

# WILLING BEAUTY™

## *brand statements guide*

As a Beauty Advisor, always follow the guidelines set forth below when referring to Willing Beauty's safer line of products; refrain from making claims not referenced below; and clearly represent an individual's personal testimony. A Beauty Advisor must also remember to repeat verbatim any product-specific claims from the Company.

### **Our Brand**

Willing Beauty is a better-for-you beauty brand with heart created to inspire your life, celebrate your beauty, and simplify your skincare routine, while empowering you to dream big. Willing Beauty is for women who want safer, effective, and contemporary products that enhance their beauty and respect their health.

### **Our Products**

#### **What to say:**

- Safer
- Effective
- Better-for-you
- Clean
- Free of parabens, sulfates, mineral oils, DEA, phthalates chemical sunscreens & synthetic fragrances
- Safe for sensitive skin
- Skin-friendly ingredients
- Never tested on animals
- Certified with the Leaping Bunny Program
- Dermatologist-tested
- Allergy-tested
- Products tested for safety
- Ingredients screened for safety

#### **What not to say:**

- Natural or all natural
- Organic
- Non-toxic
- Green
- Pure
- Eco or environmentally-friendly
- Ingredients tested for safety
- Chemical-free

## **HY+5 REGIMEN™**

### **What to Say:**

- Real / proven results
- Younger-looking skin
- Age-defying
- Age-fighting
- Skin appears brighter based on consumer testing
- Skin appears firmer based on consumer testing
- Proven to reduce dryness
- Proven to soften and smooth skin
- Proven to improve skin texture
- Proven to improve overall appearance of skin
- Diminished appearance of wrinkles and dark spots
- Reduces the appearance of fine lines and wrinkles

### **What not to say:**

- Anti-aging
- Reverses aging
- Protects from accelerated aging
- References to collagen
- References to cells
- Any other claims not specifically provided by the Company