

## Skin Care Class: My own skin care class outline

Gang.. this is written how I speak it. So it is for effect, not necessarily grammatically correct. In addition, I am doing marketing with everyone at the class as an event thing right now so I have added In RED where you will add your own 3 minute or less success story for the four point recruiting plan) See Laronda Daigles site for a great I story article. I am very grateful for the years of mentors who have and continue to pour themselves into me. My class is most likely a combination of Kathy Helou, NSD, Cindy Williams, NSD (we were Red Jackets together), and my friend and mentor, Pamela Shaw, NSD. Coupled with my love of words and the shaping of thoughts that can precede and follow the use of those words, my outline was born. And it will change again, I am sure. I encourage you to memorize SOMEONE'S and as you practice, you will make it your own through experience and God's guiding... it is as follows:

Hello,

I want to welcome you here today and thank you for coming to share Suzy's pamper time AND to give me your opinion of our awesome product line. My name is, Pam, Pam Garner Moore and I am Suzy's consultant with Mary Kay Cosmetics. I asked Suzy to think of women that she knew who were over stressed, over worked, over committed, over tired and under pampered and she thought of you. That is where I come in. I am here to pamper you today with Mary Kay. Know right now that the door has NOT been locked. You do not have to buy a lip gloss to get out of here. I sincerely want your honest feedback as you try our products today and my promise to you is that if you find after trying our products that you LOVE the way your face looks and FEELS, that I will find a way for you to go home with what you want. But what I want you to promise me is that if after trying our products today, you do not like how your face feels and looks better than what you are already using is that you won't spend a penny. I am in Mary Kay for your business, not your SALE. Is that a deal?

Let me begin by telling you a little about our company history.

In 1963, Mary Kay Ash created a Company to enrich women's lives. She began by offering quality products to enhance a woman's image and an unparalleled business opportunity to help women achieve financial success and personal fulfillment. The Company was built on the highest values – putting God, family and career in perspective. Praising people to success. And working by the Golden Rule. This is the Mary Kay heritage. I was personally attracted to these values 24 years ago when Mary Kay found me. I love that our company not only states these values and supports our belief in them as well, but also provides a structure that supports us as we weave those priorities into our lives and businesses. And now there are a lot of reasons that I love my Mary Kay, some of which are the girlfriends, the positive atmosphere, and the prizes...cars, trips, and diamonds! And today, one million Independent Beauty Consultants – worldwide – enjoy sharing

the enriching rewards of Mary Kay with women like you.

#### **COMPANY HIGHLIGHTS**

- One of the largest direct-selling companies in the world

- Nearly \$1.8 billion global wholesale sales in 2003

- One million independent sales force members in more than

30 markets worldwide — from China to Russia, the Philippines

to Mexico

- Mary Kay Ash Charitable Foundation supports the fight against

Domestic violence and cancers that affect women.

Mary Kay's mission is to enrich women's lives.

You may have heard but if not, I will probably tell you more than you care to know.. that for over 10 years in a row, Mary Kay Cosmetics has been the number one best selling brand of facial skin care and color cosmetics. Even more interesting is that this is independent industry data based on actual sales of Mary Kay products to Mary Kay clients. I find this news thrilling because I began my Mary Kay career when not everyone knew what Mary Kay Cosmetics was and now we are a household name.

Even more so, because we have such an awesome record, we want your opinion, your feedback. I will give you an opportunity at the end of our time together to give me your opinion.

I want to thank our hostess, Suzy today for taking her time to share mk with her girlfriends. There is nothing like spending some down time with our girlfriends and without hostesses like Suzy, I would not have a business. So thank you Suzy for being my business partner today. (give her a "happy" at this time) And thank you to each of you. I know that you could have found several other ways to spend this hour and I am grateful that you made the choice to spend it with me.

Our time together today is basically going to be in three parts. In the first part, I am going to teach you how to take great care of your skin. The customer profile that we filled out partially on the

phone ahead of time and the rest today will help me to customize your products to suit your individual skin care needs. One of my goals today is to teach you a quick skin care and customized skin care routine that will fit even the busiest of schedules. Additionally, my goal for you is if you have great skin, to teach you how to keep it that way. And if you have some things you would like to change or improve about your skin, to teach you how to do just that and then to keep it that way. Either way, I am here to help you love your skin. One of the things that you will so enjoy about working with a Mary Kay consultant is that you actually get two initial pamper times. The first today to introduce you to our line, get your feedback and begin to customize your products based on your needs. The second is in a week to ten days to check the progress on anything that we start you with and to do what we call... advanced color.

The second part of our time together today is a basic color look. I like to call it a “run to the grocery store” look.. doesn’t it always happen? The minute you decide to run to town just bared faced or looking a little less than your great self, you will usually see every living breathing person that you know. Well, today, we will be using an easy cheek and lip color in a shade that looks great on everyone for training. When we get together for your second appointment, we will focus on the works –a total color look. As we go through our time together today, be thinking of something specific that you would love to learn at your second appointment. Maybe you want an evening look for a special occasion coming up. Or maybe you just bought an outfit in a color that you have never worn and you want some help with your color look. Or maybe you have a new hair color and need to change your makeup shades. Whatever that may be, think about it and we will jot it down and make that our focus at our second appointment.

The third part of our appointment time today is some private time with just you and I to write down our shades that we used, to make sure that I have answered your questions, to make any product selections you might have and to set a time for your second appointment.

Before we get started,

*“Let’s talk about the importance of good skin care. We feel there are five essential steps Necessary for your skin to look its best and they are:*

- 1. Cleanse twice a day to remove makeup and impurities*
- 2. Exfoliate to remove dead surface cells that dull the skin*

**3. Freshen to refine pores as well as tone**

**4. Moisturize to hydrate the skin to help keep it soft and smooth**

**5. Protect your skin from the environment.”**

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Traditionally, until a few years ago, we had only one choice to complete those steps. We used five separate products for those five steps. We still have that line.. the classic basic line, and I have many customers who are used to that and love it. We know that when used together, the classic line is, of course, an awesome look. But if anyone ever forgot a step or got out of the habit somehow, they were not getting the results and benefits that they deserve and they soon fell out of the habit all together. So several years ago, our lab created the now patented timewise brand of products that include the timewise age fighting complex. These are the products that we will be trying today. We will use a timewise three in one cleanser that is gentle enough to use morning and evening that will gently exfoliate, cleanse, freshen and tone all in one product. And with the timewise complex in the three and one cleanser, you are getting age fighting benefits as well. The timewise cleanser is also available in a bar form for those of you who like a bar feel. Then we will use our oil free timewise age fighting moisturizer. It takes very little and it will moisturize the skin for up to 10 hours. You can also choose this same great product with an spf 15 sunscreen included. We will follow that with your foundation and you will have completed all five steps in just two plus your foundation. Quick and Easy. Additionally, we will add the day solution in between your cleanser and moisturizer on half of your face only so you can feel the difference. I will have you apply the night solution to the inside of your forearm so you can feel how silky and firm it feels. The reason, we don't usually have you apply our customized skin care products to your face, is that with basic skin care, you can feel and see the difference in just one facial. Our customized skin care line provides dramatic benefits and feels great upon one application but the results that you will see will be dramatic over several days.

You will find it only necessary to cleanse from the eyes down today as we won't be taking our eyes off. In fact, I have been experimenting with something fun that we will try today as well. I want you to truly see and feel the difference just one facial makes. So for today, we are going to do most of the products on only half of your face. One side, I will have you simply wipe off with your wet cloth from the eyes down. On the other side, we will begin with cleanser and I will instruct you through our entire line. That will allow you to truly see and feel and compare one

side to another. ( when we get to foundation, we do that and color on both sides)

I find there are several reasons that someone begins using Mary Kay and a professional consultant. One of the reasons that I believe that you will be excited about today is that mk takes very little time to use each day. You can take care of your skin with a couple of minutes in the morning and a couple of minutes in the evening. We will be here an hour or so today learning and trying new things but jut a few minutes a day will complete your entire routine. We spend 24 hours a day going forward, why not spend just five minutes day working to put the process on hold. Mary Kay used to say that it is your business how old you are, our business how old you look.

Another reason women choose to use mk is that it is very economical. You can truly take care of your skin with our basic skin care for less than the cost of a coke or a cup of coffee a day... if I told you to drink a coke or a cup of coffee a day and you would have gorgeous skin, you would, wouldn't you?

You will also be excited to know that we guarantee everything that you use. When we get together for you second appointment, and check your progress on your products, we will make sure that everything you have is suited for you skin type and preferences.. We find that when you use one line all together, not only do you get great results, but you save money. I know that you are probably like most women that I meet. Most women have what I call a buying mistake drawer or cabinet at home. Products that for whatever reason didn't work and they just sit in the drawer wasting money, collecting dust. The lipstick that turned bright pink, the fragrance that gave you a headache, the foundation that turned on you at the end of the day. Well, we make sure by seeing you for that second appointment that if you have it at home, it is the right formula, the right product and the right routine for you. In addition, for that reason, we strongly suggest that you use our skin care line all together. In fact, I will talk you out of mk and lose the sale before I suggest or allow you to mix our skin care products with another product you have at home. That leaves you wide open for breakouts and you will think that the last product you use is the culprit when it is just the combination of the two. When we sell our skin care, even though the price is the same separate as together, we sell it as a set because we guarantee the results.

Another reason that women are choosing to use mk, is that you get a consultant, me, who goes home with you in those jars and bottles. That is also a reason that I see you for a second appointment. I want to make sure that I am serving you and that you have a routine and a color look that will fit your needs and that you are aware of all of the free services that you can take advantage of. Expect to hear from me. I will call you, email you and mail you things. I am not the Mary Kay telemarketer. If you aren't used to being given this type of service, you may think that I

am. I am simply making myself available to you so you know that that is one less thing you have to keep up with in your life. And in the meantime, if you run low on a product and you don't think of it until late at night when you are cleansing, don't hesitate to call me. My office phone rings in my office and you won't wake me and of course, there is my website. I am enclosing two business cards for you to take home today, one for your purse and one for your drawer at work or home. In addition, know that if you need to try a new look, I can pop that in the mail to you. Remember me when the clothes change, summer, fall, winter, spring and know that that is time to call for a quick color makeover... I also have an executive shopping service as well as a personal gift shopping service. And I will wrap and deliver to your door or mail it if I won't be there the next day or two. And if you enjoy shopping online, you may enjoy shopping in your pjs at my personal website. In addition, we always have awesome gifts with purchase available as a member of our preferred customer program.

Another reason that we find women enjoy using our products is prevention. I get calls at what I call the crisis ages... 29, 39, 49, 59, etc.. What happens is women who have great skin and have never really made skin care a regular priority suddenly begin to notice pore enlargement, possibly a difference in texture or some discoloration and want good skin care NOW... as I mentioned before, our goal is that you love your skin.. at every age... we don't wait until we develop a cavity to brush our teeth, why would we wait to take care of our skin until we develop a wrinkle?

Okay, let's get started...

Turn to page 6-7 in your beauty book. I want to read you the results that on the average women see after just 8 weeks of use of our most popular selling set of products, the miracle set. **READ RESULTS.** You can see from these results one reason why this is our most popular selling set. It sells for 102. Now, let's put the Miracle in Motion and try them on your face.

(I have them wipe from eyes down with a wet cloth on one side and the other side, I instruct them through TW cleanser, day solution, Age fighting moisturizer, and oil free hydrating or intense moisturizer hydration products. I have them put eye gel on their eyes and TW eye cream all on one side and satin lips if you want, and then concealer and foundation and powder and then we stop) I always say suggestion phrases..during the body of the class. When we get together in a week –ten days, you will already notice a big difference in your skin from using our products that short of a period of time. I make statements like, I like the tw cleanser for am and I keep the bar in the tub. And I keep my lip mask in the tub so I can put it on and then shave my legs and then wipe it off. These are “assuming the sale” statements and when you mentally place the product in their bathroom, it helps them to imagine their own routine. Another suggestion is if they have a hard

time remembering their night time routine is to think of the last place they are...i.e., do they read in bed, are they a pile up in their big chair person? And put a pretty crystal container that holds their night time customized skin care near that place... they will do it if it is user friendly.

Then when we finish this part, I say, okay, feel your face, and then look at it.. Can you feel the difference? Sometimes you can even see the difference.. Can you imagine if it feels this good after only one quick application, how great it is going to feel tonight and tomorrow morning and day in and day out? Let me show you a couple of great products. I show the TW body lotion and pass around.. telling them that it has the TW complex in it and it will moisturize for up to 10 hours. I tell them it was created to specifically target spider veins and cellulite areas. And then I tell them it is the type product along with the other one that I am about to show them that if someone orders it, they always reorder it. When you add the TW body lotion and the TW eye cream to our awesome Miracle set, you get the ultimate miracle set and it is 150.

The next product is our OF EMR. It is also a product that if anyone ever orders, they reorder. It will gently, effectively take off your eye makeup without leaving a residue and will condition your lashes. (Demonstrate by putting an eye pencil stripe on your hand or someone's and wiping off with OFEMR)

Now for the second part of our time today, our basic color. Simply peel off the cellophane cover on your cheek applicator and using the cotton ball at your tray, apply your cheek color in the way that you do normally. At your second appt., we will use some of the techniques that our associate makeup artist, Robert Jones has taught us including a color POP on the cheeks.

In addition, take the top off of the lip sample and apply the lip color. At your second appt, we will use lip definers and glosses for a great color look.

Now fluff up your hair and tell each other how gorgeous you look! Feel your face again, and pick your mirror up and hold it out.. Can't you see the difference in the two sides of your face?

Now at this point in our pamper time, my guests usually have two questions, how much does it cost? And when can I take it home? Well, I promised you that I would tell you how everything comes and you will be glad to know that you can take it home today. There is rarely a time when you need something that I won't have in stock. I am going to tell you how everything comes so turn to page 16 and 17 in your beauty book.

All during our time today, you have seen me work from this great bag. This is our beauty

essentials bag in Mary Kay. This makes you a Mary Kay woman from head to toe. You have your body care, your skin care, your customized skincare, your color and your extras.. and THE BAG... now, if you went to a counter line and decided to switch lines entirely , to buy an entire line of something over the counter, imagine how much you would spend. When I ask, I hear... \$500, \$600, \$800 and \$1000 or more. You are correct. And one of the reasons that you can get Mary Kay at such a reasonable price from me... is there are no middle men. We as consultants buy directly from the Manufacturer, Mary Kay, and sell to the consumer. So I am excited to tell you that this entire collection of Mary Kay from head to toe is only \$412.50 including the bag. And you can have your beauty essentials collection today as a class special for \$299 including the bag! What a deal and this is what most of our clients want of course. Let me tell you about some of the other sets. We mentioned one of my favorites, the ultimate miracle set including the miracle set, the timewise cleanser, the timewise moisturizer, your foundation, and the day and night solution and add the timewise body lotion and the timewise eye cream... for \$150... and also very popular is our color set. We customize this compact for you with three eye colors, a cheek color, a lipstick and your applicators in this awesome refillable custom compact and add the basics for your look for only \$102. on page 17, you will see several other options for sets or we can customize one for you.

Before we have our individual time together, I want to get your feedback so turn over your profile cards. I am going to walk you through the questions and then give you a couple of minutes to answer. The first question asks what you are interested in knowing more about. We have samples for almost all of our products and fun classes for lots of different interests ranging from color to aromatherapy so check as many as apply and if there is one we don't have listed, write it in. The second question asks what you liked best about the products you used today. I certainly want that answer but additionally, if there is a suggestion you have or something you would want to improve upon, write that down as well. And I want one more thing here. I asked you while we were going through our facials to think of the one thing you want to focus on at your second appointment. This is where I want you to write that down for me. The next question says of the things that you tried today, what do you want to take home. What I want here is this: if someone just dumped a large amount of money in your checking account (and you got to keep it), in other words, money was no object, of the sets that I showed you, the beauty essentials bag, the ultimate miracle set, the miracle set and color set or the miracle set, which would you love to take home? And the last question asks you who you know that you think would enjoy some pamper time. And it asks you to jot their names down with a phone number. Ask yourself, did I have fun today? Did I feel pressured? And then think of the sharpest women that you know - women who would give me a great opinion of our product line and women who deserve to be pampered and just write

their names and numbers down. One of the services that I haven't told we offer is when I come to do your second appt, if you decide to share your appt. like Suzy did with some girlfriends, it puts me in the position to give you a great discount or even products for FREE. It is the highest compliment you could pay me to allow me to share Mary Kay with you and your friends.

Okay take a few quick minutes to answer those questions. And then we will get together for our individual time.

I then select the "sparkler" and take them out one at a time for the private close, having team building packets and hostess bags and my calculator and date book ready to sell, book, recruit and ask as a guest.

I instruct the hostess to do satin hands at this time instead of the beginning because before I even have them put the products on their face, I do the entire regimen on the back of one hand. Many times it is sold before they get it on their face. That way, they satin hands doesn't interfere with telling the difference.

Do individual close.

Pam Garner Moore  
07/13/04