

COPY: WHY MONAT GUIDE 2024

Downloadable PDF for use as a sponsoring tool by MONAT Market Partners

Copy: Colin McCormick

mccormick.colin.j@gmail.com

Headline:

Why MONAT?

Subhead:

Your guide to beautiful hair and a beautiful life

<MONAT logo + image of model(s) with gorgeous hair>

Who Is MONAT?

- **We Are Modern Nature™.** Pioneers in the scalp-first approach to beautiful hair, MONAT offers premium, naturally-based, award-winning products that produce real results.
- **We Are the World's #1 Direct Seller of Premium Haircare.*** Our markets span North America, Europe, Australia, and New Zealand, and we're continuing to expand.
- **We Are Family Owned & Operated.** From product formulation and manufacturing in the USA to distribution centers around the globe, our commitment to quality, safety, and service is unparalleled.
- **We Are Grateful.** Through the MONAT Gratitude Foundation, we're making gratitude a way of life and creating positive impact for children and families around the world.

The MONAT Story

<QR Code>

<https://monatglobal.com/history/>

MONAT Gratitude

<QR Code>

<https://monatgratitude.com/>

Why MONAT?

- **Earn what you want, how you want**** with an incredible compensation plan featuring commissions, multiple bonus opportunities, a three-tiered car program, and more.
- **Share without limits.**
 - a. Share like you already do: through social media and word of mouth.
 - b. Your customers can shop how they like, without changing buying habits.
 - c. Our consumable, customizable product line means satisfied customers & repeat purchases.
- **30-Day Money-Back Guarantee†**

- **No inventory** to carry and no deliveries to make. MONAT ships direct!
- **Winner** of more than forty awards for products and business across the globe and featured in some of the world's leading publications.

insert logos: *Forbes, Vogue, CTV, Elle, Cosmopolitan, etc.*

- **We're committed to quality and safety.** Our naturally based ingredients are formulated and tested with you in mind.

We Say YES!

YES! We only use safe, clinically tested ingredients.

YES! We use safe colorants and fragrances.

YES! We are vegan, animal-friendly, and Leaping Bunny® Certified.

YES! We are gluten-free and non-GMO.

icons from YES LIST document: *gluten free, vegan, Leaping Bunny, Non-GMO*

Real Results.

Choose from a complete collection of naturally-based, premium anti-aging products clinically proven to perform.

gorgeous product image

Check out the results!

<QR Code> *link to before & afters*

Watch & learn how to use the products!

<QR Code>

https://www.youtube.com/watch?v=VegLr3Dzu3Q&list=PLKLIJhIj_aIDgdKKEANMBWVYHcFBUXvdE&index=15

<Starter Kit image>

Sharing Beautiful Hair is Simple and Risk-Free.

<Callout under image>

Begin with the MONAT Starter Kit for only \$99!

<image of Hair Essentials product pack>

Or choose to SAVE and personalize a Product Pack that's right for you—tailored to your unique hair and skin goals! Your one-time purchase includes the Starter Kit FREE plus a 30-Day Money-Back Guarantee.†

Check out the options!

<QR Code> *link to product pack flyer – this will need to be hosted somewhere and not in the back office*

Real Earnings.**

How you earn (and save!) is up to you:

- 30% off all MONAT products (Save up to 55% off when combined with MONAT Purchase+™!)
- 30–45% commissions on retail sales
- 15–30% commissions on VIP Customer sales
- More bonus opportunities as you build your business!
- MONAT Motor Club: Qualify to drive a white Cadillac!
- Incentive trips, events and more!

SMART Start Bonuses are an amazing way to begin! Earn these from your enrollment month through the next two calendar months:

<this should be a fun graphic >

Enroll 4 VIP Customers = **\$60 VIP Acquisition Bonus**

+

Enroll 4 VIPs + 1 Market Partner (Block) = **\$150 Block Bonus**

+

Enroll 12 VIPs + 3 Market Partners (3 Blocks) = **\$500 MONATborhood Bonus**
= \$1,130 in potential bonuses!

Scan to see How to Earn!

<QR Code> link to SMART Start flyer – this will need to be hosted somewhere and not in the back office

MONAT VIP Perks™

MONAT VIPs receive a multitude of perks that include healthy savings, exclusive rewards, beautiful results, and much more!

Healthy Savings	Exclusive Rewards	Beautiful Results
<p>15% Off VIPs always receive 15% off the retail price of any MONAT product.</p> <p>MONAT Purchase +™ VIPs receive an additional 15-25% off their purchase depending on their order total.</p> <p>FREE Shipping Qualifying Flexship orders over USD 84+ always ship free!</p>	<p>VIP Points With every purchase, VIPs earn points that they can accumulate and redeem as they like for customized money-saving coupons.</p> <p>Birthday Bonus VIPs receive a \$25 Reward Coupon on their special day.</p> <p>Anniversary Gift Celebrate with a \$10 Reward Coupon on their anniversary of becoming a MONAT VIP.</p>	<p>Flexship VIPs can choose their products and their frequency—every 30 or 60 days. They can update their order or adjust their schedule anytime, hassle-free!</p> <p>FREE Products VIPs receive a FREE product when they complete their 1st, 2nd, and 3rd Flexship order of USD 84+.</p> <p>Exclusive Sales & Promotions VIPs enjoy exclusive access to flash sales and special promotions where they can save even more.</p>

More on MONAT VIP Perks™

<QR Code>

<https://monatglobal.com/vip/>

How Will You Share Beautiful Hair?

SHOP as a Retail Customer!

SAVE as a VIP Customer!

EARN as a MONAT Market Partner!

**Source: Euromonitor International Limited; Beauty & Personal Care 2022ed; Premium Hair Care category; Monat Global company shares in retail value (RSP) terms, 2021 data.*

***Market Partner earnings will vary significantly, and no income is promised or guaranteed. Earnings depend on a number of factors, including leadership experience, expertise, quality and depth of your organization, and individual effort. For more information regarding typical earnings, search MONAT Income Disclosure Statement.*

**Shipping and handling charges are nonrefundable.*