



renu

MONU

VITRU

What we have
done **for you** in 2006

What's **instore** for 2007

Forthcoming
exhibition details

plus
NEW YEAR
SPECIAL OFFERS

SUSAN MOLYNEUX
january newsletter 2007

What we have done for you in 2006

REBRANDING INTO MONU



The launch of Monu in the Summer brought a fresh new image to the Susan Molyneux range. The rebranded state of the art packaging fits perfectly alongside the innovative packaging of our anti-ageing range renu and our male range vitru. All of which has led to increased retail sales for our stockists.



SALES PROMOTION



NEW GIFT SETS

A selection of multi buy offers on all our gift sets throughout October, November and December was a huge success over all three months.



SALES PROMOTION

NEW POS KIT

Comprises a combination of;

- ✦ large and small ellipses for window and table top display;
- ✦ a wide variety of posters;
- ✦ a comprehensive collection of gatefold marketing cards for each skin type and for each range (MONU, RENU and VITRU);
- ✦ a counter top display for each range (MONU, RENU and VITRU); and
- ✦ our MONU tester bar.



NEW PRODUCTS

VITRU MENS RANGE

Targeted around four lifestyle needs – these being fatigue, stress and irritation, environmental damage and de-hydration.

Vitru products were designed to meet the unique needs of men.



MONU PURIFYING FACIAL WASH

BENEFITS: Effective cleansing without drying, suitable for oily skin. Balances the hydrolipidic film and protects against harmful bacteria. Promotes healthy skin.



TRAINING

NEW TRAINING COURSES



re^{nu}

A highly informative hands on training day where you will learn and experience the benefits of our top of the range anti-ageing products. You will learn a new uplifting facial massage routine as well as the application of two new facial masks.




VITRU

Breakdown any barriers and treat male clients with confidence. On this day you will learn about our professional male range of skincare and an energising uplifting treatment. This includes a fingertip pressure point massage.



PUBLIC RELATIONS & ADVERTISING



We have developed a comprehensive program of PR and advertising to increase consumer awareness and to allow us to direct consumers to our customer's salons and spas.

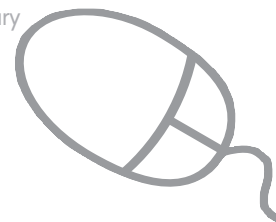
We have had excellent coverage over the last 12 months. We also aim to inform all our customers of forthcoming PR in our quarterly newsletters.

In addition, we have begun a consumer advertising campaign for our new mens range VITRU.

24 HOUR SHOPPING



This year we also introduced susanmolyneuxshop.co.uk which allows our customers to order products 24 hours a day 7 days a week. This means that customers can now spend more time focusing on their clients and do their re-ordering at their convenience in the evenings. To encourage use of the web we have held a 10% on all orders up until 31 January 2007.



What we are planning for you in 2007

NEW HEADQUARTERS AND TRAINING VENUE

In January 2007, the team will be moving to a new and improved headquarters and training venue in the centre of Cheltenham. With two fully equipped and independent training rooms we will be able to offer more places on the days you find most useful to attend.



NEW PRODUCTS 2007



Normal/ Combination facial wash **Launch - Spring 2007**

Benefits: This foaming gel wash is formulated with naturally derived surfactants to gently and effectively cleanse the skin. This wash helps to restore vitality and freshness whilst maintaining the healthy balance of the skin. Fragranced with a refreshing floral blend of essential oils.



Serums x2 **Launch - Spring 2007**

Benefits: Using the latest in skin care science, renu brings you the ultimate anti-wrinkle treatment. Indulge your senses with the luxurious texture. Faithful users will be rewarded with plump, firm, radiant skin.

RENU hand treatment **Launch - Autumn 2007**

Benefits: Your hands reveal your age just as much as your face. Coming soon, a rejuvenating hand treatment incorporating products to exfoliate, condition and pamper.



Hair and Body wash **Launch - Spring 2007**

Benefits: A zesty uplifting all over wash formulated with naturally derived surfactants to gently and effectively cleanse the skin. This wash stimulates and revives the skin, providing an instant energy charge. Fragranced with a subtle blend of earthy, woody essential oils with a powerful lemongrass kick.

SALES PROMOTION

New improved tester bar - £350 plus VAT

Updated and modified tester bar available for despatch late January. New contemporary design with the added bonus of storage facility in base. Supplied complete with 36 full size retail products in their eye catching new rebranded packaging.

New Specialist treatment Point-of-Sale material

We will be developing a range of new support material for our body and electrotherapy treatments which will include a selection of ellipses, a variety of posters and a selection of our new gatefold brochures.

Gift for Valentines Day and Mothers Day

Following on from the overwhelming success and the widespread take up of our Christmas gift selection we will have similar sets of gifts for Valentines Day and Mothers Day. The renu beauty bags and vitru travel bags were especially popular as many of our stockists took this as an opportunity to introduce their clients to a new product line.



What we are planning for you in 2007

TRAINING

NEW VENUES

New state of the art venue in Cheltenham and a new training site in Central London at the private members club Home House near Oxford Street.

NEW COURSES

The training team have been working hard to produce new courses for our customers. In 2007, we aim to launch a new retailing and sales promotion day as well as a new make-up day to support our market leading John Van G range.

SELECT SALON PROGRAM

BY INVITATION ONLY

The team at Susan Molyneux have begun to design a new Select Salon Program which will be launched early in 2007.

The programme will include:

- * Free comprehensive training program
- * Special discounting
- * Individual sale visits
- * And a personal business relationship manager who will look after all your individual business needs

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