

AMWAY HOME™ L.O.C.™ Soft Cleanser

KEY PRODUCT MESSAGE

High-performance cleanser with a biodegradable formula that includes ingredients sourced from plants and minerals. Just a small amount handles the toughest spots and stubborn stains without scratching or leaving any harmful residue.

PRODUCT OVERVIEW

- Just a small amount, and this biodegradable formula that includes natural-based ingredients powers away tough spots and stains without leaving behind any residues or streaks – just a fresh, citrus scent
- Perfect for bathroom ceramic tiles, ceramic cooker hobs, showers, shower doors, toilets, fixtures, sinks and plastic bathtubs
- Mild enough to clean even stainless steel without scratching, it can also be used on iCOOK™ Stainless Cookware

TARGET CUSTOMERS

Conscientious customers who are looking for:

- An easy-to-use cleanser that handles even tough stains without scratching
- A product that cleans effectively using ingredients derived from natural sources, making it a great choice for families and for the environment



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FEATURES / BENEFITS

FEATURE	BENEFIT
This rich and creamy formula features BIOQUEST FORMULA™ technology that includes active ingredients derived from plants and minerals	Safely cleans most surfaces, including ceramics, porcelain, stainless steel, aluminum, chrome and fiberglass
Dermatologist tested, it contains no phosphates, harsh acids or alkalis or chlorine and leaves no harmful residues	A great choice for you, your family and for the environment

CONVERSATION STARTERS

- When you are engaging in a selling conversation with a customer, start by asking questions about their home and cleaning products they prefer. Having background information on your customer helps you select the right products for their needs.
- Do you find it difficult to effectively clean tough spots, stains and grime without scratching shiny surfaces?
- Would you prefer a powerful cleanser that works in the bathroom and kitchen that contains natural-derived ingredients that is safe for my home, family and the environment?



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PRODUCT USAGE

HOW TO USE: Apply a small amount onto a damp sponge. Scrub surface with the sponge. Rinse or wipe clean with a damp sponge or cloth.

- To prevent scratching of appliance enamel, aluminum, fiberglass or plastic bathtubs and showers - use cleanser sparingly and rub gently with a damp sponge

DEMONSTRATION “Gentleness Demonstration”

Demonstrate how to demonstrate the effective cleaning power and gentleness of L.O.C. Soft Cleanser.

- **Purpose:** Even though aluminum foil is easily scratched, L.O.C. Soft Cleanser left little or no visible scratches on the aluminium foil. The scrubbed section is still shiny!
- **Materials needed:** aluminium foil (30cm x 30cm), small sponges or cloth sections, soft drying cloth or towel, warm tap water, L.O.C. Soft Cleanser, competitive soft cleanser (optional)

Instructions:

1. Apply a small amount of L.O.C. Soft Cleanser onto a dampened sponge or cloth and apply onto a section of foil (shiny side up)
2. Using moderate pressure, rub the cleanser back-and-forth along a straight line on the foil
3. Rinse the foil to remove any L.O.C. Soft Cleanser residue, then dry the foil with a soft drying cloth or towel
4. Place the foil section flat on a countertop and evaluate the section scrubbed with the product
5. (Optional) repeat steps 2 – 5 using a competitive product. Most competitive “soft” cleansers will leave severe scratches on aluminum foil



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CROSS-SELLING PRODUCTS

Use these selling techniques when planning a conversation or during a sales meeting. Cross-selling other products shows customers you're concerned about all of their needs and empowers them to make an informed choice about the best products.

Specific Cross Selling Opportunities:

- **iCOOK™:** With iCOOK cookware, food looks better, tastes better and retains more nutrients through the exclusive the iCOOK VITALOK™ cooking method.
- **AMWAY HOME™ DISH DROPS™ SCRUB BUDS™** These reusable scouring pads are ideal for scrubbing cookware and for use on a range of surfaces, from cook tops , non mirrored pots and pans to grills and crockery. It is rust-resistant and won't splinter or break apart . Dishwasher safe.

FOLLOW-UP

Within 1 Week:

- Follow up with your customer to see if they need any information on how to use the product

1 Month:

- Your customer has had time to use the product and at one month it is a great time to get feedback on their product satisfaction
- Make sure to ask your customer questions about how they are using the product and how often they are using it to get an indication of when they may need to re-order
- This product will likely last longer than other competitor products, however, how long it does last will vary based upon individual cleaning habits, lifestyle etc

3 – 6 Months:

- Follow up with your customer after 3 – 6 months to see if the product needs to be re-ordered
- You may also want to take the opportunity to cross-sell with additional surface products within the category or newly launched product offerings

