



Get Ready! Celavive® Exfoliating Scrub + Mask Is Coming Soon

On April 3, our Celavive® Exfoliating Scrub + Mask will be fully available in the U.S. and Canada. This new, dual-action exfoliating and pollution-fighting formula is a valuable addition to our Celavive skincare line.

Here are three key ways to get ready for this product launch:

1. Prepare

Tools and educational materials are available now! Learn more about this exciting dual-action product and become an exfoliation expert. We've created shareables, a Beginner's Guide to Exfoliation, infographics, and more for you to use and share today. Host a team meeting to review these tools, answer questions, and develop a launch plan.

2. Pre-Launch

Get up close and personal with our new Exfoliating Scrub + Mask. On March 20, Associates will be able to purchase this product two weeks before it's available to everyone. Work with your team to answer any questions they have about the Exfoliating Scrub + Mask. And once you receive your product, post an unboxing video on social media (this is a great time to start taking pre-orders).

3. Generate Hype

About a week prior to launch, start teasing and sharing this product on social media. Create a countdown or poll on Instagram. Jump on a livestream and share this new product and your experience with it. It's that simple!

Sale Tools Are Available Today!

To get you prepped for the launch of this new, innovative Exfoliating Scrub + Mask, we've created sales tools, educational guides, and shareables for you to use and share, starting today. Train your team and get them excited for this new product.

[Celavive Product Guide](#)

This product guide provides an overview of all our Celavive products, including the Exfoliating Scrub + Mask, it's key benefits, and how to use it to unlock natural beauty. Use It during a team training or as a reference during a livestream.

[Beginner's Guide to Exfoliation](#)

Use this guide to learn more about the different types of exfoliation, why exfoliation is important, and how the Exfoliating Scrub + Mask is different. It's a great starting place for anyone who's new to skincare, but eager to learn more.

[Social Shareables](#)

Use these shareables on your social media feed to highlight key ingredients, share tips, and spark a discussion about exfoliation. Just search "Celavive Exfoliating Scrub + Mask" on the Share USANA Media Center and start sharing today.

And this isn't all. Product videos and an educational presentation are coming soon. So keep an eye on The Hub for these additional tools.