# ORIGINS

# Always On Sampling Program





# **Always On Sampling Program Details**

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## **Key Program Information**

WHAT: A recruitment initiative to drive sales and get NEW customers to fall in love with Origins.

WHY: Always On Sampling is a good ice-breaker when recruiting as it is a great way to start conversations with customers shopping in your store. ASK: "I would love to give you a free sample today, tell me about your skin?"

HOW: Origins will send <u>quarterly</u> allocations of packettes and deluxe tube samples direct-to-door at Dillards! Use them for recruitment in the department and share that no purchase is necessary to receive these samples!

FOLLOW UP: Use the Sample Log to capture samples given out so you can invite them back in for a Ritual/Mini Facial Service. Gather Name and Phone # and simply SHARE: "I would love your feedback on the sample I gave you today, can I follow up with you in a few days?" PRO-TIP: Be sure to ask if they prefer a call or text.

















## **Always On Sampling Log Screen Shot**

# The Key to Success is FOLLOW UP!

FOLLOW UP: Use the Sample Log to capture samples given out so you can invite them back in for a Ritual/Mini Facial Service. Gather Name and Phone # and simply SHARE: "I would love your feedback on the sample I gave you today, can I follow up with you in a few days?" PRO-TIP: Be sure to ask if they prefer a call or text.

\*Ask your Sales Manager to print this Sample Log for you





#### ALWAYS ON SAMPLING LOG

Name	Phone Number	Call or Text	Date	Samples Given
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FALL FY23
Samples



# CHECKS AND BALANCES™ Frothy Face Wash





SIZE: 5ML \*\*Sample size is not shown above

SKU: 048E45

#### **SQUEAKY CLEAN SKIN**

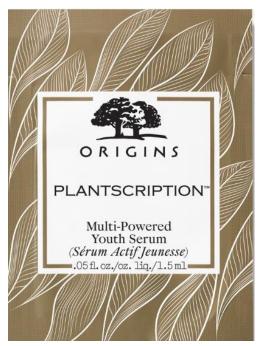
Our best-selling face wash that easily rinses away makeup, impurities and surface oils for skin that feels comfortably clean.

Gentle enough for daily use, this frothy face wash with Broad Leaf Kelp Extract, Wheat Protein and Tourmaline cleanses and purifies all skin types. Dry and oily zones are left feeling comfortably clean, refreshed and balanced. Plus, invigorating Mint essential oil refreshes the senses.

Squeeze small amount of face wash into palm, add tepid water to lather. Swirl over skin, steering clear of eyes. Rinse thoroughly.

### PLANTSCRIPTION™ Multi-Powered Youth Serum





SIZE: 1.5ML SKU: OW4R40

#### YOUTH IN A SERUM

Our #1 anti-aging serum-formulated to visibly reduce lines on skin and renew firmness.

Engineered with a 9.2% complex of 6 Peptides, it targets three foundational components in skin – Collagen, Elastin and Fibrillin. It helps boost Collagen while Anogeissus helps protect against Fibrillin degradation. You'll see noticeably less visible lines and pores, as well as significantly renewed firmness. Sage and effective: 90% said it reduced the look of lines and wrinkles.

Apply AM and PM on clean skin. Formulated for use on face, neck and décolleté.

# GINZING™ Into The Glow Brightening Serum





SIZE: 1.5ML SKU: 0W5640

#### THE RADIANCE IS REAL

This multi-action serum visibly brightens dull skin in one shot. Infused with Vitamin C plus 5% Retexturizing Complex, the formula noticeably smooths skin and reduces the look of pores over time.

Our 5% Retexturizing Complex – a Green Coffee Seed and AHA/BHA blend-helps support skin's natural enzymatic action to boost cell turnover for smoother skin texture and less visible pores. Infused with protect Vitamin C, this fast-acting formula visibly brightens dull-looking skin in one use, while Hyaluronic Acid plumps skin with hydration. With our carefully-calibrated serum, the radiance is real.



SPRING FY23
Samples



# CLEAR IMPROVEMENT™ Charcoal Honey Mask to Purify and Nourish





SIZE: 3ML SKU: 0XNA40

#### **PURIFY AND HYDRATE**

This gentle purifying mask deeply detoxes while nourishing skin, leaving it feeling comfortably clean, clear & conditioned.

Formulated with Bamboo Charcoal, this purifying mask actively deep cleans & draws out deep-dwelling pore-cloggers, impurities& debris. Golden Wildflower & Fermented Honey helps nourish skin.

Use once a week or as often as needed. Open pores with warm, moist towel and layer on. Allow to dry. Rinse well.

# Dr. Andrew Weil for Origins™ MEGA-MUSHROOM RELIEF & RESILIENCE SOOTHING CREAM





SIZE: 1.5ML SKU: ORHM43

#### SENSITIVITY REDUCTION

A mega-hydrating cream that instantly calms skin & helps reduce visible redness & sensitivity. Also, great for sensitive skin.

Formulated with Dr. Weil's Mega-Mushroom blend of Reishi, Cordyceps, Fermented Chaga Mushrooms plus Sea Buckthorn, this hydrating cream instantly helps calm & soothe skin. Plus, it helps visibly reduce redness & makes skin stronger against environmental skin agers.

Apply AM and PM.

# GINZING™ Vitamin C & Niacinamide Eye Cream to Brighten and Depuff

### **Original Tone**





SIZE: 1.5ML SKU: OWN101

#### **DARK CIRCLE & PUFFINESS REDUCTION**

Our upgraded de-puffer now has Vitamin C & Niacinamide to help visibly reduce dark circles- instantly and over time- while it depuffs, brightens and hydrates. 93% of people in consumer testing said eyes looked brighter, more radiant and refreshed at 4 weeks.

Gently tap onto the eye area with fingertips, both morning and night.

# Dr. Andrew Weil for Origins™ MEGA-MUSHROOM RELIEF & RESILIENCE SOOTHING TREATMENT LOTION





SIZE: 1.5ML SKU: 0X3140

#### SOOTHING HYDRATION

Now with 10x more Reishi Mushroom, this watery lotion is the perfect 1<sup>st</sup> layer of hydration- it helps visibly calm skin and reduce the look of pores. Preps for other skincare products and makeup. Strengthens your skin barrier.

It hydrates and visibly soothes; helps repair and protect. The watery texture sinks right in, and the advanced formulation helps repair by visibly soothing dry, red, irritated-looking skin. It protects by strengthening skin's barrier, while Adaptogenic Licorice Root in new technology helps activate skin's natural defenses against external aggressors that can lead to early signs of aging.

Apply AM and PM. Shake, pour into hands, then pat onto cleansed skin before serum and moisturizer. Similar to an essence or toner, this treatment lotion is a second step in your skincare routine.

# GINZING™ Ultra Hydrating, Energy-Boosting Cream





SIZE: 1.5ML SKU: OTAX40

#### 71-HOUR HYDRATION + RADIANCE

A super-rich, energy-boosting moisturizer formulated to help wake up dull, lackluster, extra dry skin with 72-hour hydration.

Following serum, apply liberally to skin day & night as a daily moisturizer, or as needed during the day as an instant skin refresher.

# ORIGINAL SKIN™ Retexturizing Rose Clay Mask



SIZE: 3ML SKU: 0XNH40

#### **CLARITY & GLOW**

A Rose Clay mask that retexturizes skin and deep cleans to prefect pores for a naturally flawless look - no filter required.

Gently draws out dirt & debris, exfoliates to refine skin's texture & visibly minimizes the look of pores in one simple step. Skin is left looking perfected & polished.

Apply a thin layer to clean skin. Avoid the eye area. Leave on 10 minutes. Using wet fingertips, wash off. Use 1-2 times per week.