

# XERA XPERIENCE

## KEY TALKING POINTS FOR HOSTS

### OPEN THE CONVERSATION

- Break the ice, set expectations, and shift from “sales mode” to experience mode
- Acknowledge common skincare frustration: expensive products, complicated routines, inconsistent results
- Set the tone that this is hands-on, interactive, and casual
- Reinforce why this is happening in person – skin results are best understood when you can see and feel them
- Invite questions early so guests feel involved, not “talked at”

### THE BIG PICTURE

- Help guests understand what makes XERA different before diving into steps
- Position XERA as advanced skin technology, not traditional skincare
- Explain that most products focus on surface-level improvement – XERA supports skin function and communication
- Introduce proprietary exosome technology as the core differentiator (without getting overly technical)
- Emphasize that this system was built for visible, transformative results, not just maintenance

### WHY THIS SYSTEM MATTERS

- Address skepticism + explain why a 3-step system beats one-off products
- Speak to the frustration of mixing random products that don't work together
- Explain how each step prepares the skin for the next – results compound when used as a system
- Highlight that simplicity = consistency, and consistency = results
- Reinforce that this system fits into real life – no complicated routines, no guesswork

### DEMONSTRATION

- Turn curiosity into belief through real-time proof
- Walk guests through the targeted application zones (reference the full User Guide diagram for visual support)
- Demonstrate each step while explaining what it's doing (prep, activate, target)
- Encourage guests to feel textures, notice absorption, and watch changes in the skin
- Point out immediate sensations (tightening, hydration, smoothness) without overpromising
- Reinforce that visible results can start quickly, but long-term changes come from daily use

### LET THE RESULTS SPEAK

- Encourage guests to compare one side of the face to the other
- Point out changes in tone, tightness, glow, or texture
- Normalize different reactions – results vary based on skin type and concerns
- Reinforce that real results don't need hype – they're noticeable

### MAKE IT PERSONAL

- Help guests mentally place XERA into their own routine
- Ask about personal skin concerns (aging, texture, dullness, firmness, dryness)
- Connect specific concerns back to how the system supports skin renewal
- Encourage guests to share what they've tried before and what hasn't worked
- Talk about how skin concerns often change over time – what worked in your 20s may not work now
- Help them envision using this consistently – morning, night, lifestyle fit

### LIFESTYLE + LONGEVITY

- Shift mindset from “quick fix” to long-term skin investment
- Frame XERA as something that grows with your skin over time
- Talk about preventative care, not just corrective measures
- Emphasize that longevity skincare is about cell communication and repair, not masking issues
- Share that investing in skin early creates compounding results over time – Encourage guests to think about how they want their skin to age, not just how it looks today
- Highlight that REAL innovation matters more than trends
- Reinforce that better skin comes from supporting it daily, not chasing fads

### ENCOURAGE SHARING

- Extend the experience beyond the room
- Encourage documenting reactions, not perfection
- Suggest sharing real moments: first impressions, skin feel, side-by-side results
- Reinforce that personal experiences are more powerful than marketing claims
- Remind hosts that community conversations build momentum organically