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BLACK FRIDAY 2020

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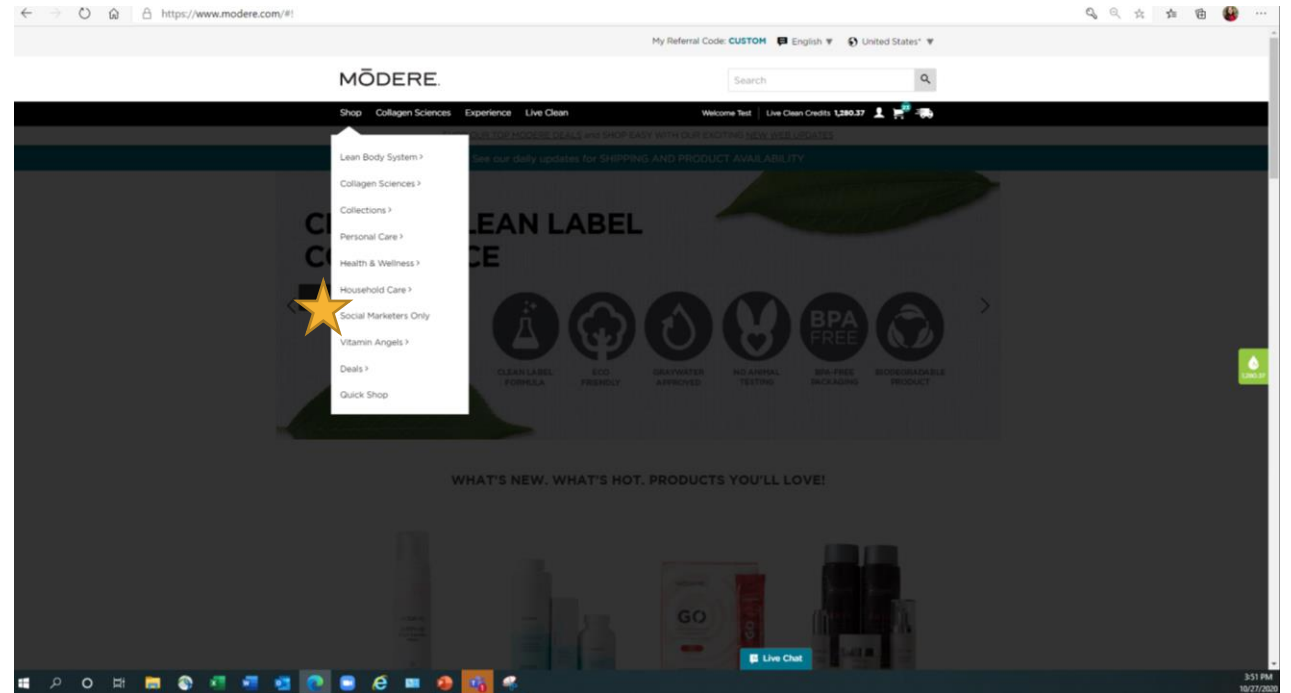
BLACK FRIDAY – LAUNCH/COMMUNICATION SCHEDULE

- **Wednesday, November 4th at 5 PM MT:**
Holiday Landing Page Live
Modere.com/holiday, Modere.ca/holiday & Modereglobalshop.com/holiday
- **Monday, November 9th at 6 AM MT:**
Social Marketers can place personal orders in SM Shopping
- **Friday, November 13th at 6 PM MT:**
Black Friday Customer Webinar on the Modere North America Facebook Page
- **Monday, November 16th 6 AM MT:**
Deals open for all customers

NOVEMBER 9TH – 15TH

SOCIAL MARKETERS PURCHASE IN SM SHOPPING

1. Login to Modere.com / Modere.ca
2. Click SHOP
3. Social Marketers Only



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FREE GIFT WITH PURCHASE*

- **MODERE.COM & MODEREGLOBALSHOP.COM**

- Spend \$99 – get a FREE Carb Blocker

-OR-

- Spend \$199 – get a FREE GO Variety Pack (30 servings, 10/flavor)

- **MODERE.CA**

- Spend C\$99 – get a FREE Antioxidant Gel

-OR-

- Spend C\$199 – get a FREE Burn

*Offer ends November 28 at 11:59 PM MT. While supplies last. Excludes SmartShip. Order must contain at least one Black Friday offer. Limit 1 free gift per account. Free gift subject to change.

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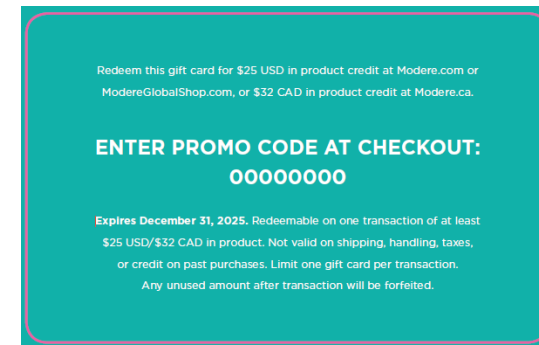
BLACK FRIDAY ORDER DEFINITION

WHAT IS A **BLACK FRIDAY ORDER**?

- **A LA CARTE (ONE-TIME) ORDER**
- **PLACED BETWEEN 11/9 AND 11/28**
- **CONTAINS AT LEAST ONE BLACK FRIDAY DEAL**

BLACK FRIDAY – GIFT CARDS

- Available in SM Shopping
- Only Social Marketers can purchase. Only Customers can redeem.
- USA:
 - 5-pack of \$25 gift cards (USD \$125.00 value)
 - \$109.99/80 CV/BV (\$15.00 off)
- CA:
 - 5-pack of \$32 gift cards (CAD \$160.00 value)
 - \$139.99/80 CV/BV (\$20.00 off)
- Gift cards will be activated on Tuesday, December 1st
- Gift cards expire December 2025





TRIM BLACKBERRY + FREE SPOON

NEW LIMITED TIME FLAVOR

- Save 10%
 - US: \$89.99/70 BV/63 CV
 - CA: C\$107.99/70 BV/63 CV

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TRIM DUO – BLACKBERRY & VANILLA + FREE SPOON

- Save 20%
 - US: \$159.98/140 BV/112 CV
 - CA: C\$191.98/140 BV/112 CV

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LEAN BODY SYSTEM - BLACKBERRY

NEW LIMITED TIME TRIM FLAVOR

- Save 30%
 - US: \$135.99/145 BV/101.50 CV
 - CA: C\$169.99/145 BV/101.50 CV

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LIQUID BIOCELL HOLIDAY MODERE.COM ONLY



- Save 30%
- Liquid BioCell Life, Pure, Sport & Skin (1 each)
- \$202.99/290 BV/175 CV

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LIQUID BIOCELL HOLIDAY GLOBAL SHOP ONLY

- Liquid BioCell Skin & Sport (2 each)
- Save 30%
- \$209.99/300 BV/182 CV

*Offer ends November 28 at 11:59 PM MT. While supplies last. Excludes SmartShip.

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LIQUID BIOCELL HOLIDAY MODERE.CA ONLY

- LBC Life & Pure (2 each)
- Save 30%
- C\$230.99/280 BV/154 CV

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EYE CARE COLLECTION + FREE GEL MASK

- Dual Action Eye Gel + Makeup Remover
- Save 10%
- FREE Eye Gel Mask (\$13.99 value)
 - US: \$43.99/46 BV/41.40 CV
 - CA: C\$55.99/46 BV/41.40 CV

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MODERE CELLPROOF DUO + LIP COMPLEX

- Cell Proof Serum, Moisturizer + FREE CP Lip Complex
- Save 20%
 - US: \$129.99/125 BV/90 CV
 - CA: C\$167.99/125 BV/90 CV
- Plus a FREE gift bag

***Offer ends November 28 at 11:59 PM MT. While supplies last. Excludes SmartShip.**

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BODY BUTTER 5PK

- Save 20%
 - US: \$83.96/90 BV/72 CV
 - CA: C\$107.96/90BV/72 CV

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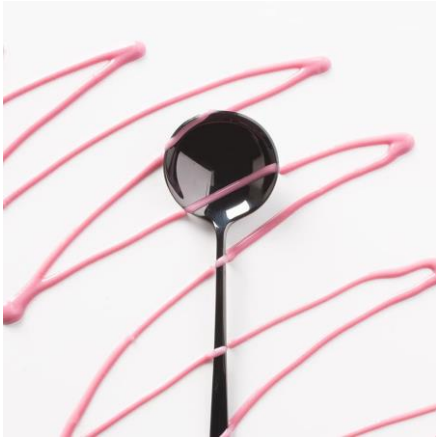
MODERE CELLPROOF LIP COMPLEX 5PK

- Save 20%
 - US: \$99.96/100 BV/80 CV
 - CA: C\$131.96/100 BV/80 CV

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BLACK FRIDAY SOCIAL MARKETER SHARABLE ASSETS



- 5 Trim Blackberry teaser graphics
- 2 Trim Blackberry flavor reveal graphics
- 1-page PDF of all holiday deals
- Text Message Campaign for Social Marketers
- Social shareable of all individual holiday deals
- Social shareable of free gift with purchase promo

CHECK OUT THE BUZZ TO DOWNLOAD ALL HOLIDAY ASSETS!

THANK YOU!

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