



DROP OF INSPIRATION EP42: UPGRADE YOUR BUSINESS

WITH YL BEAUTY SCHOOL

Celeste Rosenlof: You're listening to Drop of Inspiration, a Young Living Podcast. Join me for leadership lessons, conversations with Young Living influencers, and an inside perspective on our company. I'm your host, Celeste Rosenlof.

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Today we're talking about Young Living Beauty School. By way of introduction, I want to say that it is so much more than just a weekend retreat to a spa—although that is a real wonderful part of it. At it, attendees learn about the newest beauty products from Young Living, and they have the hands-on opportunity to try out new products, take before and after pictures, and enter in some really great giveaways. But even more than that, Young Living Beauty School teaches attendees creative business-building tools to add to their toolbox.

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So we're here today to share with you how one member has found success in her business by attending Beauty School. But first, for our listeners who have never attended a Beauty School, we're going to give you an exclusive look into what goes on at the events.

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At our Carlsbad Beauty School earlier this year, we spoke with members like Mariam to hear what their biggest take-away from Beauty School was.

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Mariam: I think my biggest takeaway from Beauty School has just been a lot of the product knowledge and hands-on application of the actual products and really learning about each process and why it is so important and just the active ingredients that Young Living has chosen to use versus all of these toxic other products that we see in the marketplace, and really what differentiates Young Living in this billions of dollars industry.

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Celeste Rosenlof: Here's what Paula said.

Paula: My biggest takeaway from Beauty School is to educate. Educate my team, and possible new members about, we're just more than oils. We have a whole beauty care line that everybody



can use, young, and old, men and women. And I just want to empower my team to be able to go and get all this information and just share it, because it's so easy to share the skin care stuff. And there's just so much freedom in knowing that, so love it.

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Celeste Rosenlof: Finally, Sherry's thoughts.

Female: My biggest takeaway from this weekend's Beauty School, the toner. Using toner. I'm 57, and I think I clean my skin very well. And I use lot of the products, but I really haven't used the Young Living ART Cleaning System. And I used it yesterday for the first time, and the toner—the Peppermint feel on my skin was just amazing. So the toner is in my bag, going home with me.

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Celeste Rosenlof: Okay, so now that you know a little bit more about what goes on at Beauty School, we're going to talk to Darlene Pettit, a Young Living member who's going to share how she upgraded her Young Living business after attending the Beauty School cruise.

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Before we jump in, here is a quick message you won't want to miss from our Young Living Education team about Frankincense oil.

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Female: Frankincense is one of the few oils that is extracted through a process called resin tapping. During this process, the bark of the tree is cut, causing the tree to stress. In response to this distress, the tree secretes a sap-like substance called resin, which is later collected, steamed, and distilled. Frankincense promotes feelings of peace, grounding, and relaxation. Try adding a few drops of Frankincense to a bath or diffusing it during meditation. We also love adding it to our beauty routine. Add a drop or two to any unscented moisturizer, toner, to support the appearance of healthy-looking skin. Visit YoungLiving.com to learn more about Frankincense.

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Celeste Rosenlof: Okay, we are back, and I'm here with Darlene Pettit. So Darlene is a Young Living Executive who is very close to becoming Silver, and she loves Young Living's Beauty School. Here is that conversation.

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Celeste Rosenlof: Hi, Darlene, welcome to Drop of Inspiration.

Darlene Pettit: Well, thank you for having me.



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Celeste Rosenlof: So, Darlene, you are a Beauty School guru. You have attended Beauty School, you've even like hosted classes on personal care line, but can you tell me, going back, what your first experience at Beauty School was like?

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Darlene Pettit: Okay, so my first Beauty School experience was the Beauty School cruise. And you know, I cruise a lot, so, what better way than to learn on a cruise? So it all started really when we were waiting in line to get on the cruise. I wasn't sure, you know, what am I getting into, you know, I cruise all the time. So my upline, Dinah, and I, she's my Silver—we were wearing our pink Young Living T-shirts, and Dr. Cole Woolley came up to us and started visiting with us.

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We were able to talk with him while we waited to enter the ship, so that started off my Beauty School cruise which was, you know, just amazing because I really enjoy listening to him and his knowledge of the oils. You know, one of the lessons I learned more than ever, using the ART Refreshing Skin Toner.

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Celeste Rosenlof: Talk to us about that a little bit, for people who aren't familiar with the product.

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Darlene Pettit: Okay, so every time you wash your face you're supposed to use your toner, and I did not have a clue. I just thought, you know, you use toner to get the rest of the stuff that the soap didn't get off. And I didn't know that you should use it every single time you wash your face. So toner is so much more than just what we thought, most the average person thinks, which is just to get the rest of your makeup off.

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Toner helps to shrink your pores, it can restore your skin's pH balance, and it helps to reduce the penetration of impurities and environmental contaminants into the skin. So the ART Toner has real Hawaiian Sandalwood in it, along with Frankincense, which is one of my favorites. Orchard aloe vera, green tea, Lavender, Lemon, and Melissa. So using this twice a day has made it even more of a difference in my skin. And unless I'm going out, I no longer need makeup. And I get people all the time asking me about my skin and my skin care uses.

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Celeste Rosenlof: That's so nice to know that you can take care of your skin without putting lots of



harsh chemicals on it, or ingredients that you weren't sure of. It's nice to know that there's something out there taking care of your skin. What was a valuable lesson that you learned about using the personal care line and how to use it in your business?

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Darlene Pettit: Well, you know, it's really not that expensive when you average it out because you really only need a little bit. So you know, I'm one of those people, I'm either all-in or I'm not doing it. So of course, when I decided to jump on in, into the personal care products, which I'd only been in Young Living just a couple of months—I bought the entire line because that's just how I am.

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Well, that entire line, when you follow the directions and you do it like—it lasted six months. So, it really is not that expensive. You don't use that much. And for you get, and what it does for your skin is just unbelievable. You know, it's just amazing. I mean even my husband uses it. He uses the facial wash and the Boswellia Wrinkle Cream and the Wolfberry Eye Cream.

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Celeste Rosenlof: Well, that's the great thing, right is that it's designed for everyone to use in terms of you know, like any adult can pick up a bottle of ART and use it. They may need to make some adjustments based on their skin needs, but they totally can.

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Darlene Pettit: Yeah, it's just amazing. And so what I learned is it's a little dab will do you, it lasts forever. I mean just the Orange Blossom Wash, when you use that, you know, a little drop, you add to distilled water and it makes a whole lot. So a bottle of that, because you know, my ultimate favorite as far as scrubbing my face is the Peppermint facial scrub. But the Orange Blossom, that lasts me a year. One bottle lasts a year.

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Celeste Rosenlof: Wow, yeah, I know that I got some little packets of the Orange Blossom Face Wash from Beauty School (*chuckles*).

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Darlene Pettit: Right, because it's in the Beauty School boxes.

Celeste Rosenlof: And I was like, oh, I only need maybe a third of this to wash my face. (*Chuckles*) And it's this tiny packet. It was so funny, I was like folding it over to save the rest of it, because I didn't need it.



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Darlene Pettit: Yeah. So, I like to use, I mean the Beauty Box as you know, when you're trying to get people. Because you know, they're all used to using all the other lines. And so it's like here, here is a sample of, you know, Sheerlumé and here is a sample of Orange Blossom. And here is a sample of toner. Or you know, whichever beauty box I'm pulling from at the time. And then I give it to them to use. And I said, "Now this will last you, I mean it will actually last you longer, but you should be able to make these packets last one whole week without any problem at all." And they're all like, "Really?" And then the next thing you know they're like, "So how do we do that?"

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I had someone that I had worked with for about eight years. We hadn't seen each other in a couple of years and she was at a Young Living little sign-up thing at her sister's house. And my Silver, Dinah, was there, and she went up to Dinah, and Dinah didn't know we knew each other. And she went up to Dinah and said, "I just need you to tell me whatever Darlene is doing with her face, that's what I want. Because her skin's never looked that good as long as I've known her."

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Celeste Rosenlof: Oh, what a great compliment. I mean any woman wants to hear that, right? Like anyone.

Darlene Pettit: Right. Right.

Celeste Rosenlof: So you mentioned the Beauty Boxes. I would love for you to tell our listeners about the Beauty School Beauty Boxes, and what they are, and kind of how you use them to build your business.

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Darlene Pettit: Well, you know, the boxes, you know, when it first started out it was made up for five people and it depended on the season as to what was in it. And the last box actually had enough in there to have a little Beauty School for ten people. And you know, I use it more of a, you know, "Let's sit down, let's talk about your skin. And what are you using? And what can we swap out?" And then I use those samples for that more than using it as a Beauty School.

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My upline, Dinah, and I, and her sister, because they both have been to several Beauty Schools, we did a Beauty School here, a mini one. And we have a junior college that we were able to get a room. And we had 50 people show up. And we made little miniature samples of the basic system, ART Skin line, and everything. And then we had different, Sheerlumé, Boswellia, the Intense Moisturizer, and that kind of stuff that we did.

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And Dinah's an esthetician so she went to the science behind everything. And then you know, her sister and I, we're not estheticians, we're users. So you know, we went into, you know, why we started using Young Living products and what it does for our own skin. But the little packets with the boxes, that's the best deal ever. I mean, with the Sheerlumé, people don't realize that one little packet is one-fifth of the amount of Sheerlumé, just in those packages. So you add all those packages up in a box, and that's almost a whole jar of Sheerlumé.

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Celeste Rosenlof: So, now, so you hosted this event and you brought on people. Can you talk to me a little bit more about that event and a little bit more about what you taught your attendees?

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Darlene Pettit: Right. Well, we talked to them about how to take care of your skin from morning to night. The normal routine. We utilized the information that we had learned on the cruise. We used the Young Living Beauty School book. And so it was really nice because we could show them all this stuff and then we showed them how important it is to go to Beauty School so not only do you learn—we didn't go with an intense because you want them to go to Beauty School. We want them to go to Beauty School. I mean I'm getting ready to go to my third Beauty School.

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Celeste Rosenlof: Which one?

Darlene Pettit: Zermatt. I'm taking my daughter.

Celeste Rosenlof: Oh, very fun. So beautiful up there.

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Darlene Pettit: Yes, so I'm really looking forward to that. So you know, you want to go through the basic skin care and all of that, but you also want them to have snippets of like, "Oh, look at our Beauty School boxes," and, "Oh, look at this beautiful book that you can only get at Beauty School," or the Amorescence that you can only get at Beauty School. "And see these Beauty School kits? Well, boxes, you can't buy them unless you've been to Beauty School." And so it makes it really nice and it makes them want to go. So you know, we have that—Houston had a Beauty School in February, Debra Raybern's team, which is who we're through. And that was a huge success.

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Celeste Rosenlof: Yeah, I think that's something really great about Beauty School is that there is some exclusive offers at it that you don't see, you know, on our normal offerings. And so people really can get in on some exciting products that they don't see normally.



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Darlene Pettit: Right, that you can't get unless you go, and so it's sort of nice. So when you let them see it, touch it, feel it, it's like, "Ooh, when can I go to Beauty School?" You know?

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Celeste Rosenlof: Now, okay, you've been to Beauty School three times. So what keeps bringing you back?

Darlene Pettit: I just love the skin care products and what it's done for me, and my skin, and you know, and my husband's skin, and then I'm big into the personal care products, and the supplements. So it just reinforces what I use. And I'm not a science geek so every time I go I learn something new. You know, looking forward to going to Zermatt because from what I understand, that's totally different.

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And then there's the Beauty School cruise coming up again in March out of Fort Lauderdale. So I'm hoping to try to convince my husband that he needs to go to that one.

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Celeste Rosenlof: Oh, that would be fun! (*Chuckles*) Now can you compare a little bit and contrast how the Beauty School, like in Houston, say, so the individual Beauty School events, and then the Beauty School cruise, like what is different? I mean besides being on a huge cruise ship, obviously. What was special about the cruise, and what's special about the Beauty School, the local ones?

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Darlene Pettit: You know, I think when we did the Beauty School in Houston, the big one that was the Young Living sponsored, there was what, 300 people? So that's a lot of people. And on the cruise there was 150. And I think what was nice about the cruise was like I was able to befriend people from Oklahoma, and Chicago, and different places and now we swap stuff all the time as far as information back and forth. So that was really nice. Because they weren't from my own market.

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And we could sit down because you eat, sleep, and everything on the ship, unless you're at a port. And so it was really nice. There's lots of areas—I don't know if you cruise, I cruise way too much. But there's places all over the ship that are like living rooms and you know, sitting areas and stuff like that. So you could just sit down and visit.



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And it would be funny, Dr. Woolley would come up and say, "So whose living room am I in today?" And then whoever wanted it to be their living room would say, and he'd sit down and visit with us. And so, it was just more personable. You got to spend time, you know, dissecting everything that you learned that day, and then visiting and talking about it, and then sharing stories that you don't get to do when you're in a school all day, and then you go eat and you go to your hotel room, and then the next day, same thing. So the Beauty School cruise is you just get to spend more time with people from different markets, it's really nice.

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Celeste Rosenlof: You and I were talking earlier this week while we setting this conversation up about how you've introduced your daughter to Young Living through some of these things that you've learned at Beauty School. Can you talk about that a little bit?

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Darlene Pettit: Sure. My daughter's a college student and as we all know, you know, college kids they don't pay attention to ingredients at all. And Madison has the entire ART skin line at her apartment, and it's on her bookshelf, and I know because I was just there in August cleaning and organizing and getting ready for her fall semester. She goes to school in Missouri; we live in Texas.

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So I'm there, and we're shopping and she wanted a certain eye shadow and I begged her not to get it, and she's like, "Oh, Mom, you don't know." And I'm like, "Okay, I'm not gonna argue with you." So probably about three weeks into school, she sent me a picture of her eye swollen shut. And she's like, "Mom, I think it's the makeup." I said, "Okay. Well, have you gotten out your skin care system?" And so she went to the bookshelf and she got out the entire ART Skin Care System and you know, washed her face and was using it. And then I said, "Okay, now you also have the mineral makeup line in this drawer." And I told her which drawer in her apartment, in her room, and bathroom and everything. And I said, "Now start using it."

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And it was quite amazing for her because it took a couple of days for the swelling to go down and everything, but the difference that she saw in her skin because kids never listen and moms are never right, until they are. And then she actually posted a video on Facebook about it. And so it was quite interesting. So now she's using the skin care so I'm really excited now. I had already signed her up for Beauty School, but I'm excited now because now she's actually using the products so it will make so much difference to her, once she finally goes there and goes through all the training.



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Celeste Rosenlof: Yeah, and it's funny, I think so many of us, you know, grow up and we don't really learn how to properly take care of our skin. Like why would we use toner for example, like you talked about earlier. And then later, we start to see oh, okay, so maybe if I take care of my skin, it will look better, and it will feel better, and just be healthier overall if I take care of it at the get-go. I think that's the great part about like the ART Skin Care System is that it's a complete system from start to finish with ingredients that you can trust, and that's a really big deal.

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Darlene Pettit: Well, and once you hit puberty, I think there's something for every age group. I mean I'm older, so I use Sheerlumé every day because I want that even skin tone that you don't get because you get age spots as you get older and all of that. And my husband uses the Boswellia, and wrinkle cream. I use Sheerlumé and the Intense Moisturizer and the different items. But the younger kids, the basic ART system, which is the facial wash and the light moisturizer and the toner, I mean that's all they need just to start. And some may need the Orange Blossom, depending on where they're at. So really, I think once you hit puberty you need to be on a skin care system.

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Celeste Rosenlof: Yeah, for sure. My last question is I would love for you to share one takeaway that you would like our listeners to know about Beauty School and about using it in your business.

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Darlene Pettit: I think that by going to Beauty School, I learned—like I said, I'm not a science geek—so I learned some information that you're not going to get anywhere else. The speakers, they're people that worked in that background. That was their field before they ever got involved in Young Living and so their knowledge in the science end of it surpassed anything I had heard before. And then just the whole meeting with other people from other locations and finding out what works for you? What doesn't work for you? And you're all in one location so you get to share. And so everybody needs Beauty School. I always tell people, "Don't be a Beauty School drop-out."

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Celeste Rosenlof: *(Chuckles)* That's really cute. Well, thank you so much for taking the time to talk to me today, Darlene, I appreciate it.

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Darlene Pettit: Well, thank you. I was honored to be asked.

Celeste Rosenlof: A huge thank you to Darlene for taking some time to talk to us about these



business-building tips from Beauty School. And to our Drop of Inspiration listeners, we asked, and you delivered. We are excited to share some listener mail. Our associate producer, Ashley Frost, is here to read those.

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Ashley Frost: Lyric said, "Thank you for reminding all of us to take time for ourselves. Love the scheduling 30 minutes of R&R time." From Georgia, "Thank you so much for the podcast interviews. They are great for sharing information with our team."

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Celeste Rosenlof: If you're feeling extra inspired after this episode, go ahead and drop us an email at podcast@youngliving.com. So, tell us what inspired you from today's episode or ideas for future episodes, and why you love Drop of Inspiration. As always, subscribe on your favorite podcast app or at YoungLiving.com/podcast. This episode was produced with help from Ashley Frost. I'm your host, Celeste Rosenlof. Stay inspired.

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