



EYES CREAM SOCIAL



It is the season to excite and delight your hostesses with a COOL NEW IDEA!! Guests will love coming to an "Eyes Cream" Social/Girl's Night Out! Call your best customers, past hostesses and you can also use this idea to introduce brand new warm chatter prospects to the Mary Kay Products. It's a great technique to use as a tool to establish a customer and schedule follow-up classes for Pajama party or Glamour Clinic.

SUGGESTED DIALOGUE TO USE WHEN BOOKING CURRENT CUSTOMERS

"Hi _____, this is _____. Have you got a quick minute? I couldn't wait to call you and catch you up on one of the Coolest Ideas I'm doing right now ... I am now doing "Eyes Cream" socials! You know, the first place we begin to notice "Father Time" taking a toll is in the delicate tissue around our eyes... plus, we also recognize that our eye area is the focal point displaying our personality. It's a really fun event with four or five women who love to look gorgeous while fighting Father Time! Busy women look for opportunities to socialize, but also learn and benefit from the time they spend, don't you agree?"

_____, I called you because, my Director told me to call the 10 women I knew I could count on ...and you were one of the 1st women I thought of ...as part of my training this month I have to hold 8 of these parties...is there any reason why you couldn't help me out with this...I'll have a great gift for you helping me with this project!!!

****This is an event you can Host yourself in your home, as well as asking friends and family to hold this event for you! You can be the Hostess and the Consultant!**

HOW TO HOLD AN "EYES CREAM" SOCIAL

1. Welcome guests. Thank Hostess. (Gift idea...Ice Cream Cone with samples, wrapped in clear cello & bow)
2. Use Oil Free Eye Make-up Remover to clean eye area.
3. Apply Timewise Targeted Action Eye Revitalizer.
4. Apply Timewise Firming Eye Cream.
5. Apply Timewise Targeted Action Line Reducer
6. Apply Eye Primer
7. Apply Highlighting Pen
8. Apply eye colors, brush eyebrows and discuss—pencil if needed.
9. Apply Brow Pencil
10. Apply eye defining pencil.
11. Apply mascara - mink look (brown tipped with black for longer look)
12. Go over the sets you are offering.
13. Have Hostess serve ice cream.
14. Hold individual consultations.

*Ask Hostess to Serve
ICE CREAM!!*

FUN TIPS!!

Package each set in ICE CREAM DISHES!!
Single Scoop...Small Glass Ice Cream Dish
Double Scoop...Sundae Dish
Sundae... Sundae Dish
Banana Split...Banana Split Dish
Use shredded pink paper & clear cello wrap.
Draw up & tie in a big bow!

Buy at
Dollar
Store
Or
Dollar
Tree

EYES CREAM SOCIAL



#1

BANANA SPLIT
With All
The Toppings
\$197.00



- Soothing Eye Mask \$15.00
- Timewise Firming Eye Cream \$30.00
- Oil Free Eye Make Up Remover \$14.00
- Targeted Action Line Reducer \$40.00
- Eye Primer \$12.00
- Facial Highlighting Pen \$18.00
- Custom Compact \$16.00
- Three Eye Colors \$19.50
- Sponge tip Applicator \$ 2.50
- Ultimate Mascara Black \$15.00
- Ultimate Mascara Brown \$15.00



Get Rollup Bag 'FREE "
\$40 RETAIL VALUE
Or New Eye Revitalizer



DOUBLE SCOOP - \$30
(Basic Eye Set)

- Eye Primer \$12
- Facial Highlighting Pen \$18



DOUBLE SCOOP-\$33.50
(Basic Eye Set)

- Color Compact with 2 eye Shadows, sponge tip applicator \$23.50
- Eye Liner \$10.00



SINGLE SCOOP - \$40

- Targeted Action Line Reducer \$40

#2

"EYES CREAM"
SUNDAE
\$98.50

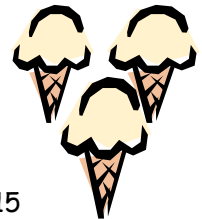


- Timewise Firming Eye Cream \$30.00
- Oil Free Eye Make Up Remover \$14.00
- Two Eye Colors \$13.00
- Color Compact \$ 9.00
- Sponge tip Applicator \$ 2.50
- Eyebrow Pencil \$10.00
- Eye Defining Pencil \$ 10.00
- Brow Pencil \$10.00

"Free Gift with this Set"
Mascara (Ultimate) Black

#3

Triple SCOOP
\$59
(Basic eyes cream Set)



- Soothing Eye Mask \$15
- Firming Eye Cream \$30
- Oil Free Eye Make Up Remover \$14

Host your own Eye Cream Social this month and receive a "Free"

Custom Compact w/one eye color or

\$25 in other MK products

Use your hostess credit to completely fill compact



You must have 4 New Guest Present and hold on the Original Scheduled date!

You will also earn Free Product based on your sales and Bookings!!

Customized Sets

Receive your choice of the Eye Revitalizer or Targeted-Action Line Reducer **FREE...**

With 3 future bookings at your Girlfriend Pampering Session!!!



**Oil Free Hydrating Gel
Or
Intense Moisturizing Cream**

\$30.00 each



Day/Night Solution
\$60.00



**Satin Hands
Pampering Set**
\$30



**Microdermabrasion
Set**
Refine and Replenish
\$55



Firming Eye Cream
\$30



**Targeted
Action
Line
Reducer**

\$40



**Cellu-shape
Contouring
System**

\$55



Satin Lips Set
Lip Balm and Lip Mask

\$18



**Even Complexion
Essence**

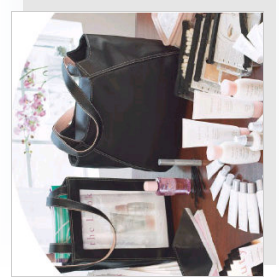
\$35



Eye Gel
\$15 each



**Targeted
Action Eye
Revitalizer**
\$35 each



**Begin your own Mary Kay
Business...**

A Great Value at only

\$100*

*plus applicable tax and shipping

Your Starter Kit Includes...

- TimeWise 3-in-1 Cleanser (normal/dry)
- TimeWise 3-in-1 Cleanser (combo/oily)
- TimeWise Age-Fighting Moisturizer (normal/dry)
- TimeWise Age-Fighting Moisturizer (combo/oily)
- TimeWise Day and Night Solution
- Oil Free Eye Makeup Remover
- Black Ultimate Mascara
- 11 Medium Coverage Foundation Tubes
- Plus all of your Demonstration Tools and Training Materials.

**A \$323.00
Value for
only \$100*.**

What do you have to lose?



Oil Free Eye Makeup Remover—Shake it up to mix to substance together...Effectively removes all types mascara—even waterproof , while it conditions the lashes...it also removes eye lash mites. Use a Cotton pad to remove eye makeup!

Timewise Targeted-Action Eye Revitalizer—*this* product is so powerful it can reduce the appearance of both Dark Circles and undereye puffiness in just two weeks ...the Serum contains exclusive blend of ingredients specifically formulated to address the multiple causes of dark circles and undereye puffiness. Within seconds of applying it, you'll feel a cooling sensation as the product begins to work. The end result? Your eyes look rested, Refreshed, Revitalized.

Indulge™ Soothing Eye Gel—**WILL NOT USE AT CLASS**—

Have you ever had a long day? Didn't get enough sleep? Do your eyes ever look tired and puffy? Indulge Soothing Eye Mask is a wonderful *treat for the delicate eye area, this soothing gel has botanical extracts, cucumber extracts to firm & tone the skin, reduces the appearance of puffiness, super hydrators calm & cool & refresh a tired looking appearance.* You can apply as a mask by using a generous amount and after 5-10 minutes remove with a cool damp cloth. Apply sparingly as a leave on under eye products in the morning or at the end of the day when your eyes need refreshing. **Nap in a Jar!**

Timewise Firming Eye Cream —Firms, brightens, provides intense moisturization, plus minimizes fine lines and wrinkles

TimeWise® Targeted-Action Line Reducer—Do you want to reduce fine lines without an injection? You'll see immediate benefits the first time you use it plus continued benefits over time. This concentrated formula contains optical diffusers that instantly create the illusion that fine lines are softened. In addition skin-plumping ingredients deliver a mild firming sensation so fine lines look less pronounced. With continued use, the appearance of expression lines is visibly reduced. Targeted-Action Line Reducer works on even the most difficult-to treat problem such as frown lines and the folds on both sides of the nose

Eye Primer-Proven to extend the wear of your eye color, Helps your shadow to glide on smoothly and stay in place without creasing or smudging. Plus, it waterproof....great for oily eye lids!

THIS IS SECTION IS FOR YOU TO TAKE NOTES

Facial Highlighting Pen—

Brow Pencil-

Eye Color—

Base Color-

Medium Color (inner crease or crack color)—

Accent Color (darkest color)-

Eye Liner -

Mascara—The Minking technique

Brown Mascara-

Black Mascara-