# Annique replique se l'entre le plique

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Campaign 9 1 March 2017 to 2 April 2017

We create life-changing opportunities everyday!

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Your kidneys are some of the hardest working organs in your body, and all the things they are responsible for are mind boggling. That said, even kidneys need a little help sometimes, and Annique is there to provide it.

### Your kidneys are responsible for the following functions:



They clean your blood by removing waste and unwanted products



They play a major role in managing the body's fluids



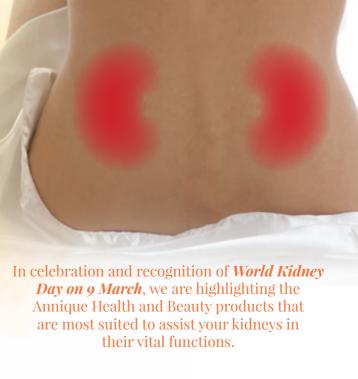
They are responsible for releasing hormones that regulate blood pressure



They create and activate a form of Vitamin D, which promotes strong, healthy bones



Control the production of red blood cells. Red blood cells transport oxygen throughout the body





#### Forever Healthy **OptiC**

**OptiC** contains two important vitamins that assist the kidneys in functioning to the best of their abilities:

#### Vitamin C

When we think about vitamin C, we immediately associate it with protection against winter-associated illnesses. But did you know that vitamin C is a great natural detox aid? Clearing your blood of all the harmful toxins you consume is one of the kidney's main functions, which makes working OptiC into your health-care routine

essential, if living a clean life is important to you. Speaking of health care, something we need to commit to memory is that vitamin C can actually prevent kidney problems, most notably kidney stones.

#### Vitamin E

Lavon Dunne, author of Nutrition Almanac, says the following: "Vitamin E is a fat-soluble antioxidant that boosts immune system function and protects your kidneys from harmful free radicals that can interfere with proper kidney function". Dunne explains that vitamin E also decreases kidney inflammation, eliminates oxidative stress from your body, transports oxygen, nutrients and blood to your kidneys, repairs tissue damaged by kidney infections, diseases or toxins and lowers your risk of renal artery stenosis, a condition that occurs when the arteries supplying blood and oxygen to your kidneys becomes blocked with plaque.

OptiClear is not absorbed into the bloodstream, but stays in the gastrointestinal tract, even in severe cases. This makes it safe for pregnant women and children to consume.

#### How to take **OptiC**

1-2 capsules per day or as recommended by your health care practitioner. Keep out of reach of children and store below 25°C.



#### How to take OptiClear

1-2 capsules per day or as recommended by your health care practitioner. Do not take within two hours of any prescribed medication. Keep out of reach of children and store below 25°C.



#### Forever Healthy OptiClear

OptiClear is our go-to product for clearing toxins out of our systems (and getting rid of that pesky hangover). Paired with our kidneys, the two make perfect partners, both working hard to keep your body clean from the inside.

Think of OptiClear as the first barrier toxins, heavy metals and nitrates have to go through to enter your system. It acts as a sponge in the digestive tract and adsorbs the aforementioned in much the same way a sponge soaks up water. Whatever gets past it now has to go through your kidneys, which will filter it out. Dynamic, right? What also makes OptiClear wonderful for detoxing is that it starts working within hours. To get even better results, drink lots of water to help facilitate the detox process (eight glasses per day, it helps flush toxins).

#### How to drink OptiToniQ+

16 drops per day added any other beverage. undiluted or sprinkle it over food instead of normal salt.

**Important note:** Never add OptiToniQ+ to plain tap water or chlorinated water.

#### OptiToniQ+

OptiToniQ+ is a 100% pure, natural and organically balanced water concentrate with Himalayan crystal salt, containing 84 minerals and trace elements which are identical to and essential for the human body.

Much like the vitamin E in OptiC, OptiToniQ+ improves ailments like kidney and gall stones. It also replaces essential micro-minerals, ensuring cells are regenerated to their original design. This helps the body regenerate healthier, younger, more energetic and normal cells for improved skin, hair, nails, organ function and brain health. It regulates blood pressure, something it has in common with your kidneys, and provides a faster and more thorough detoxification from both inside the cells (cellular toxins) and from the extra-cellular tissue in order to reduce the primary cause of ageing and degenerative conditions.

By simply adding these three products to your health-care routine, you will detox your body without putting in unnecessary effort, while giving your body all the extra benefits that come with them.

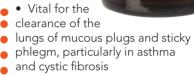


# STOTICS STO

# OptiToniQ+

#### OptiToniQ+

- Helps stabilise irregular heartbeat
- Is a strong natural antihistamine
- Can dissolve and eliminate sediments which lead to stones and various forms of rheumatism like arthritis and kidney and gall bladder
- Helps balance the alkalinity/acidity [pH] of the body and normalise blood pressure
- Helps clear up congestion of the
- Remedies skin diseases by cleaning from inside out



In 1.06 fl oz

• Vital for balancing the sugar levels in the blood; a crucial element for diabetes sufferers







#### OptiToniQ+ helps clear Eczema

One of my clients sent me a photo of her father's back out of pure desperation. Over the past three years, her father went to various doctors but nobody could help with his eczema. They even took samples of and cultivated it to determine what it is, and still there were no answers

I suggested **OptiToniQ+** and warned my client that her father will have to be patient and it might take up to three months before he sees results.

Great was my joy when, three weeks later, I received another photo of my client's father with his eczema cleared up! Anke Norval, Bloemfontein

#### No more swollen feet, acid overload or heartburn

One Sunday in 2015, I visited my eldest brother who was very ill. He could not sleep lying down, only in an upright position supported by lots of pillows. He complained about acid overload, heartburn and his feet always being swollen.

I offered him a bottle of **OptiToniQ+** and even bought him some still water in order to make sure he uses the **OptiToniQ+** properly. I knew he might not pay me. To my surprise on the following Thursday he called me and said: "How much is that thing of yours? Come fetch your money, my sister. This thing is working so well!"

No more swollen feet and acid overload absolutely under control. OptiToniQ+ is on his grocery list every month because I taught him that our

products are not an event but a process.

Since then he really preaches the OptiToniQ+ gospel and orders are pouring in, especially from family and friends. Vuyiswa Bambiso, Port Elizabeth

#### **66**<sub>1'm so</sub> impressed with Annique's OptiToniQ+ that I wanted to share how it helped me

A few months ago I went for a manicure and the lady asked if I had a lot of acid in my body because my nails made ridges. A few weeks before that I had painful bumps on my knuckles, and I realised my wrists ached and that I suffered from acid overload. I discussed it with Minki Rutherford at her open day, and she suggested OptiToniQ+. After just two treatments I could already feel the difference, the pain was less and the bumps had disappeared!

When the **OptiToniQ+** bottle was empty I forgot about it. After a week the pain to my wrists returned and I realised it was because I had stopped taking my OptiToniQ+. Once again, after only two treatments, I was pain-free. Sandra van Wyk

## The Rooibos Connection 3



Fever? Back pain?

Dack pairs

Nausea or vomiting?

Abdominal pain?

Frequent and painful urination?

Annique's Bladder and Kidney Tea can help take care of it.

It contains Barosma
Betulina – the true
buchu\* of Africa. Buchu
has long been used in
medicinal applications
and is an aromatic,
antiseptic herb that
counteracts sinus,
relieves fever, bloodsugar fluctuations and
water retention.

**4** | March 2017



\* Bladder & Kidney Tea with Buchu is not suitable for pregnant or breastfeeding women.

# Healthy

Free radicals are generated by the normal metabolism of the body, environmental factors such as pollution, certain medications, and alcohol. Annique's Skin Detox replaces the essential fatty acids of the skin, causing trans-dermal water replacement in the skin. This counteracts dehydration and forms a water screen against the freeradical elements. The skin feels smoother to the touch, cleaner and

There are two products that every Annique client and Consultant needs

no matter who they are, or what they do- Annique's Essense Skin Detox and the Essense Anti-Redness Serum are staples!

Download these images from the Annique Home Office Facebook page, and send them to your Clients to promote the *Annique* Essense Skin Detox and Essense Anti-Redness Serum.



nourishment. Annique's Skin Detox replaces the essential fatty acids of the skin, causing transdermal water replacement in the skin. This counteracts dehydration and forms a water screen against the free radical elements.

retains moisture and nourishment



Anti-Redness Serum rapidly renews damaged skin cells, prevents chronic inflammation, strengthens skin's immunity against inflammation caused by bad bacteria, and hydrates the skin. It also cools and calms the skin, relieves visible redness, and reduces future flare-ups.



Clinical studies have proven that Anti-Redness Serum will help your skin fight bad bacteria, increasing same time leaving it looking smoother, your pores less visible, and also making your skin less reactive to bacteria. Anti-Redness Serum rapidly renews damaged skin cells, strengthens skin's immunity hydrates the skin. It also cools and calms the skin, relieves visible redness, and reduces future flare-ups. Anti-Redness Serum is also restrict blood flow and reduce

While you're sleeping, two things happen to your skin:

11 It loses the maximum amount of essential moisture

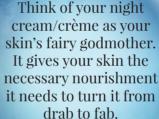
But it also absorbs active ingredients better than any other time of the day

This makes it imperative to have a night cream/crème as part of your evening routine.

Night creams/crèmes are specialised formulations that are designed to nourish and improve your skin while you sleep. They contain a range of powerful moisturising and nourishing ingredients that help diminish the appearance of ageing and enhance the overall quality of your skin.

Cut out the information blocks below and give them away with samples of the product or add them to the orders you will be delivering.

Think of your night cream/crème as your It gives your skin the drab to fab.





#### Synergy Clearly Even Night Crème 50ml

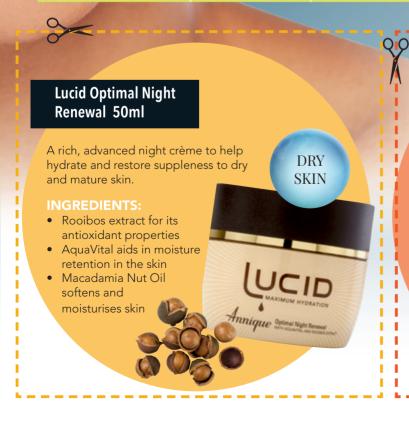
Gently nurture and hydrate oily and problem skin at night, without clogging the pores.

#### **INGREDIENTS:**

- Green Rooibos extract for natural antioxidants and its anti-inflammatory properties
- Witch Hazel to control oil production
- Tea Tree oil for its antibacterial properties



	Charles Colonial Colo					
Night Cream/Crème Skin Type		Special Features	Key Ingredients	Products to use before you apply your night cream/crème		
Forever Young Crème de Nuit	All skin types, including sensitive skin	The ingredients in Crème de Nuit promote skin renewal, soothe and conditions skin, and moisturise and provide antioxidants. They also improve the skin's moisture retention, aid in nightly skin repair and assist in the prevention of premature ageing.	VNA10+ Macadamia Nut Oil Rooibos Extract	Forever Young Anti- Ageing Serum or any Annique skin- appropriate serum		
Lucid Optimal Night Renewal	Dry, dehydrated or mature skin	This night crème helps improve skin-hydration levels, and repairs and protects the skin against moisture loss. It is wonderfully nourishing and restores suppleness.	AquaVital Rooibos Extract Macadamia Nut Oil	Essense Intense Repair Serum Essense Miracle Tissue Oil Essense Moisture Serum		
Hydrafine Nurturing Night Cream	Normal and combination skin	It is rich in vitamins and minerals that nourish skin cells, and is also suitable for sensitive skin.	Rooibos Extract Menthol Vitamins A, C and E	Essense Moisture Serum		
Synergy Clearly Even Night Crème	Oily and problematic skin	Its key ingredients supply the additional vitamins and supplements the skin requires, prevent inflammation and help control oil production. They also help brighten skin and reduce the appearance of blemishes and acne.	Green Rooibos Extract Tea Tree Oil Witch Hazel Vitamin C Peppermint Oil	Face Facts Spotless on affected areas Essense Anti-Redness Serum Essense Pore Minimising Serum		



#### Forever Young Crème de Nuit 50ml

Crème de Nuit is a nourishing anti-ageing night cream. It enhances the skin's own repair process by providing the necessary nutrients the skin needs to heal itself while you sleep.

#### **INGREDIENTS:**

- VNA10+ boosts collagen activity while it nourishes and repairs aged and dehydrated skin
- Macadamia Nut Oil moisturises skin
- Rooibos provides antioxidants



## Rooibos Lifestyle Shake

# Bikini body, Mete we came.

You might have heard some say that weightloss is 80% what you eat and 20% exercise, and there is a whole lot of truth in that. The amount of calories you burn during an hour of cardio kickboxing or a quick 5km does not equate to the amount you consume on a daily basis, which makes keeping an eye on what you eat and drink imperative if you're working toward shedding a few kilos before bikini season.

Holly Lofton, M.D., an assistant professor of medicine and director of the weight management program at New York University's Langone Medical Center, raises a common misconception.

"People think, 'If I run the marathon or start going to boot camp, I'm going to lose weight' but they're often disappointed when they don't." It's all about what you eat.

You will find these crucial ingredients in Annique's Lifestyle Shake, making it the ideal meal replacement:

Two great reasons why you should replace at least one of your meals with Annique's Lifestyle Shake

#### It curbs your cravings

Because you are getting the nutrients, vitamins and minerals your body needs from the Lifestyle Shake, you won't crave other foods as much, more specifically those that end up on your thighs and stomachs. And let's be honest. When PMS rears its ugly head, the desire to eat everything in sight comes with it. Calm your urge to nibble on unhealthy food by having a delicious Shake instead.

#### Get that vitamin B boost!

You won't be able to make the most of your workout if you don't have the energy for it. Vitamin B-complex increases your energy via the food you eat and supplements you take. Or in this case, the Lifestyle Shake you consume.

#### **Calcium and phosphorus:**

for strong, healthy bones and teeth, and the maintenance and growth of muscle.

#### **Vitamin B-complex:**

increased energy, stress management, and a good night's rest. Ideal for hyperactive kids.

#### **Vitamin C:**

resistance against infection and the formation of collagen that is part of skin, bones, muscles, tendons, teeth and connective tissue.

#### Vitamin E:

prevents body tissue from breaking down.

#### Rooibos extract:

for its anti-allergic, antispasmodic and antioxidant properties.

Summer bodies are made in winter. Start the process now!

8 | March 2017

## Annique Lifestyle Shake **Testimonials**



After I gave birth to my daughter,
I gained a lot of weight. It was
stressful and painful for me. I tried
many products like diet pills and shakes, but
nothing worked. I also consulted dieticians,
but my situation only worsened.

When I joined Annique, I started using the Lifestyle Shake, and after a month I saw an improvement. I lost 5kg in 2 months!

My confidence is back, thanks to Annique.

**Gertrude Malete** 

Years ago I was diagnosed with a debilitating chronic illness and had to eventually retire. My everyday life is severely restricted and there are many times when I find it difficult to even cook a meal for myself. I have now added the Lifestyle Shakes to my diet and I find have I have more energy. What I really love about the Shakes is that they are not filled with 'bad stuff' such as high caffeine, high protein and other additives as high caffeine, high protein and replacement shake one often finds in the diet meal replacement shake market. Elise Vertue (Springs)

It is a great privilege for me to share my weightloss story with you. My name is Joanita McLeod and I'm 21. I've been weighty from a young age, and during my first year at university I picked up a lot of weight, so much that I couldn't even fit into my clothes anymore. I ate what I wanted, and consumed a lot of sugar, carbs, soda, alcohol and anything tasty.

Then I decided to change my lifestyle. I ate five meals a day of which I replaced breakfast and dinner with the Annique Lifestyle Shake. In between meals I ate healthy snacks like fruit and nuts. I also included exercise into my lifestyle change, but didn't overdo it. From August 2014 to August 2015 I lost 30kg, and I try to maintain my weight. If I start picking it up again I know what to do to shake it off again. I treat myself to something sweet every now and then. It helps me stay motivated and keeps the cravings at bay. It's all in the mind. Change your mind, change your body.

Joanita McLeod

#### Annique's Lifestyle Philosophy

The Annique Lifestyle Programme is not a diet programme

it should become your lifetime nutritional philosophy,
focusing on the consumption of nutrient-dense,
unprocessed foods and vita-nutrient supplementation.
This new habit will restrict consumption of processed/
refined carbohydrates (which make up over 50% of
many people's diets), such as high-sugar foods, breads,
pastas, cereal, and starchy vegetables. Vita-nutrient
supplementation includes a full-spectrum multi-vitamin,
essential oils/fatty acids combined with antioxidants.

Get off the 'insulin generating' rollercoaster of the low-fat
diet and cut down on your carbohydrate consumption,
especially the worst offenders: sugar, white flower and
other refined carbohydrate-based products.







When it comes to leaders successful with team challenges, we immediately look to **Leslie Grobler and her Consultants**. Here's what gives them the edge and makes them a force to be reckoned with.

#### Identifying weak spots and making them your strongest

Leslie is one smart woman and knows when there's something missing or out of place within her ranks. Many years ago she realised that almost none of her Consultants recruited to build their own teams. Her answer to this problem? Team challenges aimed specifically at recruiting. This has seen her team grow exponentially and is now something she's recognised for.

#### Setting targets and rewarding achievement

Leslie decided to make her recruitment challenge's targets reachable to a certain extent. She started out by encouraging her team to recruit 10 people over three months, of which at least three must be level 1 and the sales from the new Consultants must be R20 000+. The winner received a week-long holiday for four at Leslie's beach house in Jeffreys Bay. Second place received a tablet, and third place received Annique banners.

Because her team thought Leslie's targets were impossible to reach, the addition of the holiday for the whole family really made a difference, and everybody started recruiting with gusto. At the end of the team challenge, three Consultants qualified and everybody learned that, even though most of them didn't reach the target, it isn't that difficult to recruit.

#### Find the best challenge for your team

Leslie's recruitment team challenge was the first of many, and it has inspired her Leaders to host challenges of their own. It's all about finding the team competition or challenge that works for you. Take Dalene Richter as an example. In November, Dalene challenged each of her team members to reach a Personal Sales target of R5 000. The Consultants who reached the target were spoiled with a spa treatment. Her team worked hard for it, and a multitude of them qualified. They also like competitions where if a Consultant grows by 15% or more in a month, they will be rewarded with a cash prize that the Leaders will put aside to pay for a ticket to the ATM, Première or Kickstart. Other prizes can be appliances, Annique hampers, a Pamper Kit or vouchers. At the next month's team meeting, the names of everybody who

grew by 15% or more the previous month are thrown into a hat for a lucky draw. Photo-focused challenges also work well for Leslie and her team. Team members are challenged to take photos at Annique activities they host and share them on their Leaders' group. The Consultant then receives a ticket for every activity they have a photo of, and the one with the most tickets receives a salon treatment. It also ensures lots of team photos.

#### See the results

Consultants LOVE challenges and the recognition they receive when they perform well. At Leslie's January Kickstart, there was another vacation breakaway as a prize for all the recruits that the team brought in from September to December. Leslie keeps her team motivated and excited with team challenges, and everybody participates, even the smaller Consultants you don't hear about as often. Leslie and her team also go out of their way to congratulate winners in their Bloem Leaders group, which is always special. Competitions and challenges paired with activities are something Consultants always love, and they constantly come up with new and fresh ideas.



Because Annique Health and Beauty is all about helping you make your goals and dreams come true, we now offer you...

# WAYS TO GET PAID!

Created for your success, the **Annique Bounty Compensation (ABC) Success Plan** was designed from the ground up to magnificently recognise and reward your efforts. Part-time or full-time, you can be successful as an Annique Consultant.

Building your Annique business is truly a great adventure, your personal business journey into the wonderful world of skincare, lifestyle products, bodycare, cosmetics and fine fragrances, all infused with the uniquely South African Rooibos plant.

When you sell Annique products to groups of friends at any field activity or individually to your customers, you will earn Personal Sales Additional Discount.

The more you sell, the higher your rate of Personal Sales Additional Discount. Sell more, earn more. Like all adventures, there's more to experience! When you choose to lead by introducing and sharing the Annique business opportunity with others, you will be paid additional discount on their sales as well.

The new Annique Bounty
Compensation Success Plan
(ABC Success Plan) will go live
on 1 May 2017. The full training
document will be available
on the Enterprise Portal.
Alternatively, contact your
Sponsor for more information.

#### 1. Personal Sales

As a new Consultant, your Buying Discount Level begins at 15%. However, when you place the order that increases your accumulative CSP (Career Sales Points) to or beyond 2 500, your buying discount level will increase to 20% permanently and will be applied to all your future purchases.

#### **Monthly Personal Sales Sliding Scale**

PSP * Personal Sales Points	Additional Discount	Total Earnings on PSP**
Up to 2 500 CSP	New recruits only	15%
2 500 CSP	Forever	20%
2 500 – 4 999	5%	25%
5 000 – 9 999	10%	30%
10 000 – 19 999	13%	33%
20 000 – 29 999	16%	36%
30 000 +	20%	40%



#### 2. Personal Sales Additional Discount

After reaching your 2 500 Career Sales Points (CSP), you will be on a 20% off-invoice discount when you purchase Annique products while you are active. Therefore you will be paid an Additional Discount on your Personal Sales depending on where you are on the sliding scale. *Example:* If your Personal Sales are R12 000 a month, you will earn an extra 13% on your Personal Sales.

#### 4. Fast Start Sponsor Reward

Fast Start rewards Sponsors for the extra efforts they make to recruit and train their new, personally sponsored Consultants.

When your personally enrolled Consultants earn any of the three Fast Start Product Rewards, you will earn a Fast Start cash reward for each one when you're Additional Discount Qualified in the monthly commission period in which the Fast Start Product Reward was earned.

You're Additional Discount Qualified when you have 2 500 or more in Personal Qualification Volume (PQV) in a month.

#### 6. Bright Star Matching Reward

If you are the enrolling Sponsor of a Consultant who earns a Bright Star Reward, and you are Additional Discount Qualified and paid at the same title or higher as the promoted personally enrolled Consultant, you will earn a Bright Star Matching Reward. Bright Star Matching Reward is a once-off cash reward for the Sponsor of a specific Consultant.

#### 8. Manager Development Reward

When an Annique Consultant promotes to Manager for the first time in her career as an Annique Consultant, and you are the first upline Consultant with a title of Manager or above, you will earn a Manager Development Reward.

The Manager Development Reward is a once-off cash reward for the first upline Consultant with the title of Manager on the Consultant who was just promoted to the level of Manager. The Manager Development Reward is a once-off cash reward per Consultant.

#### 3. Fast Start Product Rewards

At Annique, we know that the more products you have on hand to sample, the more your customers will buy. That is why we reward you, as a new Consultant, with FREE products that can be used to increase the samples you use to demonstrate or to add to the products you sell, your choice.

#### Would you like to earn R2 500+ in free products?

#### With Annique, you can!

The first 90 days in your career as an Annique Consultant is your Fast Start period and all of the Personal Sales Points (PSP) generated by you during your Fast Start period are counted as your Fast Start Sales Points (FSSP).

Your first day is the day your First-Time kit has been invoiced at Annique. Your first 40 days, first 70 days, and first 90 days are each important in your Fast Start Programme.

#### 5. Bright Star Reward

When you promote to Two-Star Consultant or Three-Star Consultant during your month of enrolment or during any of the following three consecutive monthly commission periods, you will earn a Bright Start Promotion Reward in the month you promote

When a Three-Star promotes to a Four-Star for the first time in his/her career, a Bright Star Rewards will be earned. This will be paid in cash.

#### 9. Team Building Discount

When you have 2 500 in Personal Qualification Volume (PQV) in a monthly commission period, you are Additional Discount Qualified, which means you are eligible to earn discount on your downline. As a Consultant, you can earr Team Building Discount on the Personal Sales Points (PSP) of up to two levels of downline Consultants (TB1, TB2) each

#### 10. Group Discount

As an Additional Discount
Qualified Consultant who is paid
at the title of Manager or above,
you will earn Group Discount on
Group Sales Points (GSP)

Your Group Sales Points (GSP) includes the PSP of each of the Consultants in your downline, excluding Consultant with a title of Manager or above and their downlines.

#### 11. Generation Discount

7. Manager

Promotion

When you promote to

manager for the first time

Consultant, you will earn a

cash reward.

in your career as an Annique

Manager Promotion Reward in the month

you are promoted. The Manager

promotion is a once-off

Reward

Generation 1: When a Consultant in your team qualifies as a Manager or any title above in the new plan, he/she with his/her team will count as a Generation for you or any qualified Manager or above.

Generation 2: If you are a Manager or any title above and have a qualified Manager or any title above, it will count as a Generation 2 for you (if you are Additional Discount Qualified).

Manager Development Reward	Manager Promotion Keward (promote above Four-Star Consultant at any time in her career) paid to the first Consultant upline with a title of Manager or above	1	ı	ı	ı	R 1,000	ı	-	ı	1	1	ı
Manager Promotion Reward	Manager Fron (promote above Fr at any time in her first Consultant up	-	-	-	-	R 2,000	-	-	-	1	-	1
Bright Star Matching	Reward (Sponsor)	-	1	1	1	1	R 500	R 500	R 250	1	1	1
Bright Star Reward	(52, S3 and S4 personal promotion)	-	1	1	1	1	R 1,000	R 1,000	R 500		1	1
ation unt Aanager ove)	G2	2.5%	2%	1.5%	1%	- 1	- 1	-	- 1	1	- 1	1
Generation Discount (paid as Manager or above)	61	3%	3%	3%	3%	2%	1	- 1	1	1	1	1
EDQV - Enrollment Downline Oualification	Volume * Maximum 50% per leg	*000'009	200,000*	1	1	1	1	1	ı	ı	1	1
Group Discount Manager or above		2%	2%	2%	2%	2%	•	٠	,	,	,	•
GOV - Group Qualification Volume requirement per month		*000′9	*000′9	*000′9	*000′9	*000′9	*000'08	*000'02	10,000*	\$,000*		
Team Building (TB) Discount	TB2	2%	2%	2%	2%	2%	2%	4.5%	4%	3%	2%	ı
Team B (TB) Di	TB1	<b>%9</b>	%9	%9	%9	%9	%9	2.5%	2%	2%	3%	ı
Paid-As Title	Legs	2 of D 3 of M 5 of C	1 of D 4 of M 4 of C	1 of M 1 of S4 5 of AC	1 of M 2 of S2 3 of AC	2 of S2 2 of S1 1 of C	1 of S2 1 of S1 2 of C	1 of S1 2 of C	2 of C	1 of C	ı	ı
Active	Legs	10	6	7	9	ro	4	က	2	-	-	ı
POV – Personal Sales Qualification Volume per month for compensation qualified		2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	
CSP - Career Sales Points		2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	1
Title Code		DD	<b>a</b>	RD	Q	Σ	22	S3	25	S	AC	U
Paid-As Title		Diamond Director	<b>Emerald</b> Director	Ruby Director	Director	Manager	Four-Star Consultant	Three-Star Consultant	Two-Star Consultant	One-Star Consultant	Advanced Consultant	Consultant
Rank		11	10	6	œ	7	9	5	4	က	2	-

# Annique ABC Success Plan

\* Includes First-time kit purchase \*\* Excludes First-time kit purchase IMPLEMENTED: 1 MAY 2017 Version 9

#### **Fast-Start Programme for new Recruits and Sponsors** Once-off reward for Three-Star Once-off reward for Four-Star Once-off reward for first-time Once-off reward for Two-Star Annique ABC Success Plan lanager Promotion Reward Consultant and Sponsor Consultant and Sponsor Consultant and Sponsor Manager and Sponsor Bright Star Reward Bright Star Reward **Bright Star Reward** HEALTH AND (BEAUTY MPLEMENTED: 1 MAY 2017 Version 9 Three-Star Consultant [S3] Four-Star Consultant [S4] One-Star Consultant [S1] **Iwo-Star Consultant [S2]** Diamond Director [DD] Emerald Director [ED] Ruby Director [RD] Consultant [AC] Consultant [C] Manager [M] Director [D] Advanced Team Building Discount (Level 1 - 2 in your team) Group Discount Generation Discount

# Daily DO IT Plan: Personal

Member no:

✓ Tick the block if you have done the Activity

Ask yourself these questions each DAY:

Consultant's Name:

Month:

Year:

X Cross the block if you have not done the Activity

# Perfectly Matched

When you say the word 'foundation' to a make-up enthusiast, they'll tell you it's what they use to cover their imperfections and even out the skin-tone on their face. But it is so much more than that. It's part of a routine wherein they empower themselves and instil a sense of confidence and self-assurance that help them tackle the world head on.

#### Preparation

It's important to take care of your skin, not only after you've taken off your foundation and make-up, but before you apply all of it as well. Prepping your skin before applying your foundation also holds its own benefits, including a clean, easy-to-work-on canvas, which will promote lasting stay of any make-up you apply.

#### Preparing your face for Annique's foundation:

- Rinse your skin with Rooibos-infused water, then pat dry.
- Apply the Annique serum best suited to your skin.
- Use the following products: Skin Detox, Liquid Skin Nutrition, Miracle Tissue Oil, your eye product of choice, the moisturiser most suited to your skin type, Q10 Therapy, a Freshener, and a sunscreen.
- Wait a minute or two for the products you've applied to settle.

#### Different ways to apply your Annique foundation

#### **Fingers**

Wash your hands before you start. When applying foundation with your fingers, you should never put more foundation than the size of a 10 cent on the back of your hand. Place bits of foundation onto your forehead, cheeks, chin and nose with your ring and middle finger. Spread out your foundation before you gently and with light fingers, blend your foundation until you have even coverage.

#### Foundation brush

Make sure your hands and brushes are clean before you start. Believe it or not, you only need half what you use when you apply it with your fingers, about the size of a pea. A brush is most effective to cover a greater area of skin when using a small amount of foundation. For the most effective application with a foundation brush, you'll get the best results with a clean, flat brush, preferably with synthetic fibres. You'll put the initial foundation on the back of your hand and use the brush to place it on your forehead, cheeks, chin and nose. Start in the middle of your face and work outwards with downward strokes.

#### Latex wedge/Make-up wedge

The great thing about applying foundation with a wedge is that it can get into all the nooks and crannies we would otherwise struggle with or miss. Start with a clean wedge and use the foundation you have on the back of your hand. Work the wedge and foundation from the centre of your face outwards. Don't forget about your nose and to blend the foundation out toward your ears and neck.

## 4 tips for applying foundation to make the most of your skin:

1

To find the right shade of foundation for your skin type, test it out on your jawline.

2

Something often overlooked is lighting. When applying your foundation, make sure you're doing it in proper lighting. It'll ensure that you don't miss anything.

3

Because of South Africa's harsh climatic conditions, we tend to forget that our skin has the tendency to change colour with the seasons. Adjust the colour of your foundation to match your seasonal skin. 4

When applying foundation with a foundation brush, make sure that your strokes move downward. Because of all the fine hairs on your face, applying it against the grain will make the hairs stand up and become more visible.

#### How to clean your foundation applicators:

Step 1:

Apply Annique's **Baby 2-in-1 Shampoo and Body Wash**to your applicator and wash
it gently. Make sure you rinse
with lukewarm, Rooibosinfused water.



When your applicator is clean, remove the excess moisture from it by gently pressing it with a soft towel. Leave it to dry on a surface where no moisture will gather underneath it.



#### **VELVET TOUCH NATURAL FINISH FOUNDATION SPF 20**

#### **SKIN TYPE**

Ideal for people with a normal. combination and oily skin.

#### **DESCRIPTION**

The Velvet Touch Foundation is a soft foundation that imparts a velvet touch to the skin and contains a lightreflecting peptide.



#### **KEY INGREDIENTS**

Green Rooibos extract Grapeseed Oil

#### SPECIAL FEATURES

It has remarkable spreading ability and is transfer resistant, leaving your skin moisturised and protected.



#### FEELS LIKE SILK MOISTURISING FOUNDATION SPF 15

#### **SKIN TYPE**

Suitable for dry, dehydrated, mature or combination skin.

#### **DESCRIPTION**

Feels Like Silk Foundation helps you create the perfect complexion whilst retaining moisture in the skin.



#### **KEY INGREDIENTS**

Green Rooibos extract Chronomoist+

#### **SPECIAL FEATURES**

A premium, rich, silk-like textured foundation offering 'pro-youth' ingredients.



#### **COLOUR CARESS BB CREAM SPF 30**

#### SKIN TYPE

Works well with all skin types.

#### **DESCRIPTION**

A satin-smooth 5-in-1 skincare sensation that offers multiple benefits, including evening out skin imperfections, adding nourishment and moisturisation, while facilitating the elimination of blemishes.



#### **KEY INGREDIENTS**

AntiCell An advanced Anti-Ageing Peptide complex Brightonyl Green Rooibos extract

#### SPECIAL FEATURES

Provides exceptional sun protection and minimises the appearance of fine lines using anti-ageing peptides.

30ml FRAGRANCE F R E E

after you've applied



# My Best Direct Sales Goal-Setting Tool

Seeing or knowing how far off the finish line is always makes reaching it more motivating because you know exactly what you have to do to get there. The same can be said for setting goals. When you sit down to decide on your targets for the month, you have the perfect opportunity to assess the month ahead and set your Annique goals and targets accordingly. Julie Anne Jones, direct sales corporate consultant, coach and trainer, takes us through her best Direct Sales Goal-Setting Tool to help us reach our Personal and Group Sales targets.

Anatomy of a Goal

What do you want?

(Goal)

Most people are visual. What I learned early on in my direct sales career was that talking to people never worked as well as showing them. That's why I used props during my home party presentation. That's why I use an image in every blog post I write. Things that are visual draw people in.

When I started coaching and working with my clients teaching them to set goals several years ago, I saw a need for a visual way to look at that process. That's where the Anatomy of a Goal model came from. This tool can be used over and over again to set your goals and then create an action plan for making it happen. What would it be worth to you to have your goal?

Your Why

What actions are you willing to commit to in service of your goal?

Your How

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As you look at the illustration, notice a few things.

First of all, the goal is at the top of the pyramid and is the smallest portion. That's because it's truly the smallest part of the process. You can't control the goal. You can control how passionate you are about it and what you do to make it happen.

The middle section is your "why." I'd like to encourage you to come up with at least three compelling reasons "why" that goal is important to you. Remember, if it's important If it's not, you'll find an excuse. Find your passion in this step.

The bottom section is all about action (your

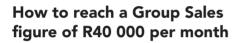
"how"). It is the largest section, the foundation of the pyramid, and the section the other two sections rest upon. That's not an accident. Action is the key to success, no matter what your goal is. I'm asking you to come up with nine action steps. That may enough to you, you'll find a way. seem like a lot, but it forces you to get creative. The more actions you can take in service of your goal, the more likely you are to reach it.

So take a few moments some time this week and draw a simple pyramid on a piece of paper (or better yet, download this worksheet here), and then create a clear path and plan for actually reaching it.

#### About Julie Anne Jones

Julie Anne Jones is direct sales corporate consultant, coach, and trainer, and the CEO of Julie Anne Jones, Inc. She is known for her authentic and easy-to-use scripting and specializes in specific language and tools for success in direct sales. To learn more about Julie Anne and her products and services, and to read her weekly blog posts, visit her at www.julieannejones.com.

We would like to help you reach your goals from an Annique point of view. Here are easy ways to reach R40 000 Group Sales and R5 000 Personal Sales per month.



Break the R40 000 down as follows:

- Four weeks in a month: R10 000 per week
- Number of Consultants needed to sell R10 000 per week: 14 Consultants X R750

How to sell the R750 per week per Consultant:

	R10 514 X 4 weeks =	R42 056				
14	14 Consultants X R751 =					
	=	R751				
Day 6:	2 Teas	R98				
Day 5:	2 Teas	R98				
Day 4:	1 x 30ml fragrance	R149				
Day 3:	Resque Crème	R159				
Day 2:	2 Teas	R98				
Day 1:	1 x 30ml fragrance	R149				

#### You are already over!



Take action:

The wonderful thing about 30ml fragrances is that they make great sample products. Go out and look for somebody who loves a variety of fragrances and have them test out ours.



#### Do you want to earn **R4 600**+ per month **extra?**



#### How to reach a Personal Sales figure of R5 000 per month

Let's break the R5 000 down with the help of the March Beautè:

	=	R5 235
Beautè Special: Buy Intoxicate EDP 60ml for R269.50 X 2	=	R539
Beautè Special: Buy Ambition EDT 100ml for R299 x 2	=	R598
Beautè Special: Buy two Strawberry Lifestyle Shakes for R539 X 2	=	R1 078
Beautè Special: For Green Rooibos Tea and Moisture Serum 30ml for R219 X 3	=	R657
Beautè Special: Buy Sensi Crème 50ml and Energising Eye Gel 15ml for R289 x 3	=	R867
Sensitiv Soothing Moisturiser R359 X 2	=	R718
Beautè Special: Buy Q10 Therapy and Eye Therapy for R389 X 2	=	R778

# Meet Annique's Super Stars

The Fast Start Programme is available to The Fast Start Programme runs every month. Please visit the previous Repliques for more information.

The first 90 days in your career as an Annique Consultant is your Fast Start Period. At Annique, we know that the more products you use and have on hand to sample, the more your customers will buy. That is why we reward you, as a new Consultant, and your Sponsor with FREE products or cash that can be used to add to the samples you use to demonstrate or to add to the products you sell, your choice.

We chatted to Marie van Rooyen and Boitumelo Supi, who both dived into the Annique business opportunity head first and performed beyond expectation! The Fast Start Programme rewarded them for their hard work, as well as their Sponsors who guided, supported and assisted them.

Marie from Riversdale in the Western Cape and Boitumelo from Highveld in Gauteng, share with us how they kicked off their Annique business with the help of the Annique Fast Start programme. They are investing in their futures and dreaming big, and Annique is making all of this possible for them.



#### Marie van Rooyen

#### 1. Why did you decide to join Annique?

My mother was interested in an Annique product (the DermaLIFT), so I accompanied her to Maria Higgs, who would demonstrate how it worked. I saw that Annique offered quality products, and decided on the spot that I would like to have the opportunity to become an Annique Consultant and brand ambassador. I am a qualified beautician, so my knowledge paired with Annique's products is a perfect match. My goals for this year are to recruit more people and to have loads of Pamper

Parties, workshops and to promote Annique's success stories and share testimonials. The bigger, the better, right?

#### 2. How did you reach all three Fast Start targets with over R76 000 in only 85 days?

I immediately started arranging Pamper Parties. The people I knew were my first clients. I promoted myself as an Annique Consultant through word of mouth, and thereafter I created a Facebook page to attract the people on my Facebook.

#### 3. How did your sponsor, Maria Higgs, help you achieve these targets? Tell us how she encouraged you and what makes her a good Leader?

Maria is an amazing person and a leader people can look up to, and I know exactly where I'm headed with Maria on my side. She is always available when I need advice, and she encouraged me to host Pamper Parties to recruit and build my client list. She will always call me to hear how my activities went and is eager to see the photos I took during the events. Maria will make appointments with me to find out how it's going with my business then give me advice on how to make it even better.

#### 4. What advice and encouragement do you have for new recruits?

I have 5 rules set out for myself, and with this you can achieve anything. Remember, nothing is impossible if you follow these 5 rules!

First - have self-respect Second - believe in yourself Third - know your products Fourth - know your market Fifth - get dressed for your success

#### 5. As a new Consultant, what do you hope and dream to achieve with your Annique business?

My big dream is to have a successful business, one where I can pluck the fruits of my hard labour and new ideas. I will definitely work to win an Annique car, and I want to work myself up to where I can be a good Leader, just like my Sponsor, Maria. This isn't just my dream, this will become a reality. Just watch me.

#### 6. Human Rights Day is on 21 March. Please share with us what this day means to you?

Human Rights Day is an honour to every human being alive. It's good to know that every one of us has equal rights, which is not based on one's skin colour or life status.





#### **Boitumelo Supi**

1. Why did you decide to join Annique?

I used to buy Annique from a relative who is based in Port Elizabeth. She would then send my order through the post office and I would have to pay for postage. She then told me to find a Consultant in Gauteng since it will be cheaper. I sent my request to Annique Home Office and Minki Rutherford contacted me shortly thereafter. Late 2016 Minki invited me to a presentation. She explained to me why I should to start selling and become a Consultant. The rest is history. I'm aiming to grow my business with the extra income.

2. How did you reach all three Fast Start targets with over R38 000 in only 73 days?

If I commit to something, I have to make it work. I started studying the product wheel and the benefits of the products (teas) and began marketing/advertising them to my family first. I also used the products myself to ensure that I experience them and their benefits first hand. It became easier to sell the them because I've used them myself.

3. How did your Sponsor, Minki Rutherford, help you achieve these targets? Tell us how she encouraged you and what makes her a good leader.

Minki is easy to relate to and always willing to support me. I must say she has excellent interpersonal skills. She is always available to offer advice and suggestions.

- 4. What advice and encouragement do you have for new recruits? Use the products and be a REAL ambassador. Be willing to sacrifice some of your available time (for training sessions, activities etc). Deliver on your promises to your customers. Ask questions if you are unsure. Keep contact with your customers and always follow upon on an order, even if it's one small item.
- 5. As a new Consultant, what do you hope to achieve with your Annique business? What are your hopes and dreams?

  I am aiming to achieve R70 000 to R100 000 sales. My dream is to learn more about skincare products, hold four presentations and register four Consultants.
- 6. Human Rights Day is on 21 March. Please share with us what this day means to you.

Human Rights Day is about accommodating, understanding, appreciating, valuing, celebrating and respecting each other's differences irrespective of our age, gender, race, religion, culture, nationality, etc. Treating each other as we would like to be treated. So far I have experienced these crucial and value-based principles within the Annique family through Minki and her own family and our team of Consultants.



Easily achieve your Fast Start targets by doing a few or all



HOW TO
MAKE MONEY

from your

#### ATM KIT

Each year, the ATM Kit is such a treat and we're all eager to get our hands on it. It's packed full of brand new, lush products, but in the splendour of it all we forget about the income value the kit has.

Aside from the novelty of the Kit, your first thought when you receive it should be, 'How can I generate income with this?'. There are a few ways to do this...

#### SAMPLE PRODUCTS

Incorporate what's in the ATM Kit into your sample products. Place some of the new products into sample jars, add a label or identifier to it and give it to your existing customers when you deliver their orders or new customers when you introduce them to Annique.

#### **TESTERS**

Few things are as effective as trying out the merchandise yourself. Give your customers the opportunity to feel, smell and taste the products at an exhibition.

#### **EXHIBITIONS**

Activities will always present an ideal opportunity for you to exhibit new or relaunched products.

These activities include:

- Wellness Days
- Pamper Parties
- Company exhibition
- Mother and daughter days
- Special invitations to your existing clients for an Open Day at your house
- Cheese and wine evenings
- Themed activities #ThanksMom #TheBestAdvice #FathersDayTreat

## Increase your income by R1 000 this April!

It's as easy as identifying 10 new customers and selling R400's worth of products to each.

 $10 \times R400 = R4000$ 

You earn 25% from the R4 000 = R1 000

REMEMBER: YOU CAN EARN MORE DEPENDING ON YOUR LEVEL OF DISCOUNT.

When you decide to increase your sales with your ATM kit, you should have three objectives in mind:

- 1. Your sales figure
- 2. Your group's figure
- 3. Getting the product into people's hands

#### Break it down...

Create R400 combos of any of the following products to fit with the customers you have in mind:

3 beautiful lip colours in stunning packaging

Valued at R149 each

30ml female fragrance **Valued at** R149 30ml men's fragrance **Valued at** R129 2 flavoured Rooibos teas **Valued at** R49 each

New flavoured Lifestyle Shake + winter lipstick

Valued at R369

Spa Gifts

Valued from
R49 to R129

5 Rooibos

Make sure to read the April Replique for more detailed information on these products, as well as the April Beautè for all the fantastic offers available that month.



012 345 9800 www.annique.com

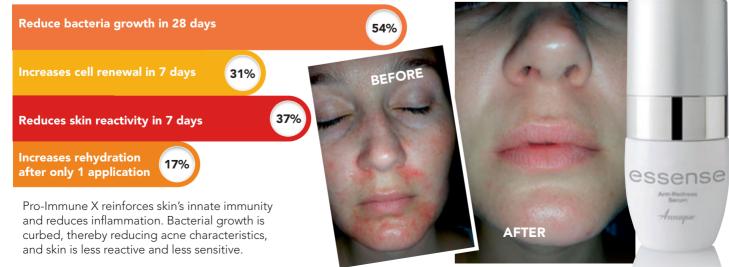
## MARCH 2017

					_	
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27 Last day for <b>EFT</b> orders for <b>February</b> sales figure at 14:00 midday. Last day for new registrations paid with <b>EFT</b> at 16:00.	28 Last day for CC orders for February sales figure at 14:00 midday. Last day for new registrations paid with CC at 14:00.	1 Campaign 9 (March) opens. Enterprise Portal back online at 8:00 am.	2	3	4
5	6	7	8	9 <b>Skincare Training</b> at Home Office. Bookings: events@annique.com	10	11
12	13	14	15	16	17	18
19	20	21 Home office closed Public Holiday <b>Human Rights Day</b>	22	23	24 <b>April Replique and Beautè</b> available to order.	25 ATM Cape Town Book with your Sponsor.
26	27 Links of <b>April Replique</b> <b>and Beautè</b> sent to field.	28	29	30 Last day for EFT orders for March sales figure at 14:00 midday. Last day for new registrations paid with EFT at 16:00. Last day for EFT/orders for Campaign 9 (March) at 14:00 midday. (Note that if the EFT/CC payment is received in our bank account in March it will count for the March sales figure. If the payment is received in April it will count for the April sales figure. Please be aware that the payment may take up to three days to reflect).	31 Last day for CC orders for March sales figure at 14:00 midday. Last day for new registrations paid with CC at 14:00. (Note that if the CC payment is received in our bank account in March it will count for the March sales figure. If the payment is received in April it will count for the April sales figure. Please be aware that the payment may take up to three days to reflect). Can order till 14:00 midday on the Enterprise Portal for Campaign 9 (March). Will count for March sales figure.	1 ATM Gauteng Book with your Sponsor.
2 Can order till 12:00 midnight on the Enterprise Portal for Campaign 9 (March) will count for April Sales Figure.	3  Campaign 10 (April) opens.  Enterprise Portal back online at 8:00 am.	4	5	6	7	8

#### **Essense Anti-Redness**

**Serum** fights bacteria and redness for you, and contains Pro-Immune X Anti-inflammatory Complex, which is clinically proven to do the following:





#### **Guest Speakers**

#### **CAPE TOWN:**

Dr Kevin Gast, the man responsible for Absorbatox, will talk about new research regarding this ingredient and why it is so effective. Dr. Gast has been at the forefront on various technological breakthroughs in various industries from plastic polymers to pharmaceutical compounds, serving on numerous boards in South Africa and international entities. Dr. Gast holds various doctorates in engineering and construction and is one of the leading authorities in Waterproofing worldwide.

Angela Deutschmann is a personal growth teacher, writer and speaker with clients from around the world. She works with individuals and groups using fun, intuitive and cutting-edge techniques to release herself and clients into higher degrees of Joy

- this being the purpose of life

and all.



**Dr Kevin Gast** 



Aimic Gotte

### GAUTENG: Dr Kevin Gast Annie Coetzee

Annie Coetzee is a Professional Public Speaker, Author and Corporate Trainer in the field of Human Empowerment. Her interest in Holistic Wellness and Creative Energy in the Workplace, has created an indispensable role for her, and she firmly believes that living an abundant, happy and successful life, includes a healthy mind and spirit. Annie will be talking about how your

heart is central to your human

development.

#### Cape Town

#### Saturday, 25 March 2017

**Venue:** The Bay Hotel, 69 Victoria Street, Camps Bay, Cape Town

**Time:** 08:00 to 17:00

**RSVP** with your Sponsor by or on Wednesday, 8 March 2017

SPONSOR TO RSVP AT HOME OFFICE BY 10 MARCH 2017

# Join In the land of MILK & HONEY

#### Gauteng

#### Saturday, 1 April 2017

**Venue:** Birchwood Hotel and O.R. Tambo Conference Centre, View Point Road, Bartlett, Boksburg

Time: 08:00 to 17:00

**RSVP** with your Sponsor by or on Friday, 3 March 2017

SPONSOR TO RSVP AT HOME OFFICE BY 15 MARCH 2017

#### You can look forward to:



Dress code:

Step out in style

Colours for the day:

White, khaki and yellow

- Insight into future Annique Strategy
  - Training
  - Guest speakers
- Laughter therapy with Celeste van der Walt in Cape Town and Rika Terblanche in Gauteng
  - Product launches and tips
    - Amazing gifts
    - Special offers
    - Lucky draws
  - The launch of the 2018 overseas incentive destination
    - Gift of the day valued at R366
      - Testimonials
  - Upcoming activities and important dates
    - Rewards and Recognition
      - Social responsibility

Cost: R380 per person. Buy your ticket from your Sponsor or email events@annique.com.



Annique TEAMMEETING

We create winning teams