



STARTER KIT

Congratulations on starting your journey with Jordan Essentials! The Starter Kit is your ultimate toolbox for success, packed with essential products and materials to help you kick off your business in style. Your kit provides everything you need to share the joy of Jordan Essentials with friends, family, and new customers while showcasing the brand's commitment to natural, effective products.

STRATEGIES:

The Starter Kit is designed to help you connect with a wide range of customers who value wellness, natural ingredients, and high-quality products. Tailor your approach based on your audience. It is the ideal way to introduce Jordan Essentials to your community.

Host home parties or virtual events to let others experience the products firsthand while you showcase their benefits. Create sample packs to share with potential customers, adding your contact details for easy follow-up.

For a more personal approach, offer one-on-one consultations to recommend the perfect products for individual needs. Share your personal success story with the Starter Kit to inspire others, and keep products on hand as thoughtful gifts to spread awareness and excitement about Jordan Essentials.

MARKETING & SOCIAL TIPS:

- **Post Unboxing Videos:** Share your excitement by creating an unboxing video of your Starter Kit on social media. Highlight each product and its benefits to build anticipation.
- **Customer Testimonials:** Use testimonials or reviews to showcase how Jordan Essentials products make a difference in daily lives.
- **Create How-To Content:** Share practical tips and tricks for using the products in everyday routines.
- **Engage in Social Media Challenges:** Use the 15 Day Social Media Challenge, found in JEU and Boards to build a following and engagement.
- **Showcase Versatility:** Highlight the range of products in the kit and how they cater to different needs, such as skincare, relaxation, and family wellness.

With the Starter Kit, you have all the tools to build a thriving Jordan Essentials business—now is the time to share your enthusiasm, educate your audience, and inspire others to join your journey!

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Beneficial Products

JORDAN
ESSENTIALS



Vanilla Pear Salt Scrub

Benefits: Infused with mineral-rich Dead Sea salts, this scrub gently buffs away dry, dull skin while the warm, sweet scent of vanilla and the crisp, fruity notes of pear create a spa-like experience. Your skin will feel refreshed, silky smooth, and beautifully nourished.

Tips: Use with Foaming Hand Soap for an at-home spa experience.

OMH Lotion Bar

Benefits: Rich in natural emollients to soften and nourish dry or rough skin, while the comforting scent of Oatmeal, Milk, and Honey provides a cozy, calming experience. Its solid form is mess-free, long-lasting, and easy to use on the go.

Tips: Warm the bar in your hands and glide it over dry areas like elbows, knees, and hands for targeted hydration. Keep one in your bag for quick touch-ups, especially during dry or cold weather. Ideal for soothing and protecting skin year-round.



Rose Gold Shea Butter

Benefits: Shea Butter is rich in fatty acids and vitamins that deeply hydrates and nourishes the skin, helping to soothe and repair after intense physical activity.

Tips: Recommend for use post-shower to lock in moisture and keep skin feeling soft and smooth.



Vanilla Pear Foaming Hand Soap

Benefits: Gentle and effective, this soap cleanses hands while leaving them soft and moisturized. This creamy plant based soap is DEA, SLS and Paraben FREE!

Tips: Perfect for kitchen and bathroom sinks; emphasize its natural ingredients and moisturizing properties



Helio Shea Butter

What is Helio? Helichrysum essential oil is the hero in this product! Sourced from the *Helichrysum italicum* plant, it's renowned for its numerous healing properties. It has also been used in traditional medicine for centuries for its wide range of benefits for the skin and to the body and mind.

Benefits: Helio is blended in our Phyto-Essential blend of Aloe, Seaweed, Green Tea and Chamomile, providing a comprehensive skincare solution that soothes, protects, and revitalizes your skin, leaving it feeling nourished, balanced, and refreshed. Think muscle relaxation, skin recovery, soothing irritation, reducing inflammation and supporting overall antiaging skin health!

Tips: Keep on hand for soothing application to achy muscles and stiff joints.



Skin Relief Repair Cream

Benefits: Proprietary Phyto-Essential blend of Aloe, Green Tea, Seaweed and Chamomile provides quick relief for irritated or itchy skin with a blend of soothing ingredients, such as Shea Butter and Vitamin E.

Tips: Keep it handy for bug bites, rashes, or minor skin irritations. A go-to favorite for sunburn and windburn! Do not use on broken skin.



Copa-Calm Magnesium Spray

Benefits: Combines muscle-soothing magnesium with the calming properties of Copaiba and a carefully curated blend of essential oils to reduce stress, relieve tension, and support overall relaxation. The spray application allows for quick absorption and easy use anytime, anywhere.

Tips: Spray onto sore muscles or tension areas for quick relief. Use during a hectic day to calm your mind or as part of your nighttime routine to unwind and prepare for restful sleep. Perfect for travel or on-the-go relaxation.

Renew Magnesium Stick

Benefits: Your go-to solution for on-the-spot soothing relief! Packed with nourishing ingredients like magnesium and powerful essential oils, the Renew Stick provides targeted comfort for tired muscles, tension, and everyday aches.

Tips: Compact and easy to apply, it's perfect to toss in your bag for quick relief wherever life takes you.



Peppermint Magnesium Lotion

Benefits: Provides targeted relief to sore muscles and joints with the cooling sensation of Peppermint, while magnesium works to relax muscles and support overall wellness. The refreshing aroma of Peppermint energizes the mind, promotes clarity, and helps soothe everyday aches.

Tips: Apply after a workout for quick muscle relief or use on temples and neck to ease tension and revitalize your focus during the day. Excellent for application before bed to relax muscles too. Perfect for on-the-go soothing or as part of your daily self-care routine.



Copa-Calm Magnesium Lotion

Benefits: Provides comprehensive relaxation and recovery by combining muscle-soothing magnesium with the calming and anti-inflammatory properties of this powerful essential oil blend, offering an effective and natural solution to enhance mood, relieve tension, and support overall well-being.

Tips: Perfect for a nighttime routine; apply to sore muscles before bed.



Naturally Unscented Magnesium Lotion

Offers a simple yet powerful way to soothe muscles and support wellness without any added fragrance. This versatile lotion is perfect for those with sensitive skin or scent sensitivities, providing all the benefits of magnesium in its purest form.

Benefits: Delivers muscle-relaxing magnesium to support recovery, ease tension, and promote overall wellness. The gentle, fragrance-free formula is ideal for sensitive skin and can be used by the whole family. Perfect for layering with essential oils or other skincare products.

Tips: Use as a base to customize with your favorite essential oils or apply directly to sore muscles, joints, or tension areas for targeted relief. Ideal for daily use, especially before bed, to promote relaxation and restful sleep.

