

everything you need to know about betty™

frequently asked questions

Who buys betty™? betty™ is for all ages. Our core demographic, baby boomers, love to cover gray and match their hair above with the natural colors; even conservative suburban soccer moms love to use the vibrant specialty colors. Younger customers like to use the betty charm♥cils™ to bring back a little hair.

Why is betty™ safer than regular hair dyes? Unlike regular hair dyes, betty™ is specially formulated so it's safe to use down there. betty™ contains natural ingredients, skin conditioners and doesn't have that harsh chemical smell. Our safe no-drip formula won't run into sensitive areas and does not contain ammonia or parabens, making betty™ safe!

How often should I use this product? betty™ formula is safe enough to use frequently. Most women and men color their hair down there when they color the hair on their head, usually every 4-5 weeks.

Do the vibrant specialty colors work on dark hair? Yes, betty's specialty colors work on all hair colors and types of hair. Each specialty color kit comes with an easy-to-use lightening step before applying the vibrant color. With this special conditioning lightening cream, anyone can be a FUN betty™ (hot pink).

After I use one color, can I change to another color? Yes, you may use multiple colors frequently. Many customers like to use a vibrant specialty color over the weekend and then use a natural color to change back.

What if the color stains? betty™ color can be easily removed from the skin with a soapy washcloth. Before coloring, apply petroleum jelly around the outside of the hair line to help prevent staining.

Will the color rub off? No. Even perspiration and physical activity will not affect betty™ color.

Can I save the leftover color? Yes, you can reuse any unmixed portions of the product. You can always reapply leftover betty™ color if you need a boost any time. betty™ has a shelf life of one year.

Men love betty™ too!

Men prefer betty™ over current hair dyes because of its gentle formula. betty™ is perfect to use on their hair down there.

Promote betty™ as the perfect gift:

betty™ makes a great gift for anniversaries, bridal showers, bachelorette parties and birthdays!

Best Sellers: BROWN betty™ is great for covering grays and FUN betty™ (hot pink) is so popular that you won't be able to keep it on your shelves!

tips for selling betty™

I feel awkward. What do I call that area!?

Just call it 'betty'! When talking to your customers about the products, no need to use the 'p' word or 'va-jay-jay'.

What if my clients are too shy to bring betty™ to the counter? Make sure to clearly display betty™. Let your customers know that they are looking at a very popular product that *Oprah Magazine* and *Redbook* love!

How do I sell betty™ in this economy? betty's SRP is only \$14.99 (2+ applications). Focus groups say using betty™ makes them feel confident and youthful. *It's cheaper than a night out!*

How should I deal with a client who is skeptical about betty™? Remind those who are apprehensive that even brazilian waxing was once taboo.

How do I upsell betty™? Encourage your customers to buy 2 betty™ kits. Many of our customers enjoy a few days with a specialty color and then use a natural betty™ color to change back to their original hair color!

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