

AUGUST 2026

JAFRA ACTIVATE

CONSULTANTS



Happy Birthday, JAFRA!

This August, we proudly celebrate **70 years of JAFRA.**

What began with one extraordinary product—**Royal Jelly**—grew into a legacy of confidence, opportunity, and transformation. For seven decades, we've empowered people

to dream bigger, build successful businesses, and embrace **The Freedom To Be You.**

Our iconic Royal Jelly honors where we began, while our **NEW Unstoppable Fragrance** celebrates the spirit that has defined JAFRA for 70 years, a spirit that lives on in every woman who dares, achieves, inspires, and believes that more is possible.

As we celebrate our incredible past, I'm even more excited about what's ahead. The next five months are your opportunity to make this your biggest sponsoring season yet. Set a bold goal, share JAFRA with confidence, grow your team, and invite others to discover the products and the opportunity that have changed your life—and so many others.

The first 70 years built our legacy. The next chapter is ours to create, with you leading the way.

**Cheering you on always,
Maria Gordo and the JAFRA team**

NEW & FAVORITES



NEW & FAVORITES



NEW & FAVORITES

NEW! JAFRA UNSTOPPABLE EDP



A modern fragrance with notes of rhubarb, Turkish Rose, and white musk. Crafted in celebration of women everywhere, embodying bold, ambitious confidence, poised for what's next.

2 for \$91
retail value \$71 each



**CLICK HERE OR
SCAN TO SEE THE
AUGUST CLIENT
BROCHURE**



Original Formula

NEW! SPECIAL-EDITION ROYAL JELLY MILK BALM MOISTURE LOTION

A tribute to the original Royal Jelly legacy. Rich in amino acids, vitamins, minerals, peptides, and nourishing fatty acids, it delivers immediate hydration while helping skin look smooth, radiant, and youthful.

2 for \$89 retail value \$70 each

NEW! ALWAYS 24HR LONG-WEAR CONCEALER



A lightweight, 24HR formula that corrects, brightens, and revitalizes the complexion while reducing the look of dark circles and visible signs of fatigue.

\$16 each retail value \$36



**CLICK OR
SCAN TO
SEE ALL
SPECIAL
OFFERS**



FREE GIFT WITH FIRST \$450 RETAIL ORDER & FREE SHIPPING FOR ORDERS OF \$200+ ENDS AUGUST 15!

THIS MONTH'S FOCUS

AUGUST 2026

SPONSORING TOOLS



SPONSORING TOOLS



SPONSORING TOOLS



JOINING JAFRA IS FREE!

WHEN THEY JOIN JAFRA AS A CONSULTANT, THEY GET:

- ✓ 45% off in their first 3 months
- ✓ Super discounted Packs
- ✓ Their own personal Web Store
- ✓ FREE shipping on their enrollment order

50% DISCOUNT FOR SPONSORING CONSULTANTS

See the Purple Guide for details about how to receive the 50% discount.

HOW DO YOU BECOME A VIP?

Have three consecutive months of \$400 or more in personal retail sales each month:

MONTH 1	MONTH 2	MONTH 3	MONTH 4	50% discount on personal retail sales
\$400	\$400	\$400	You're in the VIP Club!	

Start enjoying all of the VIP Club's benefits on the 1st of the following month.



Join the exclusive VIP Visionaries meeting
August 12 at 2:00PM

SHARE THE HUGE SAVINGS WITH OUR OPTIONAL PACKS EXCLUSIVELY FOR NEW CONSULTANTS & VIPS

**GREAT
VALUE**

\$200 each
Save up to \$230!

COMMISSIONABLE



**BEST
VALUE**

\$400 each
Save up to \$551!

COMMISSIONABLE



\$400 Packs include a large JAFRA bag to carry your products in style!

JAFRA reserves the right to substitute products with ones of greater or equal value.

FOR 70 YEARS, ROYAL JELLY HAS BEEN AT THE HEART OF JAFRA'S SKINCARE LEGACY

Rich in amino acids, vitamins, minerals, peptides, and nourishing fatty acids, it delivers immediate hydration while helping skin look smooth, radiant & youthful. Every application is an opportunity to let your clients experience the legendary JAFRA glow for themselves. **Try These Royal Jelly Demo Tips:**



Face & Neck - Apply to the face and extend it down the neck to showcase immediate hydration and a healthy-looking glow.



Hands & Cuticles - Massage a small amount into the hands and cuticles so clients can instantly feel softer, smoother skin.



Elbows & Dry Areas - Use on elbows or any dry areas to demonstrate how Royal Jelly helps nourish and hydrate wherever skin needs extra care.

Queen Bee Tip: Let your clients feel the difference, it's clinically shown to deliver immediate hydration.



**CLICK HERE OR
SCAN CODE TO SEE
OUR COMPLETE
PRODUCT CATALOG**

THIS MONTH'S FOCUS

AUGUST 2026

JAFRA REWARDS POINTS



JAFRA REWARDS POINTS



JAFRA REWARDS POINTS



EARN POINTS & REDEEM FOR INCREDIBLE REWARDS!



POINTS FOR CONSULTANTS

Sell & Sponsor¹

Monthly Personal Retail Sales	Qualified New Consultants in the month ²			
	0	1	2	3+
\$600 or more	100 JR	200 JR	400 JR	600 JR
\$500	60 JR	175 JR	350 JR	450 JR
\$400	30 JR	150 JR	300 JR	400 JR
\$300	15 JR	125 JR	250 JR	350 JR
\$200	5 JR	100 JR	200 JR	300 JR

POINTS FOR NEW CONSULTANTS

Power Start

First 3 Months	Multiply the points you earn each month
1 st month	x1
2 nd month	x2
3 rd month	x3

EXAMPLE:

1st month earn 30 points x1
(additional 30 points) = 60 pts

POINTS FOR VIPS

Be rewarded for your consistency when you stay in the VIP Club.



First, become a VIP. Then maintain your VIP status to earn JAFRA rewards points.



50 POINTS
Be a VIP each month for 3 consecutive months.



100 POINTS
Be a VIP each month for 6 consecutive months.



200 POINTS
Be a VIP each month for 9 consecutive months.



300 POINTS
Be a VIP each month for 12 consecutive months.



50 POINTS
Each month you're a VIP after 13+ consecutive months.

VIP Points are not cumulative.



CLICK HERE TO SEE THE COMPLETE JAFRA REWARDS PROGRAM IN THE PURPLE GUIDE

POINTS FOR NEW TEAM LEADERS

Continue to Build your Team

Month	Milestone	Points
Month 1	Qualifying as a Leader	500 JR
Month 2	Building Your Team	QOC ³
		5 - 6 7 - 9 10+
		200 JR 600 JR 1,200 JR
Month 3	Growing Your Team	QOC ³
		7 - 9 10 - 12 13+
		400 JR 800 JR 1,400 JR

POINTS FOR TEAM LEADERS THROUGH ROYAL AMBASSADORS

Growing your Central Branch⁵

Qualified New Consultants ² during the Month	Points
10 or more	1,250 JR
7-9	750 JR
4-6	400 JR
1-3	150 JR

POINTS FOR SUPERVISOR THROUGH ROYAL AMBASSADORS

Leader Development

Month	Milestone	Points
Month 1	Qualifying a New Team Leader	200 JR
Month 2	New Leaders Growth	QOC ⁴
		5 - 6 7 - 9 10+
		150 JR 400 JR 800 JR
Month 3	New Leaders Growth	QOC ⁴
		7 - 9 10 - 12 13+
		300 JR 600 JR 1,000 JR

POINTS FOR SUPERVISOR THROUGH ROYAL AMBASSADORS

Level Up & Maintain⁶

Milestone	First Time Title Points	Monthly Points
Royal Ambassador	10,000 JR	2,000 JR
Gold Ambassador	5,000 JR	1,000 JR
Ambassador	3,750 JR	750 JR
Gold Director	2,500 JR	500 JR
Director	2,000 JR	400 JR
Gold Supervisor	1,500 JR	200 JR
Supervisor	1,000 JR	100 JR

¹ Rewards points for the category of Sell & Sponsor cannot be earned by Team Leaders or above.

² A Qualified New Consultant (QNC) is a Consultant with \$200 or more in retail sales in the month they join.

³ Qualified Ordering Consultant (QOC) is a Consultant with Personal Retail Sales of \$200 or more in the month.

⁴ Qualified Ordering Consultants in your New Team Leaders Central Branch, Consultant with Personal Retail Sales of \$200 or more in the month.

⁵ Rewards points for the category of Growing your Central Branch can only be earned by Team Leaders & above.

⁶ Please refer to the Purple Guide for the full requirements of how to earn points in the Level Up & Maintain category.

GROW, LEAD & CELEBRATE

AUGUST 2026

RECOGNITION



RECOGNITION



RECOGNITION

Congratulations to these incredible Leaders on reaching a new Leadership title for the very first time!
Their dedication and passion, drives them to lead by example, empower their teams & inspire us all.



Cristina Guerra
New Gold
Ambassador



Maria Bello
New Gold Director



Zaida Guzman
New Gold Director



**Lilian Henriquez
Acosta**
New Director



Maria Rojas Huertas
New Director

EVENTS



EVENTS



EVENTS



JOIN US IN PERSON

Nel Prentiss, Field Development Manager, will share strategies & more. Bring guests, event is free!
August 18, 1:30-3:00 PM
At the JAFRA Corporate Office
1 Baxter Way, Westlake Village, CA



70 YEARS NEVER LOOKED SO GOOD!

This August, we're celebrating JAFRA's 70th Anniversary with hundreds of Consultants & Leaders at our National Convention in Hollywood, honoring 70 unstoppable years of beauty, innovation, empowerment, and the freedom to be you.



QUALIFY FOR THE LEADERSHIP RETREAT

Earn your spot at the Leadership Retreat in Fort Worth, TX and enjoy an unforgettable experience designed to inspire, recognize, and reward your success!
Qualification period is July 1 - September 30, 2026

**CLICK HERE
OR SCAN CODE
TO SEE HOW
TO EARN THE
RETREATS**



Join us on Zoom for the exclusive Leader Meeting 8/10 at 2:00pm (PT) and for the VIPs Only Meeting 8/12 at 2:00pm (PT)

AUGUST TRAINING



CUSTOMER SUPPORT



DISCOVER WHAT'S NEW IN OUR FACEBOOK GROUP

Connect with our community of Consultants & Leaders on JAFRA Beauty Insiders on Facebook. Share product tips, celebrate milestones, see training, and more!

**CLICK HERE OR
SCAN THE QR CODE
BELOW TO JOIN OR
ACCESS**

JAFRA
BEAUTY
INSIDERS



CONTACT OUR CUSTOMER EXPERIENCE TEAM

Monday - Friday 8am - 5pm (PT)

Call us at **800-852-3728**
Email us at jafra-cares@jafra.com
Send us a chat on [JAFRA.com](https://www.jafra.com)
Join JAFRA Cosmetics on the Telegram App for updates
and follow us on social media @JAFRACosmetics