

The Uth rejuvenating crème is truly revolutionary. There is nothing in the market like it when it comes to ingredients and delivery system. Some education is required as it goes out to the market place. In the short time I have been working with the crème I have seen how it works and my clients' reactions. It always makes a difference in their skin beyond reducing and eliminating the wrinkles. So your customers need to be educated on how to use Uth and what to expect. I think that the instructions in the box need to be more informative so that a customer that knows little about this crème could read them and have a positive result.

My clients who have purchased Uth crème 4 weeks ago have come back to the salon and I see firsthand the difference it has made in their skin but what is the interesting thing to me is that they don't always see it themselves and yet it is so obvious. But I think that is because they are focusing on seeing wrinkles disappear and you get used to looking at your own face. So, I strongly suggest that all new customers start by taking some before pictures. Things to note are the texture of the skin, the tone and colour as these are the things that will be repaired and rejuvenate as well.. I have seen clients' faces look fresher, tighter, have less defined wrinkles, have a new radiance and yet they still they do not notice a difference so it is important to educate a client on what to expect. Because of this I like to get clients to commit to use the crème for at least one month I explain that this crème will perform but not the way they expect. For years clients have been using crèmes that sit on the surface of the skin which does little or no penetration into the matrix. Uth, however absorbs right into the skin and nourishes the skin from the inside out.

The tightness and dryness that some clients experience is a result of the internal hydration that is occurring the loss of collagen is now being addressed with hydration, the skin expands and appears fuller and more tone, thus causing your wrinkles to be less defined. So if this is something that is happening, be sure to explain this to your customers. Using additional moisturizer will help reduce the dryness, but your client **MUST** use the Uth crème first. I want the client to love this crème as I know they will but to do that they need to use it twice a day. I have had to walk many of my customers through this, because their skin feels opposite to what they want and yet when I look closely at the before and after pictures of their skin, it goes from flat to full and fluffy, with a luminous look, much more hydrated. So if using a moisturizer for a period of time is a benefit to obtain the end result, great ...use it. Also don't forget to encourage and remind your customers to drink lots of water to keep their body hydrated.

The flakiness or a bit of peeling of the skin is the result of the skin repairing itself and the sloughing off of old skin. I would recommend the use of an exfoliator to get rid of that dead skin. Remember you are using a crème with a delivery system that is getting right into the matrix. No other company

can say that. I am confident that you can expect changes.

These are a few things that I have noticed in the first month of sharing Uth with my clients. I am thrilled with the results and I know others will be as well. I do believe that customers need to be educated first, once they know what to expect, they will get the results and love the product. So I follow my customers very closely for the first month and most likely for the first six weeks. I also feel if customers are educated this way when they share with friends on the membership program, they will be the ones educating their friends and not always relying on me. I believe this will build a stronger business foundation for the future and cause it to have more perpetual motion when marketing the Uth crème.