

# THE NEW HYLUNIA

This webinar will inform you about all of the changes that took place as a result of our rebranding effort



# AGENDA

- Logo
- Product Categories
- Category Colors
- Discontinued Products
- New Products
- Product Name Changes
- Pricing Changes
- Product Enhancements
- Product Preservation Systems
- What is in it for you?

# WE HAVE A NEW LOOK, FEEL AND FUNCTION!

- We look better
- Feel better
- Sound better
- Work better
- Sell better



HELPS MINIMIZE  
INFLAMMATION



FREE OF  
KNOWN TOXINS



VEGAN



CRUELTY  
FREE



GLUTEN  
FREE



HYLUNIA

WE HAVE A NEW LOGO!



HYLUNIA

# THE NEW LOGO BETTER REPRESENTS WHAT HYLUNIA STANDS FOR...



HYLUNIA

## The new logo represents:

- ✓ Anti-inflammatory nature and the healing properties of our products (leaves encircling the drop)
- ✓ Hydration (drop)
- ✓ Plant Science (leaves)
- ✓ Infusion/encapsulation (leaves encircling the drop)
- ✓ Ingredients - e.g., hyaluronic acid, aloe, oil, etc. (drop)

# OUR PRODUCTS ARE NOW IN 5 KEY CATEGORIES

 AGE-DEFYING



More youthful looking skin

 HYDRATING



Revives dry skin

 DAILY BALANCE



Balances normal / combination skin

 BLEMISH CONTROL



Controls acne/oily skin

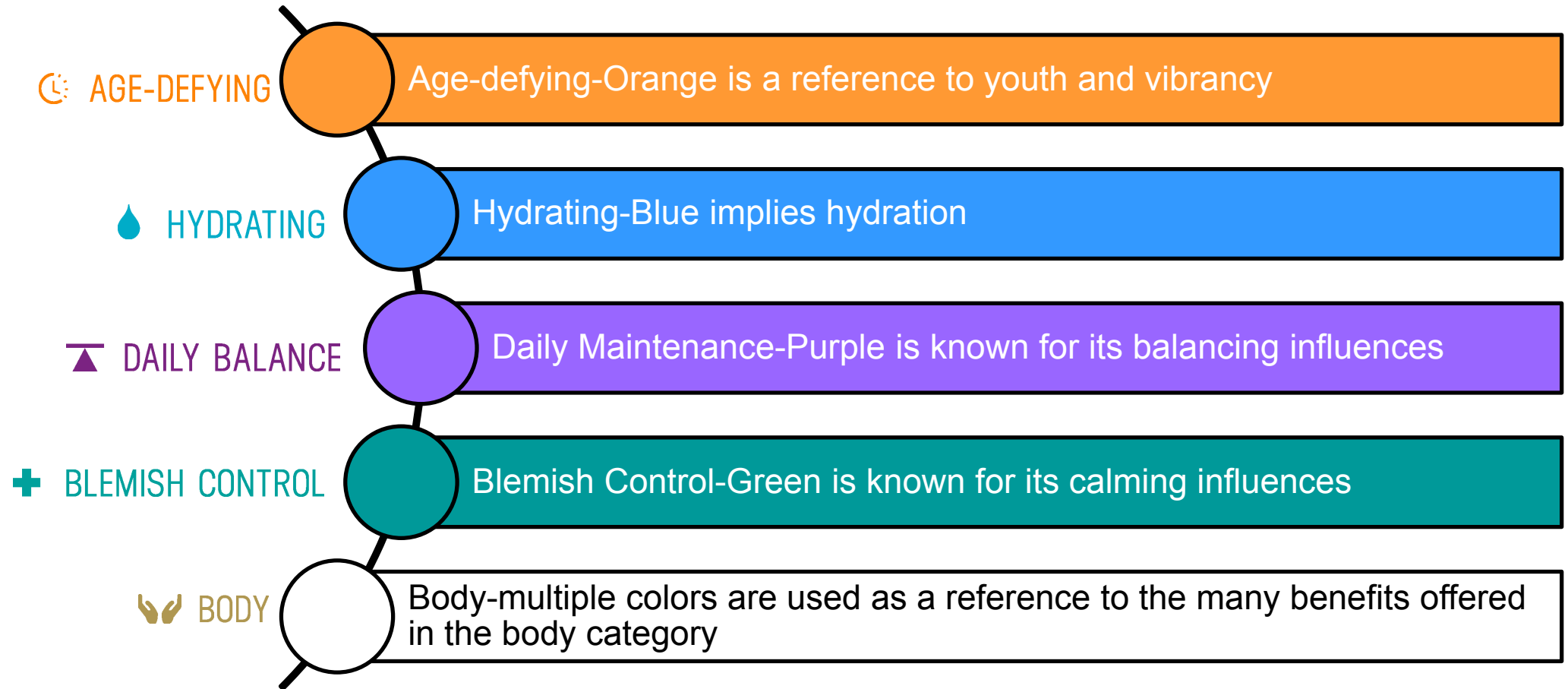
 BODY



Hydrates and protects



## WHAT DO THE COLORS REPRESENT?



## SOME PRODUCTS HAVE BEEN DISCONTINUED

- ✓ Princess Formula
- ✓ Spot Fading Formula
- ✓ Natural Fruit Acid Exfoliant for the Body
- ✓ Healing and Restoring Cream in these blends:
- ✓ Calming/Relaxing/Shimmering Gold
- ✓ Organic Aloe Vera Gel Mask (retail only)
- ✓ Clay Mask (retail only)
- ✓ Revitalizing Facial Toner



BUT, WE HAVE SOME BRAND NEW PRODUCTS!



Hyaluronic  
Cream Mask



Hyaluronic  
Cleansing  
Cream



Moisture  
Infusion



Healing & Restoring Cream  
Uplifting Blend with Citrus



Healing & Restoring Cream  
Balancing Blend with Patchouli





## HYALURONIC CREAM MASK

- ✓ A rich, hydrating blend of hyaluronic acid and cocoa butter
- ✓ Hydrates, soothes and calms dry, dehydrated skin
- ✓ Green tea and chrysanthemum reduce and calm redness and irritation
- ✓ Vitamin A neutralizes free radicals and prevents oxidative cellular destructive and mutation



## HYALURONIC CLEANSING CREAM

- ✓ A rich creamy cleanser that deep cleans and infuses maximum moisture
- ✓ For dry, dehydrated, sensitive and mature skin
- ✓ Rose extract hydrates and soothes, reduces redness
- ✓ Neem extract minimizes inflammation



## MOISTURE INFUSION

- ✓ daily moisturizer for dry, dehydrated, sensitive mature skin types
- ✓ Renewing and nourishing
- ✓ Padina Pavonica reduces fine lines and wrinkles
- ✓ Peptides improve elasticity and tone and has a lifting, tightening effect
- ✓ Stem cells synthesize collagen and elastin and neutralizes free radicals



Healing & Restoring Cream  
Uplifting Blend with Citrus



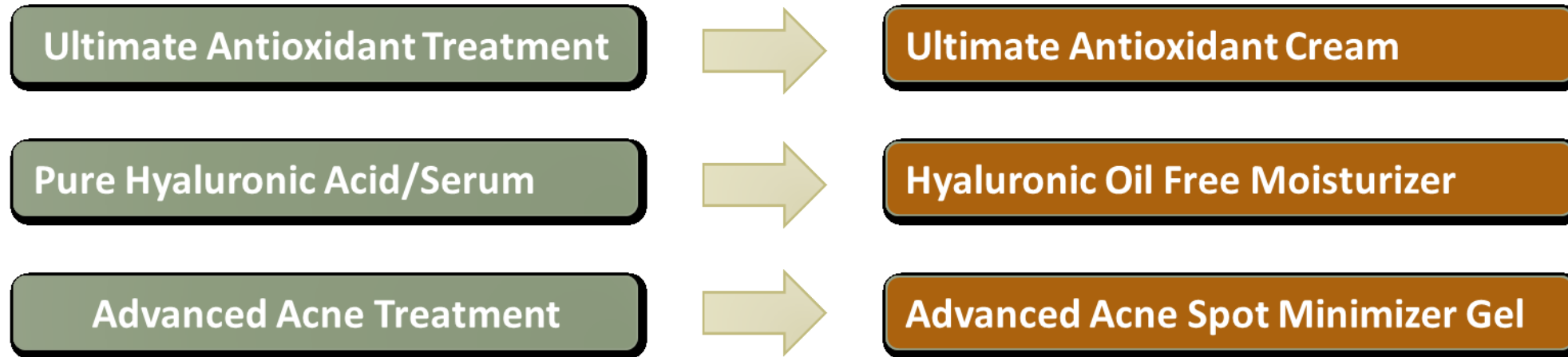
Healing & Restoring Cream  
Balancing Blend with Patchouli

## BODY OILS

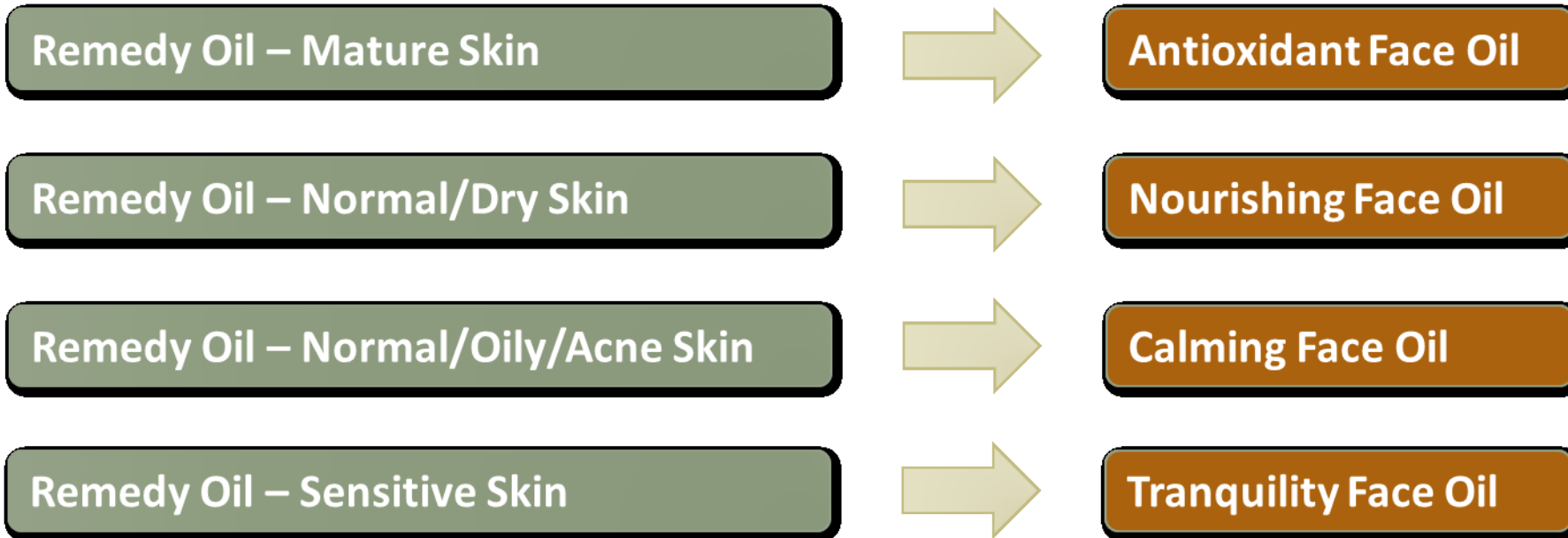
Uplifting Body Oil-contains sweet orange essential oil for an uplifting aroma.

Balancing Body Oil-contains patchouli, mandarin orange, lavender and ylang ylang essential oils for a calming, balancing aroma.

## SOME PRODUCT NAMES HAVE BEEN CHANGED

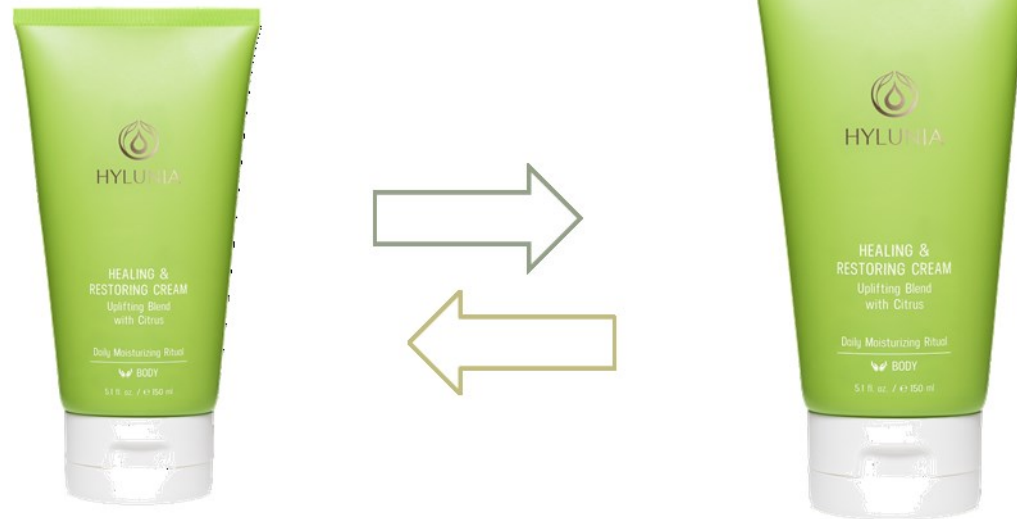


## SOME PRODUCT NAMES HAVE BEEN CHANGED



## PRICING CHANGES

The new packaging components are sized differently, changing the amount of product in each container therefore prices had to be modified.





## PRODUCTS THAT HAVE BEEN IMPROVED



Intensive  
Eye Repair  
Cream



Antioxidant  
Mask



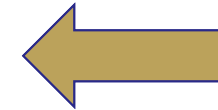
Ultimate  
Antioxidant  
Cream



Facial Day  
Lotion



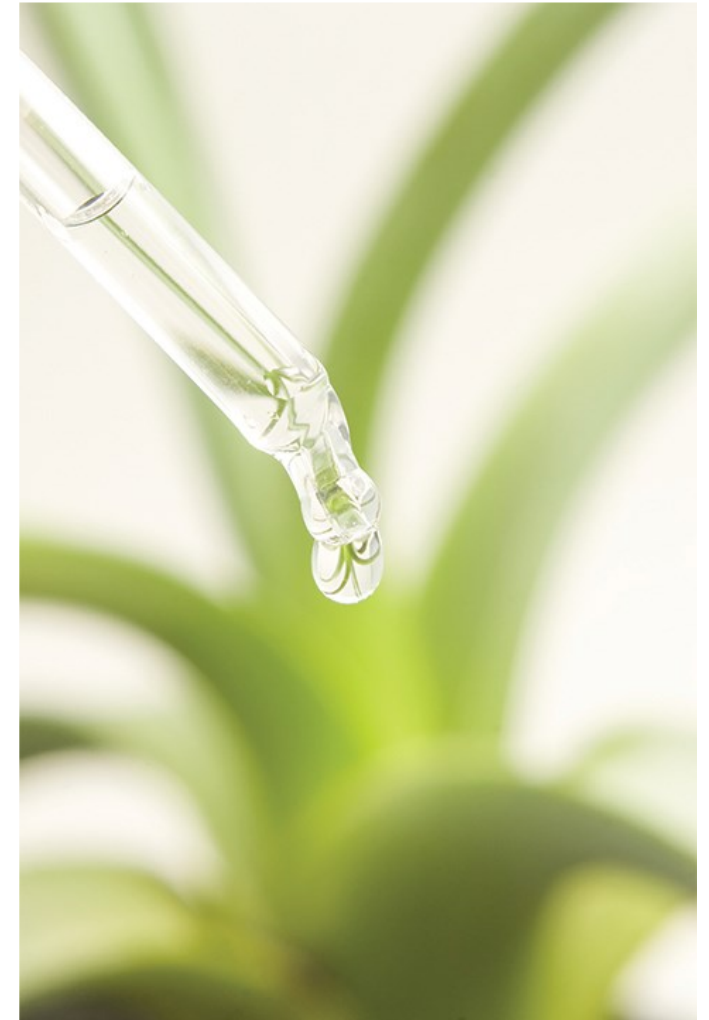
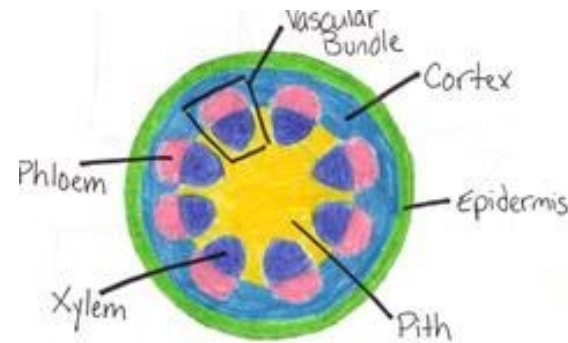
Moisture  
Infusion



Plant Stem Cells  
have been added  
to all of these  
products making  
them even  
**BETTER!**

# WHAT ARE PLANT STEM CELLS?

- They originate in a plant's stem. They are known for the vitality of the plant.
- They contain two key components: growth factors, which play a role in cell division, the growth of new cells, and the production of collagen and elastin; and proteins, which regulate that stem-cell division. When applied to your skin, these two components help firm wrinkles and slow the development of new lines.



## WHAT HAPPENED TO THE ANTI-MICROBIAL COMPLEX?

It is still in the formula it just appears on the label differently, due to INCI standards we can not keep ingredients in “blends” or “complexes” so all ingredients contained are now listed individually.

# WHAT PRESERVES THE PRODUCTS?

- ✓ A Paraben-Free Preservative System
- ✓ 99% safety rated
- ✓ Newer technology preservation system
- ✓ Methylpropanediol - An organic glycol that also enhances penetration; hazard-0
- ✓ Caprylhydroxamic Acid -
  - An amino acid derived from coconut oil and a gentle preservative.
  - Plant based and non toxic.
  - Approved by whole foods.
  - Hazard-0

## HOW DOES OUR REBRANDING HELP YOU?

- ✓ More attractive packaging that helps you sell to higher end clientele
- ✓ A logo that is easy to remember and associate with Hylunia
- ✓ Product names that are function focused and easier to read, understand and remember
- ✓ A more complete product line that helps you address more client needs
- ✓ New, advanced ingredients that have significantly improved the already great product results



Greater Sales &  
Profitability



Improved customer  
satisfaction



Greater customer  
loyalty



**Thank you for attending!**

Wendy McKay

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Phone: 484-467-7337

Call me if you have any questions

**THANK YOU!**



## UPCOMING WEBINARS

### Dr. Link Q & A – Start time 9:30am PST

- **Tuesday – April 7th:** This is your opportunity to ask Dr. Link questions on Hylunia philosophy, products and ingredients. Even if you don't have a specific question for Dr. Link, you may want to listen in to others' questions and Dr. Link's answers.

<https://attendee.gotowebinar.com/rt/8865789230015625986>

### Wendy's Webinars – Start time 9:00am PST

- **March 30th: The New Hylunia** - learn about the “new” Hylunia. This webinar will go over all of the changes that have taken place with our rebranding.

<https://attendee.gotowebinar.com/register/4821348956939289858>

- **April 27th: Hylunia Retail Product overview** - Become more familiar with each individual Hylunia daily care product, their key ingredients and who they will benefit the most.

<https://attendee.gotowebinar.com/register/4709055834394572802>

