About the Lotion

Our lotion is a natural skin care product. It contains no alcohol. It contains no paraffin wax, nor any bee's wax. The lotion is made up of only seven ingredients, pure African Shea Butter and Soya being the two main ingredients. We add aloe vera, jojoba, coconut, olive, and avocado oils as well as the fragrance oils. All of the lotion candles are made with the same ingredients, the exact same amount of each ingredient, with the only difference being the fragrance oil itself.

Our lotion is skin-safe for total body use, including the face. It is beneficial for moisturizing dry and cracked skin, nails, and cuticles. It is great for tattoos, as it protects the color from fading in the sun as well as enhancing the color of the tattoo. Product also diminishes the appearance of scars and stretch marks. We do not claim that scars and stretch marks will completely disappear. The success for this depends on variables such as the depth of scar tissue and the age of the scar or stretch mark. The lotion is great for face moisturizing, freshly shaved legs, as well as for foot rubs, back rubs, and full body massage.

One of the reasons our lotion works so well compared to many others, is because it is applied warm. The warmth opens the skin pores so that the lotion more quickly absorbs. The lotion does not stay on top of the skin. This means the lotion will not wash off nor hand sanitize away, so you get the full benefit of all of the nutrients. The skin is not left feeling greasy. Additionally, this application process keeps the lotion from transferring to other materials.

How to Use the Lotion

The lotion definitely needs to be melted to be used properly. There are three ways to melt the lotion.

- Light the wick. After about ten minutes, the lotion will form a pool, melting about a 1/8th to a 1/4th of an inch around the top of the candle. Most people prefer to blow out the flame before dipping into lotion. If using the wick to melt the lotion, the burn time should be limited to 20 minutes per use-time, per day. This helps keep the lotion level even the desired wick length.
- Place the lotion jar on a candle warmer. The entire candle will melt/liquify. Pull the wick out at that point and throw it away. The wick is not meant to be re-used if lotion is melted on a candle warmer. Candle warmer does not need to be turned off. Lotion serves a dual purpose in this manner, as the lotion is always ready to use, as well as becoming a fragrant scent for the home or work place. The only care the lotion needs, with the candle warmer, is to stir it once a week.
- Use a blow dryer (hair dryer). This will melt just enough lotion for use. Must use the lowest setting possible so that the lotion does not splatter as is melts.

Miscellaneous Information

- o Lotion will always re-solidify when heat source is removed.
- If burning wick to melt the lotion, wick must be trimmed before each use. The wick will
 appear to have a "cauliflower" appearance at its top after burning, so trim that section
 off before each use.
- Once people use the lotion regularly, it needs to be used only once per day.

Our customers tell us that our XL size containers last from 1 ½ - 2 years. Customers tell us that our large size jars last from 6 months to a year and that our small sizes last from 2-3 months. It is as though you only lose the product you take out of the jar, as there is very little evaporation and because the lotion doesn't "burn off" quite like wax candles do.

How to Sell the Lotion

Through experience we have learned that the most effective way to sell the lotion is to make sure patrons try the lotion, smell the lotion, and understand the key points about the lotion as soon as possible. We approach the customers by offering to apply the lotion to their hand. As we massage the that we have learned piques the interest of a wide variety of customers. The spiel, found below, only takes about 20 seconds.

Other points that help sell the lotion:

- Our most popular scent is Paradise, followed closely by Euphoria, Cool Water, and Love Spell.
 For customers with fragrance sensitivities or those looking for a more neutral scent, we recommend Oatmeal Milk and Honey. These are the fragrances we usually use for customer demonstrations.
- If you are able to use only one scent to demonstrate the lotion, we highly recommend sampling with Paradise. Not only is it our top seller, it is gender neutral. It is a citrus blend, and research shows us that citrus blends invigorate the brain. This is very effective for sales.
- Ensure that sales people memorize the spiel and are familiar with the remainder of the general information about the lotion.
- Understand that customers will ask questions, sometimes during the spiel, and they should
 always be told the truth about the lotion. We never exaggerate the benefits and we would
 rather tell a customer we don't know the answer than to make up an answer to a question.
- Men love our lotion as much as women do, even men that normally won't wear lotion. We never ignore the guys! If they hesitate trying the lotion, we explain that it does not feel greasy like other lotions. This is a great time to explain that because it goes on warm, the pores expand which allows the lotion to soak in. The scents we sample for the men are usually Cool Water, Oatmeal, Milk and Honey, Euphoria or Paradise.
- Our lotion is perfectly safe for babies and children. Some of our customers like to use the lotion for their baby's dry scalp; however, we don't bring this up. We have been asked about it, and we always let customers know what other customers tell us, but always add that if the lotion is used on hair, it certainly does not absorb as it does on skin.
- Over the years, we have found that a soft sale works best with this product. Of course, there are
 always regional differences, and we have learned our markets in those regions, and how to sell
 there. We just keep in mind that we are asking people to process a lot of information about a
 product that is not as well known as the usual bottled lotions found on store shelves. Usually,
 getting the lotion on their skin while giving the spiel makes the sale, with the follow-up of having
 customers smell the scents and with answering their questions.

Lotion Candle Spiel

This is the spiel given to patrons as the lotion is massaged into the hand:

This is a candle made entirely out of lotion. It is all natural, Shea butter- and soy-based, with no wax, no paraffin, and no alcohol. It goes onto your skin two degrees above body temperature, which expands your pores, allowing the lotion to absorb entirely, rather than staying on top of your skin. This way, it does not wash off, hand sanitize away, nor leave you feeling greasy like most lotions do. It is great for dry and cracked skin, nails, and cuticles, as well as for scars, stretch marks, and tattoos. Great for foot or back rubs, and makes a wonderful body massage oil. Now, smell your hand!