

OPERATOR SCRIPT

WELLFIT HYDRATE



Holds moisture up to 24 hours

Essentials Treatment

WHAT IS IT?

Most skincare routines treat less than 10% of the body. Hydrate treats all of it. Powered by our Tri-Hydro Boost Complex™, it delivers moisture in three depths — surface, mid-layer, and deeper epidermis — so skin doesn't just feel hydrated on contact. It stays that way.

HOW TO INTRODUCE IT

"Hydrate is our full-body skincare treatment that delivers deep moisture to every part of your skin — the arms, legs, back, and shoulders that your regular routine never reaches."

"It's a quick misting treatment inside the booth that works in three layers of the skin to restore and hold moisture for up to 24 hours."

WHAT MAKES IT WORK

- Tri-Hydro Boost Complex™ works at three skin depths simultaneously
- Supports the skin barrier across the entire body
- Reduces dryness with consistent use
- Holds moisture for up to 24 hours
- Fully automated mist application with even coverage

HOW TO SELL IT

- "A fast, full-body hydration treatment."
- "An easy add-on for dry or depleted skin."
- "A simple way to give your skin what your routine misses."

SELLING SCRIPT

"Most moisturizers only get your face or hands. This one reaches everything — your arms, legs, back, all of it."

"It works in three layers of the skin to hold moisture for up to 24 hours. Completely automated, takes just a few minutes."

"Some members use it a few times a week to keep their skin consistently hydrated. Want to add it on today?"

All of you matters.



CUSTOMER RESULTS

**Skin feels softer
and more hydrated
immediately**

**Dryness reduces
with consistent use**

**Easy to incorporate
into an existing
routine**

KEY PRODUCT STANDARDS

- Non-comedogenic
- Non-irritating
- Non-sensitizing
- Cruelty-free
- Paraben-free
- 100% vegan

USAGE

Use daily or up to 3x a week for optimal results

QUICK REMINDERS

- Add Hydrate to every "What else can I help you with today?" moment
- Position it as the treatment that reaches what the rest of their routine misses
- Reinforce routine, not one-off usage
- Keep the description focused on full-body moisture — not just surface-level softness

PAIRS WELL WITH

Spray tan (after)	Restores moisture and supports longer-lasting tan results.
Red-light therapy (before or after)	Red light supports cellular activity but doesn't deliver hydration. Hydrate replenishes moisture and supports the skin barrier.
Pool/hot tub (after-chlorine)	Use a toner mitt to remove chlorine residue first. Hydrate restores moisture post-exposure.
Shower (after)	Restores moisture lost during cleansing and supports skin barrier balance.
UV tanning (before)	Conditions and preps skin before UV exposure.