

JAFRA

AUGUST 2012

ACTION

56

Gorgeous
Years

In 1956, it started with a dream. The dream continues in **2012!**

IT STARTED WITH A

PASSION

It's our anniversary! Here's to
56 gorgeous years of JAFRA, and many more!

August marks 56 years of JAFRA. It started with a dream and grew into 56 years of products, opportunities and stories to tell... This month, we reflect on where we began, embrace where we are now, and look forward to a future filled with possibility.

We asked some of
our Consultants to
share what JAFRA
means to them:



35
YEARS
with JAFRA

My 35 years with JAFRA have always been positive and have taught me that I can meet any challenge that is ever presented. I was able to quit my job and make JAFRA my career, and I am still going strong!

Diane Price, Anaheim, CA

4
MONTHS
with JAFRA

I joined JAFRA because I love the products. Never did I imagine it would be so easy to make a business out of it. JAFRA's programs are amazing. I cannot believe I have earned an all-expense paid trip to South Beach in such a short time.

Crystal Moore, Detroit, MI

1
YEAR
with JAFRA

I love JAFRA's cosmetics line and that's why I decided to sell the products. I have young children and I'm unable to have a full time job, JAFRA has been the perfect business for my lifestyle.

Dalia Cortez, Seattle, WA

36
YEARS
with JAFRA

I did not join JAFRA for the opportunity, I fell in love with the products! I had acne and saw great results when I started using JAFRA skin care. People noticed the difference on my skin and asked me to share my secret, and that's how I started my business. Thank you JAFRA for being a part of my life!

Jeannette De La Mora, Doral, FL

7
MONTHS
with JAFRA

I received the Tender Moments Line as a baby shower gift and immediately fell in love with the product. I got in touch with a JAFRA Consultant and decided to join right away. Since then my business has been growing and I could not be more excited about it.

Estela Mendez Perez, New Brighton, MN

1
YEAR
with JAFRA

What motivated me to join JAFRA were the great products, specifically the skin care line. JAFRA was the solution to my sensitive skin problems. JAFRA has been a fun and rewarding business. It has not only given me the opportunity to earn extra income but also to earn fabulous trips like the South Beach Summer Trip.

Martha Rios, El Paso, TX

47
YEARS
with JAFRA

JAFRA came into my life as a small opportunity to earn income. It turned out to be much bigger than I could ever imagine. It has solely supported our family for over 30 years and put our 4 children through college. JAFRA has paid us millions of dollars over these 47 years and proven that this is a truly unlimited opportunity. Thank you JAFRA for all you have provided, I look forward to income and happiness forever.

Vickie Hacking, Ogden, UT

33
YEARS
with JAFRA

JAFRA not only gave me the complexion and confidence I have today, it gave me fundamental business skills that I have used in many aspects of my life. I have remained loyal to JAFRA and JAFRA has definitely given me everything it promised me and more. It has been a fabulous 33 years, and I plan another 33!

Joyce Case, North Lewisburg, OH

4
YEARS
with JAFRA

A friend of mine convinced me to join JAFRA four years ago and I do not regret it. JAFRA has been the perfect source of additional income my family needed.

Silvia Garcia, Frankfort, IN

43
YEARS
with JAFRA

I had the blessing of being trained at the meetings held by Jan and Frank Day. My 43 years with JAFRA have been wonderful, and I am so happy to be able to continue helping others succeed!

Ann Peery, Red Bluff, CA

IT STARTED WITH AN

Opportunity

Join JAFRA and make August your anniversary month, too!

Royal Business Kit ▶

Did you know...? 76% of all New Consultants join with this Kit featuring JAFRA's best selling products.

A \$543 Value!

JUST \$49
+TAX, S/H

A \$190 Value!



◀ Starter Business Kit

The basic kit you can take with you anywhere.

✚ **View complete contents** of Kits in the *Getting Started Brochure*, or visit jafrabiz.com, *Consultant Connection*, *Resources*, *Downloads*, *Business Literature*.

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



PLUS

Join in August and receive **New Beauty DYNAMICS Moisture Balance Capsules** **FREE** with your Business Kit!

Moisture Balance Capsules go beyond moisture replenishment to actually create and manage moisture. Your Clients will see a reduction in the appearance of fine lines and a softer, smoother complexion overnight.

A \$45 value!



2 Great ways to use your **FREE** gift

1. Build your Client list!

30 CAPSULES TO DEMO = 30 POTENTIAL NEW CLIENTS

Share this new product to attract people to your new JAFRA business.

2. Book a Party!

This new product is a **Seasonal Hostess Offer!** In August and September you can offer it to your Hostess for only \$30 when she has a qualifying Party. Check your Hostess Rewards Brochure for all the ways you can reward your Hostesses and get more Parties booked in your calendar!

Welcome TO JAFRA

Just \$300 in Retail Sales =
Big Rewards for New Consultants who join in August

We have amazing rewards for you during your first year in business! Earn great rewards each month when you place a \$300 or more Personal Paid Retail Order. Add these free products to your Business Kit to create a well-rounded assortment of JAFRA products to share with Clients and increase sales.

WHEN

WHAT TO DO

RECEIVE

August Only! Your Bonus Month is all about color!

Place a \$300 or more Personal Paid Retail Order

Choose ~~2~~ **4** each of these color products - up to a ~~\$76~~ **\$152 Value!**

- ~~2~~ **4** Lipsticks - any shade!
- ~~2~~ **4** Nail Lacquers - any shade!
- ~~2~~ **4** Powder Blushes - any shade!

A total of ~~6~~ **12 products!**

For color options, see the JAFRA Glow Product Catalog.

From JAFRA DYNAMICS skin care to color and spa products to JAFRA PRO and beyond, the Welcome to JAFRA Program is your fast track to success!

JAFRA reserves the right to substitute products of equal or greater value if necessary.



 **View the full 13-month calendar** of rewards in the *Getting Started Brochure*, available for download at jafrabiz.com, *Consultant Connection*, *Resources*, *Downloads*, *Business Literature*.

New Consultants!

\$25

UNLIMITED Sponsoring Bonus

\$50
\$75
\$100
\$125
\$150
\$175

Earn a **\$25 CASH** bonus for every QNC* you sponsor during your first seven months (includes your Bonus Month) with JAFRA! There is no limit to how many Consultants you can sponsor, or how many bonuses you can earn... Start sponsoring now and watch the \$\$\$ add up!

*A New Consultant becomes a Qualified New Consultant (QNC) when they place a \$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).



Kit Boosters

Available to New Consultants in their Bonus Month plus their first 3 calendar months.

SKIN CARE KIT BOOSTER
Special Price: \$100
Non-Commissionable
Retail Value: \$375
16892



FRAGRANCE KIT BOOSTER
Special Price: \$100
Non-Commissionable
Retail Value: \$366
16893



For complete contents of each Kit Booster, see the *Getting Started Brochure* or download at: jafrabiz.com, *Consultant Connection*, *Resources*, *Downloads*, *Business Literature*.

JAFRA reserves the right to substitute products of equal or greater value if necessary.

It started with a

Dream



1956 – 2012... The dream continues!

Over 56 years, JAFRA has evolved in to a brand, a lifestyle, an opportunity and a company culture that is unlike anything else out there. But the founding philosophies, the integrity of our products, the guiding principles of the JAFRA Program, and the way we do business have all remained the same. That's what makes us unique. That's what makes JAFRA, JAFRA!

It started with a product. In 1956, Jan and Frank Day created Royal Jelly Milk Balm. A world devoted to people and skin care was born, and they called it JAFRA. From classic Royal Jelly to cutting edge JAFRA PRO and our two top selling product categories, Skin Care and Fragrance, we remain dedicated to using the best ingredients and offering the best products to people around the country.

It started with an opportunity. The most important part of building your business is introducing others to JAFRA. As Jan Day shared with us, "JAFRA leads to caring about one another's success and to encouraging other people to grow, to build and to be winners, too." JAFRA is about building your Team, leading by example, and being excited WITH them and FOR them. Your business, your Leadership and our JAFRA legacy are all directly connected to sharing the opportunity.

It started with a dream. Jan Day – entrepreneur, creative spirit, and the heart and soul of JAFRA – built this business on belief that when you do the right things for the right reasons, success will follow. The more I learn about Jan, the more I know that JAFRA is moving in the right direction... because we're doing it the way she did it. We're growing, we're adapting, but we're also staying true to the ideas and values that JAFRA was built on by "always doing the right things for the right reasons."

Thank you for carrying the JAFRA legacy forward! Let's toast to another 56 beautiful years and beyond! And remember: It started with a dream. Keep dreaming.

Warmly,

Linnette Reindel
Vice President of Sales, JAFRA USA



IT STARTED WITH A PRODUCT.

Happy Anniversary to you!

Celebrate 56 gorgeous years with a **FREE** Royal Jelly Original Formula!

This Royal Jelly Milk Balm is the formula that started it all – created by Jan and Frank Day in 1956. Presented in a gorgeous glass decanter and only available to JAFRA Consultants.

It's yours when you sponsor and qualify your first New Consultant in August!



6.7 fl. oz.

*Qualified New Consultant for this offer is one who is sponsored in August and places a \$300 or more Paid Retail Order August 1-31. Once you qualify, your Royal Jelly will ship with your next order. JAFRA reserves the right to substitute any reward with one of equal or greater value.

Don't stop with one QNC! Keep sponsoring to earn more amazing rewards on pages 18-21.

Cecilia Yang



JAFRA's new Senior Vice President, Chief Marketing Officer hits the road to listen to YOU!

JAFRA is excited to announce that Cecilia Yang has joined the JAFRA Worldwide Team as our new Senior Vice President, Chief Marketing Officer, and JAFRA Management Board Member. Cecilia is passionate about helping women grow as Leaders and entrepreneurs.

She brings with her great knowledge of the direct selling industry from key roles she previously held at Avon Products, Revlon and Mary Kay.

Talking to you was first on her list! In June, Cecilia met with Leaders and Consultants in Westlake Village, CA, Raleigh, NC and Springfield, MA to discuss how the JAFRA Worldwide Marketing Team can better partner with you to help provide the best products and make your business more profitable in the future.

"I truly valued the opportunity to meet with all the Leaders and Consultants from JAFRA USA. Your passion in passing on the magic of JAFRA products really moved me. Your devotion in sharing the JAFRA business opportunities motivates me and reminds me of why I love this industry so much. Thank you for helping so many women in the US by sharing the JAFRA story with them. My team and I will work hard for your success!"

Cecilia Yang
Senior Vice President, Chief Marketing Officer and JAFRA Management Board Member



Cecilia Yang with the Springfield, MA Consultants.
A special thank you to our Leaders and Consultants who met with Cecilia and shared their product ideas for the future!

What a wonderful Company for listening to the Consultants in the Field and wanting to help us do our job better, for us and them. Thanks for listening, JAFRA!"
Nathalie Adams, Manager

"I liked being part of the internal part of marketing, the how's and why's of the business from the company's perspective. It was very good to be involved by being able to give my input from my experience in the Field. This type of interaction is a great learning experience for me. It will help and support me when I am training my team".
Anna Giangregorio, District Manager 2

"Being part of a focus group meeting with Worldwide Marketing makes me feel like we are present and we belong. Thank you, JAFRA, for listening and for letting us be part of possible new creations for our business!"
Andrea Urista, District Director 1

Westlake Village, CA:	Springfield, MA:	Raleigh, NC:
Araceli Bahena	Kim Boucher	Rossy Argueta
Jeri Barajas	Nancy Duetzmann	Yudith Argueta
Janiece Bell Plato	Miriam Grossi	Lourdes Castillo
Bernarda Castillo	Donna Hayes	Mauricia Carrera
Eva Rivas-Cruz	Pamela Kirastoulis	Inés Díaz-Méndez
Sally Elliott	Kathleen Mahoney	Martha Duron
Donnie Floyd	Marie Menard	Gabby Gutiérrez
Anna Giangregorio	Janine Shell	María Lazo
Elodia Godínez	Susan Sheehan	Cristina La Paz
Sara Hipple	Debra Simmons	Ana Martínez
Rocio Islas	Monica Validiva	Gellyn Rosario
Marissa López	Deborah Yingling	Ana Sobalvarro
Silvia Rivas	Janet Zannini	Andrea Urista
Marilú Torres		
Helen Wells		

JOIN US FOR JAFRA Meetings Across the Nation!

Attend a meeting in August and celebrate 56 years of JAFRA with other local Consultants. Hosted by your Leaders with the support of the Sales Development Managers!

Learn how to take your business to the next level in August and prepare for a successful fall selling season! **Plus review:**

- ✓ New programs and incentives
- ✓ Best summer business tips and ideas
- ✓ Anniversary Sell-abration!
- ✓ Everyone will receive a copy of the Seasonal Brochure plus so much more!
- ✓ No registration fee!

What to bring:

- All potential new Consultants
- Your August ACTION
- Your enthusiasm

Get ready for a fantastic August!

⊕ **Check out all the August meeting dates, times and locations held across the country by visiting jafrabiz.com, Consultant Connection, Resources, Training, Local Meeting Support.**

Make the most of
56 Years of Beauty
and opportunity for
the next 30 days:

Ask for **56** referrals!

Sponsor **56** new Consultants!

Hold **56** parties
by the end of the year!

Find **56** new Clients!

Make a list of your
favorite **56** products! Share!

Share **56** product ideas
during the summer months!

Dress the part!

CELEBRATE WITH AN

Anniversary PARTY

Time to plan an Anniversary Party during August!

Anniversaries are special times to celebrate. Plan an Anniversary Party to celebrate JAFRA's 56 years in business! This can be a fun opportunity for your Clients – both old and new – to become familiar with some of JAFRA's history as well as the stories behind some of our amazing and timeless products!

✓ **Choose a theme.** You can organize a classic Anniversary Party or add a theme to it. Make it fun for your younger Clients; take them back to 1956 and create a 50's themed party. Imagine it – malts, poodle skirts – A JAFRA Sock Hop!

✓ **Decorations.** Once you've chosen a theme you can feature colors, music, clothing, and memorabilia to match. Or, you could go with a traditional color scheme based on the JAFRA brand. Create a nostalgic atmosphere by displaying collectables from the era.



Share memories!

✓ **Tried and true products.** Showcase JAFRA products from then till now! Demo classic Royal Jelly Milk Balm Advanced along with a newer product from the line like the Royal Jelly Eye Concentrate Capsules. Your Clients will love to see how far we've come while staying true to our JAFRA roots!

Show Clients how to mix JAFRA classics with new favorites!



✓ **Plan a fun collective project.** Decide if you want the guests to contribute any items toward the event, like photos, stories or scrapbook additions. Suggest that each guest bring something from their past – a story, memory or token. You can assemble them on a wall or a table as a conversation piece.

✓ **Personal touches.** Whatever the size, make it special with personal touches. If you have a large Party, you can tie together the look of the party with JAFRA colors and personal effects, such as photographs of Jan Day, or a memory scrapbook of past JAFRA parties, trips, and National Conference memories.

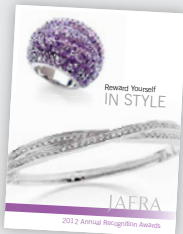
Stir up some fun!



Did you know?... You can earn an iPad!

JAFRA Mission Mobile Agents know the power of the iPad! With an iPad you can take your business wherever you go. Sponsor on the spot or share a JAFRA video or brochure.

An iPad is just one of JAFRA's 2012 Personal Sponsoring Awards you can earn! So, where do you stand on earning your Annual Rewards? There are only 5 more months left to be rewarded! Check out all the awards you can earn and how to earn them in the 2012 Annual Recognition Awards Brochure.



Join the group...

Tiana Bui, Manager, GA
Héctor Campos, Consultant, CA
Estela Chávez Molina, DM2, GA
Ruth Morales, Ambassador, IL

They have each earned an iPad* and will receive it at National Conference - **YOU CAN, TOO!**

*As of May 2012.

Weekly ANNIVERSARY SPECIALS FOR CLIENTS!

Leverage your month's sales by taking advantage of our weekly anniversary deals!

Offer these amazing one-time offers to your Clients **WEEKLY!** Share the amazing deals and special anniversary pricing each time you're interacting with your Clients! Encourage them to purchase these one-time anniversary specials. They're simply too good to pass up!

- Send **weekly** emails, texts, and Facebook posts to all of your Clients, friends, and family telling them about each week's specials. You could even give them a sneak peek of what the following weeks may be. They may want to place another order!
- Increase your sales with ADD ONS. When your Client is placing an order be sure to show off this month's ACTION (pages 15-17) and let them see that week's special for exclusive savings they won't be able to resist!
- All of these products have limited quantities so tell your Clients not to delay and order today!
- Tell Clients how much they're saving. Most people want to know just how much they're saving, don't you? It adds value to the product. For example, if a Client purchases JAFRA's 2-piece Ancient Body Rituals Collection, that's a savings of \$25.50!



HAPPY ANNIVERSARY

SELL-ABRATION!

A Month of Spectacular Anniversary Offers!

WEEKS 1&2
Available August
1-12 Only

I FEEL ROMANTIC

Includes:
I Feel Romantic EDT, 2.03 fl. oz.
FREE Sparkly Headband
Retail Price: \$24
Special Anniversary Offer: \$14
17442



I FEEL HAPPY
2.03 fl. oz.
Retail Price \$24
14724



XTREME SAVINGS
J-Sport Xtreme, 3.3 fl. oz.
Retail Price: \$34
Special Anniversary Offer: \$18
14907



FRESHLY SHAVED

Choose one:
Aequer Aftershave with AHAs, 4.2 fl. oz.
Men's Fresh Aftershave, 3.7 fl. oz.
Private Reserve Cologne, 3.7 fl. oz..
Retail Value up to \$29
Special Anniversary Offer: \$15
17443

CHOICE OF FRAGRANCE FOR \$10

Choose one:
Zoogar, 1.7 fl. oz.
Orchid Spell Asia, 3.3 fl. oz.
Retail Value up to \$28
Special Anniversary Offer: \$10
17441



JF9 BLUE, 3.3 fl. oz.
Retail Price \$29
Special Anniversary Offer: \$15
14811

Turn page for 3 more weeks of anniversary offers!

...CONTINUE
THE SELL-ABRATION!

WEEK 3
Available August
13-19 Only

**BONUS SIZE
ROYAL JELLY
MILK BALM
ADVANCED**
1.7 fl. oz.
Retail Price: \$120
Special Anniversary
Offer: \$48
15433



**BONUS SIZE
ELASTICITY
RECOVERY
HYDROGEL +
FIRMIPEX** 1.7 fl. oz.
Retail Price: \$71
Special Anniversary
Offer: \$28
15431



HAND CREAMS

Cranberries & Precious Peony
2.5 fl. oz. each 16441

Jasmine & Flowery Amber
2.5 fl. oz. each 16443

Retail Price: \$12.50 each
Special Anniversary Offer: \$6 each

WEEK 4
Available August
20-26 Only

ANCIENT BODY RITUALS

Beauty Rituals Ancient Body Silk
with Crushed Pearls, 6.7 fl. oz.
Beauty Rituals Ancient Cleansing Oil
with Pure Olive Extract, 6.7 fl. oz.

Retail Value: \$51
Special Anniversary Offer: \$25.50
17445



SILKY SAVINGS

Delicate Silk Shower Gel,
8.4 fl. oz.
Retail Price: \$20.50
Special Anniversary
Offer: \$10
13520



SWEET SAVINGS
Clients save \$12.50!
Dolci Creazioni
Body Lotion, 4.2 fl. oz.
FREE Dolci Creazioni Bath
and Shower Gel, 4.2 fl. oz.
Retail Value: \$26
Special Anniversary
Offer: \$13.50
17444



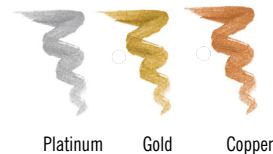
WEEK 5
Available August
27-31 Only



BEAUTIFUL SAVINGS
Beauty of Fashion Palette
Includes eyeshadows in
White Linen, Silky Blue,
Blue Denim, Yellow Satin,
Copper Twill and Warm
Wool; and blushes in Silky
Rose and Peach Lace.
Retail Price: \$40
Special Anniversary
Offer: \$25
16510

PRECISE SAVINGS

Choice of 1 Precision Waterproof Eyeliner:



Retail Price: \$11.50
Special Anniversary Offer: \$7
0.08 oz. each 17446



**NEOCLASSIC
NAIL LACQUER**
Retail Price: \$8.50
Special Anniversary
Offer: \$7
0.40 fl. oz. 16298



Rococo

Brocade

\$5 OFF LIPSTICKS

Rococo Full Coverage Lipstick, 0.15 oz. 16295
Brocade Full Coverage Lipstick, 0.15 oz. 16296
Retail Price: \$15 each
Special Anniversary Offer: \$10 each



INCLUDES
A MIRROR

MODERN RENAISSANCE EYESHADOW PALETTE CLUTCH

Includes eyeshadows in Royal, Relic,
Bodice and Antiquity. 0.22 oz.
Retail Price: \$35
Special Anniversary Offer: \$25
16294

Bright, Bold, Beautiful Orange

**Last month to
brighten up with
exclusive new rewards!**

*New Sponsoring and
Sales Rewards in the
hottest color of 2012!*

Earn fabulous rewards and grow your business at the same time! You can earn unlimited points and choose any combination of rewards you like!

How to earn your points:

1 QNC = 600 points

(Sponsored and Qualified during promotional period)

**\$1 Ordered and
Paid Retail Sales = 1 point**

promotion guidelines on pages 20 & 21.

LAST
MONTH

**Earn
unlimited points.
Redeem them
for great gifts!**

1500 POINTS

Choose one:

- JAFRA Tote 17404
- JAFRA Flavorit Water Bottle with built-in fruit diffuser to flavor water + 20 JAFRA GLOW Product Catalogs 17405
- JAFRA Clear Pouch + 20 JAFRA GLOW Product Catalogs 17406



3000 POINTS

Choose one:

- Brighton® Bracelet with Heart Charm 17410
- Jewelry Case 17409
- Apple® iPod Shuffle 17408



4500 POINTS

Choose one:

- Luggage Trolley on Wheels 17414
- kate spade® Tote 17413
- Dooney & Bourke® Wristlet 17412



*Turn the page
for even more
rewards!*



Track your progress at jafrabiz.com, Reports, Online Reports, Personal Reports.



7500 POINTS

Choose one:

- Maui Jim® Sunglasses 17417
- Coach® Watch 17416
- Yamaha® Micro Component System 17418



12000 POINTS

Choose one:

- Compaq® Laptop with Case 17422
- Coach® Satchel 17421
- Nikon CoolPix® Camera Model AW100 17420



Get double rewards! Your points also count toward earning your Annual Recognition Rewards! See the 2012 Annual Recognition Awards brochure at jafrabiz.com, Consultant Connection, Downloads, Recognition.



GUIDELINES:

1. Points are earned July 1-August 31, 2012, and may be redeemed with any order placed after the qualification period from August 1-December 31, 2012.
2. Points can be redeemed when placing an order online or by calling Customer Relationships Team at 1-800-4JAFRA4 (1-800-452-3724).
3. You may choose as many awards as needed to redeem the points you have accumulated.
4. Awards from 1,500 points level will be included in your order after selection. Awards from all other levels will be delivered separately within 4-8 weeks after selection.
5. Any claims of missing premiums must be reported by November 15, 2012.
6. Inquiries about this incentive must be made before September 10, 2012. Damaged, broken or defective rewards must be reported within 3 days of receipt. After 3 days, defective

awards must be reported directly to the manufacturer for a replacement. It is the Consultant's responsibility to save the receipt provided along with the award in the event that the warranty needs to be used.

7. If a change of address is requested after an award has shipped, a processing fee will apply to change the address. If the award is returned back to JAFRA, an additional shipping and handling fee will apply when resent to the new address.

8. If an award selection is depleted, JAFRA reserves the right to substitute with an award of equal or greater value.
9. Points are non-transferable. They have no monetary value.
10. Any program misuse or breach of guidelines will result in termination of program participation.

Q&A

HOW WELL DO YOU KNOW

JAFRA PRO?

Position yourself as the expert, and talk to your Clients about how to use JAFRA PRO and what it can do for their skin. Brand Manager **Amalia Gonzalez** answers your questions about JAFRA PRO:



Q Which JAFRA PRO product is the most important to use daily?

A All five JAFRA PRO products are suitable for daily use. However, everyone's skin care needs are unique. Ask your Clients what specific signs of aging they want to address so you can recommend the appropriate JAFRA PRO products for their needs. Keep in mind that, regardless of which products they incorporate into their skin care regimen, your Clients will see results faster if they use JAFRA PRO daily.

Q What should I say to Clients who are concerned about the price of JAFRA PRO?

A JAFRA PRO is a premium skin care line. It is not mass, masstige or prestige, it's a premium line of products formulated with the finest ingredients available. Compared to other high end skin care products on the market today, JAFRA PRO is very competitively priced. Visit the cosmetics counter at your department store and you'll see that many comparable skin care systems are far more expensive than JAFRA PRO. To see examples, please refer to the JAFRA PRO Competitive Product Guide, available for download at Consultant Connection, Resources, Downloads, Product. Any skin care regimen is an investment, but these are great products with real results. Your Clients will see and feel the difference!

Q Is JAFRA PRO Face Lift SPF 20 sufficient as a daytime moisturizer, or is it meant to be used with an additional product?

A It all depends on your Clients' individual needs. For some people with oily or combination skin, Face Lift SPF 20 can provide enough hydration. However, people with other skin types might need to use an additional daytime moisturizer to keep their skin healthy and hydrated. Others need an extra boost of moisture in the winter months when their skin gets dryer and feels tight. Just remind your Clients that the product containing SPF should always go on last.

 **Stay tuned for more JAFRA PRO Q&A in upcoming issues of Action!**

Online Essentials

ARE YOU USING THESE FOUR TOOLS?

Color.jafrausa.com The Little Black Book of Color: A beautiful look book you can share with your Clients! Full color for eyes, lips, nails and cheeks, plus tips on how to create looks your Clients will love. It's a celebration of bold, beautiful JAFRA color... And your Clients can link to it directly from your myjafra.com Personal Web Site!

Jafraproskin.com Learn how JAFRA PRO multidimensional technology addresses the seven dimensions of younger looking skin, and what makes these exclusive, cosmetic surgeon-endorsed products so effective. Find out which JAFRA products to recommend to Clients in their 20's, 30's, 40's and beyond, watch the JAFRA PRO video and more.



Myjafra.com Personal Web Site A one-stop-shop where your Clients can shop the virtual JAFRA GLOW Product Catalog, learn about the JAFRA opportunity and order from you online, 24/7! Plus, book and manage Parties, send e-invites on Hostess Connection, even post your own unique content on My Page. Sign up now – your first month is free! Visit jafrabiz.com, Consultant Connection to learn more.

JAFRA Virtual Opportunity It's an online connection to all that is JAFRA, and it's your #1 sponsoring tool! Email your Clients and potential New Consultants the link so they can browse through some of the latest brochures, view videos and more. Virtualopportunity.jafrausa.com.

members only!

It starts with being an exclusive member!

ACTIVE SELLERS' CLUB

Great perks for consistent selling are waiting for you when you join our club!

Enjoy special offers every month!

Each issue of Action features special offers exclusively for ASC members! Preview new products and premiums and be the first to share them with your Clients. It's a great perk, and it's your reward for being an Active Seller!

Consistent selling makes you a Member!

TO QUALIFY: Place a \$300 or more Paid Retail Order for three consecutive calendar months. Your membership begins the day your third order is placed and continues through the end of the current Membership Maintenance Period.

TO KEEP YOUR MEMBERSHIP ACTIVE: Place a \$300 or more Paid Retail Order for at least 2 out of 3 months from each Maintenance Period. These two orders keep your membership active for the duration of the next period.

MEMBERSHIP MAINTENANCE PERIODS

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



Become a Member, Get a Gift!

With your initial membership, receive a FREE full-size Royal Jelly Body Complex, plus this beautiful Active Sellers' Club Pin! It's pretty in purple (JAFRA's signature color!) with a bee to represent JAFRA's iconic Royal Jelly line. It's a symbol of your accomplishments and a reward for your hard work. Wear it everywhere to promote your JAFRA business!

New!

Beauty DYNAMICS Moisture Balance Capsules

A new anti-aging lotion formulated to create and manage moisture. 30 capsules

Regular Price: \$45

ASC Price:

\$35

17061

Limit 2 per ASC member.



Aug 1-15 Only

ANOTHER REASON TO BE A MEMBER!



5 Royal Jelly Travel Sets for only \$37

Celebrate JAFRA's anniversary month with travel-size versions of our best selling Royal Jelly products! It's the perfect time to introduce Clients to JAFRA's signature skin care line... They'll fall in love!

A \$40 Value per Set

ASC Price:

\$37

(Non-Commissionable)
11931

ACTIVE SELLERS' CLUB

This ASC offer is on your Consultant Order Form under Business Building Supplies!

Q&A

NEW MOISTURE BALANCE CAPSULES

An innovative new anti-aging skin care product from JAFRA, new this fall! Brand Manager **Amalia Gonzalez** answers the questions your Clients want to know:

Q Who is it for?

A Anyone who requires an anti-aging moisture boost.

Q When do I use it?

A Apply at night to cleansed skin. Focus on areas that tend to feel drier than others. It is suitable for nightly use or as part of a beauty treatment, and can be used before your nighttime anti-aging moisturizer for an additional boost in hydration.

Q What ingredients make it age-defying?

A Raspberry Oil is rich in Omega 6 and Omega 3 essential fatty acids which support skin health and function as antioxidants. Omega-3 has strong anti-inflammatory properties. Omega-6 fatty acid (linoleic acid) is associated with less skin dryness and thinning. Vitamin E functions as a powerful antioxidant well known in skin repair and conditioning. It is known to help increase the moisturization, improve the skin surface relief, prevent skin damage induced by free-radicals, and protect against damage by reactive oxygen radicals. Salicornia Extract functions as a multifunctional moisturizer which helps minimize the appearance of fine lines.

Q Why is this formula in a capsule form?

- A • Easy to use - the pre-dosed presentation results in a practical, portable, and convenient capsule, containing exactly the needed quantity of product to achieve the expected results, avoiding the risk of potential irritation due to 'over-dosage'.
- Capsules are biodegradable and environmentally friendly.
- No hassle, portable, spill-proof, and airline friendly form without any carry-on restrictions.
- Sealed capsules ensure the purity of the formula.
- Vegicaps® encapsulation technology is 100% animal product free.

Q How soon can I expect to see results?

A After six hours (overnight) skin will be smoother, with a reduction of visible fine lines and will look healthy and not oily.

 **Get the full details about this product at jafrabiz.com, Consultant Connection, Resources, Training, Product.**



ACCELERATE YOUR SUCCESS 2012

TIME TO SHIFT INTO HIGH GEAR!
Promote to Manager by September 1 to qualify to participate in 2012.

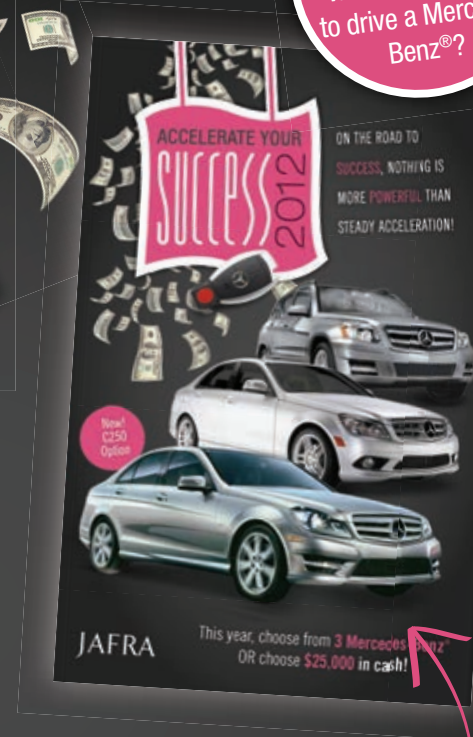
New Managers can still qualify for the 2012 Accelerate Your Success Promotion! Enjoy life in the fast lane: Get on the road to owning a new Mercedes-Benz® while you increase your income and Client Base!

Don't Miss These Sign Up Deadlines!

If you promote in 2012 to Manager in:	May	June	July	Aug	Sept
Your Deadline to Prequalify in 2012 is:	July	Aug	Sept	Oct	Nov

Your Deadline to Enroll in 2012 is:	Aug 25	Sept 25	Oct 25	Nov 25	Dec 25
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You've got drive. Wouldn't you love to drive a Mercedes Benz®?



 **Everything you need to cross the finish line in style is in your *AYS Brochure*, and available to download at jafrabiz.com, *Consultant Connection, Resources, Downloads, Business Literature.***

PROMOTING MANAGERS

earn up to \$10,000 in bonuses for every car achiever on your Team!

BUSINESS NOTES

TOP 56

Selling Products*

- | | |
|--|---|
| 1 Tender Moments Baby Massage Cream | 28 Revitalizing Pearl Cleanser |
| 2 Automatic Eyeliner - Jet Black | 29 Balancing Cleansing Gel |
| 3 Face Protector SPF 40 | 30 Claresta EDT |
| 4 Navigo Homme EDT | 31 Hydrating Toner |
| 5 Liquid Eyeliner Inkwell - Onyx | 32 Cream Concealer - Medium |
| 6 Powder Fresh Antiperspirant Roll-on for Women | 33 Vesen EDT |
| 7 Tender Moments Baby Cologne | 34 Split End Repair Capsules |
| 8 Floral Mist Antiperspirant Roll-on for Women | 35 Clear Blemish Treatment |
| 9 Eye Pencil - Black | 36 Volume Building Mascara - Black |
| 10 Tender Moments Baby Hair & Body Wash | 37 JF9 Red Cologne |
| 11 Tender Moments 1-2-4 Hair Detangler | 38 Aquatique Deodorant Stick for Men |
| 12 Skid EDT for Boys | 39 JF9 Green Cologne |
| 13 Makeup Primer | 40 JAFRA PRO Eye Transformer |
| 14 Moisture Replenishing Cream SPF 15 | 41 Pencil Sharpener |
| 15 Eau d'Arômes Revitalizing Fragrance Spray | 42 Balancing Lotion SPF 15 |
| 16 Liquid Eyeliner - Black | 43 Hydrating Night Cream |
| 17 Coreta Fragrance for Girls | 44 Balancing Toner |
| 18 Hydrating Cream Cleanser | 45 Double Nature Cool EDT |
| 19 Royal Almond Body Oil | 46 Double Nature Crazy EDT |
| 20 Makeup Remover | 47 Conditioning Lacquer Remover |
| 21 Legend EDT | 48 Tender Moments 1-2-4 Toddler Cologne |
| 22 Coreta Heart Fragrance for Girls | 49 Precious Protein Body Oil |
| 23 Lash Maximizing Mascara - Black | 50 Peppermint Foot Balm |
| 24 Sun Block Cream SPF 30 | 51 Navigo Men's Stick Deodorant |
| 25 JF9 Black Cologne | 52 Tender Moments 1-2-4 Toddler Shampoo |
| 26 Extra Care Body Balm | 53 FM Force Magnétique EDT |
| 27 High Definition Waterproof Mascara - Blackest Black | 54 Optimeyes Eye Treatment |
| | 55 Clear Pore Clarifier |
| | 56 Day Therapy SPF 15 Hand Cream |

*As of May 2012

Don't miss a JAFRA payment!

Choose the JAFRA Debit MasterCard® OR Direct Deposit payment option

JAFRA no longer issues checks! To receive your Commission Override or bonus payments, you MUST sign up for one of these payment options. Sign up online at jafrabiz.com, Consultant Connection. You'll find links to both payment options in the News section.

GET READY FOR HOLIDAY SELLING SEASON!

Save time and postage when you let Client Plus mail JAFRA Holiday Brochures directly to your Clients! Enroll by September 7 at myjafraclients.com.

Did you know? WHO'S ON JAFRA'S MAILING LIST:

The ACTION mails:

- First Class to all Leaders and Consultants who have placed a Retail Order in the 8 calendar months prior to the issue date.

The Seasonal Brochure with Demo Leaflet mails:

- First Class to all Leaders and to Consultants who are Active Sellers' Club members (*join the club – see page 24!*)*.
- Standard Mail to Consultants who have placed a Retail Order in the last 8 calendar months prior to the start date of the Demo Period.

Like us on Facebook
facebook.com/jafrausa



BEAUTY BUS UPDATE

JAFRA has pledged to donate \$50,000 to Beauty Bus Foundation in 2012. We're proud to support their mission: Offering free beauty and grooming services to chronically and terminally ill people and their caregivers.

JAFRA will donate \$2 to Beauty Bus Foundation for every **Teen Skin Care Set AND every Tender Moments 1-2-4 Set** sold during **August and September**. Your Clients will love knowing that they are helping JAFRA give back! Learn more about Beauty Bus Foundation at jafrabiz.com, Consultant Connection, News Section.



FOUNDATION
bringing beauty home

www.beautybus.org

Good News!

EXTENDED HOURS ARE HERE TO STAY!

To provide outstanding customer service and additional support to your JAFRA business, the Customer Relationships Team has extended their business hours.

Monday-Friday: 6:00 AM - 6:00 PM PST

Plus, an extra hour during the last two business days of the month:

**August 30th and 31th
6:00 AM - 7:00 PM PST**

HAVE YOU SEEN THE LATEST BEAUTY EMPORIUM VIDEO?

JAFRA's Brand Manager and resident beauty expert Amalia Gonzalez has a new video for you every Monday! Use her tips, tricks and talking points when sharing JAFRA products with your Clients. Beauty Emporium Videos tie in with the Seasonal Brochure to give you product knowledge and selling tips, plus Amalia has been known to feature a special offer here and there... Don't miss a single episode!



You can view the entire library of Beauty Emporium Videos at jafrabiz.com, Consultant Connection, Resources, Training, Product.

MISSION MOBILE JAFRA UPDATE

MISSION MOBILE UPDATE

Agents continue to show Consultants and Leaders all across the US the benefits and tools available on Consultant Connection and via JAFRA Personal Web Sites. In August, agents are testing a new technology for receiving credit card payments immediately into their bank accounts – right from an App on their iPad. Tune in next month as agents share their success with this mobile tool.



"Consultants are eager to learn about technology. Consultants are sharing their experiences with the use of Consultant Connection and the positive impact it's having on their businesses. They realize the benefits of direct pay and having their own myjafra.com Personal Web Site." - Cecilia Pope, Mission Mobile Agent.

JAFRA Cosmetics

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Our best for your family



JAFRA

THE POWER TO TRANSFORM LIVES



Join JAFRA with either
Business Kit in August
and receive our newest
product **FREE!**

Beauty
DYNAMICS
Moisture
Balance
Capsules!

See page 5 for details!

