



# February 2025 Playbook





## February 2025 Meeting Agenda

### Let's Get Personal

Valentine's Day (NA): 2/14

President's Day (US): 2/17

Family Day (CA): 2/17

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Theme & Focus

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Host Parties & Events

Recruiting & Onboarding

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## February Summary

# February 2025

Theme: Let's get personal

Focus: Skin/Personal Care

#partywithpurpose

#welcome2norwex

## Field Support

New Consultant Welcome Calls

Mega Parties

Podcasts: Spirit of Mission, EWG and more!

Max Your Business Regional Calls

60-day Action Plan

Sales Leader Events

One Pagers – Product Quick Guide Updates

## Consultants

### Consistency Rewards

- Submit \$500 = \$25 Norwex Discount
- Add 1 New Consultant w/\$400 in 15 days = \$75 Norwex Discount
- \$100 Norwex Discount for each additional new cons w/\$400/15 days

DOUBLE TRIP MILES

## New Cons

Starter Kits: Standard Kit, Sample Kit

Upgrade Kits: Skin Care, Silver, Gold

## Customers/Hosts

### Feb Spend & Save (Feb 1 – Mar 1)

- S&S1 – Spend \$125/\$150  
Save: Porcelain Sink Organizer (\$31us/\$40CA)
- S&S2 – Spend \$175/\$200  
Save: Bamboo Rounds (\$21us/\$28CA)

### Kick-off Sale (Feb 1 – 21)

- Love a mystery! Mystery Bundles 50% off
- Buy 3+ Mystery Bundles  
Unlock GWP: FREE Fuchsia Kitchen Towel



# Toolbox for Success – Monthly Focus Support

Booking Support	<ol style="list-style-type: none"><li>1. Not sure where to start with a slow Party Calendar? Don't forget you can <b>Host your Own Party</b> to gain momentum. <a href="https://vimeo.com/933780893/af7fa96a5a">https://vimeo.com/933780893/af7fa96a5a</a></li><li>2. Creating the Like, Know, Trust factor on social to <b>secure sales and Bookings</b>. <a href="https://vimeo.com/762791434/07589d2e0f">https://vimeo.com/762791434/07589d2e0f</a></li></ol>
Selling Support	<ol style="list-style-type: none"><li>1. Get the 'Inside Scoop on PowerZyme' so you'll be prepared to share with your customers. <a href="https://open.spotify.com/episode/6G9v23wTgPQ15hmD3lWpC6?si=LEbRdF10SP-XQVqkaSP4nA">https://open.spotify.com/episode/6G9v23wTgPQ15hmD3lWpC6?si=LEbRdF10SP-XQVqkaSP4nA</a></li><li>2. Our <b>MPAC Team</b> shares tips and tricks leveraging the January Product Launch – <a href="https://open.spotify.com/episode/2ltg8Vrygj4NSQpebyl8US?si=iJ0qcU8bRg6Yk_M9Ni377Q">https://open.spotify.com/episode/2ltg8Vrygj4NSQpebyl8US?si=iJ0qcU8bRg6Yk_M9Ni377Q</a></li></ol>
Party Support	<ol style="list-style-type: none"><li>1. <b>The Power of One (Party)</b> – <a href="https://vimeo.com/666141000/9c17d963f5?embedded=true&amp;source=vimeo_logo&amp;owner=62664642">https://vimeo.com/666141000/9c17d963f5?embedded=true&amp;source=vimeo_logo&amp;owner=62664642</a></li><li>2. <b>Host Coaching and Words to Say when inviting to a Party</b> – <a href="https://sites.google.com/view/hostcoachingfollowup/host-coaching">https://sites.google.com/view/hostcoachingfollowup/host-coaching</a></li></ol>
Team Building Support	<ol style="list-style-type: none"><li>1. <b>Team Building FAQ with Bob Heilig</b> – <a href="https://on.soundcloud.com/AvmYV6eZV31dPN9y7">https://on.soundcloud.com/AvmYV6eZV31dPN9y7</a></li><li>2. Are you familiar with the <b>Benefits and Rewards of Team Building</b>? This can be a great tool for talking points when someone expresses interest in joining your team. <a href="https://cdn.intelligencebank.com/us/share/EPnB/k7A3p/vkDpV/original/Benefits+and+Rewards+of+Team+Building+-+CDN+US">https://cdn.intelligencebank.com/us/share/EPnB/k7A3p/vkDpV/original/Benefits+and+Rewards+of+Team+Building+-+CDN+US</a></li></ol>

# Toolbox for Success – Ongoing Support

Trip Miles Towards Pura Vida	Sales, Teambuilding & Leadership activities earn Trip Miles towards the Pura Vida trip.	Check out the Pura Vida page for all the ways to earn Trip miles: <a href="#">Trip Tracker - Norwex Resource</a>
Opportunity Calls: Debbie Welcome to Norwex Calls	New Consultants can join these calls to learn more about Norwex and receive a \$25 Shopping Spree when they sign up.	Available every Tuesday at 8:00pm CT this is at 8 pm CT: <a href="#">Link to register</a>
New Consultant Facebook Page	A place for New Consultants to connect with other New Consultants, share tips and tricks, and learn from top leaders and sales execs	<a href="#">Link to the page</a>
New Consultant Calls	Now hosted by each Region! RSMs will be inviting New Consultants each week and sharing the call link with their Leaders to invite & share as well.	RSMs will invite New Consultants each week.
Start Your Norwex Journey One-Pager	A handy one-page guide to help your New Consultants start strong.	<a href="#">Link to one-pager</a>
Onboarding Guide for Start Your Norwex Journey	Follow these steps to get new Consultants off to a great start.	<a href="#">Link to onboarding guide</a>
Mega Parties	Your new team members can plug in, invite their family and friends, and kickstart their sales journey: <i>Feb 4: Pamper Yourself / Feb 11: Clean Ingredients / Feb 18: Glow Naturally / Feb 25: Treat your loved ones to Norwex</i>	Join us every Tuesday at 7:00pm CT: <a href="#">Link to register</a>
60-Day Plan	Join our 60-day program for leato equips yourself with proven strategies for effective onboarding and impactful promotions. Build momentum, inspire action, and set the stage for your biggest growth year yet!	Reach out to your RSM for more information
Training Landing Page	US: <a href="https://theresource.norwex.com/training/">https://theresource.norwex.com/training/</a> CA: <a href="https://theresource.norwex.com/en_ca/training/">https://theresource.norwex.com/en_ca/training/</a>	<a href="#">French</a> <a href="#">Spanish</a>
Norwex APP	<b>Get the Norwex Consultant App:</b> Go to your app store, download the Norwex Consultant app, and sign in.	<a href="#">Apple App Store</a> <a href="#">Google Play</a>





## February Theme and Focus



FEBRUARY

# Let's Get Personal



## The Why

Pamper yourself and the ones you love with Norwex!

We're getting to the heart of the mission in February by shining a light on the products that are closest to you – your personal care. Take harmful chemicals out of the equation and transform your complexion with our cleansing microfiber and clean skin care boosted by natural, Nordic ingredients.

You'll love how you look and feel, and you'll cherish the peace of mind that comes from knowing what touches your skin is safer for you, your family and the environment.

## Products

Norwex Skin Care





## February Selling Drivers

# February 2025 Spend & Save

## Spend & Save Level 1

- **Spend:** \$125<sub>US</sub>/\$150<sub>CA</sub>
- **Save:** Porcelain Sink Organizer (\$31<sub>US</sub>/\$40<sub>CA</sub>)
- Retail price: \$44.99<sub>US</sub>/ \$57.99<sub>CA</sub>
- Consultant price: \$20.15<sub>US</sub>/\$26.00<sub>CA</sub>

## Spend & Save Level 2

- **Spend:** \$175<sub>US</sub>/\$200<sub>CA</sub>
- **Save:** Bamboo Rounds (\$21<sub>US</sub>/\$28<sub>CA</sub>)
- Retail price: \$29.99<sub>US</sub>/\$39.99<sub>CA</sub>
- Consultant price: \$13.65<sub>US</sub>/\$18.20<sub>CA</sub>



- Retail threshold applies at Consultant level. Consultant discount taken off Retail at check-out.



# Kick-off Sale: LOVE a Mystery!

Mystery Bags 50% off

February 1 – 21

- \$100us retail value/get for \$50us
- \$150us retail value/get for \$75us
- \$150ca retail value/get for \$75ca
- \$200ca retail value/get for \$100ca

Buy 3+ Mystery Bundles

*Unlock GWP.* FREE Fuchsia Kitchen Towel

Valentine's Day shipping deadline: February 7



# February Share A Cart

## Suggested Products

- Essential Skin Care Set ©
- Cleansing Facial Powder ©
- Renewing Eye Cream ©
- Hydrating Moisturizer ©
- Complete Skin Care Set
- Rejuvenating Serum
- Illuminating Oil
- Hydrating Night Cream
- Brightening Vitamin C Serum
- Smoothing Bakuchiol Serum
- Protect + Prevent Mineral Facial Sunscreen







## February Events

# February 2025 Mega Party Topics

February: Skin/Personal Care

Theme: Let's get personal

Week 1 (February 4): Pamper Yourself; A Skincare Routine with Norwex

Week 2 (February 11): Clean Ingredients; Clean Skin

Week 3 (February 18): Glow Naturally; How Norwex Transforms Skin Care

Week 4 (February 25): Treat Your Loved Ones to Norwex



# Training – New Consultant Welcome Calls: February – March 2025

## New Consultant Welcome Calls – *Now hosted by each Region!*

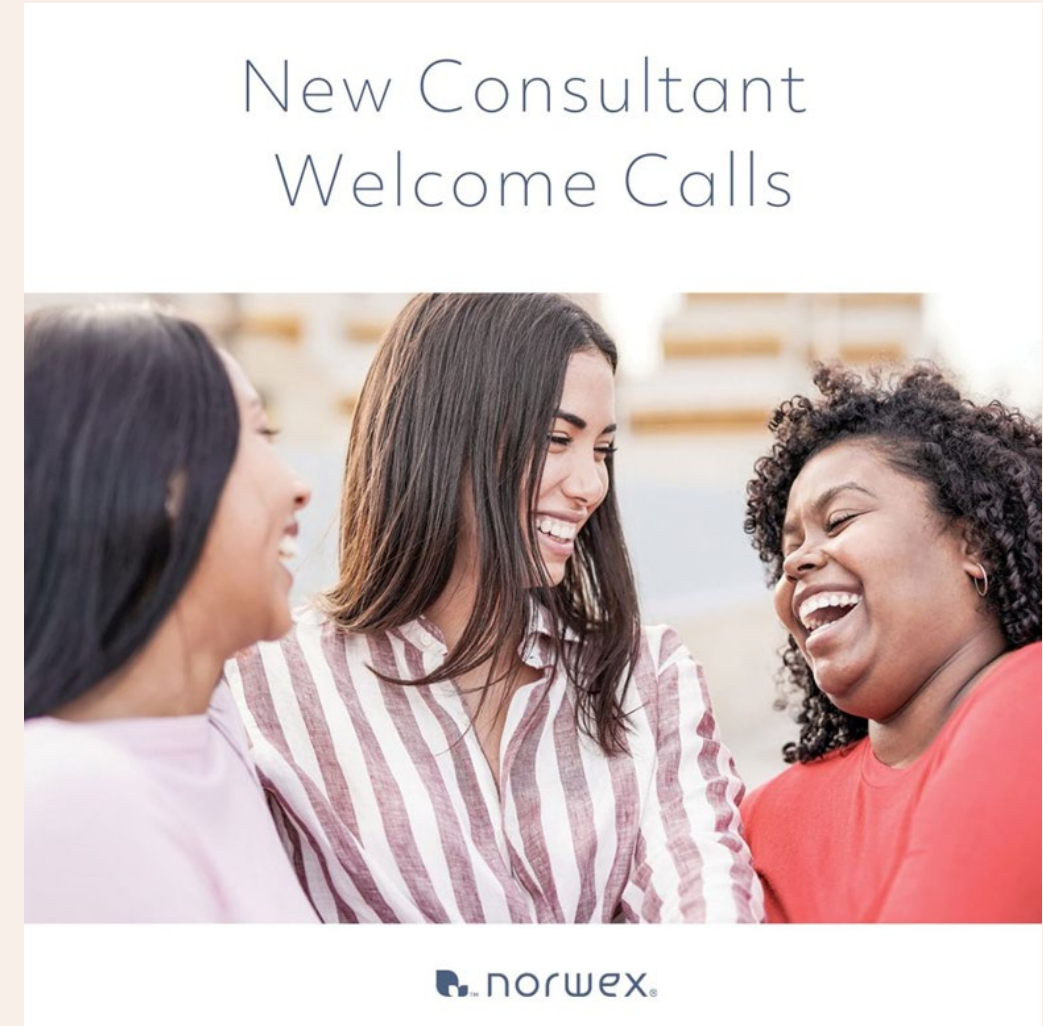
RSMs will be inviting New Consultants each week and sharing the call link with their Leaders to invite & share as well.

**English:** Two calls offered in each Region each Wednesday; one day and one evening call. Times vary by Region and time zones.

**French and Spanish:** Recordings available on demand.

## New Consultant Facebook Page

<https://www.facebook.com/groups/5944396442333321>







## Recruiting & Onboarding



# February 2025 New Consultant Starter and Upgrade Kits

## Starter Kits

- Standard Starter Kit
- Sample Starter Kit

## Upgrade Kits

- Skin Care Booster Kit
- Silver Upgrade Kit
- Gold Upgrade Kit



2 WAYS TO START IN FEBRUARY

## Take the First Step

Noon, CT, February 1 –  
Noon, CT, March 1, 2025

Earn some extra income while creating  
a cleaner, safer, better future for you,  
your family and the planet.

# February 2025 New Consultant Standard Starter Kit

## Includes

## EnviroCloth<sup>®</sup>, graphite

Window Cloth, amethyst with graphite trim

## Dusting Mitt, graphite

## Power Cleaning Paste (74 ml/2.5 oz.)

Ultra Power Plus™ Laundry Detergent (250 g/8.8 oz.)

Superior Mop Starter System,  
graphite/black

## Rubber Brush

## Body and Face Pack, graphite

# January 2025 Catalogue

## Share Cards





# February 2025 New Consultant Sample Starter Kit

## Includes

Night Cream 2ml  
Hydrating Moisturizer 2ml  
Eye Cream 2ml  
Illuminating Oil 2ml  
Cleansing Facial Powder 2ml  
Single Sachet Holder  
Power Cleaning Paste, 25ml mini  
Mini Body & Face Cloths (10)  
Mini Window Cloth (10)  
Mini EnviroCloth (10)  
PowerZyme sachet  
January 2025 Catalogue  
Share Cards  
\$30us/\$40ca  
+\$9.95 shipping



# February 2025 New Consultant NEW! Skin Care Upgrade Kit

## Includes

Renewing Eye Cream  
Hydrating Moisturizer  
Cleaning Facial Powder  
Detox & Restore Night Cream  
Vitamin C Serum  
Dual Sided Makeup Removers  
Blue Ultra Plush Cloth  
January 2025 Catalog  
Share Cards  
\$182.48us/\$191.27ca  
+\$9.95 shipping







## February Team Activation



# Training

## Podcasts

- Search 'Norwex Learning Network' wherever you listen to podcasts. Spotify, SoundCloud, Apple and Android Podcast Apps
  - o Upcoming Episodes:
    - Amy Cadora + EWG Team (Feb/March)
    - Science Behind Pre-Died Fabric
    - + more to come!

## Party Outlines

- Updated to include PowerZyme: SH5, Laundry and more!
- Project Broadcast bundle codes updated





# February 2025 Consultant Offers

## Consultant Consistency

This month, you will be rewarded for your Personal Sales and your commitment to sharing Norwex and building our community!

- Submit \$500 in sales: **Earn \$25** Norwex Discount
- First New Consultant with \$400 in sales in 15 days: **Earn \$75** Norwex Discount
  - Each additional New Consultant with \$400 in sales in 15 days: **Earn an additional \$100** Norwex Discount

EXAMPLE		
\$25 Norwex Discount	\$100 Norwex Discount	\$300 Norwex Discount
\$500 Personal Sales	\$500 PRS + 1 New Consultant with Bright Start 1	\$500 PRS + 3 New Consultants with Bright Start 1

For this offer, all Personal Retail Sales and Consultant Application and Agreement must be submitted between noon, CT, February 1 and noon, CT, March 1, 2025. Norwex Discounts for Personal Retail Sales will be added after end-of month close, approximately the 12th. Norwex Discounts will be added after end-of-month close if the Bright Start Goal is met during the month or within three (3) business days should the Bright Start goal be met in the following month.

# February 2025 Consultant Offers



Enjoy fun  
all-inclusives!

Relax by  
the pool!

Get there faster with  
Double Trip Miles in  
February!

COSTA RICA'S WITHIN REACH

## Get DOUBLE Trip Miles for everything!

Noon, CT, February 1 – Noon, CT March 1, 2025

This month, get Double Trip Miles for:

- Personal Retail Sales
- Each Qualified Personal New Consultant\* – 1,000 vs. 500
- Leadership Development\*\* – 1,500 vs. 750 for every Personal New Consultant you promote, AND when you personally promote, to a new Leadership title

Make every connection count in February to secure your spot in Costa Rica!

FOR NORWEX CONSULTANTS ONLY. ACCESS ALL INCENTIVE AND PROGRAM MATERIALS FROM THE RESOURCE FOR PUBLIC DISTRIBUTION.

 norwex®