



BLACK FRIDAY

LIMITED TIME OFFERS!





BLACK FRIDAY COMMUNICATION SCHEDULE



- **Thursday, November 19th:** Info to all Social Marketers
- **Friday, November 20th:** Assets available in the MEMO & BUZZ
- **Sunday, November 22nd :** Info to Customers

- **Monday, November 23rd at 17.00 CET:** Black Friday Offers Deals Open For All
- **Saturday, November 28th at 24.00 CET:** Black Friday Deals Close

FREE GIFT WITH BLACK FRIDAY PURCHASE



**FREE PROTOZYMES WITH A
MINIMUM ORDER OF 125€/£**



**FREE MODERE GIFT BAG WITH A
MINIMUM ORDER OF 125€/£**

GIFT Value
UK: £29.09
DE: 34.07€



MÖDERE

*Offer ends November 28 at 23:59 PM CET. Subject to availability. After all discounts and prior to shipping. Includes purchase of Black Friday Promotion. Limit 1 per account. Excludes SmartShip.

BLACK FRIDAY LOGIQ OFFERS

LOGIQ 30 CT



LOGIQ TWINPACK



The first 500 twinpack purchasers will receive a **FREE** insulated Modere Tumbler

FREE



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MÖDERE

GREEN QI & CELL PROTECT DUO



FREE

Purchasers will receive a
FREE Modere Pillbox



*Offer ends November 28 at 23:59 PM CET. Subject to availability. Excludes SmartShip.

MÖDERE

LIQUID BIOCELL BLACK FRIDAY OFFERS



Two bottles of Liquid Biocell Pure supplement. The bottles are dark red with silver caps. The label on each bottle reads: "LIQUID BIOCELL MÖDERE. COLLAGEN @ SCIENCES PURE COMPLEMENT ALIMENTAIRE AVEC ENRIÇHISSEMENT VITAMINIQUE ET MINÉRAL AVEC COLLAGÈNE HYDROLYSÉ DE TYPE II ET SÉPHYCOLLÈNE COLLAGÈNE TYPE II 450 mL". A white gift bag with a black ribbon is visible to the right of the bottles.

SAVE 15%



Four bottles of Liquid Biocell Pure and Skin supplements. The bottles are dark red with silver caps. The label on the two Pure bottles reads: "LIQUID BIOCELL MÖDERE. COLLAGEN @ SCIENCES PURE COMPLEMENT ALIMENTAIRE AVEC ENRIÇHISSEMENT VITAMINIQUE ET MINÉRAL AVEC COLLAGÈNE HYDROLYSÉ DE TYPE II ET SÉPHYCOLLÈNE COLLAGÈNE TYPE II 450 mL". The label on the two Skin bottles reads: "LIQUID BIOCELL MÖDERE. COLLAGEN @ SCIENCES SKIN COMPLEMENT ALIMENTAIRE AVEC ENRIÇHISSEMENT VITAMINIQUE ET MINÉRAL AVEC COLLAGÈNE HYDROLYSÉ DE TYPE II ET SÉPHYCOLLÈNE COLLAGÈNE TYPE II 450 mL". A white gift bag with a black ribbon is visible to the right of the bottles.

SAVE 30%



Purchasers will receive a **FREE** Modere Cotton Bag with the 4 Pack of Liquid Biocell.

FREE



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MÖDERE

NEW BATHROOM ESSENTIALS



SAVE 10%

Mouth Rinse
Toothpaste
Deodorant
Shower Gel
Hand Wash
Body Lotion
Shampoo

FREE

Purchasers will receive a
**FREE Modere Bamboo
dispenser**



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MÖDERE

NEW MEN'S ESSENTIALS



Cleanser
Day Lotion
Shave Cream
Deodorant
Shampoo
Shower Gel

FREE

Purchasers will receive a
FREE Modere drink flask



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MÖDERE

CELLPROOF ADDITIONS SET LIMITED EDITION – BLACK FRIDAY



CELLPROOF LIP COMPLEX
CELLPROOF BODY FIRING FOAM
CELLPROOF EYE CREAM



*Offer ends November 28 at 23:59 PM CET. Subject to availability. Excludes SmartShip.

MÖDERE

NEW TRIM FLAVOUR MANGO



A SPOONFUL OF SUNSHINE



TRIM MANGO PREVIEW PURCHASE OPPORTUNITY



**AVAILABLE FROM
WEDNESDAY NOV 25th
AS OF 17:00 CET / 16:00
GMT & WHILE STOCKS
LAST**

*Offer ends November 28 at 23:59 PM CET. Subject to availability. Excludes SmartShip.

MÖDERE

TRIM MANGO AND CHOCOLATE DUO



**AVAILABLE FROM
WEDNESDAY NOV 25th
AS OF 17:00 CET / 16:00
GMT & WHILE STOCKS
LAST**

*Offer ends November 28 at 23:59 PM CET. Subject to availability. Excludes SmartShip.

MÖDERE

BODY TRANSFORMATION SYSTEM

MANGO



**A TOTAL SAVING OF
30% COMPARED TO
INDIVIDUAL PRICES**

**AVAILABLE FROM
WEDNESDAY NOV 25th
AS OF 17:00 CET / 16:00
GMT & WHILE STOCKS
LAST**

*Offer ends November 28 at 23:59 PM CET. Subject to availability. Excludes SmartShip.

MÖDERE

BODY TRANSFORMATION SYSTEM ASSIST

MANGO



**A TOTAL SAVING OF
30% COMPARED TO
INDIVIDUAL PRICES**

**AVAILABLE FROM
WEDNESDAY NOV 25th
AS OF 17:00 CET / 16:00
GMT & WHILE STOCKS
LAST**

*Offer ends November 28 at 23:59 PM CET. Subject to availability. Excludes SmartShip.









MÖDERE

BLACK FRIDAY COMMUNICATION ASSETS

RECAP LEAFLET

SOCIAL MEDIA

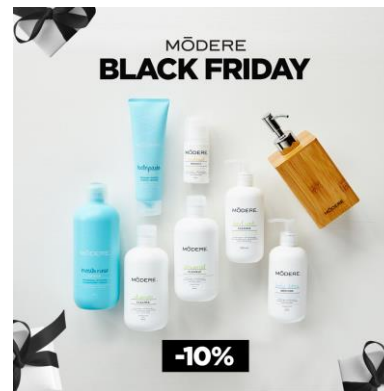
MÖDERE BLACK FRIDAY DEALS

 SAVE 25% LOGIQ SINGLE	 SAVE 25% + FREE MUG* LOGIQ TWINPACK <small>*First 500 orders</small>
 SAVE 15% LIQUID BIOCELL PURE DUO	 SAVE 30% + FREE TOTE BAG LIQUID BIOCELL SKIN + PURE 4 - PACK
 SAVE 30% + FREE PILLBOX GREEN QI + CELL PROTECT	 SAVE 20% LIMITED EDITION CELLPROOF ADDITIONS
 SAVE 10% + FREE PUMP DISPENSER NEW BATHROOM ESSENTIALS COLLECTION	 SAVE 10% + FREE DRINK FLASK NEW MEN'S COLLECTION

PLUS A SUNNY NEW TRIM FLAVOUR AND DEAL!
FREE MÖDERE PROTOZYMES WHEN YOU SPEND OVER £125/125€ incl VAT.**


*EU only Black Friday deals end November 20th at 23:59 CET (23:59 GMT) or while supplies last. Excludes new and existing SmartShip orders.
To qualify for a Free Gift with purchase, the order must contain a Black Friday promotion and exceed 125€/125 incl VAT prior to other promotions being applied. Limit 1 per account. Available while supplies last.
***100€ value in following countries: the Aland Islands (Finland), Iceland, Switzerland, Norway, Guernsey, the Isle of Man, Jersey, Liechtenstein, Andorra, the Ukraine and French overseas territories: Mayotte, Réunion, Guadeloupe, Martinique and French Guiana.

MÖDERE BLACK FRIDAY



-10%

MÖDERE BLACK FRIDAY



-10%

MÖDERE BLACK FRIDAY



-15%*

NEW BODY TRANSFORMATION SYSTEM MANGO

*Free savings of 15% compared to individual prices.

MÖDERE BLACK FRIDAY



-20%

MÖDERE BLACK FRIDAY



-25%

MÖDERE BLACK FRIDAY



-10%

NEW SUNNY MANGO

MÖDERE



BLACK FRIDAY COMMUNICATION ASSETS

COMMUNICATION MESSAGES EXAMPLES PRIOR TO BLACK FRIDAY

Great news, Modere's Black Friday deals are starting early! There are some exclusive collections and amazing discounts that you do not want to miss! Respond with DEALS if you want to know more!

In addition to a few collections featuring an exciting NEW Trim flavour, they've also got Black Friday deals on CellProof products, and a Liquid BioCell Skin and Pure 4 pack! Reply LINK if you want to see all the deals!

And don't miss out on the extra gifts! When you spend 125€/£125 incl. VAT*, you get a FREE Modere Protozymes. All the deals end Nov. 28 at 11:59 PM CET, or while stocks last, so don't miss out! *LINK TO DEALS PAGE*

*After all discounts and prior to shipping. Includes purchase of Black Friday Promotion.

BLACK FRIDAY COMMUNICATION ASSETS

COMMUNICATION MESSAGES EXAMPLES ON THE DAY

Ready for some Black Friday shopping? Modere's Black Friday deals are live! They've got some seriously amazing deals on several exclusive Black Friday collections! So whether you're buying for yourself or a loved one, you need to check these out! Reply DEALS if you want more info!

This is Modere Black Friday: A New Trim flavour, a Modere CellProof Additions collection, a Liquid BioCell 4-pack and more! And, if you're one of my new customers, you get an extra £10/€10 saving on your first order! {SM LINK}

And you definitely want to order soon, so you don't miss out on the free gifts with purchase! Spend 125€/£125* incl VAT and get a FREE Modere Protozymes. Hurry, the deals end Nov. 28 at 11:59 PM CET or while stocks last

*After all discounts and prior to shipping. Includes purchase of Black Friday Promotion.



BLACK FRIDAY COMMUNICATION ASSETS



COMMUNICATION MESSAGES EXAMPLES DURING BLACK FRIDAY WEEK

Modere's Black Friday deals are here and I wanted you to be one of the first to know! There's a NEW Trim flavour, a collection featuring some fantastic CellProof products which will add to your Inside out Beauty System collection and so much more! Reply DEALS if you want more info!

You can shop all the deals here, plus don't miss out on the FREE gift with purchase! Spend 125€/£125* incl VAT and get a FREE Modere Protozymes. But hurry, because the Black Friday deals end Nov. 28 at 11:59 PM CET or while stocks last!

My top 3 Modere Black Friday must-haves are definitely: a. Trim Duo (NEW Trim flavour + Trim Chocolate) b. Modere CellProof Additions (to add to any Inside out collection) c. Liquid BioCell duo or 4 pack, Shop all the deals here: {SM LINK}

BLACK FRIDAY COMMUNICATION ASSETS

COMMUNICATION MESSAGES EXAMPLES DURING BLACK FRIDAY WEEK

My top 3 Modere Black Friday must-haves are definitely: a. Trim Duo (NEW Trim flavour + Trim Chocolate) b. Modere CellProof Additions (to add to any Inside out collection) c. Liquid BioCell duo or 4 pack, Shop all the deals here: {SM LINK}

BLACK FRIDAY FAQ

Do I need a specific item code to purchase the Black Friday deals?

Our Black Friday deals are all contained in a special Black Friday section of our website www.modere.eu & www.modere.co.uk. Please use the item codes in this special deals section to benefit from the promotions. Modere Black Friday deals will not be available on shiftingretail.eu & shiftingretail.co.uk

Are you introducing new products with the Black Friday deals?

Yes. New Trim Mango will be launched on Wednesday 25th November at 17:00 CET (16:00 GMT).

Is Trim Mango a new permanent product or a limited-time offer?

Trim Mango is a limited-time offer. This new flavour will be available only while supplies last. **This flavour may however become a favourite and be added to our Trim range later on in 2021!**

BLACK FRIDAY FAQ

Are there limits on quantities of Black Friday deals I can purchase?

No. You can purchase as many Black Friday deals as you wish in one or several orders, provided your shipping destination doesn't have specific quantity requirements. Please note that all Black Friday deals are available while supplies last and that the **special free gift (Protozymes)** and **Modere gift bag offer** is limited to one per account.

How do I get a free Protozymes and a Modere gift bag during Black Friday?

To qualify for a free product and a free Modere gift bag you must have **at least one Black Friday deal in your cart** and purchase for at least 125€/£ (after all discounts and prior to shipping).

How do I verify that I am eligible for the free Modere Protozymes and the gift bag?

The free product and the gift bag will be **automatically added to an order as soon as the order sub-total reaches 125€ / £**. Sub-total is the sum listed after promotions are applied and prior to adding the shipping charges.

You can verify that the free product is added during the check-out process in the Applied promotion section of the summary box and in the Products section of the check-out page.

BLACK FRIDAY FAQ

Will I be eligible for the free Modere Protozymes with a spend of 125€ /£ if my order doesn't contain one of the Black Friday deals?

No.

Will I be eligible for the free Modere gift bag with a spend of 125€ /£ if my order doesn't contain one of the Black Friday deals?

No.

Will I be eligible for the free Modere Protozymes and gift bag offer with a spend of 125€ /£ if I place a SmartShip order in the Black Friday deal week?

No. You need to order at least one of the one of the Black Friday deal to be eligible for the free gift and Modere branded bag offer. **All our Black Friday special offers exclude all SmartShip orders. To enjoy the Black Friday free product gift with a spend of 125€ /£, please use the GO TO CHECKOUT – REGULAR PRICE button.**

BLACK FRIDAY FAQ

Will I be able to purchase Modere gift bags?

No. Modere gift bags are not for purchase.

Can I combine the Black Friday deals with a SmartShip & Save discount?

No. All our Black Friday deals exclude both new and existing SmartShip & Save orders.

Can I place a regular price order and combine it in the same parcel as my usual monthly SmartShip order?

No. All our Black Friday deals exclude both new and existing SmartShip & Save orders. You will need to place 2 separate orders. Shipping charges will apply for each order.

Can a new customer redeem a 10€/£ Share the Love promo code on their Black Friday order?

Yes.

BLACK FRIDAY FAQ

Can Live Clean Credits (LCCs) be redeemed towards the Black Friday offers?

Yes, LCCs can be used in conjunction with offers towards the payment of the order during Black Friday also.

Can I keep my loyalty counter for the SmartShip Loyalty if I place a one-time order in the Black Friday period and no SmartShip order in November?

No. To maintain your SmartShip Loyalty status SmartShip you must place a SmartShip order of a minimum 50€/£ prior shipping each month.

<https://www.modere.eu/smartship>

How can I contact Modere customer service?

Please use the normal communication channels to reach our customer service team. You can get in touch via our [contact form](#). Our phone us using one of our [dedicated number](#).

BLACK FRIDAY FAQ

What are the customer service support hours in the Black Friday deal period?

23rd – 25th November (regular business hours)

13.00 - 20.30 CET // 12.00 - 19.30 GMT

26th November the customer service is closed. Do not hesitate to email us.

27th November – Exceptional Support Hours

13.00 - 21.30 CET // 12.00 - 20.30 GMT

Saturday, 28th November – Exceptional Support Hours

13.00 - 19.00 CET // 12.00 - 18.00 GMT

Will Modere promote the Black Friday deals via the official channels?

Yes. Modere will release information about the promotions via email and Social Media channels during the promotion period. Everybody is welcome to tag friends and customers and share the corporate Facebook pages for promotional content at <https://www.facebook.com/modereu>, as well as our corporate Instagram accounts.




CYBER MONDAY

LIMITED TIME
OFFERS!







CYBER MONDAY COMMUNICATION SCHEDULE

- **Thursday, November 19th:** Info to all Social Marketers
 - **Friday, November 20th:** Assets available on the MEMO & BUZZ
 - **Sunday, November 29th:** Customer communication
 - **Monday, November 30th at 00.00 CET:** Cyber Monday Offers Deals Open For All
 - **Monday, November 30th at 24.00 CET:** Cyber Monday Deals Close
- 

CYBER MONDAY OFFERS



**10% SITEWIDE &
FREE GIFT
WITH PURCHASE**



**FREE BODY BUTTER &
LIP BALM WITH A
MINIMUM ORDER OF
125€/£**

GIFT Value
UK: £16,62
DE: € 21,51

NEW CUSTOMERS

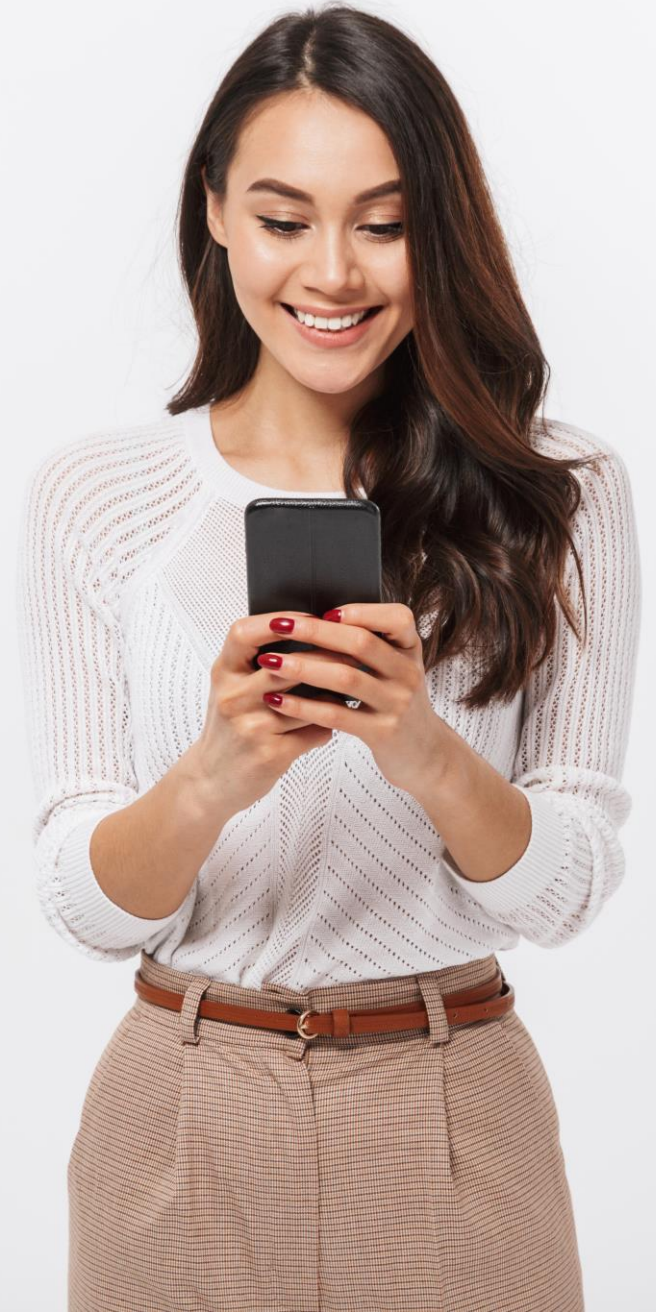
1. Open an account & place a **one time order** in **Black Friday** week - receive 10€/£ STL discount as well discounts on the individuals offers they select

OR

2. Open an account and place a **one-time order** on **Cyber Monday** - receive 10€/£ STL discount plus enjoy 10% sitewide on the complete Modere range

OR

3. Open an account and place a **SmartShip order now order** on **Cyber Monday** - receive 10€/£ STL discount, benefit from 10% sitewide plus between 5 - 15% SmartShip discount depending on size of their cart.





EXISTING CUSTOMERS

1. Place a **one time order** in **Black Friday** week and enjoy discounts on the offers they select

OR

2. Place a **one-time order** on **Cyber Monday** and enjoy 10% sitewide on the complete Modere range

OR

3. Place a **SmartShip order now order** on **Cyber Monday** and benefit from 10% sitewide plus between 5 - 15% SmartShip discount depending on size of their cart.

EXISTING PREMIUM CUSTOMERS

1. Place a **one time order** in **Black Friday** week and enjoy discounts on the offers selected. On spending over 75€ /£ Premium Customers will qualify with this one-time order exceptionally for their Premium status to continue into December*

OR

2. Place a **Premium SmartShip order now order** on **Cyber Monday** and benefit from Premium discounts up to 30% depending on size of their cart.

**If there is no SmartShip order in November their SmartShip Loyalty counter will be reset to start afresh in December.*





BLACK FRIDAY & CYBER MONDAY STRATEGY

1. People are already in a „money spending“ mindset
2. Contact all of your customers and prospects
3. Set an ambitious rank/seller goal and break it down into daily targets. Benefit from both promos to hit new ranks & titles.
4. Prepare your environment & structure your day
5. Focus on income generating activities:
 - Prepare VIP contact lists & advance notification messaging
 - Respond actively to all comments & comment on past posts
 - Start creating & posting „host a posts“
6. Collaborate with your team & HAVE FUN!

THANK YOU!

MÖDERE.