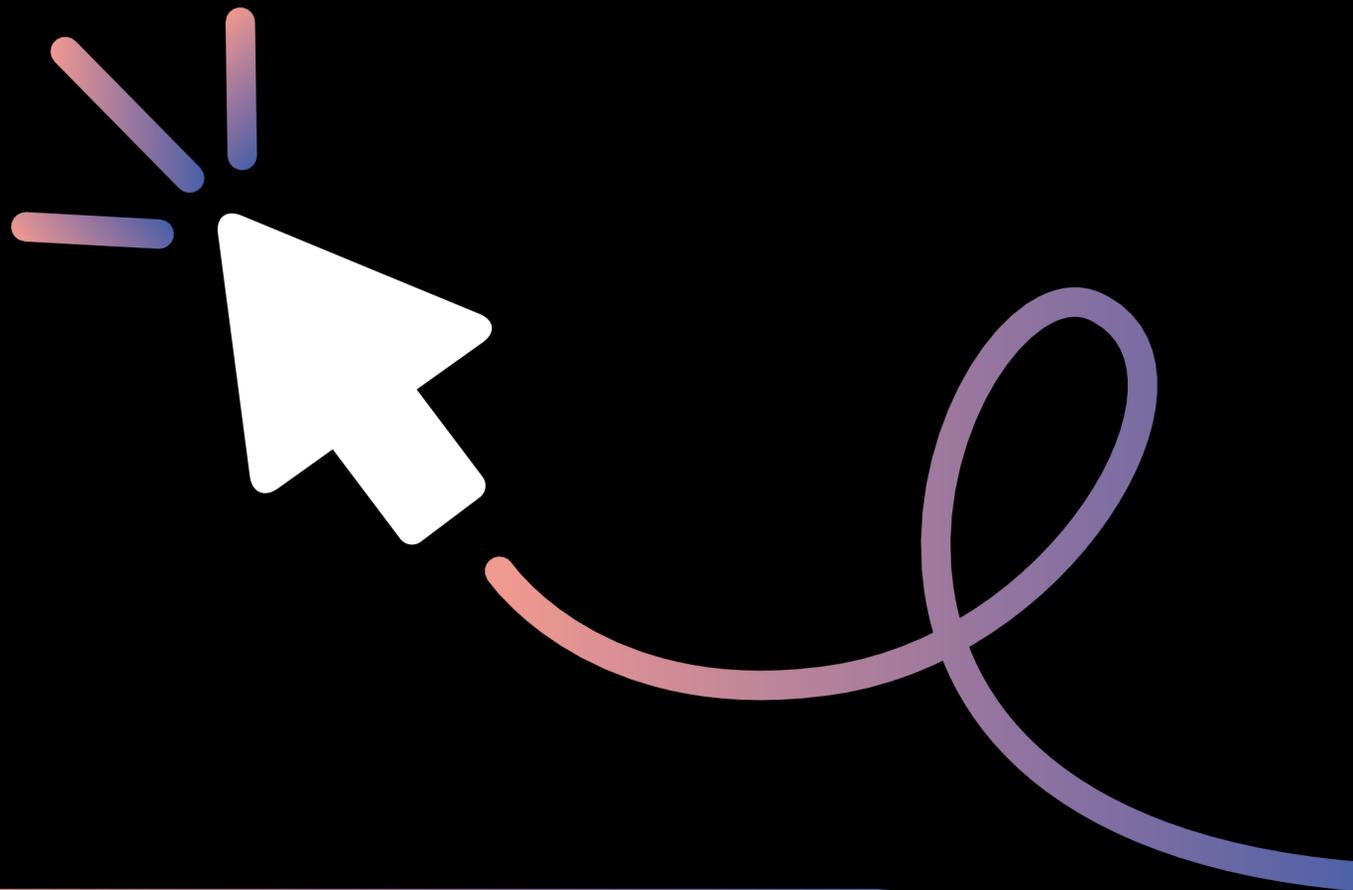


BRAUN



Your Braun IPL Ambassador guide



**Welcome to the Braun IPL
Ambassador team!**

Your VIP Ambassador missions

Let's refresh our IPL know how...

Tips to ace your Braun Reels

Dos and don'ts

**5 tips for a successful
product demonstration**

Discount Code

Want to skip ahead? Just tap the button.

Welcome to the Braun IPL Ambassador team!

We're so excited to have you on board one of our most special Savvy Circle projects yet!

As part of this exclusive VIP team, you'll be helping others discover the magic of Braun IPL – and earning rewards while you're at it.

Here's how it works:

When your unique code is used for the first 5 times, to buy a Braun IPL 5 or 7 from [Braunshop](#) you'll get a £30 Amazon Gift Card. You can earn up to £150 in total!*

And that's not all – our top ambassador will also win the new Braun Skin i·Expert IPL!

This guide has everything you need – from tips and content inspo to how-tos for making the most of your journey as an ambassador.

Ready? Let's go!



First up, your VIP Ambassador missions

1

Create & Share

Create a standout video featuring your unique discount code and share it online. Show off the product, your experience, and why it's a must-have!

2

Spread the Word

Host product demos for your friends and family and share your code. The more you spread the word, the more rewards you can earn!

3

Share your feedback

Complete a quick survey to share your honest feedback with the brand – your insights matter!

*Full terms and conditions [here](#)

Let's refresh our IPL know-how...

You've already seen the results – with Braun IPL, you can get 2 years of salon-like smooth skin from home.¹ But your friends will have questions, just like you did before starting. Let's help them out!

Does it work?

Absolutely! With Braun's most advanced IPL devices, you can see visible results from just one use.² Stick with the treatment schedule, and you could achieve up to 95% hair removal in just one month.³

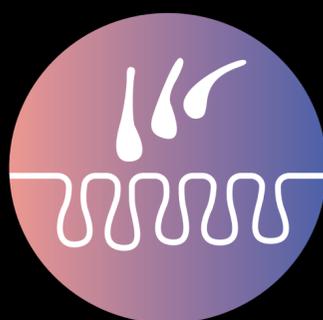
How does it work?

Braun IPL devices emit gentle pulses of light to break the hair re-growth cycle by targeting melanin in hair follicles, causing the hair to shed naturally. With regular use, hair re-growth is permanently reduced, making hair weaker, finer, lighter, and slower to grow.



Start-up Phase

Treat once per week for first 4-12 weeks.



In between

Hair falls out naturally and regrowth is delayed.



Maintenance

Continue IPL to your needs (e.g. every 1-2 months)

Is it safe?

Yes! Braun IPL devices are dermatologist-tested and safe for full-body use, including intimate areas.⁴ It automatically adjusts light intensity to your skin tone and won't flash if the tone is invalid or there's no full contact. The device features skin contact sensors, an in-built UV filter, and is suitable for the pubic area and face and includes three sensitivity modes for comfort.

Is it painful?

IPL is nearly pain-free! Most people say it just feels warm and tingly. In fact, 7 out of 10 didn't feel any pain at all. You've tried it, so why not share your experience with your friends?

Why at home?

- Because it's easy, fast, and private!
- **Quick treatments:** Just 10 minutes a week for full-body treatment⁵
- **No fuss:** Salon-like results without the salon
- **Flexible:** Reach tricky spots like the bikini line and underarms easily

Is it worth the money?

- **One-time investment:** No refills, no top-ups
- **Convenient:** No salon appointments, just you and your Braun IPL
- **Risk-free:** Braun offers a 100-day money-back guarantee – love it, or get your money back.⁶

¹Following recommended regimen, individual results may vary.

²Based on app data from consumer self-assessment (Nov'24-Apr'24). Individual results may vary.

³Tested in a clinical study on lower legs 2022-2024. Individual results may vary.

⁴Not to be used by women on: scalp, eyes, forehead, nipples, on mucous membranes such as the labia minora, vagina, anus; and men on: scalp, face, neck; nipples, penile shaft, scrotum, anus.

⁵Legs (Upper & lower), Underarm, Bikini, Upper lip

⁶T&Cs apply.

TIPS TO ACE YOUR BRAUN REELS

Your main mission is to spread the word about the Braun IPL and why it's the ultimate beauty investment. Here's how to do it effectively while keeping it authentic and engaging:



Start with a Hook

Grab attention with a strong opening – think trendy hooks, a bold claim, or a relatable question:

- “She doesn’t even know it yet... but smooth skin is about to change her life.”
- “Had a chat with my past self – told her this beauty hack will save hours.”
- “Bye, costly salons. Hello, effortless smooth skin.”
- “Imagine never worrying about hair removal again.”
- “There’s something better than shaving – and I’m obsessed.”



Demo your Braun IPL

- Show how to select the treatment area and start the session.
- Zoom in on the SmartSkin Protect light adjusting to skin tone.
- Highlight how to change precision caps and glide over different areas – legs, underarms, and face.
- Emphasise that it's safe and almost painless, especially for sensitive areas like the face.

Talk about the results

- Share a quick before-and-after shot or clip (if you have).
- **Say:** “I’ve been using it for X weeks/months, and my skin feels smoother already!”

Share your unique code (and display it on the screen)

- Hold the device up again and say, “Summer steals – don’t miss out! Up to 50% off, plus an additional £20 off when you use my code. Link in caption!”

Dos:

- ✓ Use **#Ad** in your social post text.
- ✓ Keep it genuine and relatable – share your real experience.
- ✓ Start your video with an intriguing hook.
- ✓ Film against a clutter-free and neutral background.
- ✓ Show your excitement and your reaction to smooth, hair-free skin.
- ✓ Do a voiceover and use engaging text to explain the benefits.
- ✓ Make sure you capture the actual flash with Stamp mode and fast continuous flashes with Glide mode.
- ✓ Display your discount code in supers over your video.
- ✓ Make your video max 45 seconds.
- ✓ Use royalty free music from Instagram/TikTok library.
- ✓ Include the [Braunshop page link](#) in your captions.

Don'ts:

- ✗ Don't use filters and face apps
- ✗ Don't show other brands or products in your video
- ✗ Avoid making exaggerated claims about instant results.
- ✗ Don't reference specific prices; focus on the discount code instead.
- ✗ Don't make any claims about medical use or permanent hair removal claims.

5 TIPS FOR A SUCCESSFUL PRODUCT DEMONSTRATION

1. Gather your friends

Call around your friends and family and ask them if they'd like smooth skin, from head to toe that lasts up to a year. If the answer is YES, invite them over!

Pro tip: ask them to bring a disposable razor or shave before you meet so they can try the IPL!

2. Share your knowledge about IPLs

We've gathered together everything your friends will want to know about the product and the technology, so read the know hows carefully.

3. Share your own experience

You've been using your IPL and believe us when we say YOUR authentic experience is what your friends will be interested in the most. Tell them how and where you use it, what you experienced, why you prefer it over other methods and let them know how much money you saved too!

4. Do a product demonstration

This will be the most interesting part for sure! Get your IPL and show your friends how it's used on your skin. Show how it's turned on, adjust the lights, switch between the heads for a full demonstration. Then let them take a look and try it for themselves.

5. Share your unique discount code

This will be the most interesting part for sure! Get your IPL and show your friends how it's used on your skin. Show how it's turned on, adjust the lights, switch between the heads for a full demonstration. Then let them take a look and try it for themselves. 😊

[Click to see your code](#)

How to Apply Your Discount Code

Your discount code is unique to you and can only be used on the Braun IPL models featured on the below page.

[Go to Page](#)

When promoting your code, always direct your followers to this specific landing page to avoid confusion.

They can choose their preferred Braun IPL model from the list, and just before checkout, they can enter your code to apply the discount. And that's it – smooth skin, sorted!

