

MONAT[®]
ELECTRIFY

MONATIONS
UNITED | 2022

DAILY THEMING & PRODUCT LAUNCH CONCEPTS

MONAT®

ELECTRIFY

It all begins with a bolt of lightning – a burst of great energy.

A force of (modern) nature.

Let's explore **FORCES OF NATURE.**



MONAT®

**YOU ARE A FORCE
OF NATURE.**

Remember Stuart's words at Reunion:

You are the power source.

From lightning strike to final harvest, you are the electricity.



MONAT[®]

Thursday 9/8: Selling Day

Begin with a bolt of lightning!

Lightning & thunder brings rain...

Nourishing the soil

Planting the seeds

Fostering growth

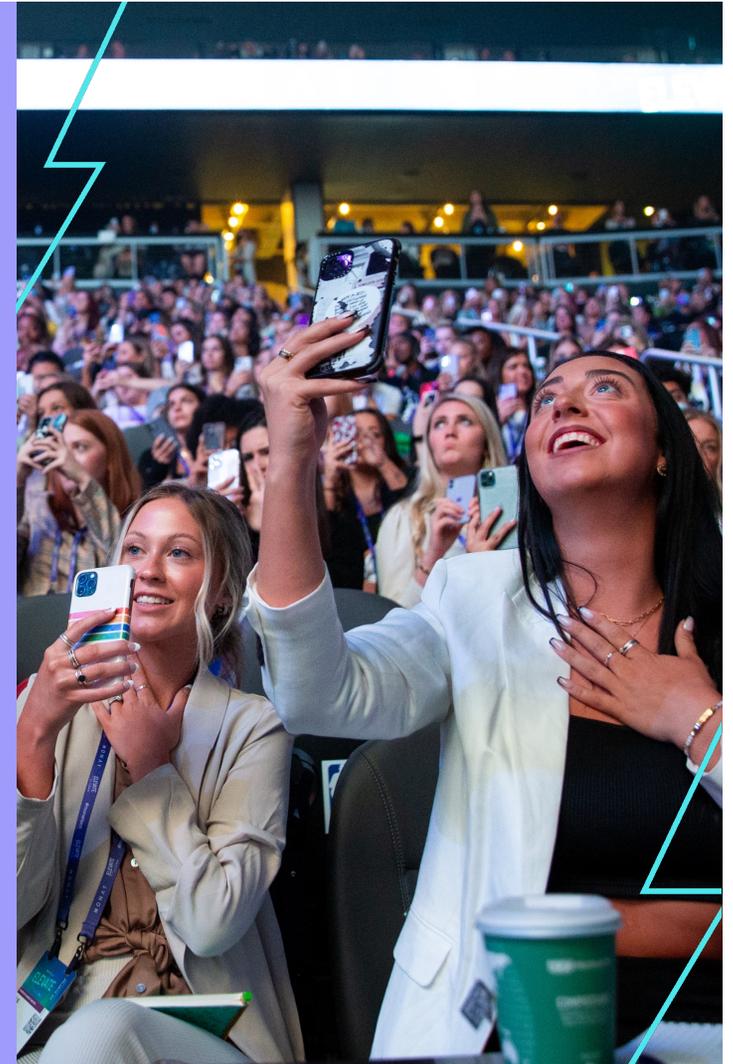


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Thursday 9/8: Selling Day

2022 Theme Connection: RELATE

- Building relationships > trust > customer loyalty
- Nourishing those relationships: planting seeds, fertilizing the soil, nurturing for growth
- It's our *nature* to connect & build relationships!



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Thursday 9/8: Selling Day

- Ray & Sr. Luis opening speeches
- Helping people/your story/relationships
- Loyalty & engagement / authenticity
- Todd Duncan: Trust
- Men's panel
- IR Clinical launch
- Stuart close

Production elements

**Electrifying
Lightning/Thunder intro**

Clouds indicating
mystery...what's to come?

IR ClinicalTM Launch

**A new dimension in hair
growth**

Word choices

BE a Force of Nature.

YOU are the spark that
starts it all!

We Are Modern Nature!

IR Clinical™ positioning concept

Tagline:

A new dimension in hair growth.

A new dimension in natural hair growth.

The next dimension of hair growth.

The next dimension of natural hair growth.

Take hair growth to the next dimension.

Taking hair growth to new dimensions.

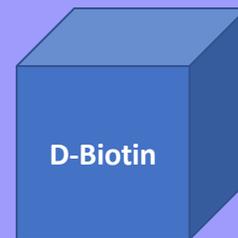
Bold new dimensions in hair growth.

IR Clinical™ positioning concept

Differentiation:

**Fuller, thicker hair in 4 dimensions.
The natural dimensions of healthy hair growth.
The # dimensions of thicker hair.**

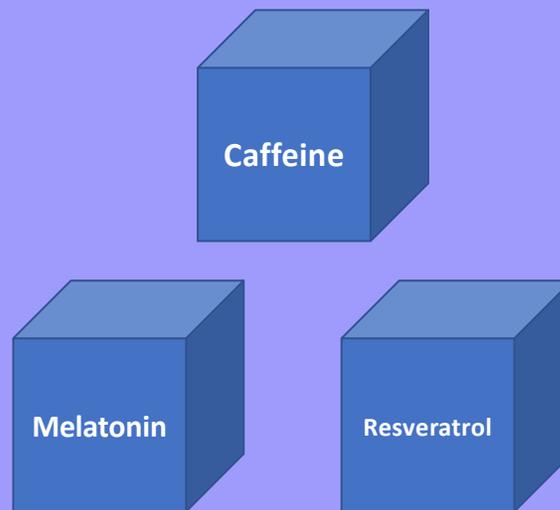
Depict ingredients or features in a multidimensional visual.



IR Clinical™ positioning concept

Differentiation:

A patent-pending revolution in 3D.



IR Clinical™ positioning concept

Benefits/Results

Thicker hair in 4D

Defense against hair fall

Diameter – increase of the hair strand

Density – overall thicker hair

Damage prevention

Literally increasing the dimension of the hair strand.

IR Clinical™ positioning concept

Scripting

Eight years ago, MONAT started a revolution.

Today, we enter a new dimension.

IR Clinical™ positioning concept

Visual approach: Launch, production, graphics, assets

Holographs

Multidimensional imagery

Cross sections of the hair strand



IR Clinical™ launch concepts

Forces of Nature – continue from opening – ongoing thread throughout the event

The “electrifying” lightning signals the next chapter in the story throughout the 3 days – effect, musical theme – something new or important’s about to happen

Reprise Lightning from opening

> Thunder > Rain > Soil is nourished

(use clouds in visuals so they can clear on Friday)

- Nature meets science & technology > innovation > clinical development
- For men and women!

IR Clinical™ launch concepts

Forces of Nature

There's nothing more restorative than a steady shower of rain.

The rain is a refresher, a cleanser, a provision. It leads to nourishment...strengthening...growth.

Even when it storms, we know that struggle ultimately brings strength.

There's nothing more reassuring than the scent after a shower – a sense of restoration.

Rain brings renewal.

Examples today of nourishing your business – planting and cultivating the seeds of growth.

It's the same with our hair.

Hair is much like a healthy business in that it needs nourishment to grow, to become healthy and strong.

We Are Modern Nature...

Forces of Nature...

Applied in a powerful new way.



MONAT[®]

Friday 9/9: Sponsoring Day

Clear Skies. Here Comes the Sun.

Clear the path. Clear away obstacles/objections.

Be the sunlight.

Illuminate.

Show the way from here to success / results.

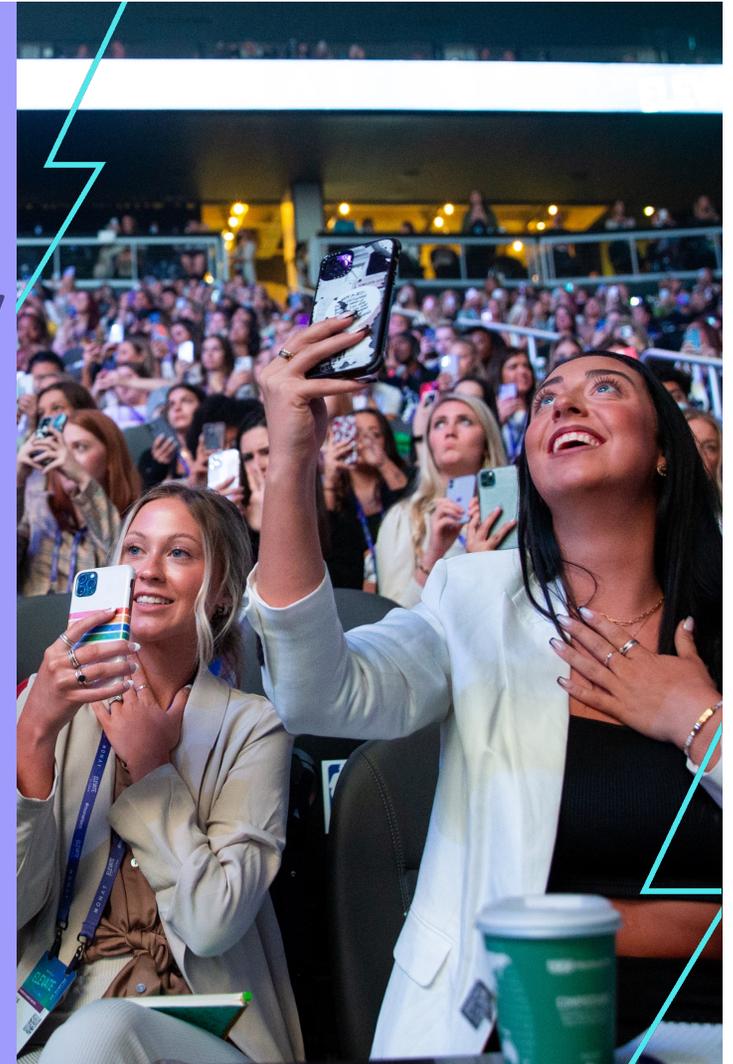


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Friday 9/9: Sponsoring Day

2022 Theme Connection: MOTIVATE

- Find their WHY
- Show them the clear path to get there
- Move the heart & the feet will follow
- It's our *nature* to help & guide others



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Friday 9/9: Sponsoring Day

- Stuart keynote – start of day
- Culture update
- Join Project Launch
- Directors' Summit launch
- Country launch
- BB Cream launch
- MONATions 2023 launch

Production elements

**Skies clear/brilliant
“sunlight”**

Stuart opening:
“Here Comes the Sun”

BB Cream Launch

**Skin protected.
Skin perfected.**

protected from the sun &
perfectly “shaded”

Word choices

BE a Force of Nature.

Be a light! Illuminate the
path.

Clear away all that stands in
the way.

Refuse to give up!

BB Cream™ positioning concept

Taglines

Skin protected. Color perfected.

Color perfection. Superior protection.

Perfect & Protect.

The natural you, perfected & protected.

Perfect & protect the natural you.

“You don’t have to be perfect...but your color will be”

BB Cream™ positioning concept

Expansion on tagline – 2 stories in one.

Skin protected.

SPF 40 broad-spectrum
UVA/UVB protection

24-hour hydration

Skin-loving ingredient blend

super zinc oxide

Clinically & dermatologically
tested

Color perfected.

9 shades, natural pigments

12-hour radiant glow

For all skin types

Breathable & blendable

Transfer-resistant

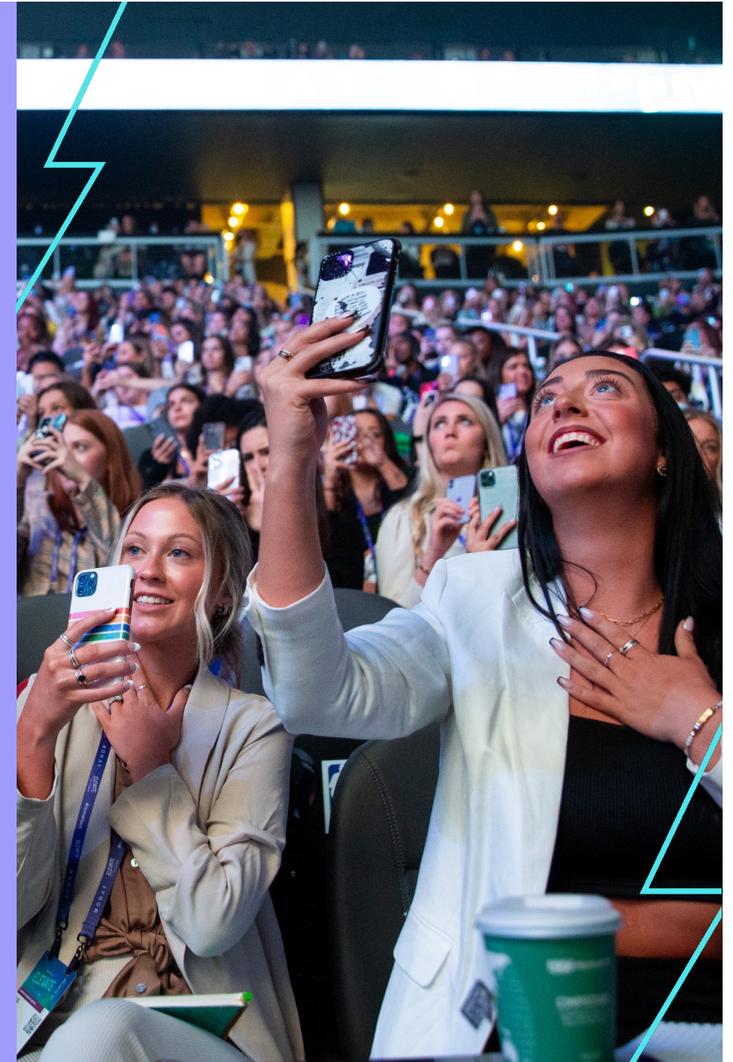
Lightweight

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Saturday 9/10: Build/Promote Day

2022 Theme Connection: **CELEBRATE**

- The achievement of advancement
- Seeing others succeed—the fruit of YOUR nourishment and guidance
- Recognizing and CELEBRATING!
- It's our *nature* to celebrate success



M O N A T[®]

Saturday 9/10: Build/Promote Day

- Promote-out recognition
- How to start building your team
- Training programs
- Wellness certification
- Gratitude update
- Country launch
- BB Cream launch
- TONY ROBBINS
- Dream Bigger event

Production elements

Dazzling bursts of color

Colors of nature – flowers,
fruits, growth, the harvest

BB Cream™ Launch

Out come the colors—
revealing and realizing
the true you.

Word choices

BE a Force of Nature.

Reap what you've sown—you
deserve it!

Let's celebrate the harvest
Become & celebrate who you
were meant to be...and help
others do the same. The "full you"