RETAIL BRAND

LOREN RIDINGER



Loren Ridinger, Senior Executive Vice President of Market America Worldwide, Creative Director and Founder of Motives by Loren Ridinger

As one of fashion and beauty's most influential persons according to *Vogue, Haute Living* and more, internet mogul Loren Ridinger continues to set trends. Her vision to create the highest-quality beauty and skincare products for every woman and budget has launched some of the most successful brands in the world, including the award-winning Motives by Loren Ridinger. In addition, her expert opinions on Loren's World, My Fashion Cents and *The Huffington Post* have made her one of the web's most prominent authorities on fashion, culture and business.

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La La Anthony, Author, Entertainer & Star of VH1's TV Show Series, La La's Full Court Life

Motives for La La, an extension of the award-winning Motives by Loren Ridinger cosmetics brand, includes mineral-based lipsticks, blushes, lip shines and eye shadows that not only showcase La La's distinct style, but complement the full line of Motives cosmetics. Motives for La La is a perfect blend of runway and everyday styles, with products uniquely formulated for every shade of today's modern woman.

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WHY MOTIVES?

MOTIVES® BY LOREN RIDINGER is the key to unlocking hidden profits in your salon business. A top-of-the-line collection of products formulated with the highest-quality ingredients. Features a customizable approach with Motives Custom Blend Foundation and Powder that is unrivaled in the beauty industry, and an education system that guides you in optimizing profits within your salon.

1. TOP-OF-THE-LINE COSMETICS WITH AFFORDABLE PRICING

- Cosmetics that complement every skin tone
- Perfect formula and pigmentation for easy application
- Proprietary formulas

2. MOTIVESCOSMETICS.COM WEBSITE

- Personalized site that is consistently updated with fresh content
- Taps into the fastest growing distribution channel in beauty care
- Gives your customers the opportunity to shop 24/7

3. CUSTOMIZABLE FOUNDATIONS UNRIVALED ANYWHERE IN THE INDUSTRY

- Provides an unparalleled opportunity to offer exclusive products, foster customer loyalty and reap substantial profit
- Includes modifiers and enhancers that allow you to further customize the foundation and target specific concerns

4. PRESS AND MEDIA EXPOSURE

- Motives has a loyal celebrity following
- Through magazines and websites, the Motives brand is exposed to over 90 million consumers worldwide

5. EDUCATION AND TRAINING

- Affordable national training system
- · Informative training courses in makeup application and business building
- Business training and coaching by experienced Motives Beauty Advisors
- Guide for implementing into your salon with retail launch events, staff and client education, and merchandising

6. PROVEN BUSINESS MODEL TO ACHIEVE FINANCIAL SUCCESS FOR YOU AND YOUR BUSINESS

- Business-building tools, support and education provided
- Create the lifestyle that YOU want
- Earn the income YOU desire



MOTIVES

The products within the Motives[®] line range from basic necessities for the beginner beauty enthusiast to the hottest trends for the expert fashionista. No matter what your comfort level with makeup is, Motives always provides the must-haves for every beauty arsenal.

Products from left to right: Motives Shimmer Powder - Bombshell, Motives Shimmer Stick - Moonlight, Motives 10 Years Younger Makeup Setting Spray, Motives Complexion Perfection Face Primer, Motives All Day Liquid Stick - Love Bites, Motives Ultra Matte Lipstick - Please Me, Motives Color Correction Quad - No. 2 (Tan to Deep)





La La herself plays a role in deciding what is featured in the Motives[®] for La La line, encompassing beauty in every shade. The must-haves from this line will allow you to celebrate your unique beauty enhanced by La La's distinct style.

The highlight of this collection is the highly coveted Mineral Lip Shine, formulated to provide the shine of a gloss with the color impact of a lipstick.

Products from left to right: Motives for La La Mineral Waterproof Eyebrow Pencil - Dark Brown, Motives for La La Mineral Pressed Blush - Carmel-La, Motives for La La Mineral Lipstick - Beso, Motives for La La Mineral Lip Shine - Soho Pink, Motives for La La Mineral Volumizing & Lengthening Mascara - Black

A CUSTOMIZABLE APPROACH

FOUNDATION IS A WOMAN'S MOST IMPORTANT, yet most frustrating, step in makeup application. From the perfect color match to skin enhancing ingredients, choosing the right product off a retail shelf is confusing and challenging. Build your business with a customizable approach that is guaranteed to satisfy the needs of your clientele and increase customer retention.

Motives Custom Blend Foundation and Powder systems encompass a range of fully customizable pigments and modifiers, giving your business a unique edge in the marketplace. Customization accommodates the needs of all consumers, from skin color and type, age, lifestyle and personality.

Key benefits of this individualized approach to foundations and powder:

o Guarantees 100% customer satisfaction

- o Builds unwavering loyalty and makes your business indispensable
- o High profitability and easy inventory control
- o Easy promotion and marketing

Personalization is at the heart of the 'Right for Me' sub-trend; with Motives Custom Blend Foundation and Powder you're sure to create the perfect formula for every individual.





G L O B A L D I S T R I B U T I O N

Motives Cosmetics operates globally in the United States, Canada, Australia, Taiwan, Hong Kong, United Kingdom, Malaysia and Singapore. Motives is also available in select spas and salons across the globe and online at motivescosmetics.com.



SOCIAL MEDIA AND PRESS

MOTIVES IS MAKING A BIG IMPACT in the beauty industry's social media presence. With over two million followers on Instagram alone — Motives is changing the face of social shopping. Due to Loren Ridinger's social media expertise and customer engagement initiatives, Motives' social sales have increased dramatically as new potential customers are exposed to the line every day. Loren saw an unprecedented opportunity with social shopping, and enlisted the social media prowess of major online beauty influencers to connect people, showcase the brand's wearability and spread the word about Motives — and no one has stopped talking since.

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IN THE PRESS



IN THE PRESS



IN THE PRESS



TCHMAKER

FEATURED PRESS

Motives Makeup Review & Swatches

junkle. God knows I dow't need anymore making but mee brands and products. I use resently while to be connectics; wanted to try thes because the Bend foundation is particularly popular to hades to customize your exact skin tome. I dow't todary but I do have nose other great products (how you. I've tested and swatched all the product

SCREAM

FASHION

THE BEAUTY MOGUL

Loren Ridinger, 44, SVP of Market Amer Shop.com, creator of Motives cosmetics

> runs with her tight-knit familia. The definition

of influencer, Ridinger

here's no industry this Spanish-American entrepreneur can't clobber. Her business ventures span an award-winning cosmetics line, a skin-care line, and a jewelry collection. She also holds a senior VP post at Market America, a

multilevel marketing business she co-founded WANNA START YOUR OWN BEAUTY BIZ? with her husband and n from the pros a BAG 18-20 in NY hobnobs on and offline with everyone, from the

Kardashians to J F@L offers beauty, fas advice on her top THE SEA World." Her curr million plus.

 After finding your traue, everything about it. "When things go well, don't slow down. Accelerate. Push harder."

 Take your daughters to work. "I wanted my girl to see her mom in action, to have a role model, and

JPSCALE

MOTIVES Pressed Blush in So Peach \$14 62

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