



BRUSH OFF MAKEUP BRUSH CLEANSER

THE BASICS

❖ **IN 1992 BRUSH OFF WAS INTRODUCED AND REVOLUTIONIZED THE ABILITY TO CLEAN MAKEUP BRUSHES IN SPECIALTY DEPARTMENT STORES**

- USING A PUMP SPRAY, MAKEUP BRUSHES COULD BE CLEANED IN MINUTES IN FRONT OF A CUSTOMER
- ONE COULD SAY BRUSH OFF'S PERFORMANCE HAS STOOD THE TEST OF TIME

❖ **WE NOW HAVE A WAY TO SUPPORT AND DIRECT THE INDIVIDUAL TO STORES THAT CARRY OUR PRODUCT**

- IT WAS NEVER OUR INTENTION TO COMPETE FOR BUSINESS WITH OUR RETAILERS
- FREIGHT FOR A SINGLE BOTTLE IS EXPENSIVE ... WE DISPLAY DETAILS ... NEVER A HANDLING CHARGE
- HOWEVER, WE DIDN'T WANT TO LOSE A SINGLE CUSTOMER IF THEY TOOK THE TIME TO CALL US

❖ **HOW TO FIND A STORE THAT CARRIES OUR PRODUCT**

- NOT FULLY INSTALLED YET ... USE 90210 OR 11012 ... TO SEE WHERE WE ARE GOING WITH THIS FEATURE
- CLICK RETAIL RADIO BUTTON AT THE TOP UNDER "PRICING"
- IN 1ST ADDRESS SECTION ... ENTER 90210 OR 11012 ... IF AVAILABLE IT SHOULD DISPLAY ...
 - WEBSITE
 - MAPS AND GOOGLE MAPS
 - SOCIAL MEDIA ACCOUNTS
 - STORES, DIRECTIONS AND MAP
 - PHONE # TO ALLOW YOU TO VERIFY THEY ARE CARRYING BRUSH OFF
 - IN ANY EVENT, ALONG THE WAY, YOU MAY LEAVE OUR WEBSITE AND TAKE CARE OF BUSINESS

❖ **2 SIZES**

- **4 OZ PUMP SPRAY**
 - CLEANS APPROXIMATELY 200 MAKEUP BRUSHES PER BOTTLE
- **16 OZ REFILL**
 - CLEANS APPROXIMATELY 800 MAKEUP BRUSHES PER BOTTLE
 - SHIPPED WITH SOLID LINED CAP FOR SAFETY & ATTACHED POUR TOP FOR EASE OF USE

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