

VIDEO OUTLINE: “Build a Beautiful Life” Launch

Writer: Colin McCormick

SPEAKER	TALKING POINTS	VISUALS/TEXT ON SCREEN
<i>What Makes Life Beautiful?</i>		
		Text: <i>What makes life beautiful?</i>
LU	What makes life beautiful? Wow, everyone really has their own answer, don't they? Beauty can mean so many things.	LU on camera with title: Lu Urdaneta Chief Culture Officer
RAY	I think it's a mix of things all coming together. When we think of our <i>complete</i> selves – feeling and looking our best, living with purpose, living with joy – all of these things <i>combined</i> are a recipe for living a beautiful life.	RAY on camera with title: Ray Urdaneta CEO & Co-Founder Cut away to purposeful, joyful women together with teams, spouse, family, etc.
SR. LUIS	The FREEDOM a person has to create the life THEY envision is part of what makes that life beautiful. To become the person THEY aspire to be.	SR. LUIS on camera with title Luis Urdaneta Chairman & Co-Founder Cut away to Young family enjoying themselves in a fun setting (actual MPs when possible for this & all B-Roll footage)
(PURPOSE)		
STUART	A beautiful life is one with a sense of purpose ...of <i>meaning</i> in our actions, in our priorities. Living according to what YOU consider most important is a beautiful thing!	STUART on camera with title: Stuart MacMillan Global President Text (small over image): purpose

<p>LU</p>	<p>Family, love, community, gratitude and culture –these are the values that we live by, and work by. This is the heart of MONAT.</p>	<p>LU on camera</p> <p>Text (small over image): Family Love Community Gratitude Culture</p>
<p>SED</p>	<p>Original: It’s such a joy to be part of a company that makes gratitude a central component of everything they do—that passion for giving back elevates what we do, far beyond selling products.</p> <p>Rachel & Derek Roth</p> <p>Derek: The beautiful thing about this business is that you can’t succeed without helping others succeed, and that’s worth its weight in gold.</p> <p>How I feel about MONAT today is just tremendous GRATITUDE. Because of their generosity to us, we have been able to be generous to so many others.</p> <p>Brittany Sauer 3:08 I love helping people connect their passion to this opportunity. And I think that through that, I’ve been given a platform to inspire and to educate other people.</p> <p>Brittany Sauer 1:50: Every ounce of work that I put into my business, I get something out of.</p> <p>Brittany Sauer 1:25: MONAT has given me a platform to step into the woman I know I was meant to be.</p>	<p>SED(s) on camera With name & title</p> <p>Text (small over image): Gratitude Or helping others</p>
<p>SED</p>	<p>Original: It’s a company with clear values, which they keep at the forefront of everything they do. More importantly, this business offers US the freedom to live according to OUR own values and our own sense of purpose. That’s what makes it so special.</p> <p>Samantha Kelly When it comes to family, MONAT has given us the time to actually BE a family and spend that time together, and that’s just so important to be able to have that time.</p>	<p>SED(s) on camera With name & title</p> <p>Text (small over image): freedom</p>

	<p>And look back down the road, and have the memories that are going to last us forever.</p> <p>Tara & Dave Bohm Dave – We have the ability to focus on our dreams, to focus on what we want to accomplish, and to go after those dreams.</p>	<p>or family</p> <p>or dreams</p>
(CONFIDENCE)		
STUART	<p>We also get that confidence about ourselves when we look and feel our best. It’s a beautiful feeling, no matter what our age is!</p>	<p>STUART on camera</p> <p>Cut away in mid-quote to women looking amazing</p>
RAY	<p>Our mission has always been to help people enjoy beautiful, healthy, fulfilling lives, and that begins with our products, which offer the best of both science and nature.</p>	<p>RAY on camera</p> <p>Cut away in mid-quote to products being developed</p> <p>Text (small over image): nature + science</p>
ALAN	<p>So many brands claim to be “clean” or “natural” – but for MONAT, our quest is to offer naturally based solutions that actually <i>work</i>. And we’re proud to say that they do.</p>	<p>ALAN on camera with title: Alan J. Myers Chief Science Officer</p> <p>Cut away in mid-quote to products being developed or formula, “science” scene</p>
LU	<p>That glowing skin...that amazing hair...all from products that are stringently tested, and don’t include all those harmful ingredients—not only will you LOOK beautiful, but you can feel confident about the products you’re using.</p>	<p>LU on camera</p> <p>Cut away in mid-quote to amazing skin & hair images</p>
SED	<p>Original: The products are remarkable because not only are they naturally based, but they really work—and that’s why people love them. The results speak for themselves.</p> <p>Kristi Dear: The MONAT products are amazing. They’ve helped so many people feel confident in their own skin.</p>	<p>SED(s) on camera With name & title</p> <p>Cut away in mid-quote to people reacting to product results – great hair & skin</p>

	<p>opportunities to give back to the people that I love so much.</p> <p>Brittany Sauer I love helping people connect their passion to this opportunity. And I think that through that, I've been given a platform to inspire and to educate other people.</p> <p>Brittany Sauer MONAT has given me a platform to step into the woman I know I was meant to be.</p>	<p>Or Love</p> <p>Or passion</p>
STUART	<p>This truly is a culture of gratitude, appreciation, of lifting others up—from the one-on-one moments all the way up to the huge conferences where we all come together.</p>	<p>STUART on camera</p> <p>Cut away in mid-quote to recognition footage, small and/or large scale</p> <p>Text (small over image): appreciation</p>
SR. LUIS	<p>We're a family...one that's expanding globally, which makes it an incredible time to BECOME a part of our family!</p>	<p>SR. LUIS on camera</p> <p>Graphic: globe with oil drop over our markets</p>
RAY	<p>Our dream is to provide that pathway to real joy—that sense of living a complete, full, healthy, rich life. In other words, a beautiful life. That's what we're building with MONAT. We'd love for YOU to join us!</p>	<p>RAY on camera</p> <p>Cut away in mid-quote to joyful group shots</p>
		<p>GRAPHIC: text & mosaic build to end graphic:</p>
	END	<p>MONAT Build a beautiful life.</p>