

*Print out pages and tape in Instruction Guide

*Phrases in Blue are **INSTRUCTIONS FOR YOU ONLY**

*Phrases in Black are dialogs to use with the guests

*Phrases in Pink are interactive questions

*Phrases in Green are Hostess, Booking or Second Facial

*Phrases *in Italics*, are individual consultation

*To keep you on track, key words are highlighted

Roll Up Bag

Pocket 1: TW Cleanser, Moist, Foundation, Foundation primer

Pocket 2: Day / Night Solution

Pocket 3: Microdermabrasion, Firming Eye Cream,

Pocket 4: Satin Hands and Satin Lips

On Table--PRETTY DISPLAY (candles , mirror or flowers)

- TW 3-1 Cleanser, TW Moisturizer, Foundation
- Day and Night Solution

Product on Tray:

Cleanser, Day/Night Solution, Moisturizer , Firming Eye Mask & balm, Foundation Primer, Micro—Refine #1

Micro—Replenish #2, Foundation--If showing Mineral Powder foundation, have a cupcake paper next to the tray for them to work product into the brush)

Cream Eye Color / cream blush / lip gloss

By Tray :

Profile Card, Beauty Book , Sales Ticket, Pen, Headband, **"It's all About You"** recruiting sheet

Under Tray:

Closing Sheet Placemat with prices facing down

Picture of Bonny's 90 day picture on Volu-Firm

BEFORE CLASS----SATIN HANDS SET

(Have the Hostess demo Satin Hands on guests while you match foundation shades)

- * Before we get started today let's treat your hands to a pampering session. (Have them dampen hands. Then mix Extra Emollient Night Cream & Scrub together in their hands)
- * Today we are trying the **Peach Set** but there is **also a fragrance-free** pampering set available.
- * Your **Extra Emollient Night Cream** softens the dry, dead skin cells. It is great for dry cracked heels or elbows. Your **Satin Scrub** Removes the dry skin cells so that moisture can penetrate. (Rinse)
- * We'll finish up with the **Hand Cream** to hydrate.
- * **How do your hands feel? Just think, your face is going to feel that good or better when we are finished today. Can you get excited about that?**

(Front page of Instructors Guide)

WELCOME

- * My name is _____ and I want to thank you for taking the time from your busy schedule to experience a fun Mary Kay pampering time.
- * The highest compliment you could pay me is to share your appointment with a few friends, just like **(Hostess)** did today. So here's a special thank you gift. (wrapped PCP gift) **(Hostess') will also receive.....** (Show your hostess plan)
- * Plus if you become a **PREFERRED Hostess**, then **4 times a year**, you can earn our **NEW & Limited Edition** items **FREE!** **Q: Who doesn't love FREE?**
- * I also offer **free delivery, Gifts with purchase** and **Online Shopping 24/7**. So whenever you need something just call, email or shop on my web page. **Q: Won't you enjoy not having to drive to the mall, trying to find a parking space, hunt for a product in a store, and then trying to find your car when you come out?** It's so easy with Mary Kay!

CLASS OUTLINE

- * If I tried to teach you everything I know about Skin Care & Color at one time we would be here for hours. Since this is the **first of 2 appointments** we'll have together tonight we will focus on **Skin Care, and then at your 2nd appointment we work with more advanced Glamor.**

* **So tonight we are going to:**

- * Learn a little about our Company
- * **Focus on Age-Defying Skin Care**
- * Play a couple of games (wrapped travel hand cream+ candy)
- * Play with a touch of color
- * Finally I'll ***meet with you all individually***. We discuss your individual needs, **customize a routine just for you and Schedule you for your 2nd appointment where can earn YOUR own FREE stuff!**

GIRLFRIENDS GIFT

- * Speaking of your 2nd appointment, I have a special little gift, called a "Girlfriends Gift" to remind us to share your appointment with friends so you can earn FREE products. So Every time I say "**Girlfriends Apt.**" **Follow-Up Appointment, etc.** then the person to the right gets to steal the gift! **Whoever has it at the end gets to keep it!** (wrapped travel size hand cream with candy)
- * Take out your Beauty Book and write your name on the front. This is your book. You can do anything you want with it: make notes, draw pictures...even of me as long as they are skinny.
- * Let's turn the **pages 2 & 3** so I can introduce you to Mary Kay the woman.

MARY KAY

- * Mary Kay Ash created our company so women could achieve **financial success & balanced family life**.
- * We are a billion dollar, debt free, family owned company built on the **Golden Rule & Faith 1st, Family 2nd Career 3rd**. I love, love love that because those are my values as well!
- * MK Charitable Foundation raises millions of dollars to help fight domestic violence and cancers that effect women. Each year 2 Women's shelters in every state receive special funding. **Isn't that awesome?**

WOMEN WHO WANT MORE`

- * I joined Mary Kay to help women look and feel better about themselves. Mary Kay said their was a **new beauty consultant** at every class. I'm looking for Women who want **more Money, Fun, Flexibility.** Women with integrity & who are sick and tired of living paycheck to paycheck & want to do something about it. (pass out "It's all about You"recuiting Sheet)

There are **6 reasons** most Women join the **MK DREAM**

- 1. Money—Could you get excited about earning an executive income while working part time?** So whether you want an extra \$50 a week or \$3000 a month your earning potential is up to you.
- 2. Recognition—Do you ever feel like you are under appreciated?** In Mary Kay your achievements will be recognized & applauded with praise and prizes!

- 3. Self Improvement—**We have a positive work environment that builds self-confidence along with a support system that encourages you.

- 4. Car—Could you get excited about driving FREE while doing part-time work?** You can earn a Chevy Cruze while working your business part time. Taxes, title, License fees, & 85% of insurance is paid by MK!

- 5. Advantages—How many of you could benefit from a raise anytime you wanted one? What about being able to have your children home with you & not paying daycare. Or the advantage of more deductions on your taxes for a bigger refund?**

- 6. Be your own boss—**Because you are your own boss, you can stay home with sick kids or take off for a special event and don't have to get permission from someone else. You are able to keep your priorities in order of importance to you! (Have guest finish filling it out while you are doing individual consultations)

- * Mary Kay said there was a **new beauty consultant at every class**. So watch me, and If you could use a little extra income, at **your individual consultation** we can talk about if it is right for you.
- * Go ahead and turn to **page 4 & 5** in your Beauty Book and you'll see Mary Kay has **specialized skin care for every age group**.

TRY BEFORE YOU BUY --- 100% GUARANTEE

- * **Do any of you have a drawer of buying mistakes?**
(nod head & raise hand) You know those items that look great in the store but not so much when you get them home?
- * **So aren't you excited we have a 100% satisfaction guarantee? No More Cosmetic Graveyards.**
- * At your **Girlfriends Appointment** – I'll make sure you are Loving everything you have! Because I'm not interested in a one time sale, but rather a **life-time relationship**, and I want to work with you to help you get whatever you want .

USING SAME LINE OF PRODUCTS

- * **Wouldn't you agree** (nodding head) **taking care of your skin is the most important part of looking younger?** So **Isn't it CRAZY that many women spend more Money & Time** on cleaning products... like toilet & floor cleaner... than they do on skin care? You can buy a new toilet, but you can't buy a new face!
- * It's important to use premium products, **customized for your Skin** Care needs. It's also important to use **all the same brand** of skin care. Mixing & matching is like **waging chemical warfare** on your face.
- * It's like baking a cake and you take out 5 different recipes & choose 1 ingredient from each ...**What would you get?** (wait for answers)
- * You would have **NO idea how it would turn out** . But that's **what we do with our face!** We use a cleanser from here, a moisturizer from there, Then **wonder why we are not happy with the result**

Instructors Guide Page 6

IMPORTANCE OF CLEANSING

- * Turn to **page 6 & 7**. This is our premium collection of age-fighting products that we call our **Time Wise Miracle Set**. It delivers 11 benefits you need for younger-looking skin. It cleanses, exfoliates, freshens, moisturizes, protects, smooths, helps reduce fine lines and wrinkles, firms, softens, energizers and rebuilds. This set is truly a miracle
- * We are excited because this set not only has our 100% guarantee **it has also received the *Good Housekeeping Seal of Approval***.
- * **Pages 8 & 9** show a few of our other fabulous MK Lines.

TIMEWISE REPAIR VOLU-FIRM SET

- * For those of us who are a little more interesting of age, We offer our TimeWise Repair Volu-Firm. (show Bonny's before/after) Notice the dull, sagging skin with deep expression lines in the first picture...and then the bright, moist, younger looking skin with softened jowls just a few weeks later! We can talk at our personal consultation if its something you would like to try.

BOTANICALS

- * Botanical Effects Skin Care offers a simple regimen for all skin types. It is perfect for anyone who may not yet be ready for age-fighting products or anyone with sensitive skin.

ACNE FIGHTERS SET

- * Because Women of all ages suffer from persistent or *occasional acne breakouts*, we also offer our new **Clear Proof Acne System** is an effective regimen that's clinically shown to provide clearer skin in just 7 days!

Instructor Guide Page 7

(Optional)... Now take your mirror out of the tray.

Hold it above your head...this is how old you **used to look**
Hold it at arm's length in front of you, is how you **look now**.
Hold it down to your side, how old you could **look without** MK!

* **Did you know that If you FAIL TO CLEANSE, it's a CRIME?!**

In the **morning it's a misdemeanor, but at night it's a FELONY!** I've heard that if you don't wash your face at night, your skin ages by 14 days.

- * I don't know if that is true, but I do know your skin does **AGES FASTER** when you **USE YOUR PILLOWCASE AS A WASHCLOTH at night!**

TIMEWISE 3-IN-1 CLEANSER ON ½ SIDE OF FACE

- * (hand out wet washcloths) Use your Wash Cloth to dampen your face. Apply the **Cleanser on ALL of your face**. The rest of the products **apply ONLY on ½ your face** so you can see the difference in how your skin feels.
- * Gravity is always pulling your Skin down so, you want to work up & out... **Old is down, Young is up!!**
- * As you massage this **Patented Cleanser**, the micro-beads go to work to also exfoliate and tone. **We just did 3 steps with 1 product, Isn't that great?** Go ahead & use the washcloths to wipe it off.
- * We have MANY different cleansers...including a face bar, So let me know your **individual consultation** if you would like to try a different formula when we get together for your **Girlfriends Appointment!**

DAY & NIGHT SET

- * We are now going to talk about Birthday Lines otherwise known as lines and wrinkles! Since we don't want them, let me introduce you to our (Hold up bottles from your display) our amazing Day and Night Solution.
- * Apply your Day Solution to the right side of your face. With **Broad Spectrum SPF 35** to **protect against UVA & UVB rays** it's received the **Skin Cancer Foundation seal of approval**. It also has calming peptides to relax expression & **soften the appearance of fine lines and wrinkles**.
- * Normally you would apply the Night Solution to your face every night, but for now just apply it to your **RIGHT ELBOW**
- * When you pump the bottle, the **beads burst** giving you a **vitamin cocktail** that repairs skin & **restores the elasticity and firmness** while you sleep.

MOISTURIZER

- * **Did you know ONE of the leading causes of Pre-Mature aging is lack of moisture?** It is the **difference between** your skin looking like a **grape or a raisin**. Next apply your Moisturizer... Use it Morning & Night. It is **Oil Free &** gives 10 hrs of Moisture plus **It also contains antioxidants**.
- * While we let your moisturizer Dry for a bit, I want to pamper your EYES & LIPS with a special Treat!!!

FIRMING EYE CREAM

- * **Who is using an eye cream on a daily basis?** Our eyes are where we show the first signs of aging. Our Firming Eye Cream is incredible! It's going to firm up any sagging skin around your eye area as well as help diminish the fine lines and wrinkles. Gently pat it around your eye area.
- * On **pages 12 & 13** you will see some of our other amazing eye products which we can decide if you want to try any of them at your **Girlfriend's Appointment**.

SATIN LIPS

- * **Do you ever have problems with Chapped Lips?** Now we get to pamper your LIPS with a special treat with Satin Lips.
- * Since your lips don't naturally exfoliate themselves, you need to remove the dead tissue to allow lips to retain moisture.
- * Apply your **lip mask 2-3 x's a week** in order to buff off all the lip luggage!
- * Go ahead and wipe it off, then and apply your **lip Balm** which will **moisturize for up to 6 hours**.

FOUNDATION PRIMER

- * **Aren't you excited to know that Foundation Primer acts like a "magnet" to give your foundation real staying power?** Plus It absorbs oil and has a **Broad Spectrum SPF 15** protection.
- * Go ahead and apply Primer to ½ your face. Since it **MUST Dry for Couple minutes** we'll use this time to play a quick little game.

REFEHRAL GAME

- * Imagine...you've been stranded on a desert island for months!. You have no means of getting off.
- * One day off in the distance, you see what appears to be a boat. As it gets closer you are able to see the person inside the boat is the man of your dreams.... don't worry, if it's not your husband, remember it's a game, I'm won't tell!
- * You have 60 seconds to get back to your hut & put on ONE glamour item of your choice—the one item you could NOT live without. Foundation is not glamor, even though it makes your face look fabulous. **So what would your one glamor item be?**
- * Turn your profile card over (or use the back of "It's all about you" sheet) and write down that item. When you write down 7 or more **names & numbers you get it FREE!** **Don't you just LOVE FREE?**
- * **Two Rules:** **1st rule** is it can't be anyone here today. And **2nd rule** is you CAN cheat! You can use your cell phones! So go ahead and pull out your phones....**Ready, Set, Go!**
- * Think of friends who are over-worked, under appreciated and really deserve some extra pampering! Women who you know who liketo take care of themselves & don't mind spending money on themselves. (match their foundations while they are writing)..... Ok, Time's up.
- * **Wouldn't it be fun to share your Check up facial with some of these friends?** So on the front of your profile card, just above your name, write the 2 days that would work best for you—like Mon & Wed, or Tues & Sat. Then when we **meet individually** we can will get it scheduled!

- * Ok let's turn back to **page 10 & 11** in your Beauty Book and look at our different foundations.

FOUNDATION

- * The last step to Great Skin care is **Protect...Yes, that means Foundation, everyday!**
- * Think of it this way...if there were two houses that had been sitting side by side for 25 years. The 1st one had regular maintenance and paint. The 2nd house had never been painted and had been exposed to the environment all this time. **Which house will look better?** Our faces have the **same exposure, so we need foundation to protect them** from all the dirt and environment.
- * Apply your foundation to **BOTH SIDES OF THE FACE...** Notice how much nicer and easier your foundation goes on **over the side with skin care.** Sometimes you need to wear your foundation for a couple days different lights to make sure the color is correct. **I will gladly exchange** it at your **Girlfriend's Appointment** If needed.

APPLICATION REVIEW

- * Go back to **page 7** & let's **review your Miracle Set** which delivers all **11 essentials** elements for healthy skin.
- * **MORNING**, use your Cleanser, Day Solution, Moisturizer and Foundation. (**hold up bottles as you talk about each product**)
- * **NIGHT**, you use your Cleanser, Night Solution, & Moisturizer.

- * **Add in your Firming Eye Cream** and **Microdermabrasion** & you have the **Ultimate Miracle Set**, giving you even more Age-Defying benefits .
- * **Have you noticed how little product you have had to use for each step?** Because it takes **so little product** for each usage, they will last you 4-6 months, **So can you see how your MK products are actually very affordable?**
- * Now, **check out your elbow...** where you put the Night Solution. **Do you feel a difference?** How about your face? Go ahead & check yourselves out in the mirror!! **Big difference huh?**
- * While it took us a while to do the skin care today, because we were doing lots of talking in between.... **Can you see how using all these steps at home is only going to take you a couple of minutes Morning and Night?**
- * When we **get together individually** at the end I can answer any questions you may have about your personal routine.
- * Let's turn back to **page 12** in your Beauty Books

MICRODERMABRASION

* **How many of you have heard of Microdermabrasion?**

Microderm is like the “**Super Magic Eraser**” for your face. At your **Girlfriend's Appointment** you will get to try this special treatment on your face. But for now we're going to **use it on the back of your hand**. Get your hand wet with your wash cloth then apply the **Refine Step** to your hand.

* The **Refine step** contains the **same professional grade** aluminum oxide crystals **crystals that dermatologist use**. It helps **even your skin tone, exfoliates dull, lifeless skin, and reduces fine lines and wrinkles while making your pores appear smaller**. Now wipe that off.

* Apply the **Replenish Step** This step has vitamins and ingredients to calm and sooth your skin.

* **Now the** next few of pages in you beauty book, highlight a few extra supplement for your skin that you may want to add to your routine. At **your individual consultation** at the end of the class, we can customize the products that are perfect for you.

* Headbands off! Turn to **page 20** and you'll see what you **have just completed...the Ultimate Miracle. Doesn't your skin feel great? Can you feel the difference between the two sides of your face...pretty amazing!**

COLOR APPICATION

(Have products on their trays....)

Eyes....Cream Eye Shadow... Iced Cocoa or Apricot Twist

Cheeks...Cream Blush...Cranberry or Sheer Bliss

Lips...Gloss...Beached Bronze or Pink Luster

Explain how to apply....then have a “race” to see who finishes first

* **So are you ready for our FACE RACE?** We are going to do a quick “Dash out the Door look.”

* We have fabulous mineral Eye Colors that you will get to try at your **Girlfriend's appointment** when we do a specific eye look just for you. Today we will be using our **Cream Eye Shadow** that you will apply to your entire eye lid....

* Apply **your mascara** (put mascara on wands as they are doing their eye shadow) We have several different mascara's to meet your lash needs, including a Lash & Brow Building Serum **Did you know you should replace your mascara every 3-4 months to keep bacteria from building up?** Also don't pump the wand as it will dry out your mascara.

* Today we are going to try our **Cream blush....don't worry this isn't your grandmothers blush!**...Make 3 tiny dots on your cheek bone and blend them for a soft glow.

* Then finally finish you look with your **lip gloss...**

* **OK...Ready...Set.. GO!!!!**

ROLL-UP CLOSE

- * Now we come to the fun part...how does it come, what does it cost and what do I get for FREE!
- * Let me assure you again, that there is **no obligation to purchase** today; however, **if you just can't stand to go home without what's on your face**, I'll tell you about our different sets and specials.

(If have the inventory, have a roll up bag or a Miracle Set available for every guest otherwise just **show your roll up bag**) Reach under you chair you will find your very own personal roll-up bag.

- * **You'll love this bag!** (Pull off pocket #1 then replace it)
I call it "IDA—I Deserve it All". You can just grab the pocket you want to go to the gym or wherever. It's the perfect for travel. And you can also hang it in your bathroom where it's SOOO convenient.
- * **IN POCKET # 1** you'll find your **TW Skin Care Set** with Cleanser & Moisturizer plus your Foundation & Primer
- * **ADD THE DAY & NIGHT SOLUTION IN POCKET # 2** to make it your **Miracle Set**..
- * **IN POCKET # 3** you'll find you Microdermabrasion & Firming Eye Cream. This set completes your **Ultimate Miracle Set!**
- * **POCKET # 4** you find the Satin Set which includes the Satin Lips and Satin Hands Set

CLOSING SHEET REVIEW

(Flip over placemat to show sets)

- Q: Who likes specials and FREE?** First we have our **"Complete Roll Up"** It's everything that you tried today You get the **bag FREE plus your CHOICE of 5 Sets** for a **Retail Value** up to **\$320 Dollars** (**SAY "Dollars"** when you are talking about value)
- * **TODAY, it is only 239** (**Do Not SAY dollars** when you are talking about how much they are spending)
 - * Now **YOU know that you DESERVE it all** but there might be someone who would have a fit if you came home with it all. If that's the case you may prefer our **"Petite Roll Up"** (**pull off pocket # 4 toss on floor**)
 - * **This is my most popular Deal...**you still get The Bag Free & **CHOICE of 4 Sets**. This has up to a **Retail Value** up to **\$267 Dollars** but **Today it is only 199** (**Do Not say \$**)
 - * The other Option is the **"Mini Set"** (**pull off pocket #3 which does NOT include the Roll-Up bag** (**Hold Pocket 1 & 2 but toss Roll-Up bag to floor**) but does allow you to **buy 2 sets and get the 3rd set at Half Price** .
 - * Or maybe you are just looking for a place to start. (**Toss Pocket #2 on floor**) We have your **"Skin Care" Set** in Pocket 1 which begins at 44.

Q: Have any of you gone to Walmart or Costco, come out having spent \$130 - \$150 and wonder "What did I buy"?

(raise your hand) You go home, put it away then two weeks later you have nothing to show for this purchase.

- * Well you'll be happy to hear that a Mary Kay **skin care investment is not one of those purchases.** What you do today affects how beautiful your skin is going to be in 5, 10, 15 years. **When someone looks at you, what is the first thing they see?** Your face...your skin...**So can you see the value in making an investment in an anti-aging skin care routine that 's going to make your skin look and feel the best and healthiest?**
- * I've enjoyed being here with you today. Thank you so much for coming. Oh, who ended up with the Girlfriend's Gift?
- * Now it is **your job to decide** what you would use and benefit from & it's my job to help you get it. I can work out a Payment Plan, JUST for YOU. You can use **VISA, MasterCard, AX, Discover, Checks, Cash, or even a Happy Hubby Plan** which is a little of each. That way nobody knows exactly how much you spent. This is actually my most popular plan (Laugh) Plus I have an **awesome Hostess Plan.**
- * Now we'll chat one on one. While the rest of you are waiting, **finish filling out the "All About You"** Information sheet and **choose the Make-Up Artist Look** (from the look book) you'd like to do at your follow up appointment.
- * **Who needs to get going?** Great, grab your beauty book, profile card, sales ticket. (start with the most excited person) and let's go over here . (Move to another area/room to do individual consultations)
Hostess this would be a great time to serve refreshments

Individual Consultation Questions

- * **I've enjoyed getting to know you a little bit. Did you have as much fun as I think you did?**
- * **What did you love the best?**
- * **How does your your skin feels?**
- * **If money were no object, what would you love to take home today?**
(If she doesn't answer or mentions just an individual product, coach her back to the Basic..."Did you enjoy the basic skin care set as much as I think you did"?, etc...then keep suggesting sets till you have 2-4 sets that she is interested in)
- * **Is that where you would like to start today?**
(Look down to break eye contact and Be quiet. The first person to talk makes/brakes the sale. You may feel you are waiting forever, but **do not talk.** She will either give you an answer or an obejction... overcome the objection. Show her ways to get what she wants.)
- * **At you Follow Up Appt, would you prefer to share it with:**
1-2 friends and earn FREE product
3-5 friends to earn LOTS of FREE products
or would you prefer to PASS on FREE product and just have your session one on one?
- * At the beginning of our class I mentioned that Mary Kay said there was a potential beauty consultant at every class. Now, this is probably not something you'd ever thought of doing, However, at every class I select at least a couple of people I would love to share information on how we make our money. **Tell me is there any reason why we can't get together for about 30 minutes and I can share the facts at no obligation?**