

A close-up photograph of a woman with dark hair pulled back, smiling warmly at the camera. She is wearing a white, short-sleeved button-down shirt. Her right hand is resting against her head, with her fingers tucked behind her ear. The background is a soft, out-of-focus light color.

ORIFLAME  
SWEDEN

WITH US,  
IT'S ALL ABOUT  
**YOU!**

YOUR DREAMS – OUR INSPIRATION™

DISCOVER A  
**BEAUTIFUL  
OPPORTUNITY**  
WITH ORIFLAME



It all began with a dream to provide people with an opportunity to change their lives for the better. Today that dream empowers millions of people all around the world to pursue the lifestyle they desire.

Oriflame was founded in 1967 by Jonas and Robert af Jochnick and Bengt Hellsten. Their dream was to create beauty products using the best of nature, science and trends created in Sweden.

Today, with close to 50 years of experience and continued success, Oriflame remains committed to its mission to fulfil dreams.

Oriflame Sri Lanka was one of the first Direct Selling Company to enter Sri Lanka in 1997. It is the no.1 beauty company selling direct in Sri Lanka.

So, what is Oriflame all about?

YOUR DREAMS – OUR INSPIRATION™



# A COMPANY BUILT ON DREAMS

## OUR VISION

To become the #1 beauty company selling direct

## OUR MISSION

To fulfil dreams

## OUR BRAND PROMISE

Your Dreams – Our Inspiration™

## OUR CORE VALUES

Togetherness, Spirit and Passion

## OUR ETHICS

Pursue sustainability in all aspects of our business

## WHAT MAKES ORIFLAME UNIQUE?

Oriflame is the largest European beauty company selling direct, with over 3 million Consultants and operations in more than 60 countries. Through our unique business concept – **Make Money Today and Fulfil Your Dreams Tomorrow™** – Oriflame offers a leading business opportunity for people who want to start making money the same day they join, and work towards fulfilling their personal dreams and ambitions.

MAKE MONEY TODAY AND FULFIL YOUR DREAMS TOMORROW™ 



A PERFECT

COMBINATION

## THE BEAUTY AND DIRECT SELLING INDUSTRY

The beauty industry is thriving with more and more people choosing to invest in their appearance and wellbeing, and with new product advances and trends, it is constantly evolving.

### OPPORTUNITY

The Oriflame opportunity offers you the chance to benefit from these exciting developments by providing a unique business opportunity and a complete range of beauty products, from anti-aging, skin care to the latest colour trends, fragrances and leading wellness products.

RELIABLE  
*luxurious*  
TIMELESS  
*beautiful*  
TRENDY





BEAUTY INSPIRED BY

DREAMS

## OUTSTANDING PRODUCTS

We work by understanding people's dreams and needs, then creating products to meet them. In everything we create, we combine the best of nature, science and trends.

## ASSORTMENT

Our definition of beauty goes far beyond skincare and make-up. From wellness products to fashion accessories, we offer everything our customers need to look and feel great from anti-aging creams, make-up, wellness, body and hair care to fragrances.

## ETHICAL

With close to 50 years' of experience, we are global experts in natural and ethical wellbeing. Our cosmetics and wellness products are tested vigorously for safety and performance, and are of the highest quality.

We develop our advanced formulations in our Global Research and Development Centre, while our scientists invent ground breaking technologies at our Skin Care Research Institute in Stockholm.

## GETTING STARTED

### SHOW THE CATALOGUE AND GET TO KNOW THE PRODUCTS

Catalogues are your shop window, so you want as many people to see them as possible. Every quarter, look through our new catalogue to learn about the latest products and key offers.

We recommend you order at least ten catalogues. Aim to show each to three people, moving each catalogue from home to home and returning to pick up orders within two to three days.

With Oriflame selling is easy – we have such a wide portfolio with hundreds of new, high quality products every year for all ages and all needs.

### INVITE OTHERS TO JOIN

Share Oriflame opportunity with your friends and family, neighbours, work colleagues and people you meet through social activities.

### SELLING ONLINE

Expand your social network through social media sites, online forums and blogs. Share your favourite products and the link to our website.

Oriflame offers leading social media tools which allow you to easily share your favourite products with people you know online and to collect their orders.



## TIPS

*When you talk to your customers, ask about their current beauty routine and recommend the best products for them.*

*Make selling fun and sociable with special events at your home or workplace.*

# SUCCESS PLAN

## PERSONAL REWARDS

All Consultants start the same way, inviting people to come and join a team then go on to build a team of their own.

The higher you go in the Oriflame Success Plan the higher the rewards. Oriflame's Success Plan describes the financial benefits of your future career.

## TIPS

*Grow your team by talking to three new people every day.*

*Set yourself a goal – maybe luxury treats, more holidays and travel or a better lifestyle for your family – and visualize it every day to help you stay motivated.*

*Keep in touch with your team members. Your success depends on their success.*



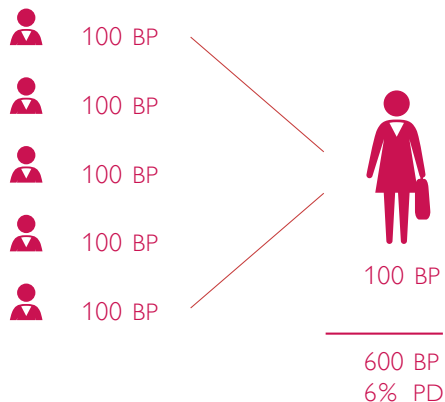
# YOUR FIRST MONEY WITH ORIFLAME

## EARNINGS

When you start recommending products you earn immediate profit. On top of this you can earn Performance Discount. Each product has Bonus Points. The more products you sell, the more points you collect and earn in what is called Performance Discount.

Sharing Oriflame business opportunity with others will help you earn even more money – you will receive Performance Discount and bonuses!

**You sell 100BP, and your five other team members do the same, that adds up to 600BP and a PD of 6%.**

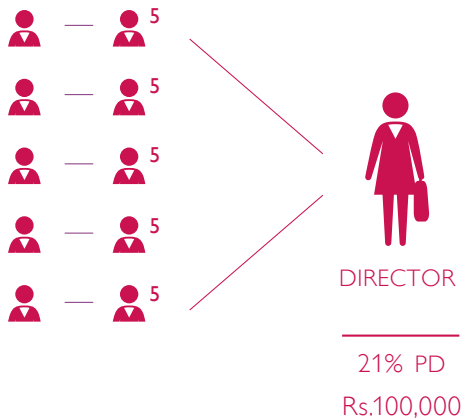


## BECOME A DIRECTOR

Oriflame will guide you through the process of building your own team of consultants to share your beauty knowledge with. Help build their dreams as you achieve your own. You will earn up to 21% commission on sales made by your team.

When five members of your team have their own teams of five, and they each invite a further five people to join and all sell for 100 BP and maintain it for 6 months you'll become a director.

**You'll earn a 21% PD and enjoy a Rs.100,000 cash reward.**





## HERE TO SUPPORT YOU

Although working with Oriflame means you'll be your own boss, you're never alone. However far you decide to take your career we, together with current Oriflame leaders, are here to support you every step of the way.

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### TRAINING

Training events are really important. By attending Oriflame Academy training and events, you will learn more about our unique beauty products – and how to earn more money and get to know other members of the Oriflame community.

### ONLINE

Much of the support we offer is online. Our web-based business and sales support tools let you learn at your own pace, at times that suit you. You can also chat with other Consultants, invite and recruit others to join you and place orders, all with our easy-to-use system.





GIVING YOU FULL  
**SUPPORT**

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**ORIFLAME**  
SWEDEN

**JOIN TODAY!**

Contact us and learn more:

Consultant: \_\_\_\_\_

Email: \_\_\_\_\_

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