



THE BODY SHOP



GET READY. GET SET.

START UP

STARTER/BUSINESS KIT GUIDE

UNITED STATES

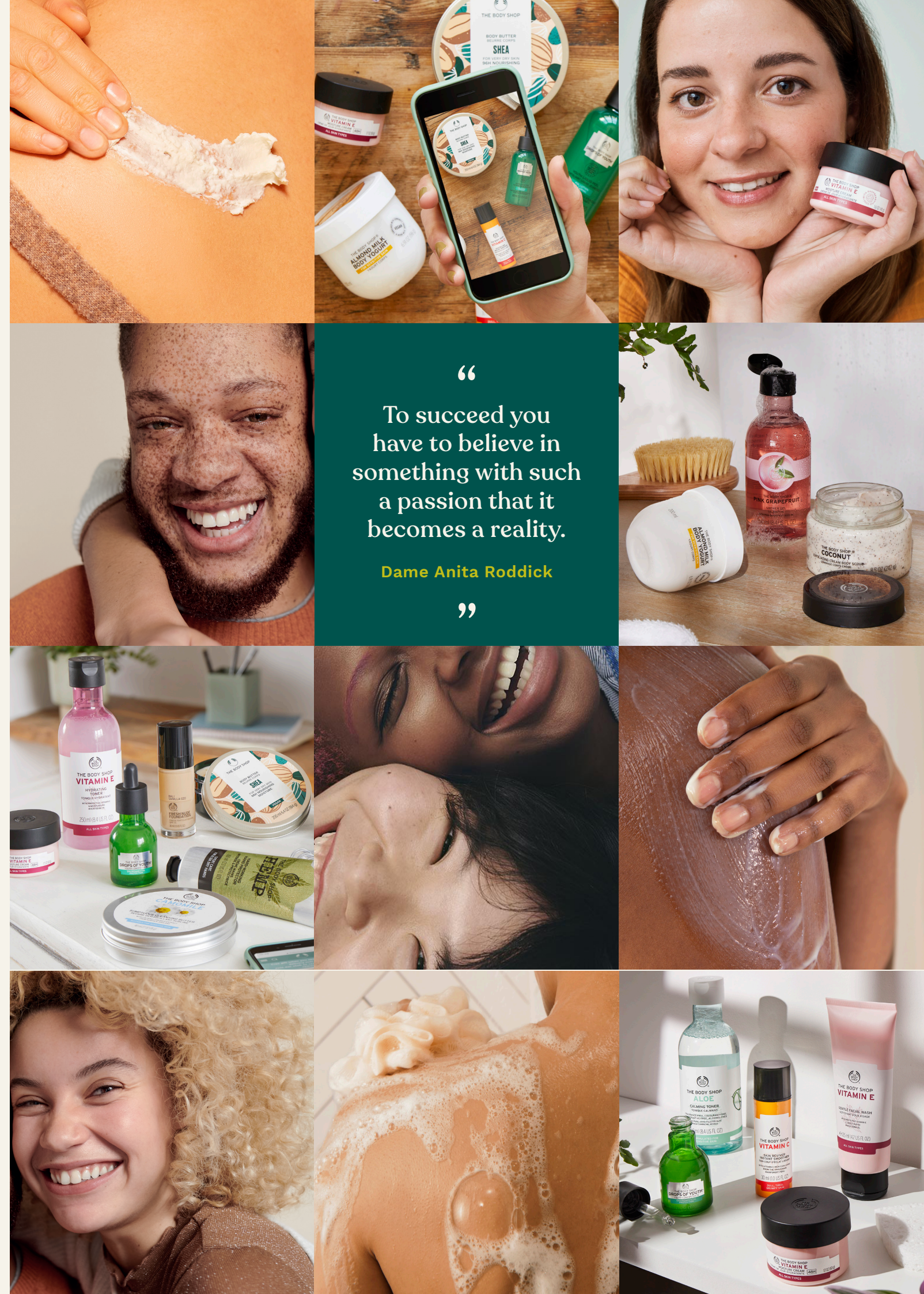


**YOU. ON THE FAST  
TRACK TO  
SUCCESS**

Welcome, we're so excited that you are part of our collective of bold changemakers. Now you can turn your passion for beauty into profit by sharing the products you love with people in your social network, digitally or in real life. And start earning!

Use this guide to familiarize yourself with The Body Shop's iconic products and best-selling beauty routines. The help you need to get up and running is on hand, and you'll also have the support of a cool community of strong individuals. There's really nothing stopping you from getting on the fast track to success. Let's get going!

**In business for yourself,  
never by yourself.**





# GET THE KIT. KICK START YOUR BUSINESS

When you signed up as an Independent Consultant, you selected the kit that suited your budget and business aspirations. Let's discover the exciting products to get your business off to a flying start. You'll be slathering and smothering your way to building a business in no time.

## STARTER KIT



The Starter Kit contains our 5 'Wow' bestsellers that easily and visibly demonstrate their goodness. They also make for highly impactful photos and videos which you can upload and share and that will make you a beauty influencer! You will also have access to valuable business tools.

**\$49**  
worth  
over  
**\$100**

## BUSINESS KIT



The Business Kit contains 15 iconic beauty chart-toppers. It comes filled with great ideas for making sales along with product you can bundle as experiences your customers will adore. Along with all the information and valuable business tools you will need. Yoohoo... let's get going!

**\$79**  
worth  
over  
**\$250**



# START UP THE POSSIBILITIES

The Starter Kit is your business in a box. In it you will find a selection of the most demonstratable and best-selling products. They've been selected with care for you to ease your way into the business of social selling, or have it as a side hustle.

## Spread and slather. Share the love.

The kit consists of products that capture different textures, scents and ranges. Essentially, they represent everything that's unique and good with The Body Shop. They also make for highly visual, simple demonstrations and fun events. Capture and use them on your social media channels. Share your product stories and experiences, in real life, or virtually, with those in your social network.

**GET READY, GET SET, START UP!**



# THE STARTER KIT



# WHAT YOU SEE, IS WHAT YOU LOVE

Slather, scrub, smooth, shower,  
spritz... and shine!

## NATURE'S SOOTHING SAVIOR

Helps to melt away makeup  
and impurities as it nourishes,  
cleans, softens and soothes skin.

### CAMOMILE SUMPTUOUS CLEANSING BUTTER



ENRICHING  
BUTTERS  
AND OILS

FOR  
REFINED  
SKIN



## POWERFUL POT OF GOODNESS

Rebalance and purify skin!  
Mud-textured exfoliating  
mask that deeply cleanses.

### HIMALAYAN CHARCOAL PURIFYING GLOW MASK

## MAGIC IN A BOTTLE

This clever gel helps to lift away  
impurities, dead skin cells and  
pollutants, leaving skin looking  
clean and feeling fresh.

### DROPS OF YOUTH™ YOUTH LIQUID PEEL



POWERFUL  
EDELWEISS  
PROTECTS  
& REPAIRS

## OUR SOFT-HANDS HERO

Nourishing protective hand  
cream intensely moisturizes very  
dry skin back to smoothness.

### HEMP HARD-WORKING HAND PROTECTOR



24 HOUR  
MOISTURE

“

I had no experience,  
but fell in love with the  
products and could genuinely  
recommend them.

BELINDA POLLEY,  
SAPPHIRE VICE PRESIDENT, UK

”

## SUPER RICH, NEVER GREASY

Indulgent buttery formula  
glides over the skin to leave  
even the driest skin feeling  
silky smooth.

### SHEA BODY BUTTER



97%  
ingredients  
of natural  
origin



# THE STARTER KIT



FIND OUT  
MORE AT  
TBS LEARNING



# THE BUSINESS KIT

## UNBOX GRAND POSSIBILITIES

The Business Kit is your business in a box, designed to be the perfect start for entrepreneurs intent on building a full-time social selling business. In it you will find a comprehensive array of the most demonstratable, iconic and best-selling products.

### Spread the word. Share the love

The kit consists of products that capture different textures, scents and colors. Essentially, they represent everything that's unique and good with The Body Shop. They also make for highly visual, simple demonstrations and fun events. Capture and use them on your social media channels. Share your product stories and experiences, in real life or virtually, with those in your social network.

### GET OFF TO A ROARING START!





# GOING SO MUCH DEEPER THAN SKIN DEEP

Products everyone loves to love



## MOISTURE BOOST

After two weeks' use, skin feels nourished, supple and replenished with moisture.

### ALOE CALMING TONER

REMOVES IMPURITIES

## MAGIC IN A BOTTLE

Lightweight serum that's rich with natural antioxidants keeps skin feeling fresh, smooth and moisturized.

### DROPS OF YOUTH™ YOUTH CONCENTRATE ENVIRONMENTAL PROTECTION

POWERFUL  
EDELWEISS  
PROTECTS  
& REPAIRS



## CLEAN MOISTURE

The daily use cleanser that hydrates for skin that feels soft and refreshed.

### VITAMIN E GENTLE FACE WASH



RICH IN  
ANTIOXIDANT  
RASPBERRY  
SEED OIL



SOFT,  
SMOOTH  
SKIN

## REFRESHING AND NOURISHING

Lightweight, fast-absorbing body moisturizer for 48-hour long ultra-hydration.

### ALMOND MILK BODY YOGURT

## SMOOTH, SOFT, MOISTURIZED

Your everyday skin hero that moisturizes and maintains skin's natural barrier.

### VITAMIN E MOISTURE CREAM



FAST  
ABSORPTION  
INTO SKIN

## SENSORIAL DELIGHT

Crisp lemony fragrance makes you feel clean, even as your palms and pinkies are kept squeaky clean.

### LEMON CLEANSING PURIFYING HAND WASH

ZESTY  
LEMON  
CLEANSING  
POWER



HEALTHY  
FRESH  
LOOKING  
SKIN



## BUFFED AND BEAUTIFUL

Rich, creamy and packed with exfoliating particles to smooth and refine the skin.

### COCONUT EXFOLIATING CREAM BODY SCRUB

# THE BUSINESS KIT



FIND OUT  
MORE AT  
TBS LEARNING



# THE BUSINESS KIT



## SPREAD THE LOVE

Nourishing multi-purpose shea butter is perfect for the body, hair, face and lips.

### SHEA BUTTER



FOR BODY,  
HAIR, FACE  
& LIPS



ENRICHING  
BUTTERS  
AND OILS

## NATURE'S SOOTHING SAVIOR

Helps melt away makeup and impurities as it nourishes, cleans, softens and soothes skin.

### CAMOMILE SUMPTUOUS CLEANSING BUTTER



## REFRESHING WAKE & SHAKE

Enriched with nutrient-rich Pink Grapefruit and honey for skin feeling clean, soft and fresh.

### PINK GRAPEFRUIT SHOWER GEL

ZESTY,  
SENSORY  
LATHER

## POWERFUL POT OF GOODNESS

Rebalance and purify skin! Mud-textured exfoliating mask that deeply cleanses.

### HIMALAYAN CHARCOAL PURIFYING GLOW MASK



FOR  
REFINED  
SKIN

## 24-HOUR MOISTURE

Nourishing protective hand cream intensely moisturizes very dry skin back to smoothness.

### HEMP HARD-WORKING HAND PROTECTOR

ENRICHED  
WITH HEMP  
SEED OIL



RICH  
SOURCE OF  
VITAMIN C  
FOR SKIN



## GET THE GLOW

Immediately smoothes and boosts skin's radiance to leave it ready for makeup.

### VITAMIN C SKIN REVIVER INSTANT SMOOTHER



POWERFUL  
EDELWEISS  
PROTECTS  
& REPAIRS

## MAGIC IN A BOTTLE

This clever gel helps to lift away impurities, dead skin cells and pollutants, leaving skin looking clean and feeling fresh.

### DROPS OF YOUTH™ YOUTH LIQUID PEEL

97%  
ingredients  
of natural  
origin



## SUPER RICH, NEVER GREASY

Indulgent buttery formula glides over the skin to leave even the driest skin feeling silky smooth.

### SHEA BODY BUTTER



FIND OUT  
MORE AT  
TBS LEARNING



# CREATE ROUTINES THAT ENHANCE AND EMPOWER

## Collections to bring out the best in body, mind and soul

Our products are exceptional on their own, it's a no-brainer that they are iconic and loved around the world! They're also amazing when you mix and match them in a collection. You can build personalized routines. And yes, by doing so, create immersive experiences...



## FACE



**CLEANSE**  
Vitamin E  
Face Wash



**TREAT**  
Himalayan Charcoal  
Purifying Glow Mask



**MOISTURIZE**  
Vitamin E  
Day Cream



# EXPERIENCES

## SHOWER



**SCRUB**  
Coconut  
Exfoliating Cream



**CLEANSE**  
Pink Grapefruit  
Shower Gel



**MOISTURIZE**  
Shea  
Body Butter



# SELF-LOVE RITUALS EVERY BODY NEEDS

**Products that love one another belong together!**  
Your customers will adore collections that make for moments of self-love. Inspire them to indulge in routines, with products that blend and melt into one another. And that create sensational experiences they'll keep them coming back for. Again and again....



**CLEANSE**  
Camomile Sumptuous  
Cleansing Butter



**TONE**  
Calming  
Toner



**TREAT**  
Drops of Youth™  
Youth Concentrate

## BEDTIME



**REFRESH**  
Lemon Purifying  
Hand Wash



**SCRUB**  
Coconut  
Exfoliating Cream



**MOISTURIZE**  
Hemp Hard-Working  
Hand Protector

## HAND

# EXPERIENCES





Unboxing your Kit is a joyful experience. Consider what it represents: the start of your very own business... how cool is that! These are what golden selfie moments are made of, so click and share digitally. Build inspiring stories about your journey and gather followers. Who knows how many of those you inspire would want to join you?

How much you grow your business is totally up to you. All you need is your phone, a sense of purpose and a good dash of passion, and baby, you're in business!

**Now, let's make it work for you!**

**LET'S GET STARTED**





thebodyshop

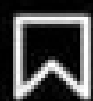


# 1 CLICK & SHARE

Here's looking at you,  
beauty influencer!

Use the power of social media to connect, share stories, engage, and influence your customers. Capture and spread your unboxing experience and build a world of followers.

#TBSAH





## 2 SPREAD THE WORD

**Create stories that others will love to read**

People want products that cater to their unique needs. And those in your social circle will be eager to share your passion and joy. Believe in yourself and sell it with soul!  
**#TBSAH**







# 3 MAKE A SOCIAL BUZZ

Who doesn't love a good event?

Our story is best told person-to-person, even over FaceTime or Zoom. Get a group together and have an event.

**#TBSAH**



# 4 TAP INTO SUPPORT

**We're always here for you**

Explore all the tools, trainings, and literature that we have available. Connect with your leader and others in your team for help and guidance. Together we grow! Take a look at TBS Learning.





THE BODY SHOP AT HOME™

**YOU ARE PART OF  
SOMETHING  
GREAT  
MORE THAN A BUSINESS  
A BEAUTY  
MOVEMENT**