Discovering Sei Bella®
The Essence of Sei Bella®

The Sei Bella brand is built around one singular idea:

All women are beautiful.
A Total Approach to Beauty

• Innovative skin care
• Vibrant color cosmetics
• Salon-quality hair care
Enhance your skin’s natural beauty with products designed to protect, care for, and nourish your skin, keeping you looking your very best.

- State-of-the-art science
- Natural botanicals and vitamins
- Age-defying technology and patented ingredients
Daily Life Is Hard on Your Skin

• Every day, facial skin gets coated with a layer of dirt, pollution, natural oils, and makeup

• Exposure to the elements and changes in weather disrupt skin’s moisture balance

• Daily exposure to the sun causes 90% of the external signs of aging

*Sei Bella* provides powerful solutions specifically targeted to your unique skin type.
Identify your skin type to select the right products

- Oily Skin: Skin looks shiny, feels greasy, is prone to breakouts
- Dry Skin: Skin is flaky and dull with obvious fine lines
- Combination Skin: T-zone is oily, everywhere else is dry
- Normal Skin: Skin is comfortable and clear

Identify your unique skin type with the Skin Type Worksheet.
Melaleuca.com/SeiBellaTips
Innovative Solutions from Sei Bella

1. Cleanse
2. Tone
3. Treat
4. Moisturize
Sei Bella Necessities Set

Save 20% off Preferred Member Pricing

Includes your choice of:

- Cleanser: Hydrating or Refining
- Toner: Hydrating or Clarifying
- Moisturizer: Creme or Lotion
Powerful Ingredients in Every Bottle

All Advanced Youth Revital™ Toners and Advanced Revital R3 Moisturizers™ include:

- **Carnosine** – age-defying peptide that fights free radicals and reduces wrinkles
- **Allantoin** – soothes and calms irritated skin
- **Bioflavonoids, Broccoli, and Aloe** – protect skin from pollution, stress, and premature aging
- **Soap Nuts** – ultra-gentle cleanser that clarifies and purifies skin
Sei Bella Skin Care

**Outperforms Market Leader**

Advanced Revital R3™ moisturizers outperformed Estee Lauder Moisturizers in blind consumer testing in all critical areas:

- Moisturization
- Increased supple appearance
- Overall performance

<table>
<thead>
<tr>
<th>SEI BELLA VALUE VS. OTHER LEADING MOISTURIZERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Revital R3 Age-Defying Triple Benefit Moisturizers</td>
</tr>
<tr>
<td>$28*</td>
</tr>
</tbody>
</table>

*U.S. Preferred Member price.
‡Competitor price from Sephora.com, September 22, 2016. Product names are trademarks of their respective owners.
Target Your Skin Concerns

With Sei Bella Treatments

if you are concerned about

Age spots and skin discoloration
Deep wrinkles and lines, sagging skin
Dry patches of skin and dullness
Protection against environmental factors

may we suggest

Timeless Age-Defying Serum
Skin-Revitalizing Serum
Renewing Exfoliator
Fortifying Vitamin Lotion

if you are concerned about

Fine lines and wrinkles around eyes
Crow's-feet and sagging skin around eyes
Dark circles, puffiness, and wrinkles around eyes
Loss of firmness and sagging skin

may we suggest

Wrinkle Release Eye Serum
Night Recovery Eye Creme
Bright Eyes Multi-Benefit Eye Treatment
Night Firming Treatment
**Answers to Your Treatment Questions**

**What skin care treatment should I use?**
- Use the treatments that target your areas of concern; you can use multiple treatments at a time.

**How do I properly apply multiple skin care treatments?**
- Apply eye treatments first, then facial treatments.
- Apply the lightest treatments first: serums, then lotions, then creams.

**Should certain treatments be used at specific times of day?**
- You can use the same treatments both morning and night. If you are using a variety of treatments, you can use different ones morning and night to target additional areas of concern.
Sei Bella® Luxury Creme & Serum

Clinically Proven Results

in just 28 days

- **Luxury Creme Concentrate**
  - Tightens skin
  - Reduces deep wrinkles
  - Moisturizes
  - Brightens and evens skin

- **Luxury Serum**
  - Fades skin discoloration, dark spots, and scars
  - Blurs expression lines and wrinkles
  - Brightens and evens skin
Sei Bella Luxury Creme


Astonishing results in just 28 days.
Sei Bella was proven more effective than La Prairie at:

- Improving skin tightness
- Moisturizing skin
- Smoothing skin tone
- Brightening skin
- Balancing skin pH levels

$130
Luxury Creme Concentrate

VS

$430
La Prairie®
Skin Caviar Luxe Cream
Sei Bella® Luxury Creme & Serum

Cutting-edge ingredients for the pinnacle of performance

- **Caviar Extract**
  - Deeply moisturizes and creates a protective barrier to soften skin

- **TEGO® Pep 4-17**
  - Improves skin elasticity and texture, and decreases wrinkles and lines

- **Argireline® NP**
  - Smooths skin, reducing the appearance of wrinkles in the forehead and around the eyes

- **Antioxidants**
  - Firms skin with the most potent free radical fighters available

- **Resveratrol**
  - Increases radiance, leaving skin brighter and more even-toned

- **Deep Sea Nutrients**
  - Increases turnover, promotes healthy skin, and encourages exfoliation
Sei Bella Vibrant Color Cosmetics
Enhance your natural beauty, let it shine!

- **Age-defying peptides** (improve elasticity)
- **Sunscreen in foundation** (prevention of UV damage)
- **Antioxidants** (vitamins C and E, green tea extract)
- **Vitamins, botanicals, and nourishing ingredients**
Vibrant Color Cosmetics

Enhance your natural beauty with:

- Foundation, powder, and concealer
- Eye Shadow, liner, brow, and mascara
- Blush and bronzer
- Lip color, liner, and gloss
- Eye shadow and foundation primer
- Seasonal cosmetics and shades
- Professional brushes and more!
Identify Your Skin Tone

- Easy online quiz to find your skin tone
- Simple shade selection guide
  - W = warm
  - C = cool
  - N = neutral (flatters everyone)
## Value of Sei Bella Products


<table>
<thead>
<tr>
<th>Brand</th>
<th>Product Name</th>
<th>Price</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sei Bella</td>
<td>Night Firming Treatment</td>
<td>$26.50</td>
<td>$61.50</td>
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<tr>
<td></td>
<td>Resilience Lift Night</td>
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<tr>
<td>Sei Bella</td>
<td>Timeless Age-Defying Serum</td>
<td>$22.00</td>
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<tr>
<td>Lancôme</td>
<td>Visionnaire</td>
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<tr>
<td>Sei Bella</td>
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*Melaleuca Preferred Member price. Competitor product prices from EsteeLauder.com and Lancome.com, 3/24/17. Prices may vary. Product names are trademarks of their respective owners.*
Sei Bella *Luxury Hair Care*

- Salon quality
- Clinically tested ingredients
- 4-in-1 benefits provide convenience and value
- Formula variety offers customized experience
- Sulfate-free hair care
- Protection Complex Technology™
Sei Bella Luxury Hair Care delivers…

Natural nourishing botanicals with latest scientific advancements

**Sunflower extract**
Protects and repairs against UV damage, protecting hair strength and preventing color loss.

**Sandalwood**
Reinforces hair to prevent breakage while adding brilliant shine.

**Soy protein**
Special protein binds to vulnerable spots, sealing weak points and repairing damage. Infuses hair with moisture.

**Jojoba oil**
Smoothes cuticle of hair for softness and shine while deeply conditioning hair and nourishing scalp.

**Avocado oil**
Enhances hair’s natural flexibility and prevents breakage. Nurtures hair with conditioners.

**Glycerin**
Superior moisturizer attracts hydration, helping quench even the driest, most damaged locks.
# Sei Bella Benefits vs. the Competition

<table>
<thead>
<tr>
<th>Brand</th>
<th>Product</th>
<th>Sulfate-Free</th>
<th>Color Protection</th>
<th>Thermal Protection</th>
<th>UV Protection</th>
<th>Anti-Breakage Protection</th>
<th>Benefits Included</th>
<th>Price</th>
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<tbody>
<tr>
<td><strong>SEI BELLA</strong></td>
<td>Luxury Shampoo</td>
<td>X</td>
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<td><strong>AVEDA</strong></td>
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<td><strong>PUREOLOGY</strong></td>
<td>Hydrate Shampoo</td>
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</tbody>
</table>

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Sei Bella Beauty Pack

- Includes 19 skin care and color cosmetics products
- Configurable options, save up to 32%
- Select options from *Sei Bella* Beauty Pack Order Form
The Sei Bella Advantage

- State-of-the-art science
- Natural botanicals and vitamins
- Age-defying technology and patented ingredients
- 100% satisfaction guarantee
- 30%–40% less than department store products
Tips, Tricks, and Tools

Introducing Sei Bella
Our trusted line of premium skin care and cosmetics now has a new name:
Sei Bella
You are beautiful

The sun rises on Sei Bella™
Sei Bella means "you are beautiful" in Italian, but you don't have to speak
Italian to appreciate the true beauty of Sei Bella.

Hosting a Beauty Event
Learn how to incorporate Sei Bella into your business:
Celebrate Your True Beauty
Seasonal Products + Savings
See New Products and Specials
How-To Videos
Learn how to best use Sei Bella skin care and cosmetics:
Create Your Look

Melaleuca.com/SeiBellaTips