

# KNOW *your product*

**FRESH:** Due to its acidity, Nouveau does not have an indefinite shelf life. It is produced in small batches and shipped directly to the customer, to ensure they have the freshest Nouveau available. A difference in consistency, texture and smell, from one batch to another is to be expected. Only the freshest and purest raw materials are used, and because many of the raw materials come from nature, they are affected by climate and seasons. This does not affect the effectiveness of Nouveau. Each batch is made to be our best yet.

## *Fresh Comparison:*

Chips Ahoy cookies are mass produced and are identical in shape and size. Mrs. Fields makes cookies fresh and their shapes and sizes vary. Both make chocolate chip cookies, which do you prefer?

**EFFECTIVE:** Due to its acidity, Nouveau is able to penetrate the skin at its deepest level. [Click Here](#) to see how it works.

Nouveau Hair stimulates and rejuvenates below the hair follicle, creating strong, thick, and healthy hair.

## *Effective Comparison:*

A tree is fertilized at its roots. It would not do much for the tree, if the fertilizer were applied to its leaves, but for years we have been taught to apply PH balanced products to our skin, and extra conditioner to our split ends.

**SIMPLE:** Nouveau is Simple. It is formulated for ALL skin types, genders, races, and all ages, beginning at age 12. It was created to take the guess work and confusion out of skin care. It was also created to eliminate excess steps and products, which we have all been conditioned to buy. Making it simple, also gives it great value. Fewer steps mean fewer purchases. By combining functions in each product, we have cut the traditional skin care regimen in half.

## *Simple and Value Demonstration:*

On a clean counter or table display The Complete Nouveau System - 1 Cell Preparation Cleansing Gel, 1 Cell Rejuvenation Serum, and 1 Cell A.M./P.M. Hydration Crème. Get your camera. Place a blank piece of paper, a pen, and a calculator near the products.

Go to your bathroom with a trash bag. Put every skin care product that you can find on your counter, under the sink, and in your drawers, in the bag. (Include all unused... free gift with purchase... and buy one get one free products that you still have unopened.)

Take the trash bag to the Nouveau display and take each product out one at a time, placing it behind the Nouveau product that performs the function of the product taken from the bag. (Example: A toner would go behind the cleanser. An eye cream or neck serum would go behind the serum. A night moisturizer would go behind the A.M./P.M. crème.)

**Simplicity:** After the bag has been emptied and all products are aligned behind the Nouveau products, take a picture. WOW... look at the simplicity! There is no longer a need for all those extra steps.

**Value:** Now take the piece of paper, and write down the value of each product that is on the table. Total all the products and compare the money spent to the cost of Nouveau. WOW... look at the savings! People are shocked by the money they have spent, and 99% of the time, Nouveau is by far a better buy... not to mention that it actually works!

Put the old stuff back in the trash bag, but keep it for future demonstrations and as a reminder of how Nouveau has already made a difference in the appearance of your bathroom, not to mention your skin.

## *Hair Demonstration:*

Similar to the above demonstration take all hair products that are being used to give the appearance, feeling, and texture of full supple hair, and put them behind Nouveau Cell Regenerating Scalp Treatment. People spend a fortune getting an illusion. Nouveau's Cell Regenerating Scalp Treatment makes great hair a reality.

N O U V E A U

**Product *data sheets*:**

[\*\*Cell Preparation Cleansing Gel\*\*](#)

[\*\*Cell Rejuvenation Serum\*\*](#)

[\*\*Cell A.M./P.M. Hydration Crème\*\*](#)

[\*\*Complexion Brightener\*\*](#)

[\*\*Cell Hydration Renewal Mist\*\*](#)

[\*\*Cell Regenerating Firming Lotion\*\*](#)

[\*\*Cell Hydration Renewal Salts\*\*](#)

[\*\*Deep Wrinkle Therapy\*\*](#)

[\*\*Lip Therapy\*\*](#)

[\*\*Hair & Scalp Therapy\*\*](#)

**N O U V E A U**