



safe. effective. trustworthy.

Quick Start Gathering Guide

Easy Steps to a Successful Gathering

A couple of notes for you, the PUREhaven Consultant:

Your mission as a PUREhaven Consultant is to help people live a toxic-free life – that's the purpose of PUREhaven ESSENTIALS.

There are 133 million households in the U.S. with no one to fight for them but you. The government is not going to help educate consumers about chemicals in their everyday products. And, other companies want to say they are safe, but they subject their customers to more harmful chemicals under the guise of "Safe" or "Natural."

A PUREhaven Gathering presentation gives you the opportunity to educate others about harmful ingredients and inspire guests to experience PUREhaven ESSENTIALS by purchasing ESSENTIALS Bundle No. 8. We believe if they try eight of our top-selling products, they will be able to make a change that will affect their health and happiness long term when it comes to living toxic free.

The following is your Quick Start Gathering Guide. Text in *italics* indicates the suggested words you might use during your presentation. Bring your own style to it, but keep it simple. Your objective is to get your guests interested in purchasing ESSENTIALS Bundle No. 8 in order to experience our amazing toxic-free products, produced right in our own USDA Certified Organic Facility.

Each guest should receive one catalog, Did You Know Flyer, order form, Gathering Quiz Sheet (found in Back Office) and your business card. Have your Specials flyer and Opportunity Brochures available for those with interest. The entire gathering should take no more than 60 minutes.

Welcome & Introductions

Welcome everyone • Introduce yourself • Thank your Host
(Remember: Smile & Have FUN!)

I started my PUREhaven ESSENTIALS business for three simple reasons:

1. I didn't know about this chemical issue until someone shared it with me; now I want to share this information to help everyone make informed decisions about the products they use. I feel good about sharing this company's mission to create positive change in this country.
2. I love PUREhaven ESSENTIALS products; no harmful chemicals, and the very best ingredients – and they work great!
3. While I'm sharing this important mission and products, I'm also running my own independent business and getting paid weekly. I'm my own boss, I work around my personal schedule, I receive product discounts and other generous perks. It's easy – and it's fun. Watch what I do tonight – and if you want to know more about this business, I'd be happy to share with you.

Having toxins in our everyday products is a big problem. You have the opportunity to become aware of how small changes can make a big difference in your family's life. A show of hands: How many of you are aware of the fact that what we put ON our bodies can affect us as much as what we put IN our bodies (what we eat)?

(Respond with: I didn't know either - and it really started me on a journey to find out more!)

*Your story in 60 seconds:

Make it personal; ask your upline for help. Include your:

“when • why • what”

- when you joined
- why this is important to you
- what benefits/success gained

Practice, practice, practice!

Did You Know?

Women usually apply,
at minimum,

15

personal care products on their bodies BEFORE they even leave home. There could be as many as 168 chemicals in all of those products.

(EWG - Environmental Working Group)

EUROPE
BANS



U.S.
BANS



The European Union law bans 1,328 chemicals from cosmetics that are known or suspected to cause cancer, genetic mutation, reproductive harm or birth defects. In comparison, the U.S. FDA has only banned or restricted 11 chemicals from cosmetics. (EU Cosmetic Directive 2013)

Babies are

10

times more vulnerable to the chemicals in these personal care products, which are easily absorbed through the skin into the bloodstream, than adults. (USEPA: EPA 630/R-03/003F, March 2005)



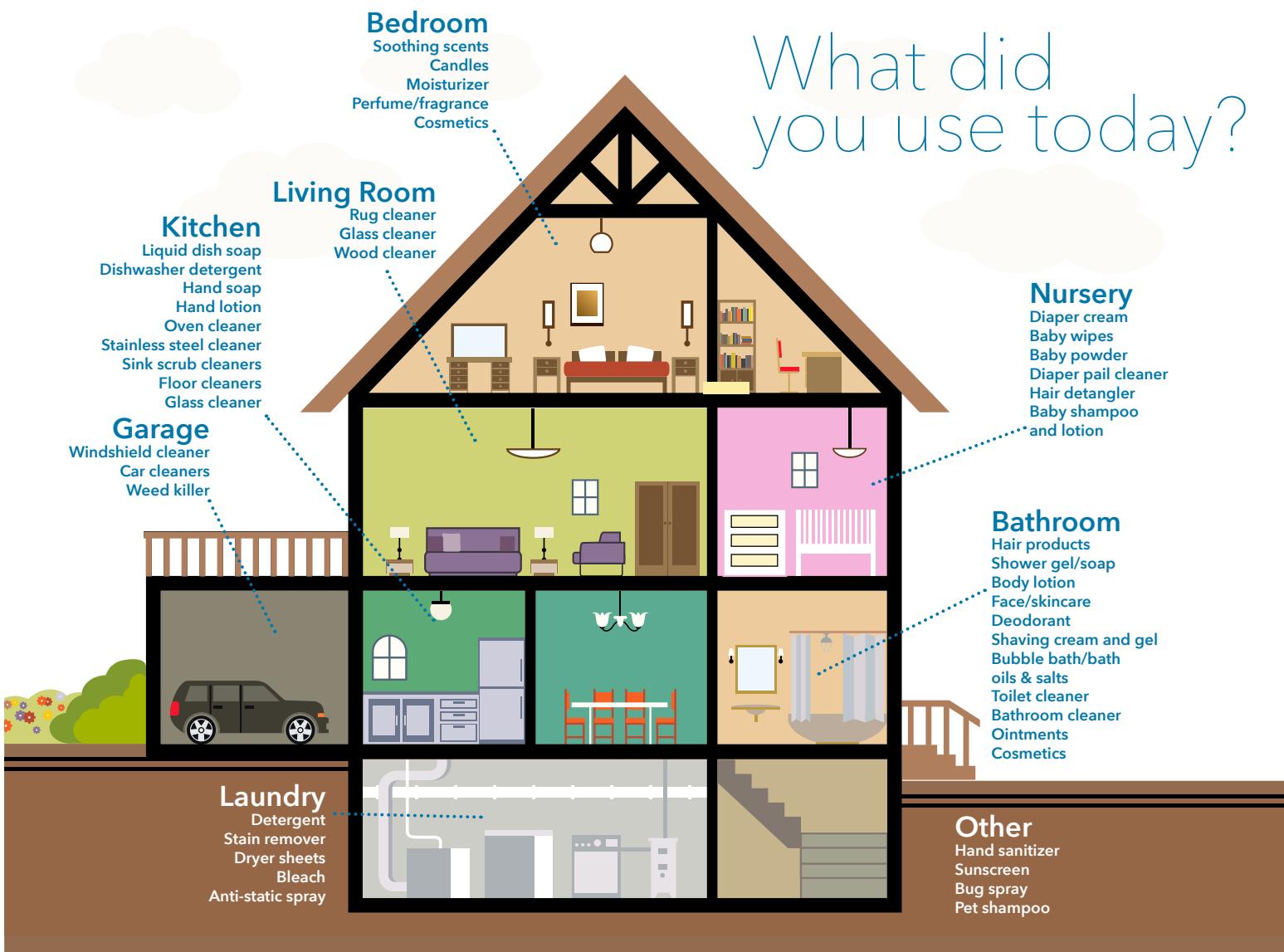
The ingredients in personal care products are

**NOT ALWAYS
REQUIRED TO BE
MONITORED
OR APPROVED BY
THE FDA.**

(USEPA: EPA 630/R-03/003F, March 2005)

Interact with Guests

This is when you could use the Gathering Quiz Sheet found in your Back Office.



On its own, it seems unlikely that the ingredients in one measly product could have a significant impact on your overall health. But here's the thing ... you don't just use one product. We use gels and soaps and lotions and lipsticks and deodorants to make our bodies look good and smell nice, along with the sprays and wipes and detergents around our home. Even changing out a couple of those products could make a big difference in your overall health.

Here's a quick reference of the many harmful ingredients, but stay focused on the top categories we selected for you, so you can easily educate your Gathering guests.



Ingredients to Avoid

Now, let's cover the top three categories of harmful ingredients that you'll find in so many products you use every day. You'll want to avoid products that contain these chemicals.

1. Avoid: "Fragrance"

On labels, look for the words "**fragrance**" or "**parfum**." These are "catch all" words that manufacturers legally use to hide hundreds of ingredients – it's called a "trade secret" in the industry.

More than 75% of products with "fragrance" are legally hiding phthalates (THAL- ates).

"Phthalates are known endocrine disruptors, and are linked with birth defects, breast cancer, diabetes, obesity, autism and ADHD in first and third trimesters of pregnancy."

(Campaign for Safe Cosmetics - 2002 "Not Too Pretty" Report)

2. Avoid: Carcinogens and Neurotoxins

A **carcinogen** or carcinogenic contaminant is any substance or agent directly involved in causing cancer.

These are found in many conventional products, including moisturizer and shaving cream (ex. retinyl palmitate, nanoparticles and isobutane are found on our Ingredients to Avoid list).

A **neurotoxin** is a substance that is destructive to nerve tissue.

One of the worst offenders is aluminum. Did you know that aluminum is the active ingredient found in many deodorants? Aluminum is bio-accumulative, meaning it stores in your fat cells and accumulates. Simply changing your deodorant is a good first step in reducing your harmful chemical body burden. And, **PUREhaven ESSENTIALS** has a solution!

PUREhaven ESSENTIALS deodorant (stick and spray options): No aluminum, no parabens, no harmful chemicals; the safest deodorant that really works – and both our deodorant stick and spray deodorant smell so good, too.

3. Avoid: Endocrine Disruptors

You've already heard me mention **endocrine disruptors**, and many common products have several or more of these harmful chemicals, in addition to the phthalates in fragrance.

Why is this so important? The endocrine system regulates ALL biological processes in the body, including brain and nervous system development, growth and function of the reproductive system, metabolism and blood sugar levels, ovaries, testes, pituitary, thyroid and the adrenal glands.

On your product labels, look for these common endocrine disruptors:

Parabens: They mimic estrogen and are suspected to be linked to breast cancer.

Triclosan: This is the active ingredient in "anti-bacterial" products. And guess what? It's registered with the government as a pesticide!

Why PUREhaven Essentials

I imagine that you now have a pretty good idea of the number of harmful chemicals you're exposed to daily and you know the types of chronic illnesses linked to those chemicals, right? Are you feeling overwhelmed? Are you wondering if it even makes a difference to be more conscious of the products you use? The answer to that is YES, it makes a difference. And, best of all, we have a simple solution for you to get on the path to toxic-free living.

Why should you consider PUREhaven ESSENTIALS when it comes to your personal and home care products? Because:

- *PUREhaven manufactures fresh, small-scale batches with utmost care.*
- *We offer a 60-day empty jar, bottle or tube guarantee.*
- *Every ingredient that enters the PUREhaven facility goes through a three-step quality process before being accepted as a viable ingredient.*
- *Our products are:*
 - *Gluten free*
 - *Cruelty free*
 - *Formaldehyde and formaldehyde donor free*
 - *Not made with synthetic or undisclosed processing agents*
 - *Made from non GMO sources*

Introduce ESSENTIALS Bundle No. 8

Now, let me take a few minutes and quickly tell you about the eight products you'll find in our ESSENTIALS Bundle No. 8.

This is the time to use the ESSENTIALS Bundle No. 8 Flash Cards, which you can download from your online Back Office. Demonstrating products is always effective. For example, the Master Blaster is a perfect product to demo, as is Surface Cleaner and Dream Cream. Take the lids off your products, pass them around, demonstrate a few of favorites and help get your guests excited about making safer choices.

After product demonstration of ESSENTIALS Bundle No. 8

The Close

We've created this BUNDLE so you can experience our top eight products at a discounted price. These eight products have a value of over \$125. Plus, you'll get a free gift, a 4-oz. Master Blaster, which adds an additional \$10.95 to the value of the BUNDLE. It's truly an opportunity for you to start living toxic free and feel good about the things you can do to improve your family's overall health.

Live Toxic Free

You can certainly make a difference in the world by helping us spread our mission of helping people live a toxic-free life in two ways.

1. *You can host a Gathering like the one you have participated in tonight and earn free product and special offers we provide to all of our Hosts.*

or

2. *I encourage you to learn more about the opportunity to not only USE and SHARE the products, but EARN as well. A PUREhaven business is one you can feel good about, be proud to represent and still have time for your family.*

Please let me know if you want more information on either opportunity.

Use Host Special to entice hosting an event and use the new Opportunity Brochure to ignite interest in the business. Next, help in the order taking process and thank your Host.

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