
10 REASONS 'WHY' MOTIVES

MOTIVES BY LOREN RIDINGER IS A WORLD LEADER IN THE CUSTOMIZED COSMETICS INDUSTRY.

MOTIVES IS WORN BY SOME OF TODAY'S HOTTEST CELEBRITIES AND IS A FAVORITE OF MAKEUP ARTISTS, MODELS AND PHOTOGRAPHERS. MOTIVES BY LOREN RIDINGER STRIVES TO EMPOWER PEOPLE EVERYWHERE TO LOOK AND FEEL BEAUTIFUL INSIDE AND OUT, WHILE PROVIDING THOUSANDS OF CONSULTANTS WORLDWIDE WITH AN OPPORTUNITY TO LIVE THE LIFESTYLE THEY HAVE ALWAYS DREAMED ABOUT.

1 | TOP-OF-THE-LINE COSMETICS WITH AFFORDABLE PRICING

- Cosmetics that complement every skin tone
- Perfect formula and pigmentation for easy application
- Proprietary formulas

2 | MOTIVESCOSMETICS.COM WEBSITE

- Personalized site that is consistently updated with fresh content
- Taps into the fastest growing distribution channel in beauty care
- Gives your customers the opportunity to shop 24/7

3 | LOREN RIDINGER

- Named as one Vogue's Top 100 Most Influential Women
- Awarded the Woman of Substance and Style Award
- Recognized by Fashion Group International for her contribution to the fashion and beauty industry
- Named Entrepreneur of the Year by Business Leader Magazine three years in a row
- Her personal blog, LorensWorld.com, was named as one of Forbes' Top 100 Websites for Women
- Named one of the Top 50 Most Motivational People of the Web and Twitter

4 | CUSTOMIZABLE FOUNDATIONS UNRIVALED ANYWHERE IN THE INDUSTRY

- Provides an unparalleled opportunity to offer exclusive products, foster customer loyalty and reap substantial profit
- Includes modifiers and enhancers that allow you to further customize the foundation and target specific concerns

5 | PRESS AND MEDIA EXPOSURE

- Motives has a loyal celebrity following

- Through magazines and websites, the Motives brand is exposed to over 90 million consumers worldwide

6 | EDUCATION AND TRAINING

- Affordable national training system
- Informative training courses in makeup application and business building
- Business training and coaching by experienced Motives Beauty Advisors

7 | MOTIVES ONLINE PARTY

- Allows anyone to host a Motives cosmetics party online
- With the help of social media, this interactive tool allows you to have an online party from the comfort of your home

8 | CUSTOMER REWARDS PROGRAM

- Earn Cashback of 2% or more on Motives online purchases
- Earn ½% Cashback on referred friend's purchases
- Redeemed Cashback can be used to purchase products on motivescosmetics.com
- Redeem Cashback for a minimum of a \$10.00 check

9 | MOTIVES PRO ARTIST PROGRAM

- Makeup artists can purchase Motives products at wholesale price and earn up to 40% retail profit on sales
- Exclusive artist promotion on motivescosmetics.com
- New customer referrals

10 | PROVEN BUSINESS MODEL TO ACHIEVE FINANCIAL SUCCESS FOR YOU AND YOUR BUSINESS

- Business-building tools, support and education provided
- Create the lifestyle that YOU want
- Earn the income YOU desire