

## **MONATions United 2019: Ray Urdaneta Skincare Pre-Launch & Post-Launch Monologue Script**

### **PRE-LAUNCH:**

Our vision has always been to continue to grow. These days we use the word “emerge” quite a bit as we continue to reach more customers, build our sales organization, and introduce new products. Emerging, evolving, expanding. We are modern nature, and to grow and expand is the nature of nature itself. Very simply, it’s what healthy living things do—and that includes companies.

Natural anti-aging innovation is the core of who we are, in terms of what we offer the consumer. When MONAT was born, you saw that innovation in our focus on hair care, because at the time, no one else was doing it. There were plenty of anti-aging solutions, but not many had associated changes in hair with aging—or addressed it the way we have.

Since our inception, our quest has never ceased. In our first five years it’s become our passion to create and *continually improve* our formulas to provide the absolute best products on the market. We’ve gone through extensive experimentation, many iterations of formulas, and much trial and error. And along the way, we’re proud to have established ourselves as experts in what we call *modern nature*.

We are always looking ahead and asking, “What’s next?” As we’ve optimized our hair care products and seen them become wildly successful, we’ve known for some time that we would bring what we’ve learned about anti-aging *even farther*. We knew that eventually we would take the next big step for MONAT.

We wanted to make sure we were ready. Being ready included three critical factors:

First:

Having the expertise – which, of course, includes having the experts, including our Chief Science Officer Alan J. Meyers, our Senior Vice President of Research and Development Jamie S. Ross, and the Scientific Advisory Board.

Second:

Making sure our standards remained intact – what we like to call the MONAT Standard. That includes our “NO List” – all those harmful ingredients we refuse to use. It’s a high standard, and it’s not one that’s easy to maintain! To make naturally based products that actually work isn’t easy!

Third:

Continuing to have complete control over the entire process. From the science to the manufacturing to the marketing and all points in between, everyone is aligned because everyone is MONAT.

Once all of these factors fell into place, we knew we were ready for the next era.

We spent many, many hours talking about how to position what we were doing to the public. It’s a product category where, to maximize the results for your customer, you need to provide them a complete solution. From the time they get up to the time they go to bed, you want them to trust YOUR products. You want them to trust YOUR brand to give them that confidence in how they look, AND to make them feel great about themselves.

And now, we are extremely proud to introduce to you that complete solution. What you are about to see represents the EVOLUTION of MONAT. But as you’ll see, this is much more than an evolution. In fact, it’s a REVOLUTION...because today, we take modern nature...*BEYOND HAIR*.

*(EXIT: LAUNCH/PRODUCTION)*

POST-LAUNCH

- My dear MONAT Family: WELCOME TO THE HEALTHY SKIN REVOLUTION!
- Built upon four advanced technologies developed exclusively for this new line, the extraordinary products that we introduce today are the result of an INCREDIBLE amount of hard work on the part of many, many dedicated people.

- From concept...to searching for ingredients...to formulations... to testing...to packaging...to marketing...to manufacturing...I couldn't be prouder of the MONAT team for the passion, the commitment, and the tireless effort they've put in, leading up to this moment.
- What you see here, MONAT Skincare, is a huge step forward for MONAT...and it also offers YOU a tremendous opportunity to grow your business like never before...
- An opportunity to offer even MORE to your loyal customers...
- An incredible way of reaching NEW customers...
- And a powerful new way to attract NEW Market Partners to MONAT!
- And now, to tell you more, it's my pleasure to introduce three ladies who are every bit as excited about these new products as you are, and possibly more so! They have been a driving force throughout our entire development process, helping to create the tools to help you LEARN about them, help you SELL them, and to make sure you LOVE sharing them. With several decades of beauty and direct sales experience and wisdom between them, THESE LADIES KNOW just how much impact MONAT Skincare is going to have on YOUR business...and now they're going to show you why this truly is the Healthy Skin Revolution. Please welcome back Jackie McClements, Ros Simmons, and Natalie Johns!