

lucim+™

VOLUMIZING
EYELASH SERUM

BRAND PARTNER

social selling

GUIDE



NEWAGE

ARE YOU READY TO *#BeExtra?*

With this Lucim+™ Volumizing Eyelash Serum Social Selling Guide, you're on your way to having an awesome product experience, generating interest through your social media channels and boosting your sales with this incredible new product. You read that right — generating curiosity and selling more product on social is as easy as 1-2-3!



STEP 01 *Experience* THE PRODUCT!



You can't generate interest for a product you haven't tried, so start your lash-boosting routine and familiarize yourself with the product before you start to sell on social.






What It Is

Our clinically tested Lucim+™ Volumizing Eyelash Serum visibly enhances the look of your lashes, giving you visibly longer, stronger, fuller-looking lashes (and brows) with results in just four weeks. Castor oil and other conditioning agents provide hydration for dry, brittle lashes, strengthening peptides support lash length and thickness while biotin and other natural extracts fortify lashes. Together, these key ingredients help you ditch one-time fixes in favor of lasting results.

How To Use It

Apply Volumizing Eyelash Serum to clean, dry eyelids along the upper and lower lash lines as the final step of your nightly beauty regimen.

EXTRA FEATURES

-  AN EXTRA BOOST FOR YOUR LASHES
-  VISIBLY VOLUMIZES + LENGTHENS OVER TIME
-  REVITALIZES SHORT, DAMAGED OR THIN LASHES
-  CONDITIONS + NOURISHES LASHES
-  VISIBLE RESULTS IN JUST 4 WEEKS

CERTIFICATIONS

-  DERMATOLOGIST TESTED
-  CLINICALLY TESTED
-  OPHTHALMOLOGIST TESTED
-  MADE IN USA
-  GOOD FACE PROJECT SEAL OF APPROVAL
-  VEGAN
-  GLUTEN FREE
-  NON-GMO
-  CRUELTY FREE

STEP 02

Generate

INTEREST!

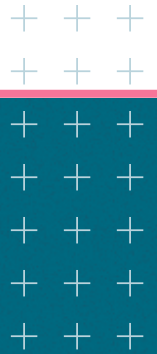


When you create curiosity, you encourage your followers to reach out to you for more information. Your goal isn't to hide your intentions. Rather, it's to start more one-on-one conversations to lead to more sales and more loyal customers.

To give your content a bigger buzz, shoot your team a heads-up each time you post. They can jump in and interact with your posts, which will encourage new customers to interact, too.

Just make sure to set boundaries, so you're the only person to follow up with the potential customers in your feed.

Above all — have fun! Let your personality shine through your posts. You don't need to post anything verbatim. Add that bit of extra flair that will help you connect with your customers.



SAY THIS, *Not that*

Before we get started on some content that will help you generate interest in our Volumizing Eyelash Serum, familiarize yourself with what you can say and what you should avoid.

SAY THIS

- Enhances appearance of lashes
- Gives you longer-looking lashes
- Helps create fuller-looking lashes
- Conditions and nourishes lashes
- Supports healthier-looking lashes



NOT THAT

- Grows lashes
- Makes your lashes longer
- Increases volume or fullness of lashes
- Repairs damaged lashes
- Compare against any cosmetic treatments or drugs



KNOW YOUR PEOPLE, *Boost your sales*

Each of your customers is unique and will respond to your sales pitch in different ways. By knowing your audience and tailoring your approach, you'll increase your sales.

For Lucim™ Lovers

One of the easiest ways to generate interest in our new Volumizing Eyelash Serum is to reach out to your loyal Lucim skincare customers. With a little push, they'll be ready to make a purchase.

First, use the NewAge Share™ app to send a personalized video to your Lucim customers telling them about the exciting new product and its amazing benefits. Make sure to share your story of how the product has worked for you, and don't forget to add a clickable button for them to buy the product using a Smart Link.

For best practices, keep your video short and simple. With the app, you can track their video views and follow up with any questions your customers might have.

Are videos not your thing? In the app, you'll find a huge range of social-friendly shareables that you can send to your existing contacts to share the big news about the product.

Play up these talking points for customers familiar with the Lucim line:

- Lucim+ uses clean and safe ingredients just like Lucim while featuring *even more* advanced and targeted technology.
- I know you *love* that Lucim products give you great results, and Lucim+ does, too! You can see visible results in your natural lashes in 4-12 weeks.
- Transparency is *everything* when it comes to skincare – I know that's one of the reasons you love Lucim. Lucim+ has an amazing lash serum that gives your natural lashes a visible boost. It contains:
 - Conditioning agents, including castor oil
 - Strengthening peptides
 - Fortifying biotin



KNOW YOUR PEOPLE, *Boost your sales*

For Beauty Enthusiasts

Generate interest in our new lash serum by creating curiosity for people already interested in high-end beauty products.

Once your potential customers show interest, follow up with these talking points:

- Transparency is everything when it comes to skincare, and it's so hard to find products that are open about what goes in each bottle but still WORK! Lucim+ has an amazing lash serum that gives your natural lashes a visible boost. It contains:
 - Conditioning agents, including castor oil
 - Strengthening peptides
 - Fortifying biotin
- Want naturally long lashes that last? With this serum, you can ditch the expensive, fake lashes that never last as long as you hope AND the annoying glue-on lashes that take forever to apply and never set just right. The Volumizing Eyelash Serum gives your lashes an extra boost naturally for lasting results, not a one-time fix.





Give a wink TO START THE CHATTER

Generate curiosity and interest in your posts by making sure your content falls into one or more of these categories:
ENTERTAIN, EDUCATE + EMPOWER.

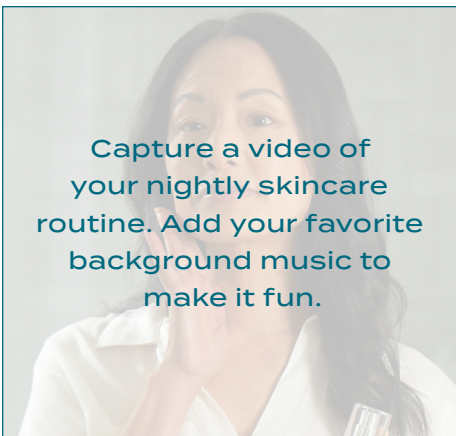
We can't think of a better platform to build intrigue for our new lash serum than your Instagram and Facebook Stories!

Why are Stories so powerful?

Because they let your authentic personality shine to a captive audience with full-screen posts!



Use these sample ideas as inspiration to create curiosity in the Volumizing Eyelash Serum:



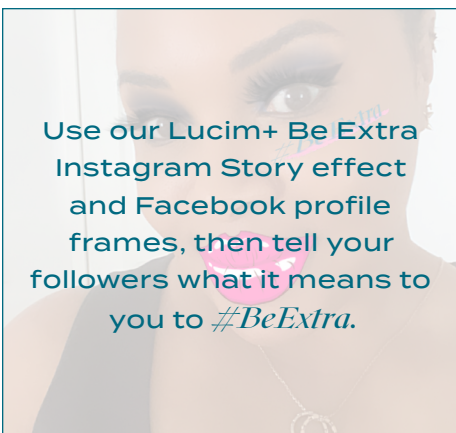
Capture a video of your nightly skincare routine. Add your favorite background music to make it fun.



Share your best beauty tips. Be sure to show your new Volumizing Eyelash Serum without saying the product's name to generate curiosity.



Do a TikTok-style dance routine to point to the benefits of the product



Use our Lucim+ Be Extra Instagram Story effect and Facebook profile frames, then tell your followers what it means to you to *#BeExtra*.



Do an Instagram or Facebook Live to educate your followers about how exactly to get luscious lashes. You can get that information [here](#).

Pro Tip






If your content is going on your Instagram story, keep it vertical. If it's going on YouTube, make it horizontal. If it's going on several platforms, film your assets with plenty of room for cropping and editing.

GUIDE TO *timing* VIDEO CONTENT



Depending on the platform, social videos can range anywhere from a few seconds to a few minutes, so be mindful of the app you're planning to post on. Instagram and Facebook can be utilized for longer content, while Instagram and TikTok can be ideal for shorter clips of content usually under one minute long.

Here are the ideal times for each of the main social media platforms:

 <p>OPTIMAL LENGTH</p> <p>15 – 180+ seconds</p>	 <p>OPTIMAL LENGTH</p> <p>STORY</p> <p>1 – 7 slides</p>	 <p>OPTIMAL LENGTH</p> <p>5 – 10 minutes</p>
 <p>OPTIMAL LENGTH</p> <p>43 – 45 seconds</p>	<p>GRID VIDEO</p> <p>60 seconds <i>or less</i></p> <p>STORY</p> <p>2 – 5 minutes</p>	 <p>OPTIMAL LENGTH</p> <p>9 – 15 seconds</p>

MINI

Social campaign



If you are stuck on what to post, we've got you! Use our mini campaign below as inspiration to generate interest in the Volumizing Eyelash Serum in your social network. Make sure to customize our sample posts with your own writing style and personality for best results.

To get more engagement — that's social-speak for likes, shares and comments — ask questions in your captions and make sure you respond to every comment on your post to encourage more engagement with your followers. Hashtags and geo-locations are also key when connecting like-minded users around a specific topic. Connect with your community, both local and abroad, while increasing the searchability of your posts through the use of creative hashtags that call out phrases, industries, events, locations and other relevant info. Remember to use community hashtags (such as #WellnessWednesday) too, as they boost your reach by allowing anyone interested in that hashtag to easily find all related content — even if you're not already connected.

Don't forget to use the campaign hashtags #BeExtra and #LucimBeExtra and tag @newageincglobal for your chance to be featured in global marketing materials.




MONDAY

TUESDAY

WEDNESDAY

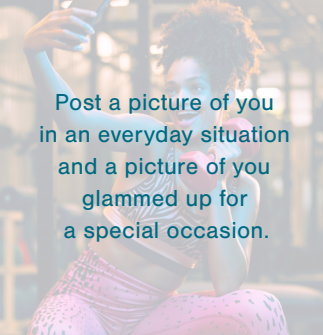
THURSDAY



Post a picture of you feeling spicy — feeling extra — using the product.

On this #MotivationMonday, I was feeling a little "extra" 🌶️ I came across this quote from Jimmy Johnson that says, "The difference between ordinary and extraordinary is that little EXTRA'. What empowers you and makes you feel a little EXTRA? Share it in the comments below 🙌

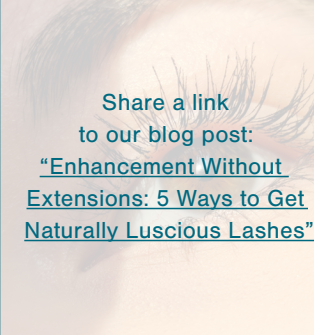
#BeExtra
#LucimBeExtra



Post a picture of you in an everyday situation and a picture of you glammed up for a special occasion.

We talk a lot about weight loss or skincare transformations, but even everyday situations let us transform. 🦋 I want to see pictures of you "transformed," even if it's just getting ready to run errands! Let's lift each other up in the comments! 💖


#TransformationTuesday
#BeExtra
#LucimBeExtra



Share a link to our blog post: ["Enhancement Without Extensions: 5 Ways to Get Naturally Luscious Lashes"](#)

Healthy lashes aren't hard to get at all. With a good routine and the right products, you can have them in no time! What are you going to do first to start your journey to more luscious lashes?

#LiveLashLove
#BeExtra
#LucimBeExtra
#WellnessWednesday



Post something that you are thankful for. Use the theme of feeling empowered and being a little extra, then get specific about what your NewAge business has given you.

On this #ThankfulThursday I am thankful 🙏❤️ for my home-based business that lets me be a little EXTRA 🌶️ and empowers 🙌 me to authentically me! 🙌

#BeExtra
#LucimBeExtra

Note:
Create curiosity by not mentioning the name of your business in the post.

MINI

Social campaign



FRIDAY *option 1*

Post a Before + After picture provided in the NewAge Share App.

For #FashionFriday, I want to show you why my team is so excited about this new product that just came out! Look at that before and after! 🤩 Send me a DM if you'd like to try it, too!

#Lucim #BeExtra
#LucimBeExtra

FRIDAY *option 2*

Let your own lashes do the talking! If you have great lash results to share, follow our tips below to make your before and after perfect for sharing on social.

lucim+ #BeExtra

Videos:

Start the Before section of your video with some closeups of your eyes. Then, find a fun way to stop recording, like bringing your hand in front of your camera lens. Wait 4-12 weeks for visibly boosted lashes and record another video with similar lighting and angles. Make sure to bat your lashes, give a wink and have fun!

Combine the Before and After videos together and set it to fun, upbeat music before you share. Combine the Before and After videos together and set it to fun, upbeat music before you share.

Photos:

Prep: Give your phone's camera lens a quick wipe.

Lighting: Use bright light; we like to take our pics in front of a window, using the light streaming in.

Play with angles: Snap a bunch of different pics while you move the position of your hand and look in different directions, like slightly up and off to the side. You might get dozens of photo fails before you get the one that best highlights YOUR look.

Staging: Make sure to use the same lighting and angle for your After pic as you used for your Before pic.

STEP 03

Leverage

YOUR DIGITAL TOOLS!



Familiarize yourself with all our digital tools that empower you to sell more! When you generate curiosity on social, people will ask you questions about the product. Use the **NewAge Share app** to send content, organize your contacts interested in the product, provide additional personalized videos and more! Not only can you take advantage of tools like the Instagram Story effects when creating original content, but you can also tap into the wealth of information found in the app, including:

- Official Sales Presentation
- Product Fact Sheets
- Social Graphics
- Before + After Pics
- + Much More!

