

# HOW TO SELL WELLFIT (Without Overthinking It)



## WHAT IS IT?

A **full-body skincare system** designed to cleanse, tone, and hydrate skin from head to toe, addressing the area's most routines overlook—legs, arms, chest, and beyond.

### REMEMBER:

Face + Body  
is one  
system

Full-Body  
coverage  
everywhere

Cleanse  
↓  
Tone  
↓  
Serum

## STEP 1: IDENTIFY THE GAP

### ASK:

- “What are you using at home right now?”
- “Are you doing anything full-body or just face?”
- “Are you spray tanning or using sauna/red light?”

### LISTEN FOR:

- No routine
- Body wash only
- Lotion only
- Face-only skincare

That’s your opening.

## STEP 2: KEEP IT SIMPLE

### CLEANSER

“Removes buildup and lightly exfoliates so what you apply next works better.”



### TONER

“Balances pH and supports your skin barrier. Most people skip this for the body.”



### SERUM

“Locks in hydration and smooths texture without feeling greasy.”



### SYSTEM FRAMING

“It works best as a system. Each step prepares the skin for the next.”



## IF THEY SAY



## SAY THIS

"I already use body wash."



"Most body wash just cleans. This supports your skin barrier and keeps results consistent."

"I don't use toner."



"Cleansing doesn't rebalance your skin. Toner restores pH and improves absorption."

"I only focus on my face."



"Your skin doesn't stop at your jawline. This eliminates separate routines."

"I spray tan."



"Great. This line helps in two ways: the cleanser is a good prep when used the day before, and the toner helps remove or correct anywhere that needs evening out."

"I use sauna or red light."



"Heat and sweat deplete hydration. This restores balance after."

"I don't want something greasy"



"The serum is lightweight and fast-absorbing. No residue."

"I just want one product."



"You can start with one, but the system gives consistent results because each step builds on the last."

## COMMON OBJECTIONS

*"I'll just use lotion."*

Lotion adds surface moisture. This supports skin function cleansing buildup, balancing pH, and maintaining hydration.

*"Is it clean?"*

Paraben-free, vegan, cruelty-free, alcohol-free toner.

*"Does this replace my sessions?"*

No. Sessions drive results. This preserves them.

## QUICK RECOMMENDATION GUIDE

New WellFit Member  
→ Full system

Spray Tan Client  
→ Cleanser + Toner mitt  
(best for spray tan removal)

Athletic / Sauna Client  
→ Toner + Serum

Dry / Textured Skin  
→ Full system

Travel / Gym Client  
→ Toner Mitt

## CLOSE THE CONVERSATION

"If you're investing in your skin here, this keeps it consistent at home. Cleanse, tone, serum. Simple."