the Art of Balance. I plan to use this to get into offices with stressed out workers. Now I can offer them a mini break during the day! — Rachele Ford

"Art of Balance" is like your own private mini spa experience and a great way to introduce others to Jafra! Ever notice when you're talking with someone how being so busy always comes up in the conversation? Now we can say "I understand. Does being so busy stress you out?" When she answers YES, you ask: "If you could find a way to lower your stress level whenever you want, would you like to hear more?" Yes? "Let me treat you to a mini spa experience. It just takes a few minutes and you'll be refreshed for hours!" Then I would schedule my next open date." — Janet Flores

Are you ready to give the Ultimate Spa Experience?

Jafra has created a collection of tools to help you invite, prepare and present the new Art of Balance Spa Collection. All the literature you need is in the Related Links tool box.

Here are some suggestions on how to use them:

Art of Balance Client Presentation

This online showcase will be available on your myJafra Personal Web Site to give your clients an overview of the new collection. You may refer them to your myJafra site or cut and paste the link (www.jafra.com/en/2007ArtOfBalance) and email it to your client list to entice them to want to sample and smell the products. This will open the door for them to come to your Ultimate Spa Experience Party.

Consultant Dialogue Script

Use this guideline to find out how to send invites, prepare your presentation, know what to say when demonstrating each product, and how to close the sale. This script provides the most recommended way to have an Art of Balance Ultimate Spa Experience.

Art of Balance Invites

Download and print the provided invitations with Art of Balance artwork. Be sure to fill in your own information, directions, or prize incentives in the space provided. How-to create your own message: click on the PDF. It will open in Adobe Acrobat Reader. Find the "snapshot tool" button, which looks like a little camera icon. Hold down your mouse to pull the "+" prompt to generate a box to over the invite graphic so that it is highlighted. When you let go of the mouse-click, it will automatically "copy" the graphic. Paste it into Microsoft Word. Then go to "insert text box" in the pulldown menu. Draw a box in the space provide and type in your own info. Print out copies to mail or hand out. Or send the file via email as an attachment! If you want to print hard copies in bulk for several parties, get together with your team to have them printed from a company such as www.sharpdots.com, which offers great rates on small bulk orders.

Art of Balance Brochure

Have this brochure handy for your clients to review at your Ultimate Spa Experience.

Art of Balance Product Pages

Review them and get to know the products. Have them with you at your Ultimate Spa Experience in case a client has a question on a specific product or ingredient.

Art of Balance DVD (available in the Demo Pack)

Play the DVD during the event (bring a portable DVD player, use your laptop computer or ask your hostess to have it play on her TV) to provide dynamic imagery and set the mood for your Ultimate Spa Experience.

Art of Balance Press Kit

Use these materials to send to your local media to gain exposure and coverage of Jafra's Art of Balance Collection and your Ultimate Spa Experience.