

This page should be facing you  
when you start your Skin Care Class!

Smile 😊 and have fun!!!

## Welcome Guests and Thank Hostess

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- **Okay, let's get our Party started!**

**First I want to thank everyone for being here and for \_\_\_\_\_ inviting us into her home!**

I know there are a million other places you could be so it means so much to me that you have all taken the time to be here today. We're going to have a blast getting pampered!

- **I'd like to meet everyone!**

Tell us your name, a little bit about yourself (work/children/school etc), & how you know the Hostess.

- **There are the 3 things we're going to do today:**

1. **Learn about skin care and try what we call the "Miracle Set<sup>®</sup>"**-Because we could all use a little bit of a miracle on our skin sometimes!

2. **Do a basic color look**—I call a **"Dash-Out-the-Door Look"**

- It's a simple glamour look that I like to do the first time I see people because with our busy schedules, we all need a look that can be done in 5 minutes! It's what you'll use every day! It's that quick, but **you'll still look cute enough that if you get pulled over by a cop on the way home you'll get out of the ticket!**

- I will also be helping the Hostess with her **customized look**. I'll show her how to apply it herself using our Professional Brushes. All of you will get your customized color look at your **follow-up appointment!**

3. **Have an individual time with me at the end** so I can answer any specific questions about your skin and find out what look you want to do for your customized skincare/color look at your **follow-up appointment,**

- **Now I'd like to present our Hostess with a THANK YOU GIFT:**

This gift is for having me over & sharing me with your friends, which is a HUGE compliment!

- **Who else likes free things?!** Our hostess is going to get a chance to earn LOTs more free product today, which we'll get to a little bit later. However, **all of you get the chance to earn free gifts as well!**

**We're going to have a little competition today to earn raffle tickets!** You can get a raffle ticket by asking me any **questions** you may have about our Mary Kay business! Each question earns a ticket and at the end **we'll draw a winner to receive one of the gifts in the center of the table!**

## **Mary Kay Ash and Pink Changing Lives<sup>SM</sup>**

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- **Mary Kay Cosmetics was founded in 1963 by Mary Kay Ash** to provide an unparalleled **career opportunity for women**, allowing them to put **faith first, family second, and career third**. Her founding principle was the **Golden Rule**, do unto others as you would have them do unto you.

(use this page to help you answer/facilitate some of the common ticket game questions!!!)

- **We offer the BEST products in the marketplace.** In a typical year we spend millions of dollars and conduct more than **300,000 tests** to ensure that Mary Kay products meet the **highest standards of safety, quality and performance**.

- **Brand Keys just released its annual Customer Loyalty Index Survey.** The 2012 survey examined customers' relationships with 598 brands across 83 categories. Mary Kay tied for first as the **top brand in the cosmetics category** and **was listed as one of the top 20 brands overall in the "Brands That Delight" category**. The overwhelming majority of brands included in the "Brands That Delight" list are relatively newer, technology-based brands like Apple, Amazon, Google, Samsung and Facebook. **Mary Kay is the only cosmetics brand listed among the top 20.**

- **We have a very progressive recycling program we call Pink Doing Green.** Even the peanuts used in our delivery boxes are made out of potato and cornstarch so they dissolve when rained on.

- **The Mary Kay Charitable Foundation's mission** is to **stop domestic violence and eradicate cancers that affect women**. 100% of dollars contributed go to the causes not to the administration.

- **None of the products you use today or will purchase in the future have been tested on animals.**

Your products are manufactured in our state of the art facility in Dallas, Texas.

Extra info **if needed** about China:

(Just recently Chinese law changed to require animal testing on some cosmetic ingredients. 100% of cosmetic companies operating in China are affected by this change. Because Mary Kay is committed to the elimination of animal testing world wide we are creating the very first laboratory as part of the Key Laboratory for Research on Cosmetics Alternative Toxicology in China. This innovative lab will be instrumental in the evaluation, validation and, we hope the eventual acceptance and adoption of alternative testing methods).

## The Mary Kay Opportunity

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### • I'll tell you a little bit about myself and why I LOVE what I do:

When I began my Mary Kay I was (teaching school, raising kids, your life!) \_\_\_\_\_.

My reason for starting a Mary Kay business was \_\_\_\_\_.

What I love most about my business is \_\_\_\_\_.

Right now I'm building the BEST unit in \_\_\_\_\_ (your city/state).

I'm looking for really sharp women who want to be a part of it. I'm looking for women who are:

- **Achievers:** Meaning they want more out of life;  
whether it's **income, friendship, personal growth, confidence, flexibility.**
- Secondly, I look for women who are **coachable.**  
I can teach you anything about our business **as long as you want to learn.**
- Lastly, I look for **women who want to have fun.** We have fun together! We go on trips, we have events...  
(tell them what's coming up and one you just went on) (Seminar—like the Grammys of Mary Kay!)
  - **So if you know of anyone who has those qualities,** let me know at the end, because **I'll have a referral gift** for you, just for her joining my team!
  - **However, don't discount yourself!** If you have those qualities, let me know at the end.

**To join, you purchase your very own Mary Kay Starter Kit!** (hold up your starter kit bag and show it off!)

It's your business in a bag that costs \$100 + tax and shipping. Inside you get \$400 worth of retail product to demo at your skin care classes, plus over \$100 worth of supplies to get your business started!

It **just takes about 5 minutes on your phone at the end,** and we'll get you signed up!

Or if you have further questions, be sure ask me during your **individual closing.**

**Mary Kay says that at every class there are 1 or 2 future Beauty Consultants waiting to be discovered.**

I wonder who it could be? So watch me today and ask yourself, **"If I were fully trained would I enjoy doing that?"** And if you think you might, get some information from me during your **individual consultation!**

## **Benefits of Choosing Me as Your Personal Beauty Consultant**

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**Those are a few reasons I LOVE my business.**

Let me tell you why **you will LOVE being a MARY KAY customer** and having me as your PERSONAL BEAUTY CONSULTANT, because **I so hope you will choose me!**  
**(Pass around flipchart and have each guest read one bullet point out loud)**

- **A product that takes years off your look**, minutes off your beauty routine and has a **100% satisfaction guarantee!**
- **Gift with purchase all year long.** As a preferred customer, every time you spend \$40 with me you get a free gift with purchase!
- **Shop 24 / 7 on my personal website.** Free virtual makeover, tips and trends section, online shopping convenience and much more!
- **A Personal Beauty Profiler:** An online quiz that customizes and suggests exactly what products YOU need based on your skin type, specific beauty needs, and coloring!
- **Free shipping or delivery.** Even if you move away you'll never have to find a new consultant! I'll just pop it in the mail to you for free. Includes my gift-giving services as well!
- **A complimentary magazine subscription of The Look** that includes on-trend for the season makeup artist looks and free samples of hot new products!
- **A personal beauty expert** who will help you look your best for special occasions like proms, weddings, high school reunions, special events, etc.
- **A check-up from the neck up a couple times a year.** On-trend colors change with the seasons so just like you see your hairstylist every 4-6 weeks or nail technician every 2-3 weeks, you can see me every 3-4 months to see what's new, learn new tricks, rematch foundations, adjust your skin care for that season, and just have some girlfriend fun!

## Hostess Perks

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- **It is so fun giving you all those perks for being loyal customers** because in return, you allow me to **live my dreams, provide for my family and earn fun perks too!**

- **Here is the prize I'm working on right now and by you being here today, you are helping me to earn it!**  
All I have to do is 120 faces by \_\_\_\_\_ and I'll earn this \_\_\_\_\_!  
**I AM SO EXCITED!!!**

As you can tell I LOVE prizes! **So my hostesses get lots of free prizes too!**

- I want you all to know that \_\_\_\_\_ **is my business partner today** for introducing me to all of you and having me work in her home today!

- As a **HUGE thank you, she will receive 10% of all your purchases in product credit today.**

So obviously, the more you purchase, the more she gets,  
AND I will **DOUBLE her credit** when we have 2 future parties dated today!

- Isn't that awesome?! **I LOVE free things, if it's free it's for me!**

- **Which is why I like to give away these FREE facials!** So sit back, relax and enjoy the free entertainment!  
Now, if you are tempted...and I know you might be...I **have most of the products here with me** so you can take them home today and start using them right away!

- So just so you know, I take VISA, MASTERCARD, DISCOVER, American Express, CHECKS, CASH and **H.U.P.**  
**(H.usband U.nawareness P.lan.) a little bit of check, a little bit of charge and a little bit of cash!**

## Perfect Party Hostess Perks

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- **And that's not all! Let me tell you about the PERFECT HOSTESS GIFT:**

When we have a “perfect party” today, which is **2+2+2**:

- **\$200 in sales**
  - **2 future bookings** where you **share your follow-up appt** with some friends,
  - and **2 sharing appointments**. A sharing is where we'll get together for a half hour or so, grab some ice cream if it's warm outside and some coffee or hot cocoa if it's cold **and I'll share some facts about the company and get your feedback**, which will help out our hostess for her **perfect party!**
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- When we achieve a perfect party, just like how we get to choose between the car or the cash, she gets to choose between...
    - **1st our unfilled Compact Pro** that we can fill with the custom glamour look we're trying out today! (romance the compact pro) (run out of one color and what did you have to do?!) (Mary Kay reduced cosmetic waste by 55% by using these refillables)
    - **2nd the Travel Roll-Up Bag**. (Romance the roll-up bag) (micro-fiber front—wipe clean with damp cloth) (swivel hook) (removable compartments) (zippers on top of bags) (counter space with husband/siblings/roommates)
  - **So \_\_\_\_\_ what prize are you choosing** this evening when we achieve a **perfect party of 200 in sales, 2 booking, and 2 sharings?!**
  - **Awesome, what are you most excited about earning that** (travel roll up bag/compact pro)?!
  - Okay ladies, (hold up prize) **this is what we're working on earning tonight** for our hostess when we achieve a **perfect party of 200 in sales, 2 booking, and 2 sharings!**

## TimeWise® Miracle Set®

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- Now onto what we call a Miracle! The Miracle Set® that is!
- **This premium collection of age-fighting products delivers the benefits you need for younger-looking skin.** The set uses the latest skin care science to deliver younger-looking skin **for all skin types, including sensitive skin and those with rosacea.**
- Mary Kay Inc. is proud to share that the **TimeWise® Miracle Set® has earned the Good Housekeeping Seal.**
- **Now let's win some raffle tickets!** Who can guess the 5 basic steps to skin care?  
(Cleanse, Exfoliate, Freshen, Moisturize and Protect)
- What benefits does the Miracle Set® deliver?  
Let's start with the five essential steps to ageless skin:
  1. **Cleanses** to remove makeup and impurities.
  2. It **exfoliates** to remove dead surface cells that dull the skin.
  3. It **freshens** to tone the skin and refine pores.
  4. It **moisturizes** to hydrate for soft, smooth skin.
  5. And it helps **protect** the skin from sun and environmental damage.
- The Miracle Set® also delivers **six additional benefits** to:
  1. **Smooth**
  2. **Help reduce fine lines and wrinkles**
  3. **Firm**
  4. **Soften**
  5. **Energize**
  6. **Rebuild**
- You get all these benefits in one set of products!



## **Oil-Free Eye Makeup Remover and TimeWise® 3-In-1 Cleanser**

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- First we're going to start with our **Oil-Free Eye Makeup Remover**, the best selling eye makeup remover on the market today!
- **Its function is to gently remove all types of eye makeup, including waterproof, without leaving skin feeling greasy.** This unique, two-phase product gives the thin, delicate skin around the eye the **extra attention** it needs to **remain youthful looking**. It is ophthalmologist tested to be **safe for contact lens wearers**.
- **Directions for use** are to **shake until blended**. Apply a small amount to a cotton ball or pad. Gently wipe away traces of eye makeup.

It's price is \$15

- **I love our Oil-Free Eye Makeup Remover because** \_\_\_\_\_

- We're going to use our Miracle Set® now, starting with the **TimeWise® 3-in-1 Cleanser**. The 3-1 cleanser comes in **two formulas**: one for normal to dry skin and one for combination to oily skin. It's also available in a cleansing bar.
- It's function is to **cleanse, exfoliate, and tone** in one easy step.
- Gentle **microbeads** remove dead skin cells,
- Our patented TimeWise® complex **reduces fine lines and wrinkles**,
- And **botanicals tone your skin** and **make your pores appear smaller**.
- **Go ahead and apply TimeWise® 3-in-1 Cleanser to your wet face and neck**, avoiding the eye area. Add extra water to enhance lather. Rinse or remove with your warm, wet cloth. You'll do this **morning and night**. Never go to bed with a dirty face!

- **I love 3-in-1 Cleanser because** \_\_\_\_\_

## **TimeWise® Day Solution SPF 35\* and Night Solution—The Set**

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- Now let's talk about wrinkles. **I'm going to guess that none of us wants them right?!**
- Mary Kay Scientists have discovered the **key to help diminish the signs of aging with our TimeWise® Day and Night Solution.**
- We'll start with **Day Solution first.** Its function is to:
  - **Protect and shield** the skin from harmful **UVA/UVB rays with SPF 35\*,**
  - **Relax expression lines** with calming peptides,
  - And **soften the appearance of fine lines and wrinkles** with light diffusers.
- **Go ahead and apply that to your face now.** You'll use this every morning right after cleansing.
- **I love Day Solution because \_\_\_\_\_**
  
- At nighttime you won't use Day Solution, you will use Night Solution on your face. I want you to see what it feels like so **we are going to use it on our wrist today.**
- **Night Solution's** function is to:
  - **Repair your skin** while you sleep,
  - And **restore its elasticity and firmness.**
  - It does this with these little **nutribeads,** which burst through the cap to deliver a **fresh supply of antioxidants and vitamins A,C, and E!**
- **I love Night Solution because \_\_\_\_\_**

## **TimeWise® Age-Fighting Moisturizer**

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- The next product in the Miracle Set® is the **TimeWise® Age-Fighting Moisturizer**.
- Like many Mary Kay Products, it comes **in two formulas** to meet the needs of your skin type. There is also an optional moisturizer with SPF 30\*.
- **It's function** is to:
  - **Hydrate for up to 10 hours** using our exclusive **dream humectant blend**.
  - It also contains **powerful antioxidants** which **guard against skin damaging free radicals** that are caused by pollution, radiation, cigarette smoke, herbicides and other environmental pollutants.
- Go ahead and **apply your Age-Fighting Moisturizer to your face**.  
You'll use your moisturizer every morning after day solution and every night after night solution.
- **I love our Age-Fighting Moisturizer because** \_\_\_\_\_
- **(TAKE BEFORE PICTURE for your portfolio)**

\*Over-the-counter drug product

## **Foundation Importance—TimeWise® Liquid Foundation, and Satin Lips® Set**

- **Foundation is the final step in any good skin care routine.** I want you to think of your foundation as your **last step of skin care, not your first step of glamour** because it is **providing a service to your skin** by protecting it from the environment.
- **Who has dusted a table before?** (raise hand)
- **What's on it a week later?** (more dust!)
- We want all of that dirt and pollution **to fall onto your foundation** that you then **cleanse and wash down the drain, instead of onto your skin and into your pores.**
- The key is to **use a foundation that is formulated for your skin type and perfectly matched to your skin color.**
- Today I will be **shade selecting with our TimeWise® Liquid Foundation** that is right for your skin type. When I know your shade in this liquid foundation, **I know your shade in every other type of foundation** we carry, some of which include; **Mineral Powder Foundation**, CC Cream, Cream to Powder, Tinted Moisturizer, etc.
- Since it takes a little bit of time to shade select everyone, **we are going to play a little game.** So everyone go **grab your cell phones and then come back to the table.**
- Okay, before I explain the game, we're going to apply the **Satin Lips® Mask.**
- The Satin Lips® Mask contains **miniature beads** that gently, yet effectively, **exfoliate dead surface skin cells** that cause the lips to appear dull and lifeless. **You'll leave this on for 1-2 minutes** while I explain the game!

## **Fabulous Referral Game**

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- It is called the **Fabulous Referral Game**. The **biggest compliment** you can give me is to **share me with some of your friends!**

(pass out fabulous referral sheets)

- I am in a **challenge** this month **to give free facials and makeovers** to \_\_\_ people. That's a lot of faces!!! So I need your help!
- On this sheet **write the name and phone number** of anyone you think would **enjoy a free makeover!**
  - Then, **circle 'call' or 'text,'** depending on how you think your friend would prefer to be contacted.
- Now, my disclaimer is: **I will only call or text them ONCE!** So if they don't respond, I throw away their number and will never call them again.
- So If you think your friend won't respond without a little encouragement, but would enjoy some pampering, **give her a call after the party tonight** to tell her **how much fun you had** and **tell her to say yes when I call her**, because I'll only call once!
- **The first person to hit 10 gets to pick a prize** from the center of the table and then the person **who has the most names and numbers by the time I'm done shade selecting** will also get to pick a prize! If you run out of room on the front page just go onto the back side!
- Before we start, **go ahead and wipe off the lip mask** with your wet cloth and **apply the Satin Lips® Lip Balm**.
- The lip balm **moisturizes lips for up to 6 hours**, while providing an **invisible barrier to keep lips hydrated!**
- Okay time for shade selecting and the Fabulous Referral Game... ready, set, GO!

## **Foundation Primer SPF 15\*, Liquid Foundation Brush, TimeWise® Liquid Foundation**

- Before we apply our Foundation we are going to use **Mary Kay Foundation Primer**. Foundation primers have been a **secret of professional makeup artists** for years to give **models and celebrities flawless looking skin**.
- **Its function** is to:
  - **Reduce the appearance of pores, fine lines and wrinkles** and other **skin imperfections**
  - It **acts like a magnet** to give your foundation **real staying power**,
  - **Protects your skin with SPF 15,\***
  - **Absorbs excess oil** without drying your skin,
  - **And reduces redness.**
- Apply a pea-sized amount to your fingertips and blend gently onto the entire face.
- **I love our Foundation Primer because** \_\_\_\_\_
- Our hostess is going to apply her foundation with our **Liquid Foundation Brush**, a **synthetic tapered tip** brush that allows for **flawless application** with an **airbrushed look**. You'll be applying with your fingers today, but will be able to try the Liquid Foundation Brush at your **follow-up appointment!**
- Both of our **TimeWise® Liquid Foundations** have the following properties:
  - Visibly **reduce the appearance of pores, fine lines, wrinkles** and **skin imperfections**,
  - Are **transfer and humidity resistant**,
  - **Skin instantly looks firmer, younger and healthier**,
  - **And color stays true** hour after hour.
- Those of you wearing **TimeWise® Matte-Wear Foundation** for combination/oily skin will notice:
  - a **long-lasting matte finish**,
  - special **microspheres** that work all day to **adsorb oil** and **control shine** without a heavy makeup look.
- Those of you wearing **TimeWise® Luminous-Wear Foundation** for normal/dry skin will enjoy:
  - skin that looks **luminous, radiant** and **immediately brightened** as skin texture appears visibly improved
  - a moisturizing complex enriched with **skin-loving jojoba** that delivers **lasting comfort** and **hydration**.
- **I love my Mary Kay Foundation because** \_\_\_\_\_

\*Over-the-counter drug product

## **Handcial on Back of Left Hand: Crumbly Cake**

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- **How does your face feel?** Don't you love how soft and smooth it is? And you've only used these Mary Kay products once. **Just think how your skin will look and feel when you use the Miracle Set® everyday!**
- That took a little bit of time to explain, so we're going to do a little "handcial" on the back of your left hand to show how **fast this will be in the morning and evening.**
  - Go ahead and **cleanse the WHOLE back of your left hand** with your **3-1 Cleanser**. **Now wipe that off.** Put your **Day Solution** on. Now your **Age-fighting Moisturizer**. See, that took about 15 seconds and that's how long it will take you in the morning and evening!
  - I'm going to **come around the room with the opposite shade of foundation** (bronze for ivory/beige skin and ivory for bronze skin) and **put a stripe on the back of BOTH hands.**
    - You'll notice that **the one we did not use the Miracle Set® on sticks**, you can see a **stark line** where the foundation starts, **fine lines, wrinkles** and **pores look larger** on your hand.
    - However, **on the hand we used the Miracle Set®** you'll see the foundation starts to **blend in evenly** even though it is the completely wrong shade! **Pores appear smaller, fine lines and wrinkles are less noticeable!** Isn't that great!? **That's after just one use of the Miracle Set®!**
  - Think of how your skin will look and feel after one week, one month, etc!
- **Have you ever tried to frost a crumbly cake?**
- **What's it look like? Describe it to me.** (bumpy, lumpy, etc.)
- **What do you do to try to cover it up?** (put more frosting on)
- **Does it work?** (no!)
- **I want you to think of your face as your cake!** We want a nice smooth cake before we add a little frosting. What we've done so far, the Miracle Set®, is **the most important thing we'll do today!**
- Before we add a little frosting, I'd like to encourage you to **think of which set you'd like to start with today.**

## TimeWise® Skin Care Sets

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- Our 2 most popular TimeWise® Miracle sets include:

1. **TimeWise® Ultimate Miracle Set®:** Includes everything you just tried on your face in the Miracle Set®, in addition to our **TimeWise® Microdermabrasion Set** and **TimeWise® Firming Eye Cream**.

- The **TimeWise® Microdermabrasion Set** is a two-step **spa-like** treatment that **gently exfoliates**.
  - It reveals a more radiant, healthy- looking surface,
  - Fights fine lines,
  - Refines pores,
  - Soothes and nourishes skin.
- **TimeWise® Firming Eye Cream** is a luxuriously rich eye cream so advanced that it:
  - Improves firmness,
  - Brightens,
  - Provides **intense moisturization**,
  - Plus **minimizes fine lines** and **wrinkles** around the eye area.

The **Ultimate Miracle Set®** starts at the **cost of 172**. That's a **\$25 price break!**

2. **TimeWise® Miracle Set®:** Includes everything you tried today:

3-1 Cleanser, Day and Night solution, Age-fighting Moisturizer

The **Miracle Set®** starts at the **cost of 90**. An **\$18 price break!**

Get your true clean by adding our **Mary Kay® Skinvigorate™ Cleansing Brush!** This lightweight, two-speed power brush gently massages as it thoroughly cleans skin, removing residue, dirt and makeup in seconds.

The Skinvigorate™ boxed set is **priced at just \$50** and includes two brush heads and batteries.

- Removes makeup 85% better than cleansing by hand.\*
  - Boosts the absorption of your next skin care step.
  - Starts improving skin's appearance immediately.
  - Softens the appearance of lines and wrinkles.
  - Helps polish away the look of past skin damage for a more even-looking complexion.
- Go ahead and **mark on your set sheet** which set you'd like to start with today, if **money were no object!**



## **Additional Skin Care Sets**

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One thing I love about Mary Kay skin care is the ability **to love your skin for life!**

Whatever your **age, skin type, or preferences**, Mary Kay has a **skin care product to suit your needs!**

Here are a few of our additional skin care sets customized just for you:

### **1. TimeWise Repair™ Volu-Firm™ Set:**

How old you are is your business, however **how old you look is mine!**

This set is designed specifically for anyone **45 and up**, so if you fall into that category just go ahead and let me know during your **individual consultation!**

The **TimeWise Repair™ Volu-Firm™ Set** starts at the **cost of 199**. A **\$36 price break!**

- It has everything you need for **advanced signs of aging!**
- It's designed to turn back time **reducing the look of DEEP lines and wrinkles**,
- **restore** the appearance of **LIFTED contours** and **recapture YOUTHFUL volume!**

### **2. Botanical Effects® Skin Care Set:**

This is your easy beauty routine with personalized skin care designed for girls 18 and under!

**Botanical Effects®** Starts at the **cost of 58**

**Contains personalized botanicals** which deliver **holistic benefits** by skin type in 3 customized sets:

- **enriches dry skin, keeps normal skin in balance, and controls oily skin**

### **3. Clear Proof™ Acne System Set:**

With the Clear Proof™ Acne System, you get an effective **regimen clinically shown to provide clear skin in just 7 days**. But it's more than just fast results that makes an acne system worthy of your attention.

To truly get your acne under control takes a **consistent program with results over time**.

People showed **continued improvement** in their skin **during 12 weeks of use!**

Starts at the **cost of 45**. A **\$14 price break!**

- **Complexion** looks clearer, **clears up pimples**,
- **reduces severity of acne blemishes**,
- **fades** the look of **lingering acne spots**, and
- **minimizes** the **appearance of pores**

**\*Add Clear Proof™ Pore Purifying Serum** to the regimen for **more acne fighting power!**

**Circle on your set sheet** if one of these sets best suits you!

## **Dash-Out-the-Door Eyes and Hostesses Eye Bundle**

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- Now we'll add a **little bit of frosting!** A quick, **dash-out-the-door look!** Fast enough that you can get out the door in a few minutes, but **cute enough to wear** to work, class, or around all the other moms at the school!
- First, we are going to use our **Cream Eye Colors**
  - They are **crease-proof, waterproof** and **stay on for 10 hours**
  - **Creamy, smooth texture** glides easily onto eyes
  - **Dries quickly** and **does not transfer**
  - Doubles as an **eye primer** under mineral powder eye color
  - Can be applied in **multiple layers** while retaining a **lightweight feel**
- Our hostess is going to apply hers with our **Cream Eye/Concealer Brush**, a **synthetic brush** specifically designed for these Cream Eye Colors as well as our Mary Kay Concealer for **precise and flawless application.**
- **Apply with your fingers** today, but you'll be able to try the Cream Eye Brush at your **follow-up appointment!**
  - Apply **Beach Blonde** (the lighter shade) all over your lid and up to your brow.
  - Apply **Iced Cocoa** (the darker shade) over top of your eyelid or the outer corner, smudged into the crease.
- **I love these Cream Eye Colors because \_\_\_\_\_**
- Since this is our hostess' **follow-up appointment**, she is getting to try a **customized eye look based on her eye color.** \_\_\_\_\_ has (brown, blue, hazel, green) eyes and is using the (brown/blue/hazel/green) **Mineral Eye Color Bundle** with coordinating **waterproof** and **smudge-proof Eyeliner** to make her eyes really pop!!
  - She's applying them using our **Brush Collection** filled with **professional, high quality tools** because let's face it, **it's hard to create a million dollar look with a 10 cent sponge!**
- Next, we have our **Lash Love Mascara!** Show your lashes some love with this perfect-for-every-day mascara!
- Lash Love Mascara has a **flexible, sculpted brush** that **separates and coats** even **fine, hard to reach lashes.**
  - Lashes appears fuller with **4x the volume, lifted** and **multiplied.**
  - **Contains vitamin E** to help **moisturize, strengthen** and **condition lashes!**
- **I love my Lash Love Mascara because \_\_\_\_\_**

## **Dash-Out-the-Door Lips and Cheeks**

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- For your cheeks we are using our **Bronzing Powder!**
  - Our bronzer creates a **natural-looking, sun-kissed glow** leaving it looking **healthy and radiant.**
  - **It has a buildable luminous pearl finish**
  - and is made with **light perfecting technology** so **skin appears smoother** and **naturally even-looking.**
  - It also **controls shine**
  - and **won't settle into fine lines** and **wrinkles!**
- You can apply this Mineral Bronzing Powder many different ways:
  - To the **apples of your cheeks** following your **cheekbones** and up onto your **temples,**
  - **Along your jaw line** to visually take off a few pounds,
  - Even down the **sides of your nose** to make your nose appear smaller!
- **I love my Mineral Bronzing Powder because** \_\_\_\_\_
- Our hostess gets an **extra pop of color** on the apples of her cheeks using our **Mineral Cheek Color.**
  - Both our **Mineral Eye Colors** and **Mineral Cheek Colors** contain **vitamins A,C, and E** to help **protect against wrinkle-causing** free radicals! So how about that? **Even our frosting is good for your cake!**
- Lastly, apply your **Mary Kay NouriShine Plus™ Lip Gloss** in **Fancy Nancy.**
  - This is **not your average lip gloss!**
  - It's loaded with **good-for-your-lips ingredients** like **antioxidants** and **vitamin E and aloe** to **nourish, protect, smooth** and **condition lips!**
  - Provides an **instant boost of moisture** and some **serious ultra-glossy shine!**
  - This gloss **even helps your lips look and feel younger!**
- **I love my NouriShine Plus Lip Gloss because** \_\_\_\_\_
- Remember to **mark on your set sheet** which sets you're enjoying!  
**Pretend you've won the lottery and money is no object!**

## Compliment Time and Deals and Steals

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- OK, take a look at yourself in your mirror and see how great you look!
- Now this is my favorite part of the party! **Compliment Time! Compliments make everyone feel good!** Let's go around the room and say one thing you particularly enjoyed in skin care and one thing in color! Then everyone give that girl a compliment!

(Go around room with compliments)

- **Doesn't that feel great?!** And I want to make sure you continue to get those compliments today and forever. So, at your follow-up appointment, we will **fine tune your regimen** to make sure things are working the best for you!
- We have some special **Deals and Steals** for the evening to help you get started building your MK Collection!

<b>Deals &amp; Steals!</b>	
	<b>Queen of Everything</b>
Choose any <b>4 sets</b> & receive the <b>Travel Roll-Up Bag FREE</b> , any one additional set at 1/2 price, and current <b>gift with purchase FREE!</b>	
	<b>Princess of Quite-a-Lot</b>
Choose any <b>3 sets</b> & receive the <b>Travel Roll-Up Bag FREE</b> , and current <b>gift with purchase FREE!</b>	
	<b>Skin Savers</b>
Start with any Skin Care Set & receive current <b>gift with purchase FREE!</b>	

### Queen of Everything

\*Remember, the **TimeWise Repair™ Volu-Firm™ Set** counts as **4 sets** so start with that and you'd already be the **Queen of Everything!**

The **Ultimate Miracle Set®** counts as **3 sets** so just **add 1** more and you are the **Queen of Everything!**

and the **Miracle Set®** counts as **2 sets**, just **add 2** more!

### Princess of Quite-a-Lot

\*Remember, the **Ultimate Miracle Set®** counts as **3 sets** so start with that and you are the **Princess of Quite-a-lot!**

and the **Miracle Set®** counts as **2 sets**, just **add 1** more!

### Skin Savers

Make your **"cake"** happy and get a **free gift with purchase!**

## **Close and Begin Individual Consultations**

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• **Now, I'd like everyone to close their eyes.** I want you to **imagine you're going into your closet** to find a special outfit you wore for a special occasion (New Years Eve, Prom, Wedding, etc). **Think of all the accessories that go with it** (shoes, hosiery, jewelry, etc) and how much that complete outfit cost.

Was it \$100? \$200? \$300? More? **Now open your eyes.**

In the last year, **how many times have you worn that outfit?**

Now think of a person who was at that event that has **creamy, dreamy skin** that you are always jealous of!  
**Do you remember what she was wearing?** (No!)

• **Let's put that price into perspective,** because that outfit is going to sit in your closet about 364 days a year. But **you'll wear these Mary Kay products EVERY DAY!** And what's the **first thing people see** when they look at you?! Your face! That's why **skin care is the best investment** we can make in our appearance.

• **I've enjoyed being here today!** I hope you've had fun!

• We'll **start individual consultations** now, \_\_\_\_\_(energetic girl!) let's start with you!  
Bring your **Customer Profile card** and **set sheet** with you into the other room.

• While I'm starting with individual consultations, \_\_\_\_\_ (hostess' name) why don't you **treat everyone else to a little Satin Hands®** treatment and **serve your refreshments!**

• **(TAKE AFTER PICTURE for your portfolio DURING individual consultations)**

## **Individual Closings**

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1. Did you have a good time tonight?
2. How does your face feel?
3. Do you have any questions for me as your personal beauty consultant?
4. If you won the lottery and money were no object which set would you start with tonight?
5. What is your pocket-book telling you to take home tonight?

**Get out your Sales Slip** and start writing! Ask, ***“Is there anything else you’d like me to add?”*** until she stops adding. Then total up the sale, add tax, ask, ***“Would you like to pay by cash, check or charge?”***

Complete transaction before moving on to next step.

### **Next, book the follow-up appointment:**

“For your follow-up appointment, what’s usually best for you, morning, afternoon or evening?”

“Okay great, I have \_\_\_\_ and \_\_\_\_ available, which works better for you?”

(have her write her name, number and address in that time slot)

### **(TENTATIVE DATE BOOKING approach)**

When she says something like, “Well, I’d like to check my schedule and ask around and see who’s interested. I’ll call you back about it.”

YOU say, ***“I understand. Well, Sally, when you DO have your class, I’m sure you’d like Mary, tonight’s hostess, to get credit for it, wouldn’t you?”*** (WAIT for her to nod and say, “Yes.”) Then YOU say, ***“Great. Let’s do it this way. We’ll book a tentative date, with the understanding that you can call me within 24-48 hrs. & change the date. That way Mary will receive credit that you booked at her class.”***

**Get out hostess guide:** (Quickly Coach your hostess)

“You can share your follow-up with up to 5 friends, isn’t that fun?! That way it will count towards Suzy’s hostess credit AND you’ll be able to get that \_\_\_\_\_ you wanted for free! (write down product) Just shoot me a **guest list of 3 names and numbers** of people who have said yes to attending within the next 3 days and you’ll get your first free gift!” [write 3 names and numbers by (day-date)]

### **Book the sharing:**

“Lastly, when’s your first free half hour for your sharing appointment so Suzy can earn her (roll-up bag/compact pro), tomorrow or the next day?!”