



Getting  
Started with

JAFRA

Your Future Starts Today

# WELCOME

Congratulations! You've joined the JAFRA Team at an exciting time. You have the power to take control of your life and earn income for you and your family on your own time, on your terms.

JAFRA is more than a company with amazing products. We are a company with a purpose – to transform lives. You have the power to take control of your life and to transform the lives of others – just by sharing products you already love.

How do you do it? It's simple. JAFRA will support you every step of the way with informative programs, promotions, best in class training, and recognition for your success!

We'll help you unlock your dreams and goals. As a JAFRA Consultant, you can strive for more than you've ever imagined.

**You can truly build the life of your dreams!**



# TO JAFRA

## The Rewards Are Endless

As a JAFRA Consultant, not only will you earn extra income, but you'll have the opportunity to earn fabulous trips, amazing gifts and attend world-class meetings.

You can also turn your JAFRA activities into rich rewards. By selling JAFRA products, sponsoring others, and promoting to leadership, your personal transformation is endless. What are you waiting for? *Let's get started!*



# Royal Business Kit

The best way to start your own JAFRA business!

Packed with products, literature and training, the Royal Business Kit has everything you need to get started working your business! Book Parties, demonstrate the products and use your JAFRA Glow Product Catalogs to build your sales and income!

## ROYAL BUSINESS KIT CONTENTS:

### SKIN CARE

- Royal Jelly Milk Balm Advanced, 1 fl. oz.
- JAFRA Pro Travel Size (5 products)
- Balancing Cleansing Gel, 4.2 fl. oz.
- Balancing Toner, 6.7 fl. oz.
- Balancing Lotion SPF 15, 1.7 fl. oz.
- Balancing Night Cream, 1.7 fl. oz.
- Ultra Nourishing Gold Moisturizer, 1.7 fl. oz.
- Anti-Fatigue Energizing Mask, 3.3 fl. oz.
- Elasticity Recovery Hydrogel+ Firmiplex Complex, 1 fl. oz.

### COLOR

- Lipstick Testers (corals/reds)
- Skin Defense Make Up Testers

### BODY

- Royal Almond Body Oil, 8.4 fl. oz.

### HOME/SPA

- Ginger and Sea Salt Body Rub, 10.58 oz.

### BABY

- Tender Moments Baby Massage Cream, 8.8 fl. oz.

### FRAGRANCES

- Women - Eau d'Arômes revitalizing fragrance spray, 3.3 fl. oz.

Includes one of each:

- Women - Gardenia Blossom vial
- Men - Legend vial
- Men - Navigo Homme vial
- Kids - Coreta vial
- Baby - Tender Moments vial

### SALES TOOLS

- Spatulas (12)
- Mirrors (5)
- Disposable Facial Towels (10)



*Bonus: Add one or two Kit Boosters and add more value to your Kit! See page 6!*

### TRAINING MATERIALS

- 2012 JAFRA Planner
- Getting Started with JAFRA Brochure
- Business Basics Guide
- Maximizing Your JAFRA Income Guide
- Party Cards
- Skin Care Profiles
- Training Guide Binder

### SALES LITERATURE

- JAFRA Glow (10)
- Seasonal Brochure (10)
- Hostess Rewards Brochure (10)
- JAFRA Action
- Client Order Form (10)
- Consultant Order Form (10)
- Consultant Agreement
- Insurance Flyer
- Prescription Drug Discount Card



### PLUS...

- Royal Business Kit tote
- Starter Business Kit pouch
- JAFRA PRO pouch
- JAFRA Color pouch

# Starter Business Kit

The JAFRA Starter Business Kit has all the basics to get you started. It includes regular and sample-size products to share.

### SKIN CARE

- Royal Jelly Milk Balm Advanced, 1 fl. oz.
- Balance Dynamic Sample set (4 products)

### COLOR

- Lipstick Testers (corals/reds)

### BODY

- Royal Almond Body Oil, 8.4 fl. oz.

### FRAGRANCES

Includes one of each:

- Women - Gardenia Blossom vial
- Men - Legend vial
- Men - Navigo Homme vial
- Kids - Coreta vial
- Baby - Tender Moments vial

### TRAINING MATERIALS

- 2012 JAFRA Planner
- Getting Started with JAFRA Brochure
- Business Basics Guide
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- Party Cards
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### SALES LITERATURE

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- Consultant Order Form (10)
- Consultant Agreement
- Insurance Flyer
- Prescription Drug Discount Card

### PLUS

- Starter Business Kit pouch



A \$190 Retail Value!

THIS KIT ONLY  
**\$49**  
+TAX, S/H



ALL THIS FOR  
**\$99**  
+TAX, S/H



A \$543 Retail Value!

# JAFRA Kit Boosters

Available in your Bonus Month, plus first 3 full calendar months as a New Consultant!

As a New Consultant, you have a fantastic opportunity to boost your business with JAFRA Kit Boosters. It's your chance to offer a themed party with a specific line of products – that only you can offer! Skin Care and Fragrance - limit 1 of each.

## SKIN CARE KIT BOOSTER

**Special Price: \$100** *Non-commissionable*

Retail Value \$375

16892



### Skin Care

- Anti-Fatigue Gel Cream, 1 fl. oz.
- Intensive Line Corrector, 1 fl. oz.
- Intensive Retinol Capsules, 30 gel capsules
- Time Corrector Night Time Firming Moisture, 1.7 fl. oz.
- Royal Jelly Lift Concentrate, 7 vials, 0.23 fl. oz. each

### Body & Spa Care

- Royal Jelly Body Complex, 6.7 fl. oz.
- Royal Almond Body Lotion, 8.4 fl. oz.
- Royal Almond Bath & Shower Gel, 6.7 fl. oz.
- Mud Mask, 8.8 oz.

### Kids

- Tender Moments Beautiful Body Lotion, 4.2 fl. oz.

**PLUS** - Kit Booster comes in a JAFRA pouch for easy carrying!



*A great way to build your product display and encourage even more orders!*

## FRAGRANCE KIT BOOSTER

**Special Price: \$100** *Non-commissionable*

Retail Value \$366

16893



### Women's Fragrances

- 1.7 fl. oz. each:

- Inégale EDP
- Adorisse EDP
- Navígo Femme
- Reflections

### Men's Fragrances

- 3.3 fl. oz. each:

- JF9 Black
- Vaslui
- J-Sport EDT
- Navígo Homme

Teens - 1.7 fl. oz.:

- Double Nature Cool

Kids - 1.7 fl. oz. each:

- Skid
- Coreta Heart

Toddlers - 3.3 fl. oz.:

- 1-2-4 Toddler Cologne

**PLUS** - Kit Booster comes in a JAFRA pouch for easy carrying!

# Welcome to JAFRA Program

## SPONSORING AND SALES: YOUR PATH TO SUCCESS

As a New Consultant you have an exclusive opportunity to participate in the Welcome to JAFRA Program which rewards your Sales and Sponsoring efforts right from your start.

For Sponsoring, earn Cash Bonuses that you can reinvest in your business or choose to spend anyway you wish. For Selling, earn products to demonstrate, supporting more profit.

## SPONSORING REWARDS

During your first seven months (includes your Bonus Month), EVERY TIME you Sponsor a Qualified New Consultant (QNC)\*, you will receive a \$25 Cash Bonus! The more Qualified New Consultants you Sponsor, the more you earn!

\*A Qualified New Consultant (QNC) is a Consultant who places one \$300 or more Paid Retail Order in their Bonus Month (the month they joined JAFRA) or in their Month 1 (the next full calendar month).



**\$25**  
CASH BONUS



# Welcome to JAFRA Program: SALES REWARDS

Months are counted individually, so if you miss a month of sales, don't worry, you can still participate in the next month.

## Bonus Month

The month you joined JAFRA

## Month 1

The next full calendar month after your Bonus Month

Place a \$300 Personal Paid Retail Order

Place a \$300 Personal Paid Retail Order

Choose 2 each of these color products - up to a \$76 Value!

2 Lipsticks - any shade!

2 Nail Lacquers - any shade!

2 Powder Blushes - any shade!

A total of 6 products!  
For color options, see the JAFRA Glow Product Catalog.



Receive your Welcome to JAFRA Pin PLUS choose 1 Set of JAFRA DYNAMICS Skin Care Products - a \$74 Value!

Includes: Cleanser, Toner, Day Cream and Night Cream.  
Available in your choice:

**BALANCE** (shown)

**HYDRATION**

**CONTROL**

**CALMING**



JAFRA reserves the right to replace products if necessary.

WHEN  
WHAT  
TO DO  
RECEIVE

# Welcome to JAFRA Program: SALES REWARDS

Months are counted individually, so if you miss a month of sales, don't worry, you can still participate in the next month.

WHEN

Month 2

Month 3

Month 4

Month 5

WHAT TO DO

Place a \$300 Personal Paid Retail Order

Place a \$300 Personal Paid Retail Order

Place a \$300 Personal Paid Retail Order

Place a \$300 Personal Paid Retail Order

RECEIVE

Choose any 3 Spa products from these 10 products - up to a \$93 Value!

- Scalp Massage & Hair Treatment, 7 oz.
- Ginger and Sea Salt Body Rub, 10.58 oz.
- Mud Mask, 8.8 oz.\*
- Soothing Mineral Bath Salts, 17.63 oz.\*
- Today I Decided Is Going to be Different Eau De Aromatique, 3.3 fl. oz.\*
- I Breathe, I Love, I Live, I Dream Eau De Aromatique, 3.3 fl. oz.\*
- Split End Repair Capsules, 20 capsules
- Ginger & Seaweed Body Massage Cream, 8.4 fl. oz.
- Ginger & Seaweed Bath and Shower Gel, 8.4 fl. oz.
- Detox Shampoo, 8.8 fl. oz.

\*Not shown



Choose 1 from selections below - up to a \$160 Value!

The Royal Business Kit Black Tote + 1 JAFRA PRO Product

OR

2 JAFRA PRO Products



Receive a special Hand & Foot Care Collection - a \$92 Value!

Day Therapy SPF 15 Hand Cream, 2.5 fl. oz.

Hand Scrub, 2.5 fl. oz.

Night Therapy Cream, 2.5 fl. oz.

Peppermint Foot Scrub, 4.2 fl. oz.

Peppermint Foot Balm, 8.4 fl. oz.

Intensive Heel & Foot Repair, 3.89 fl. oz.

JAFRA Pouch



Choose 2 each of these color products - up to an \$82 Value!

**YOUR CHOICE ANY SHADE!**

2 Eyeshadow Trios, 0.11 fl. oz. - any shade!

2 Mascaras - any formula!

2 Ultrashine Lip Glosses, 0.51 fl. oz. - any shade!

A total of 6 products!  
For color options, see the JAFRA Glow Product Catalog.



# Welcome to JAFRA Program: SALES REWARDS

Months are counted individually, so if you miss a month of sales, don't worry, you can still participate in the next month.

WHEN

Month 6

Month 7

Month 8

Month 9

WHAT TO DO

Place a \$300 Personal Paid Retail Order

Place a \$300 Personal Paid Retail Order

Place a \$400 Personal Paid Retail Order

Place a \$400 Personal Paid Retail Order

RECEIVE

Choose 1 Set of JAFRA DYNAMICS Skin Care Products - a \$74 Value!

Includes: Cleanser, Toner, Day Cream and Night Cream.  
Available in your choice:

**BALANCE** (*shown*)

**HYDRATION**

**CONTROL**

**CALMING**

Choose any 4 Royal Body Care products - up to an \$86 Value!

Royal Almond:  
Body Scrub (*not shown*),  
Shower Gel, Body Lotion, Body Oil

Royal Ginger: Shower Gel,  
Body Lotion, Body Oil

Royal Rose: Shower Gel,  
Body Lotion, Body Oil

Receive 3 Men DYNAMICS Skin Care products and your choice of 1 men's fragrance - up to an \$88 Value!

Men DYNAMICS:  
Triple Duty All-over Wash  
Double Duty Face Scrub  
Double Duty Face Protector SPF 15

Fragrance choices: J-Sport, Valferra, Vaslui, JF9 Black

Choose any 5 Baby products from these 11 products - up to a \$92 Value!

Tender Moments: Cologne, Baby Powder, Baby Block SPF 45, Hair and Body Wash, Bottom Balm, Massage Cream, Bath and Body Oil

Lavender & Chamomile (*not shown*):  
Cologne, Hair and Body Wash, Massage Cream, Bath and Body Oil



# Welcome to JAFRA Program: SALES REWARDS

Months are counted individually, so if you miss a month of sales, don't worry, you can still participate in the next month.

WHEN  
WHAT TO DO  
RECEIVE

## Month 10

Place a \$400 Personal Paid Retail Order

Receive our special Teen Collection - an \$84 Value!

Foaming Cleanser, 4.5 fl. oz.  
Exfoliating Gel, 1.7 fl. oz.  
Mattifying Tonic, 6.7 fl. oz.  
Mattifying Hydrator, 1.7 fl. oz.  
Clear Complexion Clarifying Mask, 1.7 fl. oz.  
Double Nature Crazy eau de toilette, 1.7 fl. oz.  
Double Nature Cool eau de toilette, 1.7 fl. oz.  
JAFRA Pouch

## Month 11

Place a \$400 Personal Paid Retail Order

Choose 2 each of these color products - a \$76 Value!

2 Lipsticks - any shade!  
2 Nail Lacquers - any shade!  
2 Powder Blushes - any shade!

A total of 6 products!  
For color options, see the JAFRA Glow Product Catalog.

## Month 12

Place a \$400 Personal Paid Retail Order

Choose any 4 Spa products from these 10 products - up to a \$124 Value!

- Scalp Massage & Hair Treatment, 7 oz.
- Ginger and Sea Salt Body Rub, 10.58 oz.
- Mud Mask, 8.8 oz.\*
- Soothing Mineral Bath Salts, 17.63 oz.\*
- Today I Decided Is Going to be Different Eau De Aromatique, 3.3 fl. oz.\*
- I Breathe, I Love, I Live, I Dream Eau De Aromatique, 3.3 fl. oz.\*
- Split End Repair Capsules, 20 capsules
- Ginger & Seaweed Body Massage Cream, 8.4 fl. oz.
- Ginger & Seaweed Bath and Shower Gel, 8.4 fl. oz.
- Detox Shampoo, 8.8 fl. oz.

\*Not shown

## TIP

When you have an assortment of products to choose as your monthly reward, **always choose a variety of products** so you have a greater selection of products to showcase to your Clients. For example, as your Month 2 reward, instead of choosing 3 Mud Masks, choose a Mud Mask, a Detox Shampoo, and Soothing Mineral Bath Salts. **The more products you share, the more products you will sell!**



# Active Seller's Club

## Join Active Sellers' Club and be rewarded for consistent Sales!

Consistently selling will ensure you are a member of this exclusive Club where you'll enjoy exciting privileges:

- ✓ Special Product Offers every month just for Club Members
- ✓ Special Gifts

Join the club and receive our beautiful new pin that recognizes your consistent sales activity! Wear it proudly to share your accomplishments!



## TO BECOME A MEMBER

- ✓ Place a \$300 Paid Retail Order in 3 consecutive calendar months
- ✓ Your membership begins the day the third order is placed and continues until the end of the current period.

## MEMBERSHIP MAINTENANCE PERIODS

Period 1	January	February	March
Period 2	April	May	June
Period 3	July	August	September
Period 4	October	November	December

## TO MAINTAIN YOUR MEMBERSHIP

- ✓ Place a \$300 or more Retail Order in at least two months of the established period. These two orders qualify you to be a member for the next period.

## With your initial membership you will receive:

Our new Club Pin, Club Certificate and a FREE Royal Jelly Body Complex, 6.7 oz.



# Stay Connected with jafrabiz.com

## jafrabiz.com is the Hub of Your Online Business

Check out what you can do from anywhere you are!

### Your Business is Wherever You Are

Place orders, make payments, view your account activity and business reports

### Grow Your Team

Sponsor New Consultants and track their success

### Consultant Connection

Your business news, training and business resources

## Consultant Connection keeps your business going.

### Here are some of the benefits:

#### Priority Alerts

These up-to-the-minute alerts provide you with real-time breaking news from JAFRA that could immediately affect your business!

#### Updated Training & Videos

Get your daily dose for success with our extensive online library.

#### Promotions, News, and More

Be in the know and take advantage of all the opportunities from JAFRA.

#### Get Organized

View your monthly Calendar, schedule your Parties and enter personal tasks which automatically appear in your monthly Calendar.



### Hostess Connection

Accessible by both you and your Hostesses! She can see her reward choices, create her wish and guests lists. She can also find tips for success and follow her progress toward her rewards.

### Client Contact

Create your own address list of Clients and Hostesses. Create labels, send out emails – keep in touch with your Clients!

### JAFRA Gift Shop

Order your business cards, JAFRA clothing and logo items to promote your business.

The Gift Shop offers the only JAFRA approved business cards and logo-wear.

### Check Out Client Plus

For an economical cost, JAFRA's Mailing Service will mail your Seasonal Brochures for you – all you have to do is follow up:

### At Consultant Connection - sign up for your own myjafra.com Personal Web Site!

- ✓ Create your own website, and watch your JAFRA business boom.
- ✓ Clients can shop 24/7
- ✓ Showcases special promotional offers
- ✓ Send e-promotions to let your Clients know what's new
- ✓ Tell your own JAFRA personal story
- ✓ Hostesses can log on to Hostess Connection to plan their Parties and Hostess rewards



# Personal Sales Rewards

Qualification Period:  
January 1-December 31, 2012  
Personal Sales levels are cumulative.

## Only the best for you!

JAFRA has always known that the potential of our Consultants is limitless, but not effortless. We proudly recognize ALL of those across the nation who have reached their goals and achieved great success with our annual rewards.

We will recognize all achievers at our 2013 National Conference.

The choice is yours! You decide when you want to walk across the National Conference stage.



### JAFRA Sales Achiever Pin

Show off your sales success with this attention-grabbing pin.

**\$12,000 - \$14,999**

in Personal Ordered and Paid Retail Sales

**LEVEL 1**



### Swarovski Edith Bangle

A tantalizing twist makes this rhodium plated hinged bangle a blast! Two clear crystal pavé bands show off its splendor.

**\$15,000 - \$19,999**

in Personal Ordered and Paid Retail Sales

**LEVEL 2**

PLUS LEVEL 1 AWARD



### Swarovski Appolon Ring

Big, bold and beautiful. This stunning cocktail ring shimmers in a trendy gradation of purple and lilac crystals. Glamorous and eye-catching.

**\$20,000 - \$29,999**

in Personal Ordered and Paid Retail Sales

**LEVEL 3**

PLUS LEVELS 1 AND 2 AWARDS



### Tiffany & Co. Pendant and Ring Set

Exquisite set specially designed for Tiffany & Co. by Paloma Picasso. The intricate design of these gorgeous pieces recall Venetian cast-iron window gates. Both in sterling silver.

**\$30,000 - \$59,999**

in Personal Ordered and Paid Retail Sales

**LEVEL 4**

PLUS LEVELS 1, 2 AND 3 AWARDS



### Tiffany & Co. Pearl Necklace

Glamorous, classy and sophisticated – these words are synonymous with Tiffany & Co. jewelry. Step out in style with this 80" necklace made from cultured fresh water pearls.

**\$60,000**

or more in Personal Ordered and Paid Retail Sales

**LEVEL 5**

PLUS LEVELS 1,2,3 AND 4 AWARDS

# Personal Sponsoring Rewards

Qualification Period: January 1-December 31, 2012

Personal Sponsoring levels are cumulative.

*For the purpose of qualification a New Consultant needs to achieve \$2,500 in cumulative Personal Paid Retail Sales in their first 12 months. The order which achieves the required \$2,500 in cumulative Personal Paid Retail Sales must be placed and paid between January 1 - December 31, 2012.*

*New Consultants who achieve their \$2,500 in cumulative Personal Paid Retail Sales within their Bonus Month and their first three calendar months (during qualification period) will count twice.*



## JAFRA Sponsorship Achiever Pin

Show off your sponsorship success with this attention-grabbing pin.

6 New Consultants

LEVEL 1



## iPad

Work. Play. Innovate. The iPad puts you at the forefront of technology and style with its sleek, light design.

8-12 New Consultants

LEVEL 2

PLUS LEVEL 1 AWARD



## Airline Tickets

Paris? Hawaii? National Conference? The world is yours with two \$500 Airline ticket vouchers from the airline of your choice.

13-19 New Consultants

LEVEL 3

PLUS LEVELS 1 AND 2 AWARDS



## \$2,500 Gift Card

Spend a little...or a lot... whenever and wherever you want. \$2,500 Visa gift card.

20+ New Consultants

LEVEL 4

PLUS LEVELS 1, 2 AND 3 AWARDS

# Tips for your first 30 days!

- ✓ **Set your first Party date to launch your new business**  
Invite everyone you know - plus have everyone bring a friend.
- ✓ **Purchase one or both Kit Boosters**  
Add more products to your Kit to encourage more orders and profits for you.
- ✓ **Review the Welcome to JAFRA Sales Rewards**  
Make a plan to achieve these monthly rewards for even more products to demonstrate.
- ✓ **Submit your first \$300 Retail Order in the month you join JAFRA**  
It's your Bonus Month and the Welcome to JAFRA program will reward you with six color products - up to a \$76 Value.
- ✓ **Purchase your Seasonal Demo Pack**  
Includes fun, new products that are only available for a limited time.
- ✓ **Order your Business Supplies; JAFRA Glow Product Catalogs, Seasonal Brochures, order forms**  
They're everything you will need to be up and running - don't forget your JAFRA approved business cards.
- ✓ **Subscribe to your myjafra.com Personal Web Site**  
If you missed subscribing when you joined, do it now and promote your business online.
- ✓ **Explore Consultant Connection accessible through jafrazbiz.com**  
Discover a wealth of resources, information and tools for your business growth.
- ✓ **When your New Business Kit arrives, invite family and friends over**  
Let them help you unveil your new business - who knows they will want to join with you! Just ask!
- ✓ **Review the Welcome to JAFRA Sponsoring Rewards**  
Invite everyone you know to start a JAFRA business and earn \$25 for each Qualified New Consultant you sponsor.
- ✓ **Review this Training Guide**  
Learn from all the incredible best business tips!
- ✓ **Attend a local Branch meeting or have a cup of coffee with your Sponsor**  
Discuss your future with JAFRA!

JAFRA

VORWERK

*Our best for your family*

DSA  
MEMBER  
DIRECT SELLING  
ASSOCIATION