



ALO GLO Skin Restoration Serum Test Market Program GUIDELINES

DAILY PRODUCT ROUTINE

Thank you for being a participant in our Test Market Program! We're excited to see your results.

To get the most out of the **ALO GLO Skin Restoration Serum** we ask that you use the product as directed through the full 60-Day Program. Follow the regimen below twice daily for best results. Depending on your specific use there should be a month's supply of product in each bottle.

CLEANSE

(Morning and Before Bed After Shower)

To get the most from ALO GLO it's best to cleanse your face first. Take off all makeup using a mild makeup remover. Next, use a cleanser specially formulated for the face that will not strip your natural oils or alter the pH balance in your skin. Do not use harsh soaps. While cleansing, be careful to not overdo this step and always be gentle with your skin. After cleansing, pat skin dry with a clean towel.

APPLY ALO GLO SKIN RESTORATION SERUM

(Immediately After Cleanse - Twice Daily)

With clean hands squirt a small amount (1-3 pumps) of ALO GLO on your fingertips and apply to your face with gentle pressure. Do not use too much. Make sure to gently lift skin in an upward motion with your hands so ALO GLO can fully absorb into the skin.

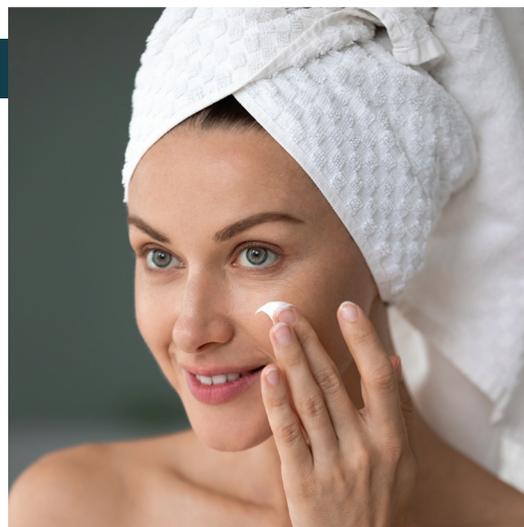
The moisturizing ingredients in ALO GLO will make your skin noticeably smoother and softer. You should also start to feel a slight tightening of the skin as ALO GLO firms and tones the treated area.

Wait several minutes for ALO GLO to fully absorb before applying makeup or sunblock.

TAKE PHOTOS & RECORD RESULTS

(30 & 60 Days)

Take your "before photos" when you receive the products. Look for changes daily and then at 30 days and 60 days take your before and after photos. Submit your photos and results on the Alovéa website to complete the Test Market Program.



glo.alovea.com



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TAKE BEFORE & AFTER PHOTOS

Before and After photos are often the first thing customers look for when making a decision to purchase skin care products. Clear images that show a noticeable change are best and following these tips should help you capture images that show the most detail and have consistent results.



LEFT SIDE

LEFT 3/4

CENTER

RIGHT 3/4

RIGHT SIDE

CAMERA

You most likely have the best camera right next to you. Your mobile phone. If you don't have access to professional equipment your mobile phone will produce great results. Align your camera to fill the frame with your face. Use the highest resolution your camera or mobile phone has and do not zoom in. Get in close.

LIGHTING

This is extremely important for the best images. Find a place where you can take your photos that is not in direct overhead sunlight and has a plain neutral background. You will need to be consistent with lighting and staging your photo where you can control the light source. If you use artificial lighting, choose lights that are not "warm" or "yellow" and should be closer to "white" in color. Light sources should be "soft" or "diffused" if possible, and not harsh (bare bulb). Make sure the lights are not too close to your face creating a flare on your skin that is too bright. Be careful with dark shadows on your face too, and use reflective surfaces to help "bounce" light back on your face. Ring lights can be a very effective option in creating good images.

TRIPOD

If you have a tripod, it will help you get consistent angles in every shot, and you will be more comfortable while shooting. If you don't have a family member or friend to "take the picture" while you concentrate on your pose, most cameras have a "delay shutter release" so you can push the shutter button and then get into your pose before the camera actually takes the picture. This will also make sure the image is very sharp with no camera shake or movement.

PREPARE FOR THE SHOOT

Skin should be clean and makeup free.

Hair should be pinned back away from the face.

Neutral expression with eyes open and no smiling or stretching of the skin.

Shoot all angles - left and right, center, 3/4 and side views.

PHOTO STAGING

