

eye *Slices*®
professional

relax • restore • revive

Training Manual



www.eyeslices.com

eyeSlices® is about *exploring* the world and yourself within it...its about the
“wow” factor...it's about *storytelling*...it's about the encounter with oneself...
it's about *defining* who you are as a person, because everyday you take the time to
relax, restore and *revive* who you are...it's about leaving you with the “I want
more mindset”...it's not all about satisfied customers, its about customers who feel like
they belong to a club...it's about being *delighted*...it's about waking up and realizing
that it is “*showtime*” every time...it's about putting your best foot forward...it's
about *loving* and *caring* for yourself...it's about owning the pale shade of olive
green ...it's about making the complicated (life) *simple* ...its about helping you
make *meaning*...it's about answering questions that you haven't asked because
you have never had the time...it's about *excellence*...it's about *passion*...it's
about the worlds biggest trend...*wellness*...it's about *relationships*...it's
about *sharing* and embracing a *joint venture* ...it's about *new* business,
new markets and new opportunities...it's about *excitement* epidemics...it's about
changing the world...!

World Class Company technology

- » Developed and produced in South Africa.
- » Over 10 years of research & development.
- » GMP Manufacturing facility.
- » International patents, design registrations & trade marks
- » Multi Award Winning



World Class Technology technology

eyeSlices® is a global first in **Cryogel** polymer technology. This technologically advanced dermal delivery eye treatment pad is **patented & unique!**

- » Instant cooling sensation without a fridge!
- » Thermo-gymnastics effect stimulating micro-circulation!
- » Re-usable up to 10 times!
- » Natural & non-toxic manufacturing process.
- » Soothing and comfortable to use.
- » Helps relax, restore & revive.



Sales Channels channels

- » Salons & Spas
- » Hotel Boutique Stores
- » Medi-Spas
- » Cruise Liners
- » Hotel Amenities
- » Can be co-branded



All-in-one Benefit benefit

- » Puffiness – from sinus and stress
- » Tired eyes – from late nights and computer work
- » Dark circles – from diet and sleepless nights
- » Redness – from allergies and fatigue
- » Irritation – from dust, pollen and change of season
- » Signs of ageing – fine lines and wrinkles

My eyes are an ocean in which my dreams are reflected.... Anna M. Uhlisch

Ingredients

- » Clinically proven active ingredients from Switzerland, USA & SA.
- » 20% actives for best results
- » No preservatives
- » Long lasting results

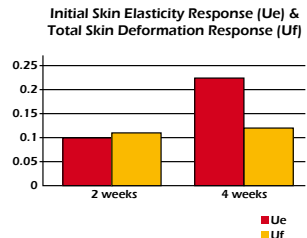
Aloe Ferrox

- » Provides instant relief and restoration to skin.
- » Certified Organic whole leaf Aloe extract.
- » Tapped directly from the Leaf!
- » Rich in polysaccharides, amino acids, minerals & enzyme proteins
- » Promotes skin tone, resiliency & suppleness



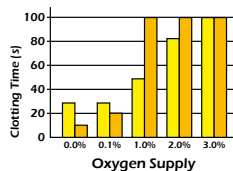
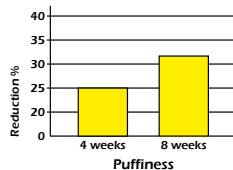
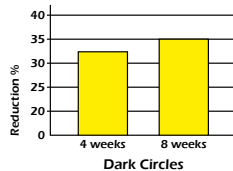
Peptamide 6 – Hexapeptide Complex

- » Increased cellular oxygen consumption
- » Skin firming
- » Brightens complexion
- » Skin renewal
- » Locks in moisture



Ingredients - *Proegu Age - Protein Peptides*

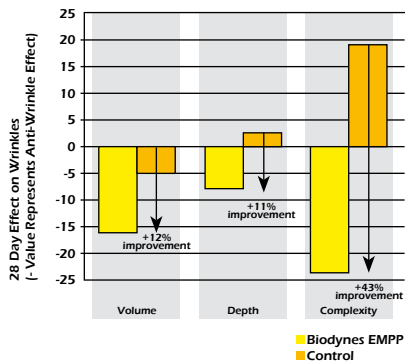
- » Helps to improve Oxygen supply to the skin tissue
- » Specially purified Soy & Rice Peptides
- » 32% reduction of dark circles after 4 weeks of use
- » 25% reduction of puffiness after 4 weeks of use
- » Proven effect on capillary circulation helps to improve oxygen supply to the tissue
- » Targets fine lines and wrinkles



■ APTT
■ TT

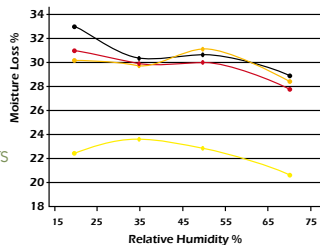
Ingredients - *Biodynes - Live yeast lysate extracts*

- » Increases circulation and collagen synthesis
- » Acts as a soothing anti-inflammatory for the skin
- » Clinically proven to deliver a 117% increase in oxygen respiration to the cells
- » Proven efficacy in collagen synthesis



Ingredients - *Pentavitin - D-Glucose*

- » Increases moisture retention
- » Proven increase in skin hydration – Active for 24 hours
- » Proven to remain active under conditions of low humidity



■ Pentavitin
■ Glycerin
■ Urea
■ Control

Trialled & Tested

- » **Focus Group Studies – November 2004**
Results: 80% of people say eyeSlices® give instant results!

- » **Stability Testing– March -June 2007**
Results: eyeSlices® complied with product specifications for a two year shelf life!

- » **Microbial Testing– March/June 2007**
Results: Bacteria-free product!

- » **Safety & Toxicology Assessment – March 2007**
Results: eyeSlices® is safe and non-toxic!

- » **Irritancy Patch Test– March/ April 2004**
Results: eyeSlices® is approved as a non-irritant!
EU Certified!

- » **Eye Migration Study**
Result: No stinging, no burning, no redness and no tears!
326% decrease in redness – Proven results!

- » **Challenge Testing – January - March 2007**
Results: Effective & bacteria free without a preservative!

*Originality is simply a pair of
fresh eyes.... Thomas W. Higginson*

Disposables product range

- » In-cabin use ONLY
- » As an add-on in facials and other treatments
- » Add-on eye treatment item on your price list
- » Incorporate into a package
- » Great value add into holiday specials
- » Promotes relaxation in your treatments
- » Boxes of 12 or 25 pairs



**NOT FOR
RESALE**

Retail product range

- » Can be enjoyed at home or on long distance flights
- » Makes great gifts
- » Beautiful counter stand promotes impulse purchasing
- » Re-usable for home use up to 10 times



Refills product range

- » Each sachet contains 1 pair of eyeSlices®
- » Money saving for consumers
- » Environmentally friendly – 10 more uses & no more plastic!



Eye Pillow product range

- » Lavendar filled for relaxation
- » Extra washable pillow case
- » Helps keep the slices snugly in place during treatments



Incorporate eyeSlices in your Salon or Spa

- » Use in any of your **facial** treatments to add great value to the outcome of your client's specific treatment
- » Use whilst your client is enjoying a **manicure** or **pedicure**
- » Use whilst your client is enjoying a **reflexology** treatment
- » Use as part of a warm welcome whilst enjoying a **Foot Washing Ritual**
- » Traveller's **Welcome Ceremony** – Fantastic for guests who travelled from afar to be at your destination! The welcome could include:
 - Your client/guest changing into your spa gown/kimono
 - Escorting her to your relaxation area and ensuring she reclines/sits comfortably
 - Remove her eye makeup and apply eyeSlices®!
 - A soothing foot washing ritual followed by a relaxing foot massage
 - eyeSlices® remain on your client/guest eyes for the duration of this treat, approximately 20 minutes

You are creating amazing **added value** and **benefit** to your client's overall experience by providing eyeSlices® at very little extra cost. The professional disposables are supplied in a box of 25 pairs of ovals which will provide 25 treatments.



eyeSlices Eye Pillow eye pillow

For added **comfort** and **convenience**, use this **Lavender-filled eye pillow** with a pair of **eyeSlices® Disposables** to add value to your **in-spa treatments**. The eye pillow moulds the slices to fit **snugly** into your eye contours and is perfectly **weighted** to **gently** keep the disposable eye pads in place for the full duration of the treatment.

An extra sleeve (pillow case) is supplied with every eye pillow so that you can use the eye pillow during your next treatment while the used sleeve is being washed and dried. The **quick-dry silky fabric** means you will always be ready for your next eyeSlices® treatment.

Your clients can also **enjoy** the eye pillow at home to create their own post-spa **relaxation** experience. The eye pillow contains **linseed** and **lavender** to help **relax** and **sooth** tired eyes and alleviate headaches. It can be used at room temperature to block out sunlight, or warmed for 30 seconds in the microwave to assist with decongestion or chilled in the deep freeze to help reduce puffy eyes.

Your eye pillow is free when you place your first order of eyeSlices Professional Disposables.



How do I use eyeSlices?

- » Whether you are **sitting** or **reclining**, eyeSlices® can be applied **anywhere anytime**.
- » Cleanse and dry your skin.
- » Remove the slices from all its packaging.
- » Dab off excess moisture & place one slice over each closed eye & gently press the slices to mould into the eye contours.
- » Leave on & **relax** for **5 minutes** (or longer if so desired), while eyeSlices® do all the work.
- » After use, place your eyeSlices® back into the original containers and seal shut.
- » Wipe off excess residue on skin with a moist cloth if necessary.
- » Store in their original packaging and **re-use** up to ten times.
- » Moisturisers may be applied **AFTERWARDS** if necessary.



What else do I need to know?

- » The **unique** properties of our technology means that the texture, colour and moisture release of the product will differ slightly in various climates. If your slices are very moist, pat excess moisture off before use.
- » For best results and to preserve your eyeSlices®, **store in a cool place** (less than 20 degrees Celsius) in their original closed container.
- » **Do not freeze** your eyeSlices®.
- » **Refrigerate for a few minutes before use** for extra cooling sensation.
- » **Use within two weeks** after opening.
- » You can only use eyeSlices® with **eyelash extensions** if you cut the slices in half for top and bottom lids.
- » **Contact lens wearers** can keep their lenses in while using eyeSlices®!
- » Don't forget to **wipe away any residue** left on your skin after using the eyeSlices® before applying your make-up!
- » **No time to use them?** Use one slice on one eye (they stick nicely) at a time while doing other things!
- » **Safe to use while pregnant**

How do I use eye Slices?



Benefits	Targets puffiness, dark circles, tiredness, redness and wrinkles All-In-One	4 variants that target individual symptoms: <ul style="list-style-type: none"> • inVogueeyes for tiredness & redness • iCandyeyes for wrinkles • Legendaryeyes for puffiness and dark circles • Happyeyes for allergies
Ingredients	<p>Therapeutically formulated for the professional industry ONLY:</p> <p>Aloe Ferox</p> <ul style="list-style-type: none"> • Certified Organic Whole Leaf Extract • Tapped directly from the leaf • Healing, soothing, calming <p>Regu Age – Soy & Rice Peptides</p> <ul style="list-style-type: none"> • Dark circles reduced in 4 weeks • Puffiness Reduction • Instant firming <p>Biodynes - Live Yeast Lysate</p> <ul style="list-style-type: none"> • Anti-Inflammatory • 117% increase in O₂ • Collagen Synthesis <p>Pentavitin – D-Glucose</p> <ul style="list-style-type: none"> • Skin Hydration • Moisture Retention • Active in low humidity <p>Peptamide 6 – Hexapeptides</p> <ul style="list-style-type: none"> • Skin Firming • Brightens complexion • Skin Renewal 	<p>Natural plant extracts such as:</p> <p>Alpine Skullcap</p> <ul style="list-style-type: none"> • Soothes & restores • Effective hydrating barrier <p>Polysaccharides</p> <ul style="list-style-type: none"> • Forms a lasting moisture deposit • Increases the freshness and radiance <p>English Ribwort Plantain</p> <ul style="list-style-type: none"> • Enhances collagen synthesis • Regenerates and protects <p>Oak apple</p> <ul style="list-style-type: none"> • Gently firms • Strengthen cell structure <p>Black Elder</p> <ul style="list-style-type: none"> • Reduces the Vascular Endothelial Growth Factor • Anti-inflammatory <p>Bioskinup™ – Suma root, Muira Puama bark, White Lily</p> <ul style="list-style-type: none"> • Strengthens the vascular wall • Repairs tissue <p>White Horehound</p> <ul style="list-style-type: none"> • Soothes and calms • Anti-irritant <p>Aloe Ferox</p> <ul style="list-style-type: none"> • Certified Organic Whole Leaf Extract • Healing, soothing, calming



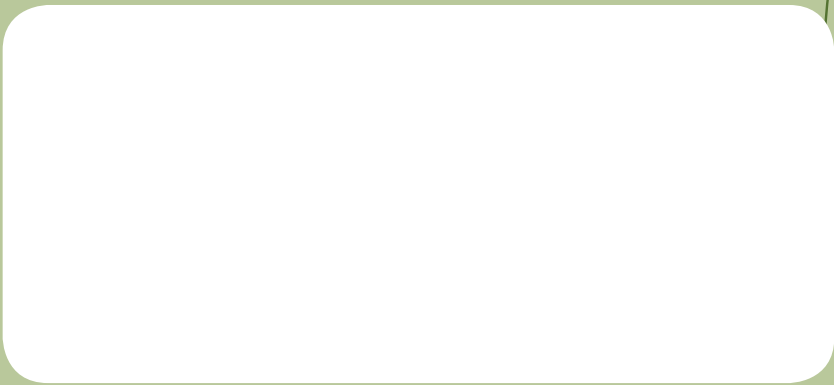
Exclusivity	Exclusive to spas & salons	Chain retail stores, pharmacies and health shops
Consumer	For the discerning consumers that purchase their skin care products only from the professional industry	For the mass consumers that purchase their skin care products from chain retailers & pharmacies
Advantages	<ul style="list-style-type: none"> • Treats FIVE symptoms in one • Results-orientated professional treatment • Refills available 	<ul style="list-style-type: none"> • Treats only ONE specific concern at a time • Quick-fix solution

Your benefit:

- » Because of a greater footprint in the market place, eyeSlices® Professional for Salons and Spas will receive **increased exposure**
- » More advertising = **more sales** for you!
- » More sales sent your way for those who want an **all-in-one** convenience

No eyes that have seen beauty ever lose their sight... Jean Toomer

For the full information experience of eyeSlices, please visit
www.eyeslices.com



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