



**FLC AGENDA**  
**APRIL 27<sup>th</sup> – 29<sup>th</sup>, 2022**  
**Henry B Gonzalez Convention Center**  
**900 E Market St.**  
**San Antonio, TX 78205**

**DAY 1**  
**4/27/2022**

All arrive in SA

Arielle to meet with  
ION for Booth Set Up

Hotel:  
Marriott Riverwalk  
889 E Market St.  
San Antonio, TX 78205  
210-224-4555

Dinner TBD

**DAY 2**  
**4/28/2022**

8:00am – 5:00pm

Internal Booth Set Up &  
Station Rehearsals  
*Booth #1309*

7:00pm Team Dinner  
  
Biga on the Banks  
  
203 S. St. Mary's at Market  
San Antonio, TX 78205  
210-225-0722

**DAY 3**  
**4/29/2022**

9:00am – 4:00pm

Brand Partner Expo  
Event Day

Lunch Break Rotations:  
12:00pm-12:30pm  
1:00pm-1:30pm  
2:00pm-2:30pm

4:45pm – 10:00pm  
  
Booth Break Down  
+ Team Departures

Friday Departures:  
Hillary  
Alex  
Melissa  
Ginger

**Phone Numbers:**

Hillary Solomon 718-753-4020  
 Rachel Ito 916-340-4650  
 Alex Serafine 215-704-1060  
 Arielle Breedyk 575-626-1037  
 Samuel Cuevas 516-549-1221  
 Melissa Anderson 321-223-2868  
 Ginger Dorsey 832-794-3134  
 Mark Coniam 404-861-0311



Saturday Departures:  
Rachel  
Arielle  
Samuel  
Mark

## FLC, Experience Guide

APRIL 27<sup>th</sup> – 29<sup>th</sup>, 2022

### PRODUCT FOCUS: NEW GinZing™ Glow-Boosting Mask

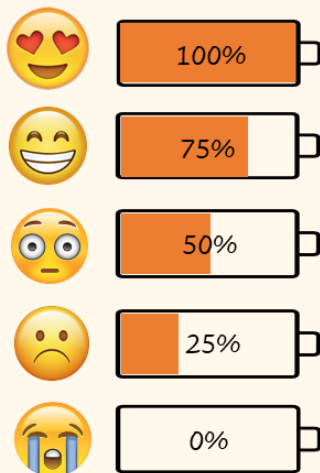
#### THEME:

Take time to **recharge**, you do it for your phone, time to give skin a full-charge too! Like your cell phone battery life, **skin looks its best when fully energized and charged** to take the day on! Learn about how our **NEW GinZing™ Glow-Boosting Mask** with **Vitamin C** energizes, hydrates, delivers **instant glow** and **increases skin's brightness over time**.



Origins, is actively making choices such as **consciously manufacturing, consciously formulating**, and using **minimal packaging** to **give back to nature** and reduce our impact on the planet for future generations. As well as our #GreenThePlanet, this month and always. **To-date, Origins has planted** and cared for more than **2.12 million trees**. That's equivalent to more than 175,000 trees per year, 480 trees per day, 20 trees per hour.

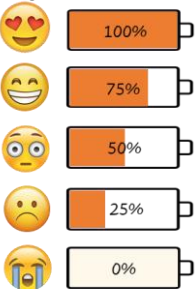
My mood changes as the battery changes. What about you?



**OBJECTIVE:** Starting our Client Discovery Journey, we will provide guests with a warm welcome and dive into a sensorial experience with our GinZing essential oil blend inspired espresso beans and orange treats.



## ACTIVATION STATIONS

<p>Energize Boost Station</p> 	<p><b>Mark</b></p> <p><b>Say:</b> "Welcome to our GinZing Energy Boost Station!" "Are you ready to get your glow-on?"</p> <p><b>Say:</b> Take a moment to notice the battery life on your phone and look at the charge level. Low battery = low energy and low energy means the phone may die! "OH NO!" The same with our cells. They need a full charge to work optimally. How do you get it? Ginseng &amp; Caffeine.</p> <p><b>Do:</b> Offer clients to charge phone while charging skin with Mark.</p> <p><b>Demo:</b> Ginzing Eye Ritual &amp; Ginzing Moisturizer on back of hand. Use mirror to compare before/after.</p> <p><b>Ginzing Radiance Tin Foil demo:</b>  <b>Say:</b> Ginzing can transform dull, lackluster skin into radiant, energized skin.  <b>Say:</b> "When skin is lacking radiance, it can appear dull."  <b>Show:</b> The crunched-up piece of tin foil and how radiance is caught in the nooks and crannies causing it to look dull. Next, show clients a smooth piece of recycled tin foil.  <b>Ask:</b> What do you see? Point out how the light reflecting off the smooth tin foil is evenly dispersed.  <b>Say:</b> "This is how skin looks when light is reflected on the skin's surface evenly"  <b>Show:</b> "Bright-eyed &amp; Energized" Ginzing Eye Ritual  <b>Say:</b> Be sure to visit my friends Ginger &amp; Melissa, they're giving first access to our new GinZing Glow-Boosting Mask!</p>
<p>Ginzing Mask Station</p>	<p><b>Ginger &amp; Melissa</b></p> <p><b>Say:</b> Come, get your glow on. Let me show you our brand-new Ginzing glow-boosting mask launching exclusively at Ulta on May 8th-June 4th in ALL DOORS on a GZ dedicated endcap &amp; June 4th- June 18th we will be on the Cashwrap.</p> <p><b>Demo:</b>  <b>Step 1:</b> Spread a thin layer of product on the back of the client's hand  <b>Step 2:</b> Show the orange encapsulates with the Magnifying Glass and allow client to gently massage to activate instant radiance while looking into the Magnifying Glass  <b>Step 3:</b> Allow client to compare hand with mask and hand without, noticing the instant radiance and softer, more hydrated skin  <b>Step 4:</b> Have client tent hands over nose to smell the energizing essential oil blend (Orange, Spearmint, Grapefruit, Lemon)  <b>Share:</b></p> <ul style="list-style-type: none"> <li>• Origins NEW! GinZing Glow-Boosting Mask with Vitamin C hydrates, delivers instant glow, and increases skin's brightness over time.</li> <li>• Formulated with <b>3-Glow Complex</b>, has custom-made snap encapsulates with Mineral Optics inside. They gently burst once massaged into skin to deliver instant radiance.</li> <li>• The <b>two types of naturally derived Vitamin C</b> help provide long-term brightening to energize skin to visibly refresh &amp; recharge.</li> </ul>
<p>Take a Picture Plant a Tree</p>	<p><b>Sam</b></p> <p><b>Say:</b> To-date, <b>Origins has planted</b> and cared for more than <b>2.12 million trees</b>. Come, help us plant more!</p> <p><b>Do:</b> Create an evergreen impact on the planet by planting a tree! Guide SM's to take a picture and Use the #GreenThePlanet on their social media.</p>
<p>Retention Check</p>	<p><b>Arielle</b></p> <p><b>Ask:</b> What are your key takeaways? What are you excited about to take back to your teams?</p>
<p>Gratis</p>	<p><b>Arielle</b></p> <p><b>Do:</b> Hand out gratis bags: Bag, GZ gel 15ml, POM full size, POM info card, GZ mask info card Additional gratis: GZ mask 15ml tubes.</p>

## GINZING™ GLOW-BOOSTING MASK

GET UP AND GLOW


**ORIGINS**  
1990

## WHAT IT IS

A brightening face mask with **Vitamin C** hydrates, delivers **instant glow** and **increases skin's brightness** over time.

- ✓ Vegan!
- ✓ 93% Naturally Derived formula\*
- ✓ Brighter looking skin in 1 week\*\*
- ✓ Post-consumer Recycled (PCR) Content Cap & Recyclable Jar

new+  
only herePLANT CHEMISTRY +  
SKIN PHYSIOLOGY

**Vital-Synthesis™ Technology:** Featuring **Caffeine** from Coffee Beans and **Panax Ginseng**, it helps naturally energize skin to visibly refresh & recharge.



MSRP: \$34.00

## HOW TO USE

Use Daily AM or PM. Apply a thin layer to clean skin with fingertips. Gently massage into skin to activate encapsulates- avoid eye area. Leave mask on and follow with next steps.

\*No ISO Standard. From plant, non-petroleum, minerals, or water.

\*\*Clinical testing on 21 women, after using product for 1 week.

**3-Glow Complex:** Increases radiance both instantly & long term, with **two types of naturally derived Vitamin C** plus snap encapsulates of **Mineral Optics**.



## PEACE OF MIND™ ON-THE-SPOT RELIEF

JUST BREATHE

Launching on the Ulta Wellness Wall in May 2022


**ORIGINS**  
1990

## WHAT IT IS

On the spot relief to refresh and enliven the spirit for a refreshing, calming experience.

- ✓ Vegan!



## WHO IT'S FOR

All clients who would like a soul-soothing, sensory treatment that helps you find inner peace, on-the-spot.



Live on Ulta.com!



## HOW TO USE



Wash and sanitize hands, take 3 pumps into fingers and take a deep breath to experience the aromas of Peace of Mind™. Massage into the back of neck, earlobes, and temples.

## WHAT IT DOES

Soothes and comforts the spirit with **Basil Essential Oil**.

Stimulates and refreshes targeted area for an uplifting experience with **Peppermint Essential Oil**. Enjoy the experience of deep breathing when you inhale the scent with **Eucalyptus Essential Oil**.

Scan for a quick  
experience tutorial




## GINZING™ RADIANCE DEMO

Energize, Refresh and Restore Radiance with our #1 GinZing™ Franchise.  
Use the below guidelines to help energize the conversation!

### TOOLS NEEDED

- Tin Foil Sheets
- Mirror
- Hand Sanitizer
- GinZing™ Testers



### RADIANCE DEMO

Energize the conversation using our Tin Foil demo to showcase how GinZing can transform dull, lackluster skin into radiant, energized skin.



### STEP 1

**Say:** "When skin is lacking radiance, it can appear dull."

**Show:** crumple up a piece of tin foil and show the client how radiance is caught in the nooks and crannies causing it to look dull.



### STEP 2

**Show** clients a smooth piece of tin foil.

**Ask** clients what do they see? Can you see how the light reflecting off the smooth tin foil is evenly dispersed? This is how skin looks when light is reflected on the skin's surface evenly!



### STEP 3

**Demonstrate GinZing**

"Dot, Pat, Glow" into radiant skin! Introduce clients to our #1 franchise

- GinZing™ Oilfree Moisturizer
- GinZing™ Eye Cream
- GinZing™ Serum



## GINZING™ CHARGED-UP DEMO

Energize, Refresh and Restore Radiance with our #1 GinZing™ Franchise.  
Use the below guidelines to help energize the conversation!

### TOOLS NEEDED

- Cell Phone
- Mirror
- Hand Sanitizer
- GinZing™ Testers



### CHARGED-UP DEMO

Just like your cell phone battery, our skin cells get low on energy too. Use clients cell phones battery life to showcase energy. low battery = low energy  
full battery = High energy



### STEP 1

Ask open ended questions to spark conversation.

"What is the battery life of your cell phone right now?"

"How do you feel when you have low energy?"

"How do you feel when you are energized?"

### STEP 2

Explain: Skin cells need a full charge to work optimally. Panax Ginseng & Caffeine from Coffee Beans boosts natural skin cell energy to help revive radiance AKA a fully charged phone battery!



### STEP 3

**Demonstrate GinZing**

"Dot, Pat, Glow" into radiant skin! Introduce clients to our #1 franchise

- GinZing™ Oilfree Moisturizer
- GinZing™ Eye Cream
- GinZing™ Serum





# BRIGHT-EYED & ENERGIZED

WITH GINZING™

## STEP 1



Wash or sanitize hands.

## STEP 2



Using a clean cotton tip to apply a pea-size amount onto ring finger.

## STEP 3



Gently massage by tapping under eye, applying inward and moving outward, repeating until blended in.

## STEP 4:

DID YOU KNOW?

Stagnant blood can pool under-eye. Massaging your under-eye area can help boost microcirculation and reduce the appearance of dark under-eye circles.

Additionally, the skin around the eye is much thinner and more delicate, do not pull or stretch.

## STEP 5



Use cotton tip to apply another pea-size amount to ring finger, gently tap under brow bone, applying inward & moving outward. Repeat until blended in.

**Did You Know?** Eyelids can get dull and dry. Apply hydrating formula to eyelid to moisturize and increase radiance.

## STEP 6



Close eyes and gently pinch along your brow bone, starting inward and moving outward, repeat 2x. This energyboosting massage helps boost circulation while the product absorbs into skin.

## STEP 7:

PRO-TIP

Add as a highlighter to cheekbones

## GREEN THE PLANET™

# THE ORIGINS MISSION

Origins Green The Planet™ was created to build awareness surrounding Origins' longstanding commitment to helping restore ecosystems and support the work of environmental justice organizations around the world - to encourage the well-being of both the people and planet.

Through the Green The Planet™ Fund, we are growing our commitment one tree at a time, benefiting local communities and helping to combat climate change through planting initiatives around the world to trigger real, meaning change for the lives of present and generations to come.

To-date, Origins has planted and cared for more than **2.12 million trees**. That's equivalent to more than **175,000 trees per year, 480 trees per day, 20 trees per hour.**



INTERNAL

EARTH MONTH 2022

## GREEN THE PLANET™

ORIGINS X ONE TREE PLANTED

### OUR 2022 IMPACT:

For 2022, Origins is taking a revised global approach to planting efforts to **maximize human impact**.

Origins has pledged to support One Tree Planted urban forestry projects across 15 U.S. cities to provide the most direct impact to local communities and residents.

Origins markets are also participating in their own local tree planting projects.



INTERNAL

EARTH MONTH 2022

## GREEN THE PLANET™

ORIGINS X ONE TREE PLANTED

### OUR 2021 IMPACT:

- Launched Green the Planet™ Fund
- Origins partnered with our global tree planting partner, One Tree Planted, to support the planting of 250,000+ trees worldwide. Specific areas include:



#### COLORADO

A project focused on restoring 500,000+ acres of Englemann spruce trees that were killed after a spruce bark beetle epidemic.



#### CALIFORNIA

A reforestation effort helped reforest the San Bernardino National Forest after the Cranston Fire of 2018.



#### PENNSYLVANIA

Ten abandoned mining sites throughout the Appalachian region were rehabilitated and restored.



#### PHILIPPINES

A project that restored rainforests and created habitat for endangered species in Mount Matutum.



#### ICELAND

Over 400 acres of forest was planted to transform degraded grazing land on the "Dragon's Nest" farm.

#### DID YOU KNOW:

One Tree Planted is an environmental organization that helps aid in the reforestation of forest land that is lost every day.



## **ORIGINS GREEN THE PLANET™ EARTH MONTH 2022**

In honor of Earth Month, Origins Green the Planet™ and its partner, One Tree Planted, continue to uphold the brand's longstanding commitment to the well-being of people and the planet. As a brand rooted in nature, Origins believes in the responsibility to give back, while also striving to make decisions that help minimize our impact on the planet and improve the lives of present and future generations.

For over a decade, Origins has partnered with various environmental non-profit organizations, planting one tree at a time, to aid in global reforestation and help combat the effects of climate change. Now more than ever, Origins recognizes the disproportionate impact that environmental degradation and global warming have on disadvantaged communities.

Tree planting is a powerful tool for protecting our environment while also creating numerous economic, health and social impacts. Once matured, the trees planted and cared for by and through Origins Green the Planet™ help clean air, filter water, cool the planet, and restore ecosystems. Additionally, Origins support for ongoing tree-planting projects helps empower local communities, improving quality of life.

"At Origins, we're deepening our commitment to global reforestation through expanded partnerships with international non-profit organizations that align with our Green the Planet™ mission," says Ada Lien, Senior Vice President and General Manager, Origins. "Our planting efforts continue to help combat climate change and support local communities around the world. Origins is proud to help impact meaningful change for both people and our planet."

"We are honored to partner with Origins on an incredibly robust and customized reforestation program to plant trees throughout North America and internationally," says Matt Hill, Chief Environmental Evangelist at One Tree Planted. "This will go a long way towards restoring forests and supporting local communities, also helping customers make a positive impact for the planet."

In 2021, Origins Green The Planet™ supported One Tree Planted through annual grant awards to aid in the organization's efforts to plant and care for trees around the world -- specific areas include: California, Colorado, Pennsylvania, Philippines, Iceland and Uganda.

To-date, Origins has planted and cared for more than 2.12MM trees. Origins has also expanded Green the Planet™ efforts to include non-profit tree-planting partners in key regions such as China, Europe and the UK. This year, Origins has pledged to support One Tree Planted's urban forestry projects across 15 U.S. cities such as Los Angeles, New York and Chicago, to provide the most direct impact to local communities and residents.