

AMWAY HOME™ L.O.C.™ Metal Cleaner

KEY PRODUCT MESSAGE

Quickly and easily removes tarnish and heat burns from unlacquered copper, solid brass and stainless steel.

PRODUCT OVERVIEW

- This biodegradable cleaner uses exclusive BIOQUEST FORMULA™ technology
- Non-toxic, non-caustic formula uses a combination of chemical and abrasive action to restore metals' natural appearance and lustre without irritating hands
- Removes years of built-up tarnish and heat burns quickly, easily and safely.
- Powerful dual-action formula restores lustre and appearance in just minutes on shine-free pots and pans made from stainless steel, copper and solid brass.

TARGET CUSTOMERS

Conscientious customers who prefer a metal cleaner that:

- Is powerful yet non-irritating to hands
- Remains effective using with ingredients derived from natural sources that are safe for the environment
- Restores cookware and other metal surfaces to natural appearance and lustre



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FEATURES / BENEFITS

FEATURE	BENEFIT
BIOQUEST FORMULA™ technology blends active ingredients derived from natural sources	Use to safely remove blue heat burns and tarnish from unlacquered metal surfaces
Dual chemical and abrasive action	Restores cookware, leaving lasting brilliance on non-mirror finish surfaces of pots and pans made from stainless steel, copper and solid brass
Non-toxic, non-caustic, non-irritating formula	Gentle on hands
Economical squeeze-tube design	Application easy to control and limiting waste

CONVERSATION STARTERS

- When you are engaging in a selling conversation with a customer, start by exploring whether or not they have interest in products that are environmentally preferred and have other added benefits.
- Would you prefer a metal cleaner that removes tarnish and heat burns from your favourite cookware?
- Have you been looking for a metal cleaner that contains ingredients derived from natural sources?
- Do you find it takes a lot of effort to clean your metal surfaces and that your skin becomes irritated by the cleaner?



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PRODUCT USAGE

HOW TO USE: An economical squeeze-tube design allows the optimum amount of paste to be applied without waste. Easily remove blue heat burns and tarnish from unlacquered metal surfaces or to restore a lasting brilliance to your favourite metal cookware

- Always test an area that is not easily noticeable before using
- Can be used* on shine-free pots and pans made from stainless steel, copper and solid brass
- Apply with soft sponge or cloth and rub gently
- Rinse with warm water
- While still wet, wipe and polish with a soft cloth

* Not recommended for mirrored or other metal surfaces

DEMONSTRATION “No Dulling Residue Demonstration”

Demonstrate the ease of use and effectiveness of L.O.C. Plus Daily Shower Cleaner – no streaks, no scrubbing, no problem!

DEMONSTRATION

- **Purpose:** The coin shines like new, which is just how cookware will look after using L.O.C. Metal Cleaner to remove stubborn deposits or heat burns.
- **Materials Needed:** L.O.C. Metal Cleaner, Tarnished coin (preferably copper), clean cloth

Instructions:

1. Squeeze a small amount of L.O.C. Metal Cleaner on each side of the coin
2. Rub the coin with your fingers for a moment
3. Polish the coin with the cloth.

NOTE: Please wash hands with soap and water after completion of the demonstration



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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:

- **AMWAY HOME™ L.O.C.™ Soft Cleanser:** High-performance cleaner with a biodegradable formula that contains ingredients sourced from plants and minerals. Just a small amount handles tough spots and stubborn stains without scratching or leaving residue.
- **AMWAY HOME™ L.O.C.™ Glass Cleaner:** Effectively uses natural ingredients and safely cleans virtually all glass surfaces, leaving behind a brilliant shine without unsightly streaks and marks, when used as directed.

FOLLOW-UP

Within 1 Week:

- Follow up with your customer to see if they need any information on how to use the product
- Ask your customer if they have any questions about any product claims

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 concentrated product will likely last a lot 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

