

MOTIVES
LOREN RIDINGER



LET'S TALK

BEAUTY

美丽对话

Why MAKEUP?

- It's an IMMEDIATE fix and helps us communicate the mood we are in
- It's less committal than other changes to our look
 - We can WASH it off and start fresh
 - Create looks from day to night or night to day ;)
- It's a conversation starter! Natural way to prospect new friends and business partners
- Makeup = Confidence! Encourage people to prioritise themselves. It's not to impress other people, but rather to empower ourselves
- Making people feel beautiful is so rewarding

Current Industry Statistics

Emotional Attachment

- Nearly half of women in the US feel that wearing makeup makes them in control
- **82% of women believe wearing makeup makes them feel more self confident**
- 86% of women find that wearing makeup improves their self image

Makeup = Money

WHY Motives® – For Clients / Customers

Crème de la' Crème Product Selection

- As a product broker, we source out only the best of the best from the top manufacturers in their respective categories.
- As a marketing company, we tailor our collection to what people really want and move with the marketplace

YOU, the Beauty Advisor

- Our edge lies in customer service and personalised attention.
- It's easier for customers to run to the store to grab the products they want, so we must give them a reason to THINK of us FIRST and keep them coming back.

Motives[®] Cosmetics

We bring the cosmetic counter to your home!

- Complements every age, skin-tone and skin type
- Perfect formulas for easy and fool-proof application
- Powders are micro-pulverised for a smooth, flawless finish
- Fully pigmented cosmetics for photo shoots and fashion shows
- Award winning cosmetics
- Proprietary formulas
- Cruelty free
- No animal testing



Beauty & Glory 跨世代的美麗榮耀

關於「Lumiere」... 跨世代的美麗榮耀... 她雜誌

WHAT'S... 她雜誌

郭雪芙到紐約探險... 她雜誌



MOTIVES® IMPACT ON SOCIAL MEDIA

Motives® is the Most Visible Brand on Social Media

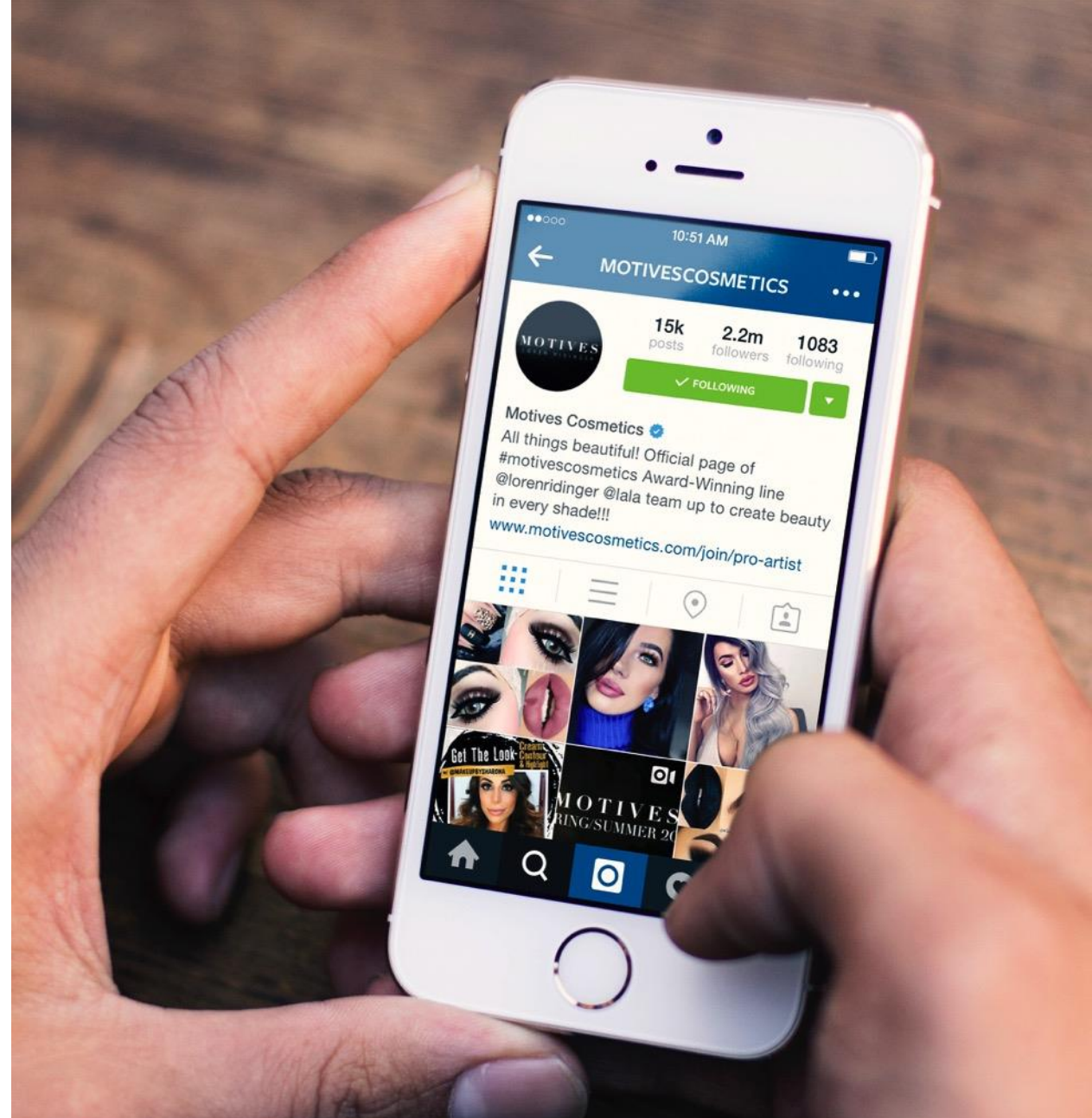
2 MILLION

FOLLOWERS & COUNTING

*And that's not including the followers
that Loren, LaLa & the Mavens have.
Together they Collectively Have Over*

12 MILLION

FOLLOWERS



MOTIVES
mavens & l

sg.motivescosmetics.com

- Taps into the fastest growing channel in Beauty Care industry
- All the benefits of the website, focused on the Beauty Care customer to increase sales
- Personalised site that is consistently updated
- Constant selling - 24/7
- Free leads for new customers and Beauty Advisors

The screenshot displays the homepage of Motives Cosmetics. At the top, there is a navigation bar with the brand name 'MOTIVES' and links for 'shop', 'host', 'join', 'love', and 'learn'. A search bar and a '0 items in cart' indicator are also present. Below the navigation, a large banner features three women looking at a tablet, with the text 'HOST A MOTIVES ONLINE PARTY' and a 'START YOUR PARTY NOW' button. The main content area is divided into several sections: 'best sellers' with a makeup palette, 'fan favorites' with various cosmetic products, and 'what's hot' with lipsticks. A 'Hot New Products' section lists items like 'Motives Dual Bending' and 'Motives Lip Crayon' with their prices and 'Cosbook' icons. To the right, there is a 'Host a Beauty Show' section with a woman's portrait and a 'Book your party now' button. Below this is a social media section for '#MotivesCosmetics' with a carousel of photos. At the bottom, there is a 'Shop' menu with categories like 'Best Sellers', 'Fan Favorites', 'What's Hot', 'Eyes', 'Cosmetic Accessories', and 'Sun Protection & Tanning'. A 'Follow Us' section at the very bottom includes social media icons for YouTube, Facebook, Twitter, Instagram, and Google+.



Foundations

[View All](#)



Face

Foundations

Concealers

Loose Powders

Pressed Powders &
Compacts

Blushes

Bronzers,
Highlighters &
Luminisers

Primer

Makeup Finishers

Makeup Removers

[View all Face](#)

Cosmetic Accessories

Pencil Sharpeners

Brushes &
Applicators

EyeLash Curlers

Eyes

Eye Shadows

Eyeliners

Eye Shadow
Palettes

Mascaras

Eyebrow Pencils

Eyebrow Kits

Eye Makeup
Removers

Lash Conditioners

Eye Shadow Base

[View all Eyes](#)

Gift Sets & Palettes

Eye Shadow
Palettes

Makeup Gift Sets

[View All Gift Sets
and Palettes](#)

Lips

Lipsticks

Lip Shines

Lip Liners

Lip Treatment

[View all Lips](#)

Motives for La La

Face

Eyes

Lips

[View all Motives for
La La](#)

Skincare

Cleansers

Toners

Masks

Moisturisers

Eye Creams

Treatments

Neck & Throat
Creams

Night Creams

Skincare Sets

Body Lotions

[View all Skincare](#)

Sun Protection

Sunscreen

learn

View All



Sugar

Create the Look



Sugar

1. Begin by applying "Birch" (Motives Mavens Element Palette) onto the brow bone! Followed by "Native" (Motives Mavens Element Palette) slightly above the crease
2. Using "Bordeaux" (Motives Mavens Element Palette) apply in the outer corner of the eyes and sweeping it into the crease
3. Take "Shell" (Motives Mavens Element Palette) and pat onto the lid.
4. Line the eyes using Motives Mineral Gel Eyeliner in Little Black Dress
5. Taking "Truffle & Bordeaux" apply to the outer part of the lower lash line, then taking "Shell" (Motives Mavens Element Palette) apply to the inner corner of the eyes

Shop the Look

Buy the Look



Motives® Mavens Element - Includes 8 eye Shadows

\$61.00 SGD

\$1.22 SGD Cashback

Add to Cart



Motives® Mineral Gel Eyeliner - Little Black Dress

\$28.00 SGD

\$0.56 SGD Cashback

Add to Cart

Almost Naked

Create the Look



Almost Naked

1. Apply Motives Eye Base to the entire lid
2. Apply Motives Pressed Eye Shadow in Cappuccino to the entire lid
3. Line the lower lash line with Motives Kohl Eyeliner in Onyx, then line the top lash line and blend
4. Apply Motives Lustrify Mascara in Blackout to the lashes

Shop the Look

Buy the Look



Motives® Eye Base - Single Jar (5.85 g)

\$27.00 SGD

\$0.54 SGD Cashback

Add to Cart



Motives® Pressed Eye Shadow - Cappuccino

\$24.50 SGD

\$0.49 SGD Cashback

Add to Cart



Motives® Kohl Eyeliner - Onyx

\$27.00 SGD

\$0.54 SGD Cashback

Add to Cart



Motives® Lustrify Waterproof Mascara - Blackout



Motives® Lip Shine - Debutante Pink



host

View All



Host a **Motives Party**



Watch & Listen to a **Motives Party**



Our **Favorite Parties**



Earn Free **Cosmetics & Discounts**



FAQ

MOTIVES

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Online Party Platform

1. Motives® Website: Host Tab / Click Host a Motives® Party / Online Party

2. Schedule time frame & pick a theme

3. Call and invite friends, promote on social media, incorporate points program



Motives® Online Party New Interactive Tool



Allows anyone including you to host a Motives® Cosmetics party – ONLINE.



Within seconds you can set up your party



Give the Party a theme



Choose the number of days for the party to last



Motives® Online Party New Interactive Tool



Choose the category you wish to feature when they go to the website to see your party



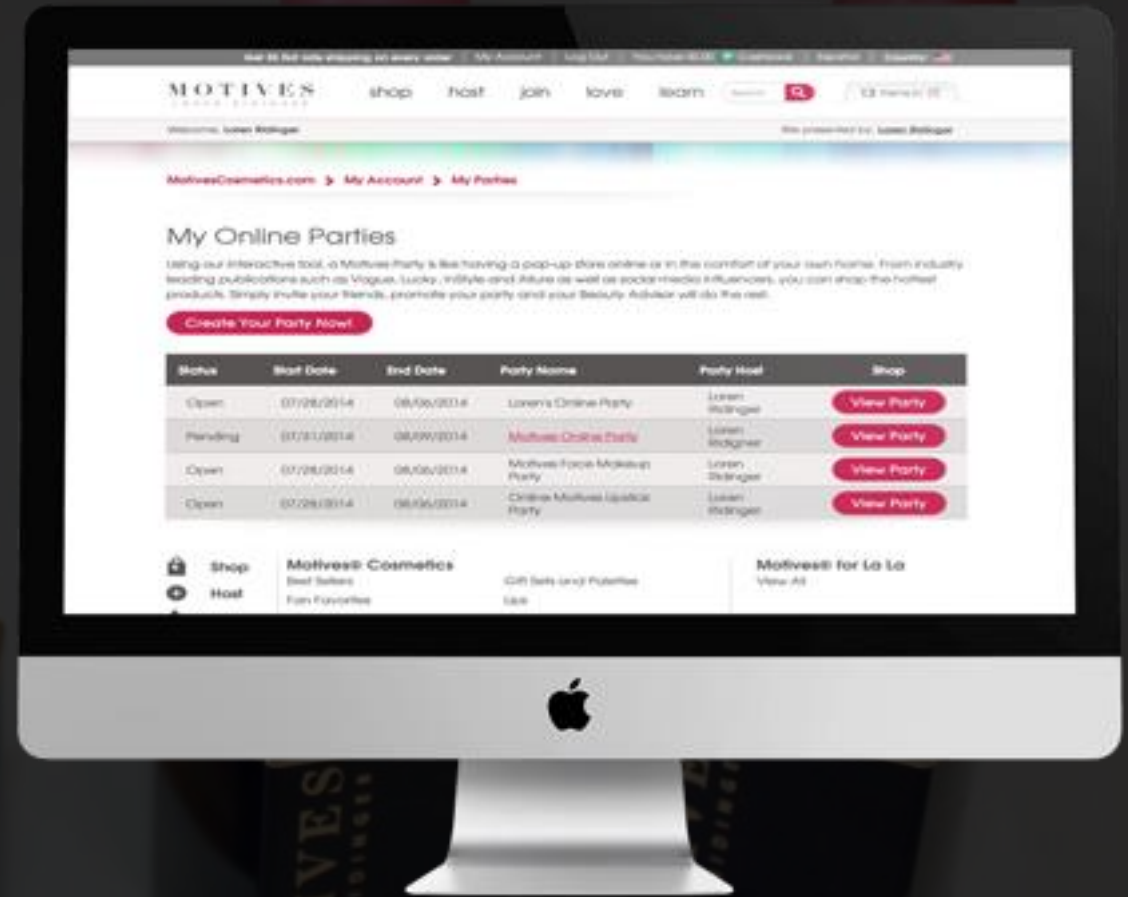
Choose up to 3 looks to feature at the party



Share on social media as well as email



- This section will show you your entire party schedule:
 - Open (Active/Current)
 - Pending (Future/Scheduled)
 - Close (Previous)



- If you click on 'View Party':
 - You will see this message & can share on Facebook
 - You can also scroll to the bottom of the page and copy / paste the link

YAY PARTY



“Welcome to my Motives Cosmetics Online Party! This means that this party is done 100% online! No need to leave your house - let's shop, get gorgeous and party "virtually"! I can't wait to share with you all the beautiful looks you can achieve with Motives Cosmetics. Plus, you will get 10% off any purchases made at my party; Please help me by sharing on your Facebook wall. Let's Party and Get Gorgeous together!”

- Kyle Christiansen, Your Party Host

[Shop Now](#)

[Share](#)

Share this party on your Facebook wall and get 10% off your next order!

Party Open until 08/14/2014



This is a 'PARTY', so personally invite people...
BUT also make sure you are SOCIALISING!

You will receive an email at the end of the party letting you know the total amount of sales from the party. So will your hostess.

motives[®]
by loren ridinger

Dear Amber,

Thanks for hosting a Motives Online Party! This message is to inform you that your Motives Bridal Collection has closed.

Party Dates: 08/01/2014 - 08/04/2014

Your Online Party Sales Were: \$2,578.00

I'd love for you to try again? Feel free to visit my site at www.MotivesCosmetics.com/Loren and host a new Motives Online Party whenever you wish! I can provide you with some simple tips that will really help you make your party successful so you can earn free products. In the meantime, if I can be of assistance, you may also e-mail me at Loren@Motives.com.

Best wishes,

The Motives Team

MOTIVES
LOREN RIDINGER

FAQ

- Each UnFranchise™ Owner's Preferred Customers are theirs, for life (if they visit someone else's online party and try to purchase, it will re-route to you.)
 - Your customer still gets 10% off order since visiting online party
- The 10% off for customers purchasing through the party link is automatically calculated in the cart
- The 15% incentive for hostess is to be arranged, personally, from Beauty Advisor.
 - ie. if there was \$1,000 created in your hostess' online party, then you (the business owner & beauty advisor) would allow them to pick out \$150 'retail value' of product.
 - After they decide what they want, they simply tell you and you purchase at a distributor cost on your back office and order for them.

Product	Qty	Retail Cost	Total Retail Cost	Distributor Cost	Total Distributor Cost	BV	Subtotal
Mavens Sculpt Series	4	\$ 59.00	\$ 236.00	42.00	\$ 168.00	16.00	64
Mineral Blush	3	\$ 28.00	\$ 84.00	\$ 20.00	\$ 60.00	10.00	30
Khol Eyeliner	5	\$ 27.00	\$ 135.00	\$ 19.50	\$ 97.50	8.50	42.5
Mineral Lipstick	6	\$ 29.00	\$ 174.00	\$ 21.00	\$ 126.00	10.25	61.5
Mavens Element	2	\$ 61.00	\$ 122.00	\$ 43.75	\$ 87.50	18.00	36
Sub Total (before discount)			\$ 751.00		\$ 539.00 (b)	Total BV	234
Discount (10%)			\$ 75.10				
Grand Total			\$ 675.90 (a)				
						BV	
Total Retail Profit	\$ 136.90	<i>(a)-(b)</i>				234.00	
Value of Gift to Hostess (15% of retail)	\$ 101.39	<i>15% X (a)</i>					
DC of Gift to Hostess (assuming 30% margin)	\$ 70.97	<i>70% x \$101.39</i>				25.35	
Nett Retail Profit	\$ 65.93	<i>(\$136.90 - \$70.97)</i>			Total BV	259.35	

Leveraging your Time

- You can promote / share your business partner 'Online Parties' to your customers
 - Make sure they are registered to you, first
 - Their orders will be re-direct to you
 - They still get the benefit of information & fun of the party
- You can still place BV from those orders under your business partners who's hosting event



MOTIVES

LOREN RIDINGER



Be a
hostess.

Book a
party today!

For
friends.
Fun. And
free gifts.

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New Product Launch

MOTIVES
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MOTIVES® PRESSED EYE SHADOW



OASIS
SG204MES



DEEP END
SG206MES

- Impeccable colour retention that does not run or crease so you always look your best
- Even, smooth and silky application for a glamorous glow
- Deflects the light away from fine lines, skin imperfections and hyper-pigmentation, creating a flawless look
- Mix and match to create a soft, natural or dramatic look
- Paraben, fragrance and oil free

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SPRING | SUMMER
2016

PRESSED EYE SHADOW

UC: S\$17.50 SR: S\$24.50 BV: 7.75

MOTIVES
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MOTIVES® GLITTER EYELINER



GOLD DIGGER
SG101MGE

- Helps you add a little sparkle
- Can be used to create subtle or bold looks

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SPRING | SUMMER
2016

GLITTER EYELINER

UC:\$17.00 SR:\$25.00 BV:8.00

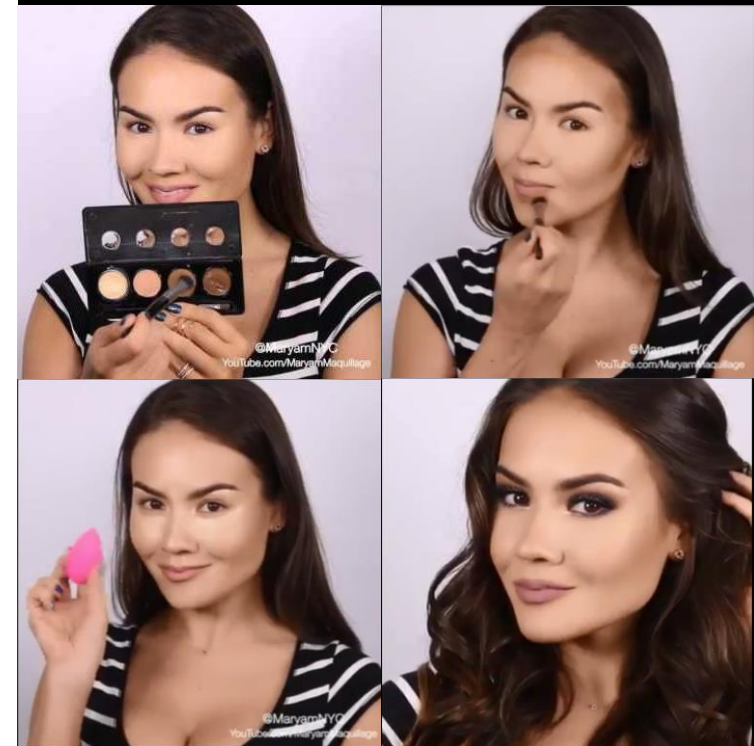
MOTIVES
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MOTIVES® DUAL BLENDING SPONGE



DUAL BLENDING SPONGE
SG20132

- Unique curved shape provides broad base for easy handling and a narrow tip for product application to both large and hard-to-reach areas like around the nose and underneath the eyes
- Easily blends product for a streak-free, airbrushed finish
- Absorbs less product for a more even coverage
- Can be used wet or dry in all makeup formulations

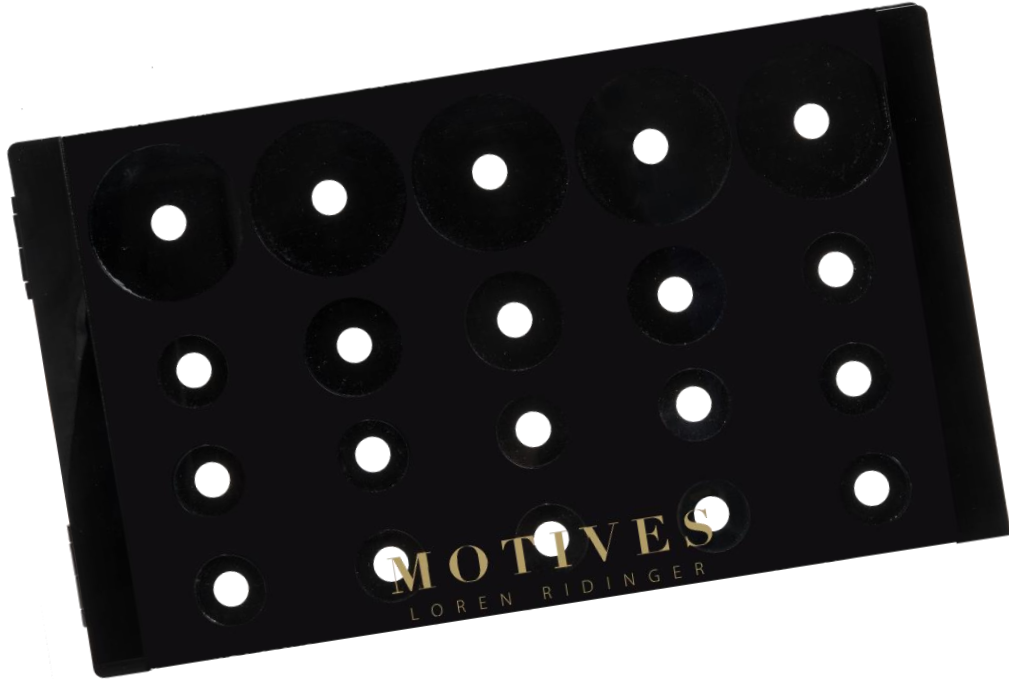


SPRING | SUMMER
2016

DUAL BLENDING SPONGE
UC:\$16.00 SR:\$22.00 BV:5

MOTIVES
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MOTIVES® CONSULTANT PALETTE (EMPTY) – 20 WELLS



**CONSULTANT PALETTE
(EMPTY) – 20 WELLS
SGA25073**

**SPRING | SUMMER
2016**

CONSULTANT PALETTE (EMPTY) - 20 WELLS
UC:\$75.00 SR:\$75.00 BV:0

MOTIVES
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MOTIVES

L O R E N R I D I N G E R



MOTIVES® 15-PIECE PRO BRUSH SET

PRODUCT CODE: SG49MBR

UC: S\$160.00 | SR: S\$223.00 | BV: 50

- Specialised collection of face and eye brushes
- Zippered pouch cleanly stores brushes in an organised way
- Includes additional empty pockets to insert core brushes
- Made from 100% high-grade, synthetic materials

MOTIVES

LOREN RIDINGER



MOTIVES® 15-PIECE PRO BRUSH SET

PRODUCT CODE: SG49MBR

UC: S\$160.00 | SR: S\$223.00 | BV: 50

CELLULAR laboratories™



CELLULAR laboratories™

- Effective and advanced skincare line
- Scientifically engineered with award-winning ingredients to minimise the appearance of lines and wrinkles, protect and support the skin
- Formulated for the anti-ageing consumer who has normal/dry and very dry skin types



CELLULAR LABORATORIES™

DE-AGING FACIAL CLEANSER

CELLULAR
laboratories™



- Gently cleanses the skin to reveal younger, healthier-looking skin
- Skin feels soft, smooth and moisturised after washing
- Non-irritating blend of plant and marine extracts comforts, soothes and conditions skin
- Paraben-free formula

Code: SG11203

UC: S\$43.00 | SR: S\$60.00 | BV: 21

CELLULAR LABORATORIES™

DE-AGING TONER

CELLULAR
laboratories™



- Gets rid of residue and excess dirt on the skin, while moisturising and maintaining the skin's barrier
- Soothes, softens and hydrates the skin
- Antioxidants help protect the skin
- Prepares skin for more effective moisturisation
- Supports normal circulation of the skin
- Paraben-free formula

Code: SG11200

UC: S\$59.00 | SR: S\$82.00 | BV: 30

CELLULAR LABORATORIES™

DE-AGING RE-BIRTH SERUM

CELLULAR
laboratories™



- Helps reduce the appearance of lines and wrinkles
- Supports the skin's vitality for a healthy looking glow and increased luminosity
- Increases moisture retention to condition for softer, smoother, more supple skin
- Nanotechnology enhanced skin penetration
- Helps protect skin against the effects of environmental stresses

Code: SG11191

UC: S\$93.00 | SR: S\$130.00 | BV: 50

CELLULAR LABORATORIES™

CELLULAR
laboratories™

DE-AGING MOISTURIZING DAY CRÈME WITH SUNSCREEN SPF20



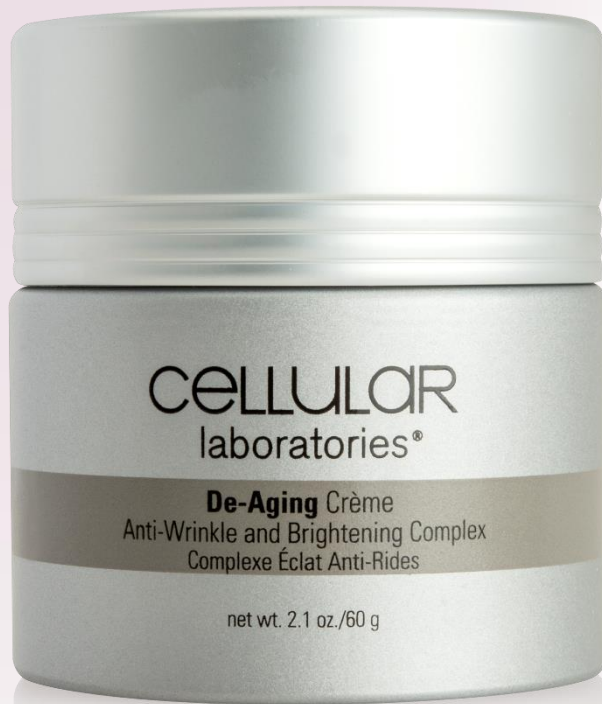
- Multi-purpose hydrating cream with sunscreen protection against UVB rays
- Smooths, softens and moisturises the skin
- Excellent pre-makeup base for all skin types
- Light texture enables moisture retention and comfortable wear
- Absorbs quickly and leaves no residue
- Paraben-free formula

Code: SG11195

UC: S\$73.25 | SR: S\$103.00 | BV: 37

CELLULAR LABORATORIES™ DE-AGING CRÈME

CELLULAR
laboratories™



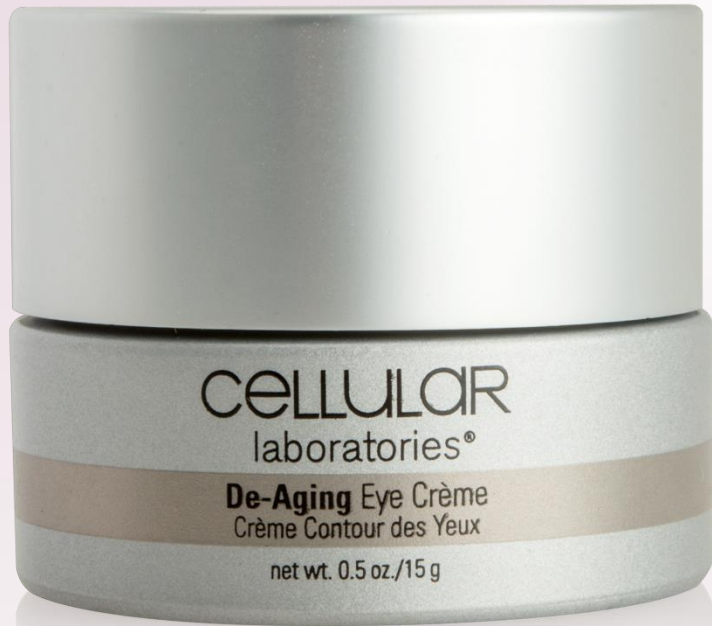
- Supports skin's elasticity, firmness, and luminosity
- Helps fight free radicals and oxidative stress
- Helps reduce tired looking and dull skin through mild exfoliation
- Targets localised hyperpigmentation, dark spots and freckles through a combination of skin brighteners
- Boosts skin hydration through skin-conditioning emollients

Code: SG11190

UC: S\$109.00 | SR: S\$152.00 | BV: 62

CELLULAR LABORATORIES™ DE-AGING EYE CRÈME

CELLULAR
laboratories™



- Helps reduce the appearance of puffiness and dark circles around the eyes
- Moisturises and refreshes delicate skin around the eyes
- Plumps and brightens the skin
- Paraben-free formula

Code: SG11194

UC: S\$72.00 | SR: S\$100.00 | BV: 37

CELLULAR LABORATORIES™

CELLULAR
laboratories™

DE-AGING LIFTING FACIAL MASQUE



Code: SG11202

UC: S\$83.00 | SR: S\$117.00 | BV: 44

- Improves the look of the skin's surface, for a more uniform appearance
- Moisturises for smoother, firmer-looking skin
- Extracts helps soothe and calm stressed skin
- Provides the appearance of tighter, more lifted skin
- Boosts skin vitality for a radiant, healthy, more youthful-look
- Perfect for travel
- Paraben-free formula

CELLULAR LABORATORIES™

FULL SKINCARE REGIME

CELLULAR
laboratories™



ROYAL SPA™ TRAVEL KIT



**COMING
SOON!**

- Contains four great skin and hair-nourishing products which meet TSA regulations and make for convenient travel
 - Chamomile Shampoo
 - Imperial Blend Bath and Shower Gel
 - Structure Gel
 - Tri-Protein Plus Deep Conditioner
- Easy-to-carry travel bag



MOTIVES
for LALA

MOTIVES
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MOTIVES
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STAY UPDATED WITH MOTIVES[®] COSMETICS



MOTIVESMASG



MOTIVESCOSMETICS

