

# CELAVIVE™

## SHARING YOUR RESULTS

### A QUICK GUIDE TO MARKETING YOUR BEFORE AND AFTER PHOTOS

USANA® CELAVIVE™ is a brand new, comprehensive approach to skincare that harnesses the science of InCelligence® technology to specifically target your unique beauty needs. By combining natural botanical extracts and powerful peptides, Celavive delivers nutrients formulated to reduce years of visible aging and dramatically revive your complexion.

### WHY SHARE A BEFORE AND AFTER PHOTO?

Sharing your Celavive results with powerful visuals is a great way to attract potential customers and gain momentum in your USANA business.

Celavive products contain concentrated active ingredients that are designed to offer real results, so be sure to snap a photo before you begin your regimen. After four weeks of consistent use, document your progress with an after photo. Then, it's up to you to start sharing your results with the world.

## CAPTURING THE PERFECT PHOTO



### LIGHTING

Good lighting is key but can be tricky to achieve. Natural light is always best, so try to take your photo during the day. If possible, stand in front of a window or somewhere with filtered sunlight. Avoid directly facing the sun as it can create unwanted shadows and cause you to squint.



### MAKEUP

Be sure to have a clean, makeup-free face with your hair pulled back. Feel free to apply your Celavive moisturizer, but avoid any makeup in your photo.



### DON'T USE FILTERS

A good filter or app helps us achieve photo perfection, but we want you to show your true, beautiful results. With Celavive, there's no need to use fancy filters, so avoid creating images that are enhanced or modified in any way.



### ANGLE

It's all in the angle. It's common for people to angle their phone or camera upwards when taking selfies, but when taking a before or after photo, it's best to bring the camera closer to your face.

Use the selfie mode on your phone or camera so you can get a good look at yourself.



### EXPRESSION

We love to see you smile, but for before and after photos, showing off your pearly whites can alter your appearance. It's best to look straight into the camera with a relaxed, natural expression.



### CONSISTENCY

We recommend posting before and after photos that use the same lighting and angles each time. Be sure to wear similar colours and styles in both photos. Continue tracking your progress, and share your results every four weeks.

# EXAMPLES

Once you've snapped the perfect before and after photo, share it with your friends and followers by posting it to your social media accounts. You can also submit your before and after photos to USANA so we can bask in your beautiful results.



BEFORE



AFTER

Don't forget to use **#CelaviveSelfie** for a chance to be featured on our official social media pages.

Visit **celavive.com** to learn more about this breakthrough product line, only from USANA.

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It is unlawful to post before and after photos in some markets, including China and Korea. Some markets may require government approval for product advertisements on social media. Do not post photos outside of the legal guidelines. Our products work great and we want you to show the true results. Do not use photos that have been altered or edited from the original form that may exaggerate the efficacy of Celavive products or mislead consumers in any way.