

# biolumin-c eye serum

## bright eyes retail touch point

A Retail Touch Point is a quick interaction designed to hook a customer and bring interest to product(s). Touch is still very involved in this quick, complimentary lesson as you will apply the product onto the hand and let the customer experience it for themselves. Use this **Retail Touch Point** to help you initiate a conversation and engage with customers using new **BioLumin-C Eye Serum!**

### step-by-step:

1. Show the customer how to use **BioLumin-C Eye Serum** by applying the product to back of their hand.
  - **ProTip:** You may encourage customers to apply under the eye and along the orbital bone as well to see and feel the difference. Demonstrate how they would normally apply **BioLumin-C Eye Serum** using their ring fingers.
2. Discuss the key benefits of this product (**see benefits to discuss**).
3. Have them compare their hand with **BioLumin-C Eye Serum** to the other hand to showcase the brightening and hydrating properties of this product.
4. To conclude the **Retail Touch Point**, fill out a **Skin Fitness Plan** with your recommended 1 + 2 prescription featuring **BioLumin-C Eye Serum** and book them for a **Bright Eyes FaceFit treatment**.

As an option, you may also introduce its franchise counterpart, **BioLumin-C Serum** for this **Retail Touch Point**.



### biolumin-c eye serum benefits to discuss

**BioLumin-C Eye Serum** is a supercharged Vitamin C eye serum that outsmarts visible premature skin aging caused by daily eye movements and environmental stress to dramatically brighten and visibly firm.

This serum re-energizes the skin around the eyes with Vitamin C to:

- **Brighten** the eye area with a boost of Vitamin C
- **Firm** and reduce the appearance of fine lines and wrinkles
- **Hydrate** and exfoliate for smooth, healthy-looking skin

### Follow up treatment suggestions:

- Bright Eyes FaceFit<sup>SM</sup> treatment
- Bright Eyes Skin Bar Lesson