

# About Our Eye Care Cosmetics: We Care Neighbourhood Clubs

Welcome to a community where beauty meets compassion. Our clubs empower local consultants to bring elegance and care to those with sensitive skin.



# Our Mission



## Community Support

We create connections that uplift individuals during challenging health journeys.



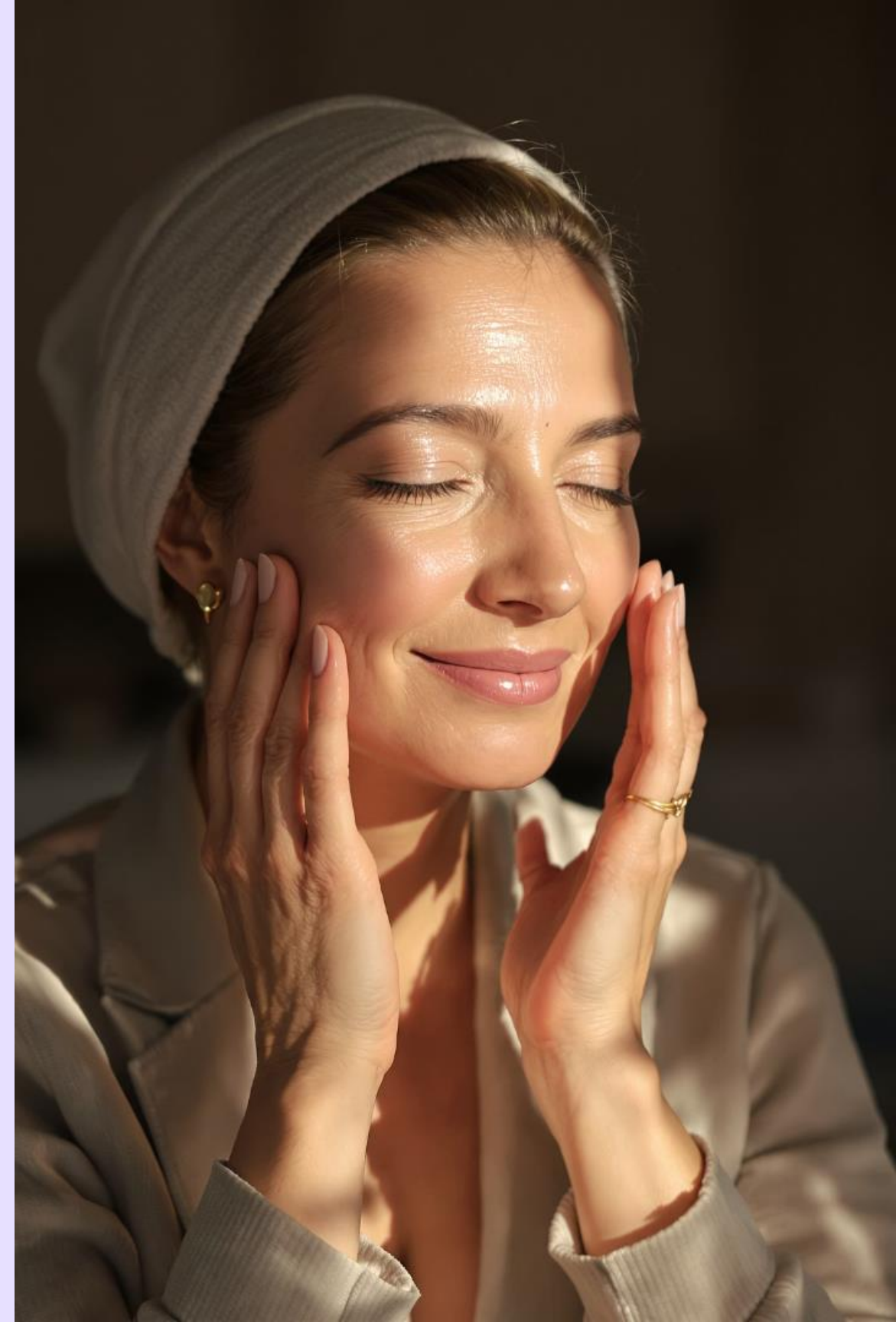
## Sensitive Care

Our products cater to those with skin sensitivities from medical treatments or allergies.



## Local Empowerment

We enable consultants to build meaningful businesses within their neighborhoods.





# How It Works



## Endorse

Promote Eye Care products to your membership or customer base.



## Earn

Collect loyalty points from all purchases made through your endorsement.



## Empower

Use points for your business or gift them to members with sensitive skin needs.

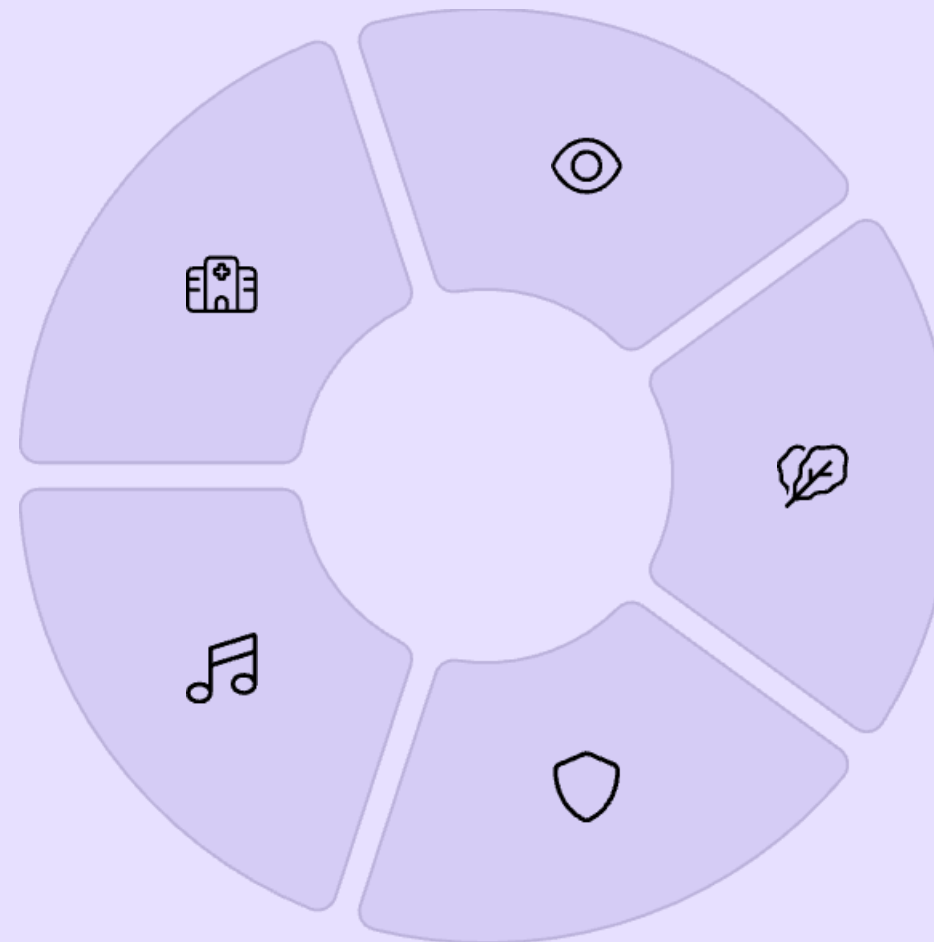
# Who We Serve

## 1. Allergy Sufferers

Products formulated for reactive and sensitive skin conditions.

## 5. Friends in Need

Customers can gift loyalty rewards with a buddy to a deserving friend/cause and get the value of the gift doubled.



## 2. Sensitive Skin Types

Gentle formulations that prevent irritation and reactions.

## 3. Contact Lens Wearers

Eye-safe makeup that won't cause irritation or discomfort.

## 4. Chemotherapy Patients

Maintaining elegance during treatment-related skin changes.



# Digital Support Platform

## Directory Listings

Complete done-for-you listings to increase your local visibility immediately.

## Marketplace Pages

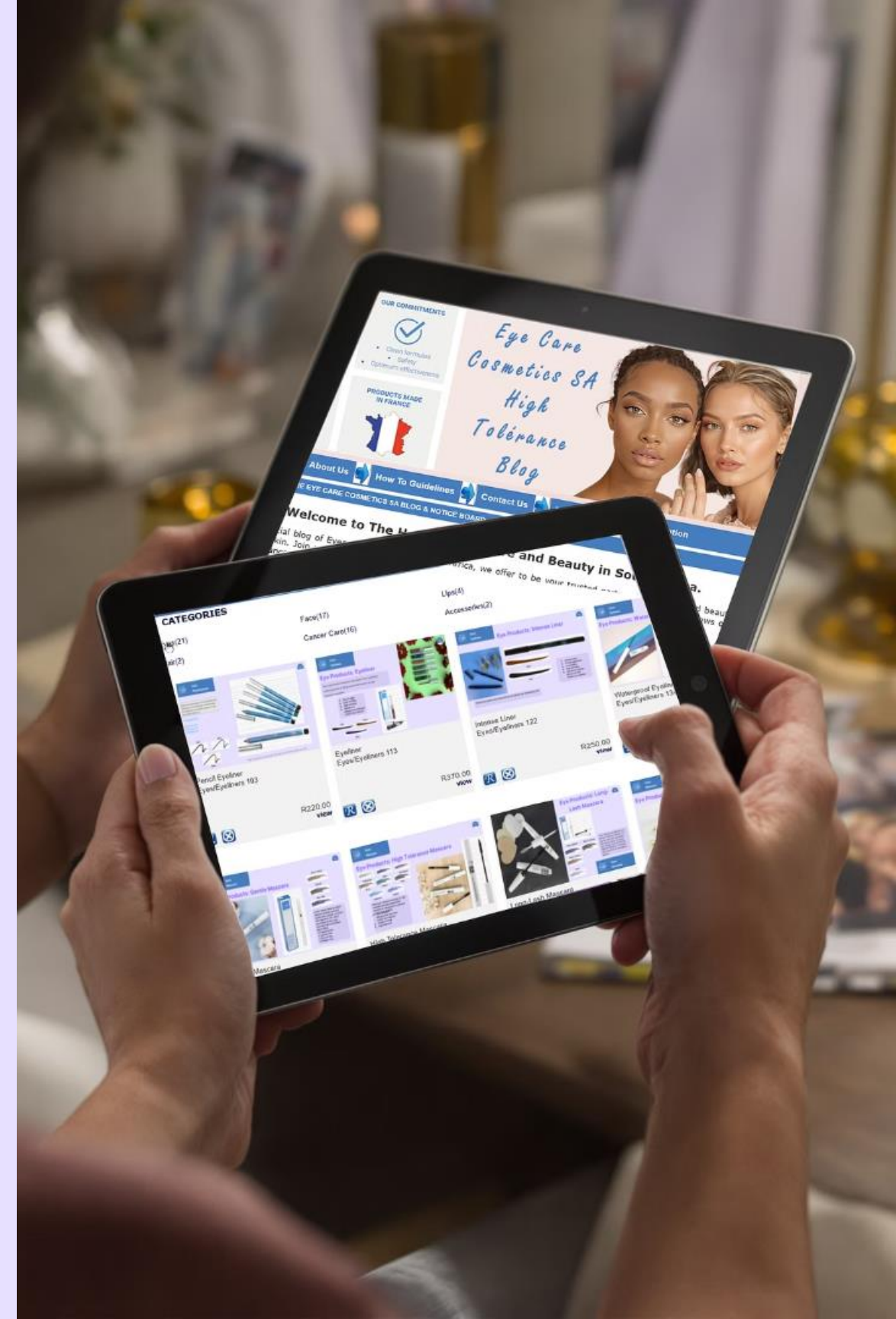
Dedicated space to showcase products and share your unique consultant story.

## We Care Online Shop

Exclusive branded shop that tracks customer loyalty points automatically.

## Google Business Profile

Optimized listing that helps local customers find you through searches.



# Promotional Resources

## Custom Flyers

Professionally designed materials that highlight your unique community focus. Each flyer features elegant product imagery and your personal story.

## Perspex Stands

Sleek, modern displays for your promotional materials. Perfect for placement in local businesses, community centers, or wellness facilities.

## Personalized QR Codes

Unique codes for each influencer and group. These allow for seamless digital engagement and precise tracking of loyalty points.

# Loyalty Points System

## Points Acquisition

Every purchase made through your endorsement earns loyalty points. The system tracks all transactions automatically.

## Transparent Tracking

View detailed reports of contributions from each customer or group member. Share insights with your community.

## Flexible Redemption

Choose to use points for your business growth or gift them to members in need. Build trust through transparent gifting decisions.

# Eye Care Academy



Our online meeting/reading room features extensive training resources, promotional materials, and valuable tools to enhance your consultancy journey.



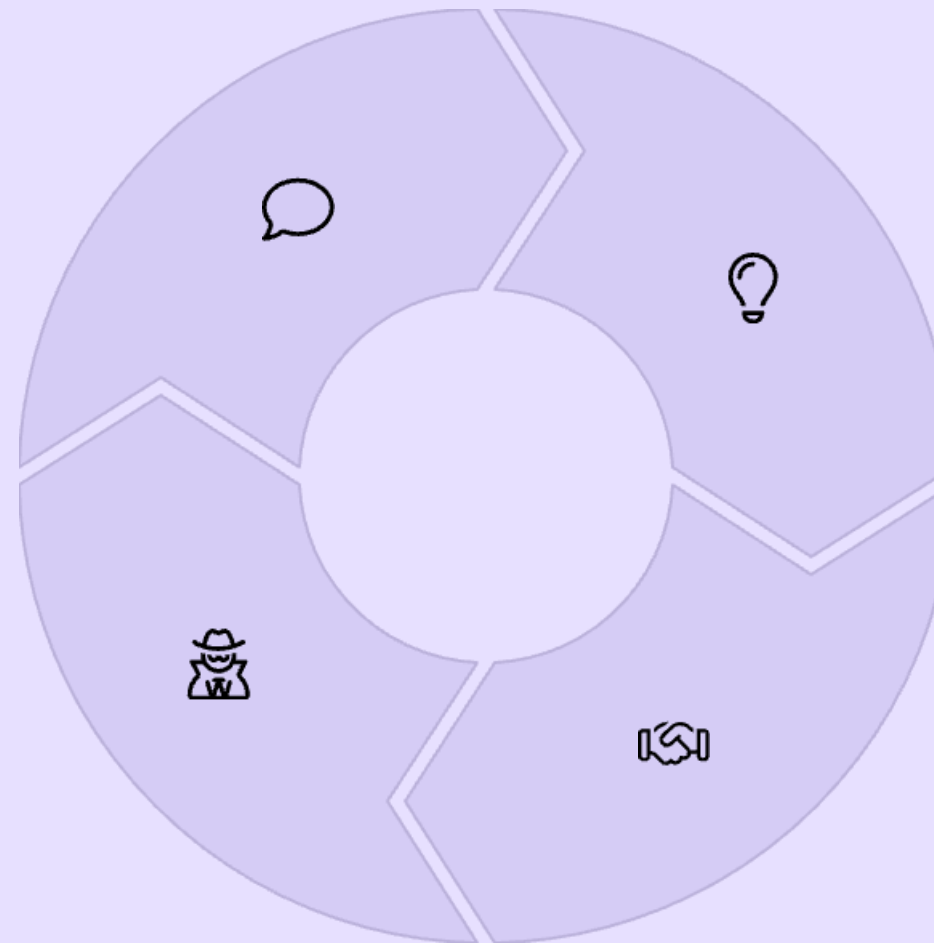
# Consultant Collaboration

## Private Chat Groups

Connect with fellow consultants to share strategies and support

## Mentorship

Guide new consultants and receive wisdom from experienced members



## Success Stories

Learn from experiences with different influencers and communities

## Resource Sharing

Exchange promotional ideas and community building approaches

# Content Creation Opportunities



## Guest Blogging

Share your expertise on the We Care Academy Blog

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## Social Media Features

Highlight your community stories on national platforms

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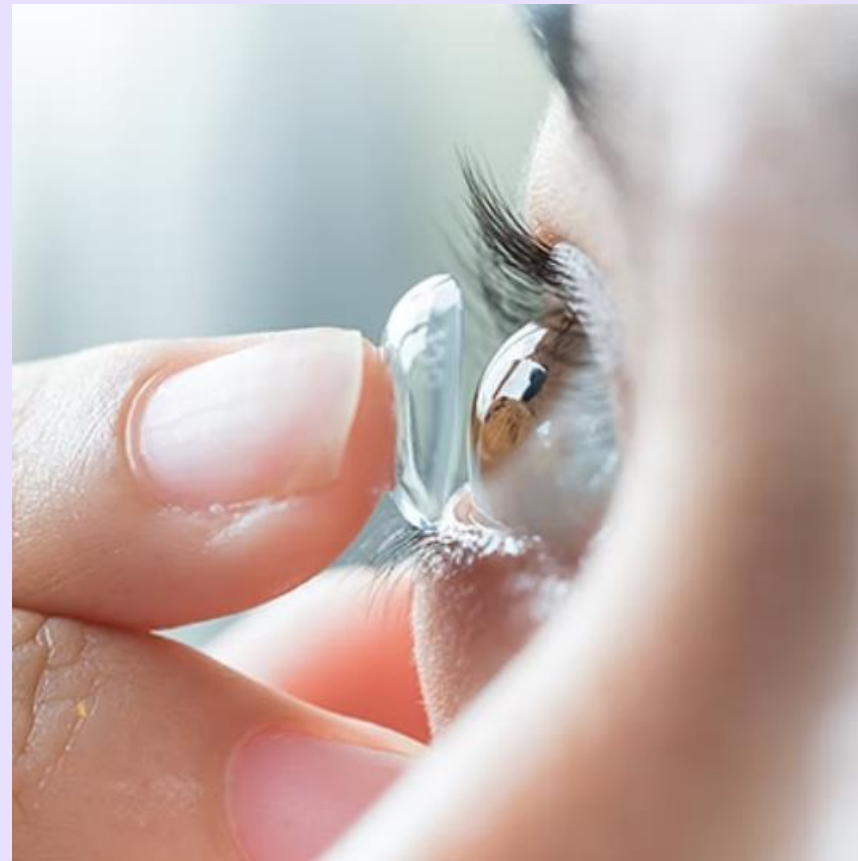


## Influencer Promotions

Collaborate with local influencers for wider reach

Contribute your voice to our collective story of care and transformation. Your local experiences inspire our wider community.

# Social Media Integration



Access to our national social media accounts reduces your posting burden while amplifying your local success stories to a wider audience.



# Community Impact

**78%**

## Confidence Boost

Patients reporting improved self-image during treatment

**65%**

## Target Reach

Community members engaged through neighborhood clubs

**92%**

## Target Satisfaction

Consultants finding fulfillment in their community role

Our impact extends beyond beauty to healing, confidence, and community connection.



# Product Philosophy



High Tolerance

Formulated for extremely sensitive skin conditions without compromise

Dermatologist Tested

Rigorously evaluated for safety and effectiveness

Elegant Formulations

Luxury experience despite sensitive skin limitations

Confidence Building

Products designed to enhance natural beauty during health challenges



# Consultant Journey

## Join

Register as an Eye Care Neighbourhood Consultant with minimal startup costs.



## Learn

Access the Eye Care Academy and complete initial product and community training.



## Connect

Identify local influencers and community groups with sensitive skin needs.



## Launch

Host your first community event and begin building your local presence.



## Grow

Expand your influence through consistent support and community engagement.





# The We Care Program



## Gifting System

Consultants and members can donate loyalty points to those undergoing treatment.



## Support Network

Creating community connections that provide emotional and practical assistance.



## Dignity Preservation

Helping individuals maintain confidence and elegance during health challenges.

# Success Stories



## Sarah's Journey

Found renewed confidence during chemotherapy through specialized products from her local Eye Care Club.



## Maria's Transformation

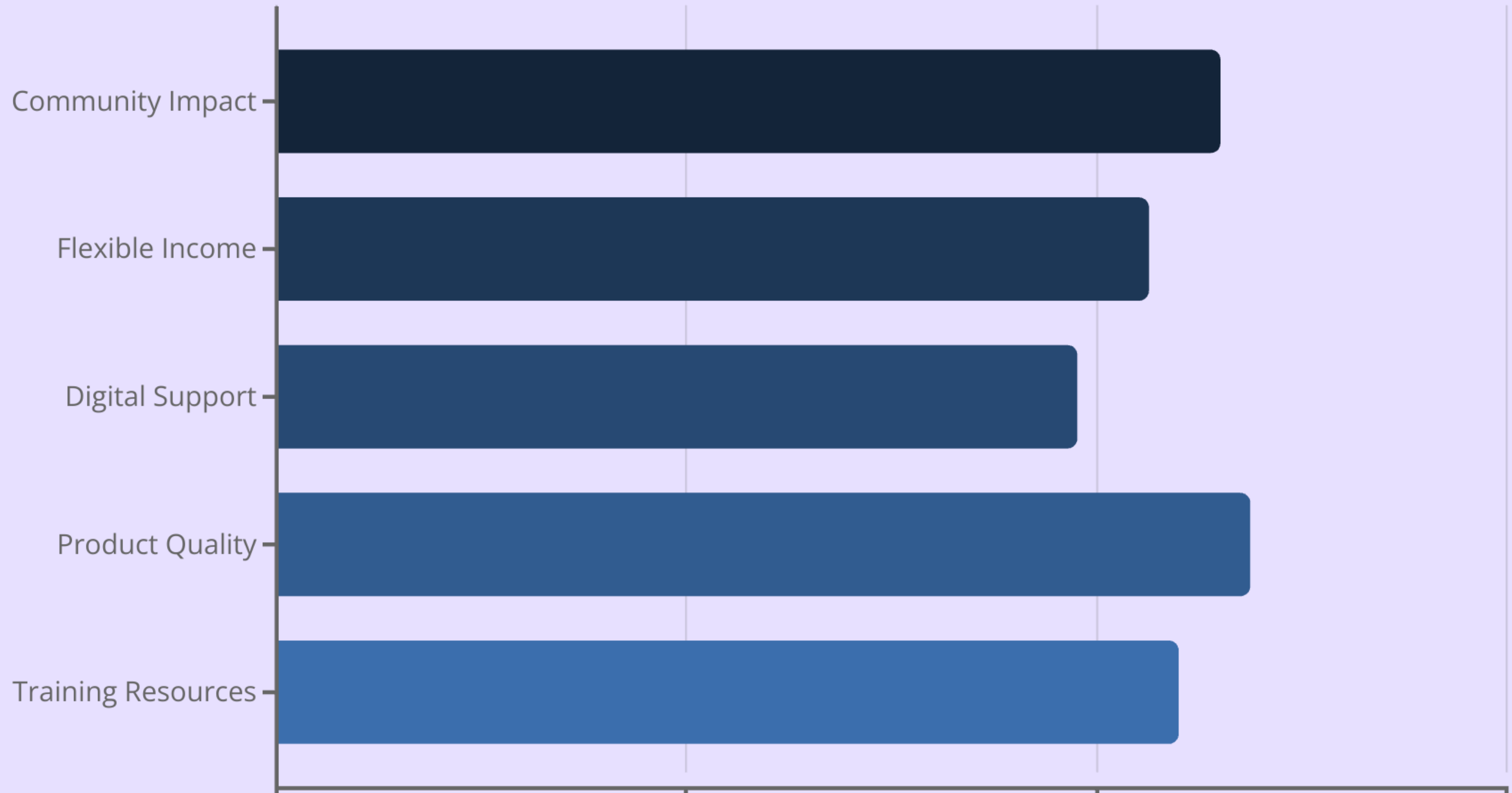
Managed lifelong rosacea with gentle formulations recommended by her neighborhood consultant.



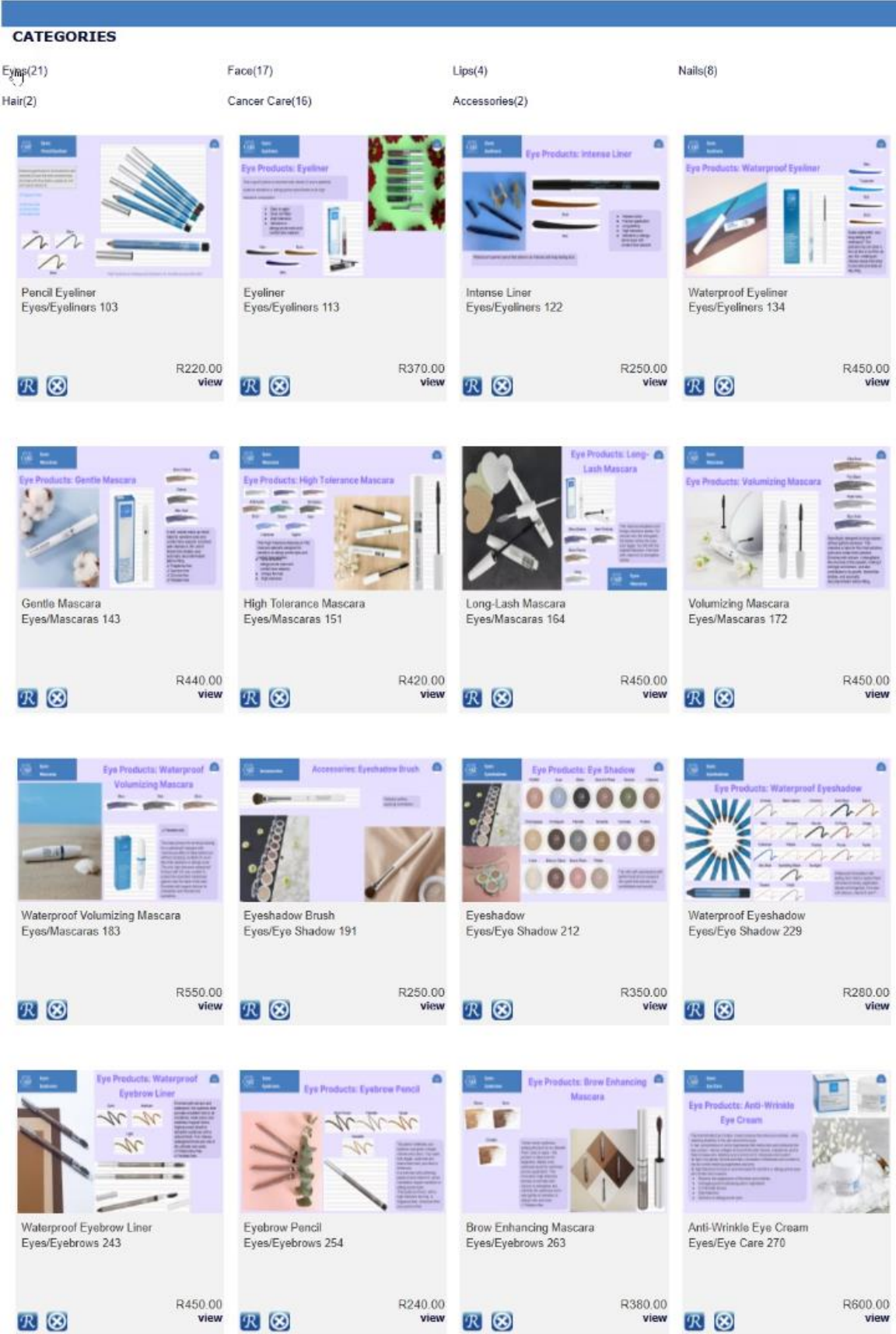
## Leila's Relief

Found products that didn't trigger her severe allergies through her local consultant's guidance.

# Benefits of Joining







# Launch Your Own Club



## Apply Online

Complete our simple application process to express your interest.



## Consultation Call

Discuss your community and goals with our consultant success team.

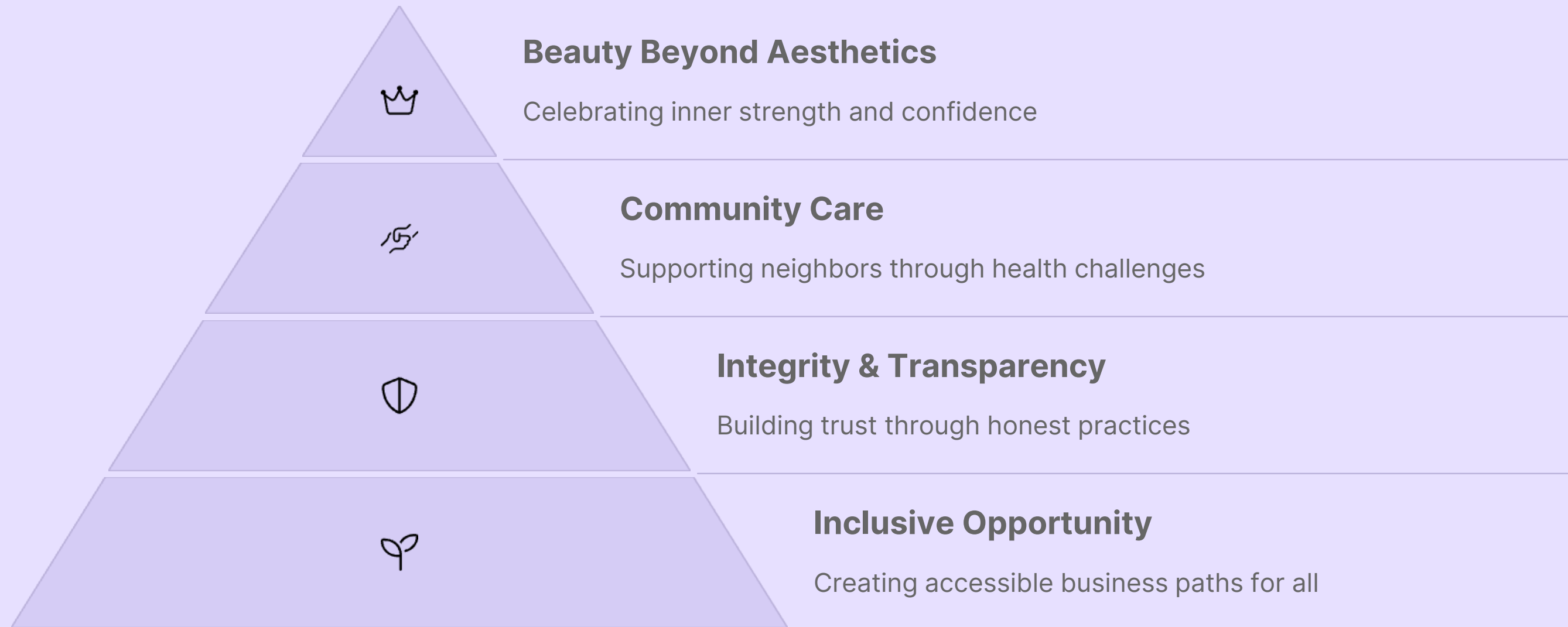


## Schedule Launch Event

Planning your first community gathering with our event planning support is optional but suggested.



# Our Values in Action



Our values guide every aspect of our community-based approach, ensuring meaningful impact beyond business success.

# Join Our Community Today

## For Consultants

Launch a meaningful business that creates real impact in your community. Transform lives while building flexible income.

## For Influencers

Partner with us to bring valuable resources to your group members. Help those with sensitive skin needs in your community.

## For Customers

Discover products specifically designed for your sensitive skin needs. Join a supportive community that understands your journey.

Together, we create a ripple effect of kindness, elegance, and hope. Join us in building a more beautiful future for all.

## Submit Your Application

Express your interest in becoming a Neighbourhood Consultant for your area

## Begin Training

Access the Eye Care Academy and start your self-study training program

## Initial Consultation

Discuss the opportunity in detail with a representative from Eye Care Cosmetics SA

## Launch Your Business

Set up your digital presence and begin building your We Care Club in your neighborhood

Contact us on [www.eyecarecosmetics.co.za](http://www.eyecarecosmetics.co.za) for more information or post a comment on our blog at [www.EyeCare.Africa](http://www.EyeCare.Africa)

