

Dear Dr. Jones,

Your mission is to help your clients uncover the beautiful skin within them. Luminoso Studios can help.

I'd like to extend to you an invitation to partner with Luminoso Studios – to supply our new Illustre Essenza™ skin care products to your clients. By partnering with us, you'll be offering your clients more than professional in-office skin care services – you'll be offering a luxurious, effective take-home solution, as well. And that will keep your clients coming back to you time after time.

Your clients won't find Illustre Essenza™ products on the shelf at the beauty shop. That's because we believe that our ultra-high quality, effective skin care products are best paired with a medically supervised skin care program – programs just like the ones you offer.

I understand that you're very particular about the products you recommend to your clients. But you can put Illustre Essenza™ on your shelves without worry. Because with Illustre Essenza™, the difference is real.™ Let me share a few details:

- Illustre Essenza™ products are a luxurious and invigorating combination of antioxidants, peptides, moisturizers and revitalizing essential oils designed to minimize the appearance of fine lines, wrinkles and skin discoloration – the telltale signs of aging – and to help your clients' skin look and feel smoother, tighter and younger
- Our products are formulated with optimal concentrations of technologically advanced active ingredients like Matrixyl™3000* and Argireline®** to provide more of what your clients' skin needs to help reverse the signs of aging
- All of our products are Chirally Correct® – they're designed to work *with* your body's natural functions, not against them
- Illustre Essenza™ products are Paraben free – we select the only those ingredients that are *natural in origin*, ingredients such as Citrus Sinensis (Sweet Orange Oil), Camellia Sinensis (Green Tea), and D-alpha Tocopherol (Vitamin E)

I think that being able to offer your clients a line of skin care products that are Paraben free, Chirally Correct®, and formulated with only the finest ingredients is a benefit that speaks for itself. But it's not the only benefit you'll receive by partnering with Luminoso Studios. In addition:

- You'll receive generous product samples with each order
- Luminoso Studios provides marketing and training support for all our products
- Our attractive packaging offers great shelf appeal
- This partnership opportunity is a chance for you to boost your revenue by offering a luxurious, effective take-home solution in addition to your in-office services

* Matrixyl™3000 is used under authorization of Sederma, Inc.

** Argireline® is a registered trademark used under the authorization of Lipotec, S.A.

If you're ready to go ahead and set up a partnership with Luminoso Studios to supply our new Illustre Essenza™ skin care products to your clients, great! If you'd like to ask us some questions first, that's great too! Call us at 800-555-1234 or send us an e-mail at sales@luminosostudios.com.

Illustre Essenza: Simple. Effective. Results.™

Sincerely,

Sandy Tirado
Vice President of Sales
Luminoso Studios

P.S. Call 800-555-1234 today to find out how Luminoso Studios can help you help your clients uncover the beautiful skin within them.

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