

## Welcome

- I'd like to welcome everyone here today and especially thank \_\_\_\_\_ for being our hostess.

## • Thank You Gift

- To show my appreciation, I have this little gift for you. Thank you!
- (Beautifully wrapped PCP gift or some limited edition product you think she would enjoy)

**Introductions:** I'd love to get to know each of you better. Please share a little about yourself. I'd like to know...

- Your Name
- Family
- Occupation
- If you've ever used Mary Kay before?
- One thing you've heard or already know about Mary Kay.
- How you know the hostess.

### Now I'd like you to meet Mary Kay:

- Mary Kay began the company in **1963 with herself and 9** other women.
- Today we have more than **1.5 million consultants** in over **30 countries**.
- Mary Kay was also recognized as the **greatest female entrepreneur** in American history.

### Today we'll be doing three things:

The **first thing** we'll be doing is:

- Focusing on **skin care and creating healthy skin**.
- Don't you love it when your hair looks perfect and you know you're having a "good hair" day?
- With Mary Kay, **you'll be able to have a "good face day" every day!**
- The first thing you'll want to consider in creating healthy skin is to use **one brand only**.
- Cosmetics from the same company are made to work together.
- When you **mix brands**, you could be creating **chemical warfare** on your face, which can result in acne, oiliness, dryness, or damage like lines and wrinkles.
- Talk about the **ultimate in skin damage!**

- You'll get to try our **customized skin care products!**
  - You may want to know how to get rid of **lines and wrinkles**, **puffiness** under the eyes, **dark circles**, or **excess oiliness**.
  - We have amazing products that you'll get to try that correct these concerns.
  - You'll even get to **do your own experiment on 1/2 your face** so you can see the difference our products make for your skin!

The **second thing** we'll do is **Basic Glamour**.

- This will be **"safety makeup"** just to get you home! If you get stopped for speeding on the way home, you'll be just **cute enough** to get out of it!
- You'll also get the chance to **schedule a 1-on-1 color appointment** with me where we will go into advanced glamour techniques that we won't be doing today.

The **third thing** we'll do is have **private time with me** at the end of the party

- To see what **questions you have** and **what products you like**.
  - If you're like me, you like to **shop in private**.
  - If you want to **take anything home** with you, then you can.
  - There's **no obligation** to purchase,
  - But I carry a **full inventory**, so you may be able to take your goodies home with you today.

**My I Story:** I'd like to tell you a little about me.

- My **background**— what I did before Mary Kay.
- How I **became involved** in Mary Kay.
- **What I love** about being a consultant.
- **Watch what I do today**, and if it looks like fun, then I'd love to give you some information to take home after our class today.

I'd like to invite you **to be my customer:**

- If you **don't already have a consultant serving you**, I'd love for you to choose me.
- Here's what **I offer** my clients...
  - Send **Look Books** quarterly. Shop online **24/7** on my **website**.
  - **Birthday discount**. Make sure you put your birthday on your card.
  - Explain **Cycle classes**— see me every 3-4 months when you run out.
  - When someone asks you who your consultant is, I want you to **know my name**. I hope we'll become friends.
  - I give my clients a **courtesy call** every month or so. It'll sound like this:
    - “This is Donna Bayes with Mary Kay. Do you have a quick minute? I'm just calling to see how you're doing with your products and to see if you need anything.”
    - **If you do, great!** If you **don't, that's great, too!**
    - Don't think I'm bugging you when I call. I'm just doing my job

**Goodie Bag:** go over everything in it (check our training website for contents of bag)

- Bookings for brushes
- Hostess credit

## I'd like to share a couple of quick facts about our products

- So you feel totally comfortable about trying them.
- **First**, we've been the **#1 Best Selling Brand** for the past 13 years!
  - I love to be on the winning team, don't you?
- **Three things** have made us **#1**
  - First of all, we have **Top Quality Products**
    - We put money into **ingredients and research**, rather than a lot of advertising.
    - We voluntarily have our products **clinically tested** in a government-regulated **FDA lab**.
    - What it says on the box... **it will do**. When it says it will **reduce wrinkles by 83%**, it will. It's been proven.
    - Our products are **fragrance-free**, unless stated otherwise.
    - **Safe for sensitive skin** and we **don't test on animals**.
    - Finally, our products are **non-comedogenic**, which means they won't clog your pores or cause acne.
  - **The 2nd reason is Service**—Our #1 goal is to keep you happy.
    - Explain Satisfaction Guarantee & update facials every 3 to 4 months.
  - **The 3rd reason we are #1 is Value:**
    - You may be thrilled about the **quality** and excited about the **service**, but the bottom line is...**how much** is this going to cost?
    - **Less expensive** than department store brands; product **lasts 3-6 months**
      - You can **afford to get on Mary Kay** and **stay on Mary Kay**.
- **No obligation!** Just sit back and enjoy!
- However, if **you're tempted**, I do have everything in stock and you can take it home with **MC, Visa, Discover, checks, cash or even creative financing!**

We all want beautiful skin, don't we? Mary Kay develops its skin care collections to **work with the natural process of your skin**.

Now, I'd like you to **pick up your mirror** and take a close look at your skin.

**Think about this:**

- **How old you are is your business, but how old you look is mine!**
- What we'll be doing over the **next 30 minutes** will take you about **3 minutes in the morning and 3 minutes in the evening**. You'll see results in three days, three weeks, and three years that you'll love!
- Our product **costs less** than a **cup of coffee** or a **can of pop** per day.
- If you were told that you'd have **beautiful skin for the rest of your life** if you would just **drink a can of pop each day**, I'm sure you'd decide that would be a **wise investment**, right?

## The Miracle Set

- How would you like a **Miracle** for your face?
- Turn to page 6 in the Beauty Book.
- Pictured is our **premium collection of age-fighting products** which deliver younger-looking skin.
- Take a look at the **statistics** on page 7.
  - 83% had a reduction in fine lines and wrinkles
  - up to 25% improvement in skin elasticity
  - 100% had softer, more supple skin
  - 46% improvement in more even skin tone

This set is called **The Miracle Set** because of that clinical data!

- What are the **benefits** of the Miracle Set?
- **Cleanses** to remove makeup and impurities
- **Exfoliates** to remove dead surface cells that dull your skin.
- **Freshens** to tone your skin and refine your pores.
- **Moisturizes** to hydrate for soft, smooth skin.
- **Protects** the skin from sun and environmental damage.
- Also, **smoothes, helps reduce lines and wrinkles, firms, softens, energizes, rebuilds and delivers a flawless finish.**

## 3-in-1 Cleanser

- **Apply cleanser**

- (Moisten face by patting water onto face from little Dixie cup)
- Apply in an upward and outward motion.
- **Massage the cleanser** until most of the beads have dissolved so you get all the **benefits of the botanicals** inside those beads.
- When finished, remove your cleanser with the wet facial cloth.

- **3-in-1 Cleanser**

- 3 products in one: cleanses, exfoliates, and freshens in one step.
- **Layers of dead skin cells, dirt and pollutants** build up on your face daily. 3-in-1 cleanser removes that **rough stuff** that makes your skin look dull and less healthy.
- As you massage the cleanser, you're treating your skin to **outstanding cleansing** and **foundation removal**.
- You'll also get the benefits of **microbeads** that gently exfoliate and **botanicals** that tone.
- The **TimeWise patented complex speeds up the natural renewal process** of the skin for **smoother, more radiant, younger-looking skin**.

## Night Solution

- Apply to 1/2 Face
  - Draw an imaginary line down the center of your face and apply to just one side.
  - This will be your pampered side.

## Did you know that at age:

- 20 A girl has no wrinkles
- 25 Forehead and laugh lines appear
- 30 Crows feet develop
- 40 Permanent wrinkles from ears to neck
- 50 Nose, earlobes and chin creases form
- 60 Mouth wrinkles deepen
- 70+ Wrinkles overlap and criss-cross

How about a **miracle for those wrinkles?**

**Night Solution** helps lines and wrinkles fade away.

- It **delivers collagen-enhancing peptides** to help **fade deep lines and wrinkles.**
- See the **beautiful beads** in the product? I like to think of them as **stars in the sky**, so you remember to **use it at night.**
- The beads are **Nutribead microcapsules** that **burst open** as you dispense them through the pump to deliver **fresh, highly effective antioxidants** that are essential to the renewal process.

## Day Solution:

- Apply to same 1/2 Face on **top of Night Solution**
  - Even though you won't normally apply Day Solution on top of Night Solution, I want you to today, so you can experience both products.
- See the **bright white bottle**? Think of how bright the sun is. You use this product in the morning.
- Day Solution with Sunscreen SPF 25 helps **prevent skin damage** and **uneven coloration** before they **occur**.
  - Protects and shields the skin from both the UVA and UVB rays. (UVA = aging rays; UVB = burning rays)
  - Contains **calming peptides** that **relax expression lines** which make any lines and wrinkles you now have less noticeable.

## Age Fighting Moisturizer

- Apply to **BOTH** sides of the face.
- Hydrates for **10 hours**
- Accelerates your **skin's renewal process** for firmer, smoother, younger-looking skin

You have the **Miracle set on one side** and the **basic TimeWise set** on the other.

- Feel the two sides of your face. **Can you feel the difference?**
- The Miracle Set, including foundation, will make the difference in how your skin looks when you go to your **next class reunion!**

**Review application steps and prices.** (Show the products as you explain)

- **Tonight**, when you go home, you'll first **cleanse**, then apply **Night Solution**, and then apply **Moisturizer**.
- In the **morning**, you'll again **cleanse** your face, apply **Day Solution**, and then **Moisturizer** and foundation, plus whatever glamour colors you use.
- Even though we haven't applied **foundation** yet, it **is included in the price** of our sets.
- The **Miracle Set is 104** and comes in this beautiful bag.
- The basic **TimeWise set is 54** and includes foundation.

**We've just done the basics for healthy skin, except foundation.**

**Why** would you have this beautiful face and neck and then allow your **eyes to give away your age?**

- The **eye area** is the first place that you begin to **show signs of ageing**. Use the **ring finger** (weakest one) to apply products to your eye area.
  - Apply **Indulge Soothing Eye Gel** to one eye (under eye and on brow bone.) Instantly increases moisture to eye by 130%, reduces fine lines, wrinkles, and puffiness.
    - **Green tea** works on **wrinkles** and **cucumber** for **puffiness**
  - **TimeWise Age Fighting Eye Cream or Firming Eye Cream**
    - Goes on top of Indulge on ONE EYE only.
    - Rich, luxurious cream dramatically reduces lines and wrinkles.

*Turn to page 13*

## Foundation

- Turn back to **p. 9** in your beauty book.
- Mary Kay's foundation is the **lightest, silkiest makeup** you've ever tried!
- First, we're going to use **concealer** to hide any **dark circles** under your eyes and any other boo-boo's we don't want someone else to see.

## Match foundation

- **Ivory/Beige skin tones**—apply a small test amount on the side of the neck below the jaw.
- **Bronze skin tones**—apply a small test stripe from the lower cheek and over the jaw.

## Correct Formula

- **Medium Coverage**—absorbs oil
  - **Full Coverage**—adds moisture
- If we have the **right color** of foundation, it will **disappear** on your skin.
  - If we have the **right formula** of foundation, it will **not feel heavy**.

## Loose Powder—(or **dual powder**) to set foundation.

- (Use conversion chart for correct color; find chart in beauty bash book)
- Apply loose powder with a large cotton ball.
- Dual powder has it's own sponge to apply.

*Turn to p 14*

## Microdermabrasion Set

- Turn in your beauty book to **p. 10**
- Pat **water** on the **back of one hand** and
- Massage with **Step 1: Refine** for 1 minute or less. (Explain that you massage for 1-2 minutes when you do it on your face)
- Rinse and apply **Step 2: Replenish**
- **Compare hands.**
- See how smooth your skin is? The more you use it the better the results! After just **one week** of use:
  - 85% saw improvement in skin texture
  - 73% saw a reduction in fine lines
  - 71% saw smaller-looking pores
- Mary Kay uses the very **same crystals** in Step 1 as they use in a doctor's office for Microdermabrasion.
- Done in a salon or doctor's office, Microdermabrasion can cost from **\$60 to \$100 each time.**
- You'll get **30 to 40 treatments** from this set for only **55.**

## Oil Mattifier (p. 12)

- Does anyone shine during the day? If so, apply oil mattifier over moisturizer and before foundation.

## Satin Lips (p. 13)—Keep your lips kissably soft

- Apply lip mask. Massage. Wipe off.
- Apply lip balm.

*back to page 12*

- Just like the **Satin Hands Pampering Set** at the beginning of the class is the **fountain of youth for your body**,
- the **Miracle Set** is the **fountain of youth for your face**.

### Doesn't my job look fun?

- I want to take just a minute to **share** with you a **couple of facts** about the company.
- Mary Kay Ash **founded the company** on the concept of the **Golden Rule**—Do unto others as you'd have them do unto you.
- Our priorities are **God first, Family second, and Mary Kay third**. She taught that when these priorities are in order, everything works, and out of this order, nothing works.
- **I hope you've been watching what I do**. If you think you might want more information, talk with me later. I have some information I can send home with you.
- **Drawing gift**—(beautifully-wrapped gift)
  - I will have a **drawing at the end tonight** for the person who has the most tickets.
  - You can **earn tickets** several ways
    - **10 tickets** for **scheduling your checkup facial** before you leave tonight.
    - One ticket for **every product you purchase**.
    - One ticket for each **question you ask me** now about my Mary Kay business. (allow a few minutes to answer questions they ask)

## Basic Color

- Let me ask you a question...
  - What if you got to have a **makeover by a famous makeup artist** who works with actresses and top models.
  - What if this makeup artist were to tell you **what your perfect colors are** and then do a makeover, and **show you the perfect way to put your makeup** on for your face and eye shape.
  - How would you feel about that?
  - That's what we're doing in Mary Kay now. We hired a team of makeup artists who created a program that takes into account your hair color, your eye color, and your skin color. Also, your eye shape and your lip shape.
  - I will get a print out and diagram of exactly the colors and how to put them on, designed especially for you. Would you like that?
  - I'll give you a form to fill out at the end of our class and I'll get it processed, so that we can do your look at your check up facial.
- In the meantime, look at the **color card** I placed by each of you.
- Pretend that you have only **5 minutes** to **get to work**. Let's see who can apply their color the quickest!

**Brush Set**—if you aren't using a professional brush set to apply your makeup, your makeup just doesn't look as good as it could.

## Table Close

- Take out your clippies (or headband) and fluff up your hair.
- Hold your mirror out at arms length and say: **“Ummm, I look good!!”**
- Now, take a look at **someone else** and share what you **like best** about her look.
  
- Everyone always **wants to know 3 things**:
  - How does it come?
  - When can I get it?
  - How much is it?
  
- I keep a **full inventory** of all the products, so anything you want I probably have in stock and you can begin using it immediately.

- **Turn in your book to page 18.**
  - You'll see some of our most popular Mary Kay product sets.
  - Explain the **three sets**.
    - First set is the **TimeWise Basic**, which starts at **54**.
    - Adding the **Day and Night Solution** gives you the **Miracle Set** in the bag and it begins at **104**.
    - The **Ultimate Miracle Set** also includes the Microdermabrasion Set and your choice of eye cream. It starts at **189**.
  - Show **Custom Compact** filled.
    - You might want to take home a color look.
    - This compact filled, with refillable colors, is **63.50**.
  - Show and romance **the Roll-up Bag**
    - Hangs on the back of a bathroom door
    - Pockets are removable.
    - FREE with the purchase of 4 or more sets.
  - Pass out **"Create-A-Roll-up" Sheet**
    - Choose 4 sets and receive a free roll-up bag.
- Fill out the back of the profile card
- Give tickets for prize.
- Draw for prize.

**Private Consultation** (with each person, privately)

- Did you have **fun**?
  - How does your **skin feel**?
  - What was your **favorite part**?
  - **Are you as excited** about the way your **skin looks** and **feels** as I think you are?
  - Well, **you know your situation** a whole lot better than I do, whatever works for you is fine with me.
  - Would you prefer to **splurge tonight** and **create your own roll-up** bag or
  - Do you need to be **more conservative** and **just begin** with the **Miracle Set**?
- 
- **How would you like to handle it?** (credit card or cash?)
  
  - We need to **set the date for your check up facial**.
    - Which is better for you?
    - During the week or on the weekend?
    - Tuesday or Thursday? 7 or 7:30? (always narrow it down by choices)
  
  - Ask for recruiting interview.
  - Don't forget to draw for the prize from the tickets.