



How to Sell

HEALTH AND BEAUTY

Africa Imports Category Ranking

Category Popularity

8

Repeat Sales Potential

10

Profitability

8

Top 3 Sellers

#1

Shea Butter
M-182



#2

Neem Toothpaste
M-P129



#3

Soursop Bitters
H-065

People love ideas that fix a problem. African personal care products do just that. They are natural, safer than what you can find at a drugstore, and extremely effective. If you have customers struggling with acne, eczema, aging, and even their baby's diaper rash - there's an African solution to any of these problems. Many people want to make the switch to natural health and beauty care, but aren't sure how or are afraid it's too expensive. We give you the lowest prices anywhere so you can offer your customers an affordable price and still make a good profit. Personal care products are a great way to generate customer loyalty, more sales, and help the people who are searching for a healthier lifestyle.

Tried and True Methods for Selling Health/Beauty Products

- **Give out samples!** We sell sample-sizes of many of our personal care products so you can let your customers try the product out before buying! Give out samples to your friends and family and you're sure to get some loyal customers
- **Use social media!** Try out the products yourself and talk about your results on Facebook, Twitter, or Youtube! Take before and after pictures and let your prospects know how much you personally are benefiting from these products
- Give your health and beauty products a **prominent place** in your store! People love to find ways to be healthier and have better skin.
- **Give out samples** of your products to spas or nail salons. Many of these places need shea butter, jojoba oil, or other skin care products to use for their customers.
- **Have a home party!** Invite your friends and customers over and share with them the many benefits of African health and beauty. Give out samples, show a demonstration, and make it fun for everyone!

See other sales aids:

- How to sell Artwork
- How to sell Fabrics
- How to sell Jewelry

- How to sell Musical Instruments
- How to sell Clothing

- How to sell African Soaps
- How to sell Fragrance & Essential oils

- How to sell Health & Beauty