



**FAMOUS  
RELEAF™**

THE ULTIMATE  
COSMETIC PEDICURE!

Intentional, Highly Effective, Efficient  
And Luxurious

Who Said You Can't Have It All?

Love your feet!



# WE ARE PROUD TO INTRODUCE



THE NEW COSMETIC PEDICURE SYSTEM BY SOME FAMOUS NAMES YOU CAN TRUST!



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# WHY RELEAF?

Proudly made in USA



Fewer Products...Better Results

85-90% of clients  
DO NOT  
need a “medical  
pedicure”...they want a  
fun, effective spa like  
experience. FAMOUS  
RELEAF is the solution.

The RELEAF line is  
Formulated  
**without**  
Parabens or sulfates  
And is Vegan

By using as many  
natural & sustainable  
Ingredients possible  
RELEAF is  
Effective & kind to the  
environment

## Did you know?

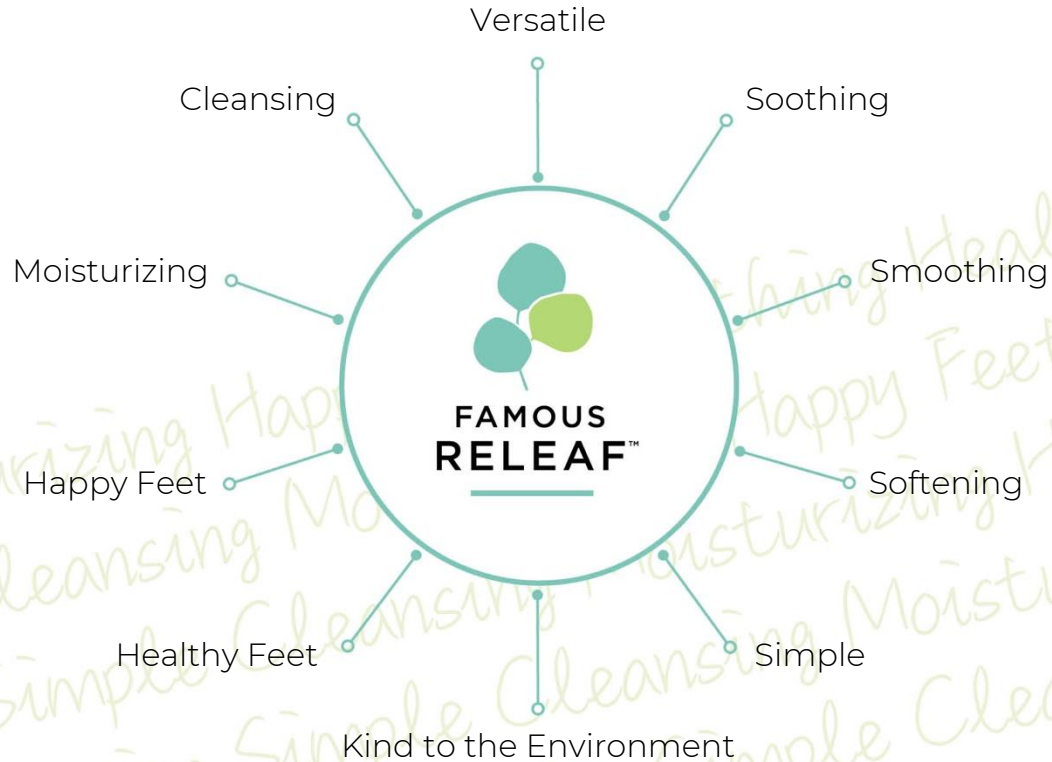
Each foot contains 26  
bones, 33 joints, about  
8000 nerves and over  
100 muscles

The FAMOUS RELEAF  
Line has been  
Designed to be used  
for both Pedicures  
and Manicures



# THE MAGIC!

## RELEAF'S GOALS



# RELEASE KEY INGREDIENTS



*Interesting Factoid: Fat pads cushion all key impact/pressure zones of the foot.*



# THE MAGIC!

AU Complex™  
Our Power Ingredient!



## Allantoin

- Found naturally in sugar beets, comfrey, chamomile, tobacco seed and wheat sprouts.
- Skin Protector: used since ancient times to soothe, reduce irritation and enhance healing
- Encourages cellular regeneration
- Calming to the skin
- Super moisturizer for the skin
- Anti-Inflammatory



## Urea

- Occurs naturally in the skin's epidermis
- Moisture magnet for the skin
- Draws water into the epidermis and keeps it there
- Plays a key role in increasing the permeability of other substances into the skin.
- Anti microbial properties
- Promotes skin repair and has anti-inflammatory properties



*Interesting Factoid: Heel pain and ingrown toenails are the most reported foot problem.*



# MAGIC INGREDIENTS

## Glycerin



- Creates increased moisture retention for softer, smoother skin
- Draws and holds moisture into the skin and helps prevent dry, rough skin
- Improves the skin's barrier function
- Provides protection against skin irritants



## Panthenol



- Derived from Vitamin B-5 (Also known as Pro-vitamin B-5)
- Skin protectant that holds moisture in the skin and improves elasticity
- Calm's irritation and inflammation
- Reduces water loss in the skin



# THE RELEAF PRODUCT LINEUP

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POWER FORMULAS – EASY TO USE – TIME EFFICIENT





# THE PRODUCTS



## STARTER KIT

The Ultimate Cosmetic Pedicure Starter Kit

**Includes:**

- 1- SOAK-A-LYPTUS™ 250 mL / 8.5 fl oz
- 1- AU DRENCH™ 91 g / 3.2 oz
- 1- CUTI-CAL 124 mL / 4.2 fl oz
- 1- FINISH™ 124 mL / 4.2 fl oz
- 1- DADI® SCRUB GOLD 145 g / 5.1 oz
- 1- DADI® LOTION GOLD 130 g / 4.6 oz
- 1- DADI® OIL 14.3 mL / .5 fl oz
- 1- LOOSIN' IT FOOT FILE™
- 1- RELEAF Product Brochure
- 1- RELEAF Quick Reference Guide



# THE PRODUCTS



## SOAK-A-LYPTUS™

A Gentle, luxurious cleansing, deodorizing and hydrating soak for feet, hands & body

Contains NO water! Why pay for water to add to the water in your footbath!

### Key Ingredients:

Camellia Sinensis Tea Seed Extract

- All natural and organic ingredient derived from tea trees from the 1940's
- Anti-oxidant
- Reduces sebum secretion
- Anti-microbial

Glycerin

- Creates increased moisture retention for softer, smoother skin

Wonderful smell of Eucalyptol promotes calm and relaxation



Sizes:

250 mL / 8.5 fl oz

946 mL / 32 fl oz

*Retailing Tip:*  
SOAK-A-LYPTUS is fantastic for a bath!

*Pro Tip:*  
Diabetic clients must use a gentle cleanser and soak for only 3-4 minutes.



# THE PRODUCTS



## AU DRENCH™

We put the power of allantoin and urea in YOUR hands. You decide the % that is correct for your client. Look at the ingredients...Allantoin and Urea. There are no “fillers” in Drench! Made of 100% AU Complex™... “Our Power Ingredient That Provides a Shot of Pure Moisture Into the Skin”

### Ingredients:

#### Allantoin

- Skin Protector: used since ancient times to soothe, reduce irritation and enhance healing
- Encourages cell regeneration
- Super moisturizer for the skin
- Is calming to the skin and an anti-inflammatory

#### Urea

- Moisture magnet for the skin
- Draws water into the epidermis and keeps it there
- Anti microbial properties
- Promotes skin repair and has anti-inflammatory properties

Use one teaspoon of AU DRENCH™ with SOAK-A-LYPTUS™ in the footbath for an upgraded experience.

*Retailing Hint:  
Use AU DRENCH™ along with  
SOAK-A-LYPTUS™ in the bath...it's HEAVEN!*

*Helpful Hint:  
For dry feet and cracked heels, use  
a double dose of AU DRENCH™*

### Sizes:

91 g / 3.2 oz  
369 g / 13 oz



# THE PRODUCTS

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## CUTI-CAL

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All-in-one callus smoother and cuticle remover. Works quickly and efficiently to exfoliate dead skin cells. Great for manicures too!

### Key Ingredients:

- AU Complex™: Our power ingredient for the perfect pedicure. Combination of Allantoin and Urea. See AU Complex™ for more info
- Skin protectants that attract and hold moisture in the skin
- Provides protection from irritants and inflammation
- Wonderful spa like fragrance

Spray on application saves time  
Cuti-Cal moisturizes too!



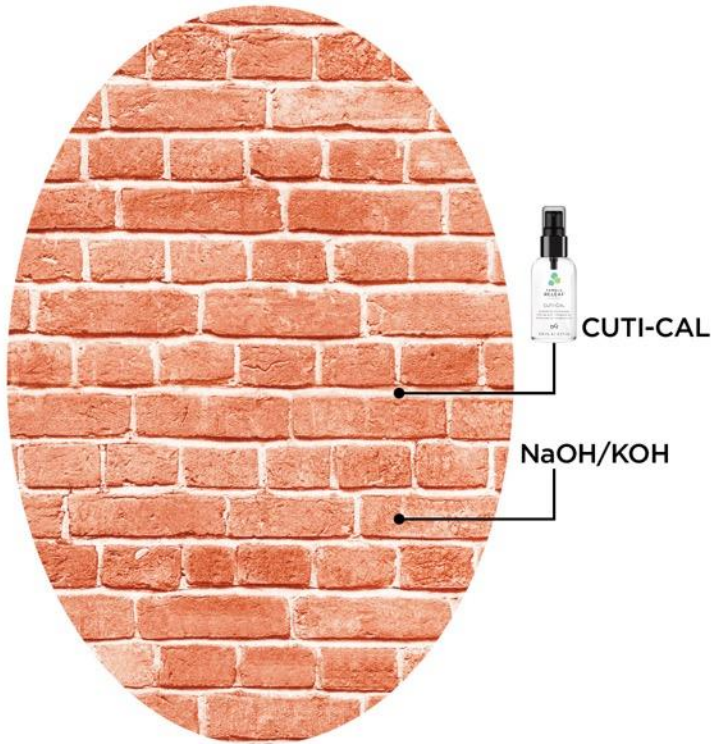
Sizes:  
124 mL / 4.2 fl oz  
946 mL / 32 fl oz

*Pro Tip:  
Make sure you wait the full  
two minutes*



# THE PRODUCTS

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THE CALLUS

## CUTI-CAL USES UREA

Because it is more effective, yet less aggressive

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### HOW DOES IT WORK VS. OTHER PRODUCTS?

- We use Urea because it acts to break the "mortar" of the callus, making it easy to remove, but not too aggressive for more sensitive feet
- Sodium Hydroxide (NaOH) is an aggressive "brick dissolver", so care must be taken when using it
- Potassium Hydroxide (KOH) is also a "brick dissolver", but if left on and not washed off, it keeps working and could cause burns or blisters
- The other key aspect is the concentration these ingredients are used, the higher the more aggressive

**CUTI-CAL is the more effective, less aggressive option with many moisturizers and conditioners added**



# THE PRODUCTS

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## LOOSIN' IT FOOT FILE™

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Our Very Own Custom Designed Foot File for the Professional

**Benefits:**

- When used with CUTI-CAL, safely removes excess skin
- Double sided: one side to reduce, one to refine
- Easy to clean and disinfect
- Thoughtfully designed for ease of use
- High quality stainless plates
- Ergonomic soft-touch curved handle
- Made from ABS plastic



Sizes:  
Single pack



# THE PRODUCTS



## DADI'® SCRUB GOLD

Our award winning Dadi' Scrub taken to the next level with AU Complex™! Experience two waves of non-greasy exfoliation and moisturizing.

### Key Ingredients:

- AU Complex™: Our Power Ingredient for the perfect pedicure. Combination of Allantoin and Urea. See AU Drench™ for more info
- Salt, Sugar and Pumice combine into the perfect gentle exfoliator for the skin
- Based on our award winning Dadi'® Oil with the same wonderful aroma
- Home Care Retail Opportunity!



Tube is made from bio-degradable sugar cane



Sizes:  
145 g / 5.1 oz  
454 g / 16 oz



# THE PRODUCTS



## DADI'® LOTION GOLD

Our Award winning Luxury Dadi'® Lotion with AU Complex™ ... A fast penetrating and non-greasy reward for feet, hands and face!

### Key Ingredients:

- AU Complex™: Our Power Ingredient for the perfect pedicure. Combination of Allantoin and Urea. See AU Drench™ for more info
- Moisture retention formula increases moisture levels in the skin
- Based on our award winning Dadi'® Oil with the same wonderful aroma
- Home Care Retail Opportunity!



Tube is made from bio-degradable sugar cane



Sizes:  
130 g / 4.6 oz  
946 mL / 32 fl oz





# THE PRODUCTS

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## FINISH™

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The Perfect Finish to the Perfect Pedicure...  
Stimulating and refreshing self drying spray for feet,  
hands and face

### Key Ingredients:

- AU Complex™: Our Power Ingredient for the perfect pedicure. Combination of Allantoin and Urea. See AU Complex™ for more info
- Skin protectants that attract and hold moisture in the skin
- Provides protection from irritants and inflammation
- Cools and refreshes skin...perfect for after workouts!



Sizes:  
124 mL / 4.2 fl oz  
946 mL / 32 fl oz



# THE PRODUCTS

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## DADI'® OIL

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95% Certified Organic Skin & Nail Treatment Oil that we use on the nails and skin

### Benefits:

- Absorbs quickly and penetrates deeply
- Great moisturizer for the skin with quick, non-greasy penetration
- Enhances flexibility and prevents nail brittleness
- Long-lasting color stability and shelf-life.
- High-Purity Avocado Oil\* - High in Vitamins A & D
- Extra Virgin Olive Oil\* - Anti-inflammatory properties
- Jojoba Oil\* - For deep penetration
- Tocopherol (Natural Vit E) - Powerful Anti-oxidant

\* Certified Organic



Sizes:

180 mL / 6 fl oz

3.75 mL / .125 fl oz - 24 pac

72 mL / 2.4 fl oz

15 mL / .5 fl oz



# RELEAF SUPPORT

WITH THE HELP OF DOUG SCHOON



WE HAVE:

Anatomy

Foot conditions  
to be aware of

Easy to use  
protocol



# RELEAF SERVICE OPTIONS

## RELEAF GOLD PEDICURE AND MANICURE

The **GOLD** Pedicure uses our high-quality RELEAF products to provide a pedicure experience unlike any other. Our products help the skin absorb and retain moisture, leaving them softer and smoother than ever before. Your client's feet will look and feel amazing after this lavish treatment for the toes, heels, and soles!

## RELEAF PLATINUM Upgrade:

*We recommend an upgrade charge of \$15 or higher.*

The **PLATINUM** Upgrade adds AU Drench™ and Dadi Oil to the already luxurious GOLD Pedicure experience. AU Drench™ combines Allantoin and Urea to heal, soothe, and moisturize the skin. Think of AU Drench™ as providing a shot of “pure moisture” into the skin.



*Tip: Expected Service Time For RELEAF is 45-60 min*



# RELEAF PROTOCOL

## STEP 1

### Client Consultation

Even with existing clients, it's best to start with a review of any potential foot health issue: when they book their pedicure appointment. Ask if they have diabetes, psoriasis, or other conditions that may interfere with their feet, including wounds like cuts, ulcers, abrasions or other areas of broken skin. If your client has any visible foot health issues, refer them to their doctor or podiatrist.



*If your client is healthy and ready for the best pedicure of their life, offer them these options:*

### RELEAF GOLD PEDICURE

The **GOLD** Pedicure uses our high-quality RELEAF products to provide a pedicure experience unlike any other. Our products help the skin absorb and retain moisture, leaving them softer and smoother than ever before. Your client's feet will look and feel amazing after this lavish treatment for the toes, heels, and soles!



### RELEAF PLATINUM PEDICURE Upgrade:

*We recommend an upgrade charge of \$15 or higher.*

The **PLATINUM** Pedicure Upgrade adds **AU DRENCH™** and **CBD ELIXIR** to the already luxurious **GOLD** Pedicure experience. **AU DRENCH™** combines Allantoin and Urea to soothe and moisturize the skin. Think of **AU DRENCH™** as “pure moisture” for the skin. **CBD ELIXIR** contains 4% CBD suspended in organic hemp seed oil and is a serious, intensive treatment for the skin.



*Remember: RELEAF can also be used for your Manicure service!*



# RELEASE PROTOCOL

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## STEP 2

### Soak, Soothe, Trim & Smooth



- a. Remove any polish from the toenails
- b. Add 1-2 pumps of **SOAK-A-LYPTUS™** into your footbath, then fill with warm water.  
**For diabetic clients, soak no more than 3-4 min at approximately 95F/35C**  
**RELEASE Platinum Pedicure Upgrade: Add 1 teaspoon of AU DRENCH along with SOAK-A-LYPTUS™**
- c. Submerge your client's feet in the water and let them soak for at least 4-6 minutes, although you can let your client relax for longer if they wish.
- d. Remove their feet from the bath, gently towel dry, leaving the skin damp.  
**RELEASE Platinum Pedicure Upgrade: Warm two eyedroppers of CBD ELIXIR in the palms of your hands and massage into your client's feet and legs. The Elixir should quickly absorb into their skin within 2-3 minutes.**
- e. Trim and file the free edge of their toenails. After trimming, spray **CUTI-CAL** on to the toe cuticles and the heels of their feet. Spray generously on any callused areas.
- f. Allow the **CUTI-CAL** Treatment to soak in for approximately 2 minutes, then carefully push back the proximal nail fold (cuticle) and remove any loose skin.
- g. Use the **LOOSIN' IT FOOT FILE™** to gently smooth down the calluses and dry skin. You can reapply **CUTI-CAL** to any areas needing extra attention before finishing with the **LOOSIN' IT FOOT FILE™**.



# RELEASE PROTOCOL

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## STEP 3

### Bliss



- a. Use approximately 2/3 teaspoon of **DADI® SCRUB GOLD** per foot, and gently massage it onto your client's feet and legs. Pay extra attention to the heel and sole of the feet.
- b. If your client wishes, wrap their feet and legs in a warm, damp towel and allow the heat to help the **DADI® SCRUB GOLD** penetrate and relax your client's feet and legs (optional).
- c. Use the towel to remove the undissolved **DADI® SCRUB GOLD** and then dip into the footbath to remove the rest.
- d. Start with approximately 1/2 teaspoon of **DADI® LOTION GOLD**, massage your client's feet and legs until their skin absorbs the lotion. Take your time and focus on helping your client relax.

**RELEASE PLATINUM Pedicure Upgrade:** Apply 1-2 eyedroppers of **CBD ELIXIR** to your client's feet and legs before providing the massage.



# RELEASE PROTOCOL

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## STEP 4

### Glam



- a. a. Carefully cleanse the nail plates and toe cuticles using **Cinnatize™** Nail Surface Cleanser to provide an oil-free surface of the nail plate and increase adhesion. Apply the selected polish.

#### FINISHING TOUCHES

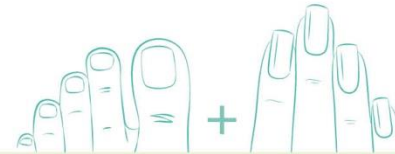
After polishing, apply **Dadi® Oil** over the nail polish and cuticles. Complete the pedicure by spraying **FAMOUS FINISH™** to the toes and tops of the feet. **FAMOUS FINISH™** cools and conditions the feet, creating the perfect end to the perfect pedicure. Use a towelette to remove any excess moisture or oils from the bottom of the foot to prevent slipping.

At-home foot care will help your clients keep their pedicure looking fabulous and their feet soft and smooth. **Dadi® Oil**, **DADI® LOTION GOLD**, **DADI® SCRUB GOLD** and **CBD ELIXIR** are all perfect ways to help your client reach this goal.





# RELEASE MARKETING



FAMOUS RELEAF  
PRODUCTS  
are a great retailing  
opportunity!

- We encourage you to sell all of the FAMOUS RELEAF products for home use except CUTI-CAL
- With AU DRENCH™, we recommend selling only the smaller size.
- All of the other products sell the large and small sizes



# RELEASE EDUCATION



## Certificate Of Completion

THIS CERTIFICATE IS AWARDED TO

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FOR SUCCESSFULLY COMPLETING THE

# FAMOUS RELEAF™

EDUCATION PROGRAM



ATTESTED TO ON \_\_\_\_\_ 21 \_\_\_\_\_

*Jim Nordstrom*

Jim Nordstrom  
Co-founder

*Linda M. Nordstrom*

Linda Nordstrom  
Co-founder

*Linda M. Nordstrom*

RELEAF Educator



# FAMOUS NAMES

The Rest Of The Best



**CB-Dadi<sup>®</sup> Oil**  
CBD Topical Oil  
Contains 100mg CBD  
14.3 mL e 0.5 fl oz

**CB-Dadi<sup>™</sup> Lotion**  
CBD Topical Lotion  
Contains 590mg CBD  
Lotion topique CBD  
Contient 590 mg de CBD  
Lotione topico CBD  
Contiene 590 mg de CBD  
135 mL e 4.75 fl oz

**Dadi<sup>®</sup> Oil**  
95% Certified Organic  
Skin & Nail Treatment  
14.3 mL e 0.5 fl oz

**dL**  
**Luxury Dadi<sup>™</sup> Lotion**  
Moisture Retention Formula  
For Hands & Body  
Soin hydratant intense pour  
les mains et pour le corps  
Based on award winning Dadi<sup>™</sup>Oil  
Basé sur la marque primée Dadi<sup>™</sup>Oil  
236 mL e 8 fl oz

**IBX BOOST<sup>™</sup> GEL**  
16.5 g e 0.5 oz

**IBX BOOST<sup>™</sup> SHINE TOP COAT**  
15 mL e 0.5 fl oz

**IBX REPAIR**  
7.4 mL e 0.25 fl oz

**IBX STRENGTHEN**  
10.4 mL e 0.35 fl oz

**Dadi<sup>™</sup> Lip Balm**  
100% NATURAL  
SOOTHES &  
MOISTURIZES  
DRY LIPS  
3.75 g e 0.13 oz

**Dadi<sup>™</sup> Scrub**  
Hand & Body Scrub  
Gommage à la main et au corps  
Based on award winning Dadi<sup>™</sup>Oil  
Basé sur la marque primée Dadi<sup>™</sup>Oil  
454 g e 16 oz

**Cinnatize<sup>™</sup>**  
Nail Surface Sanitizer  
Désinfectant pour les ongles  
236 mL e 8 fl oz

