Holly Jolly Christmas
Bright Berries

Eye Colors
Highlighter: Spun Silk
Midtone: Lavender Fog
Accent: Espresso

Eyeliner: Deep Brown
Cheek Color: Bold Berry
Matte Bronzer

Lip Color: Apple Berry Creme Lipstick
Lip Gloss: Beach Bronze
Oh, Christmas Tree

Earthys Greens

**Eye Colors**
- **Highlighter:** Moonstone
- **Midtone:** Hazelnut
- **Accent:** Ivy Garden

**Eyeliner:** Olive

**Cheek Color:** Citrus Bloom

**Matte Bronzer**

**Lip Liner:** Dusty Pink

**Lip Color:** Shell Creme Lipstick

**Lip Gloss:** Sweet Raisin
Jingle Bell Rock
Smoky and Sultry

Eye Colors
Highlighter: Spun Silk
Midtone: Sienna
Accent: Coal

Eyeliner: Black

Cheek Color: Shy Blush

Matte Bronzer

Lip Liner: Neutral

Lip Color: Red Creme Lipstick

Lip Gloss: Beach Bronze
Eye Colors
  Highlighter: Sweet Cream
  Midtone: Silver Satin
  Accent: Black Pearl

Eyeliner: Steely
Cheek Color: Shy Blush
Matte Bronzer

Lip Liner: Dusty Pink
Lip Color: Raspberry Ice Liquid Lip Color
Lip Gloss: Gold Rush
Eye Colors
  Highlighter: Moonstone
  Midtone: Hazelnut
  Accent: Chocolate Kiss

Eyeliner: Deep Brown
Cheek Color: Citrus Bloom
Matte Bronzer
Lip Liner: Dusty Pink
Lip Color: Sunset Creme Lipstick
Lip Gloss: Fancy Nancy
Model Name________________________________________

Date_______________________________________

Model’s Occupation__________________________________

Mary Kay Consultant_________________________________

Skin Type_______________________________________

Foundation Shade and Formula _________________________

Check the overall effect achieved:

___Natural    ___Professional    ___Dramatic

Shades Used for This Look: __________________________

___________________________________________________

What do you like best about this look? ___________________

___________________________________________________

What product(s) did you like best and why? ______________

___________________________________________________

___________________________________________________

How does your skin look and/or feel? (check all that apply)

___Clean        ___Soft          ___Radiant

___Refreshed    ___Smooth        ___Flawless

What did you enjoy most about your makeover today?________

___________________________________________________
Get excited! Putting together a “Before & After” portfolio is one of the best ways you can build your business and increase your sales.

Here are a few tips for your pictures:
1. When taking pictures, be sure that your camera is in the vertical position.
2. Zoom in to your subject so that nothing shows below the shoulders or above the head. There is no need to include your model’s clothing or any part of the wall or surroundings.
3. Take a couple of shots of both the before and the after in case your model blinks or looks away and you don’t catch it.
4. Try taking pictures with and without a flash—you can decide when you view them on your computer which looks best.
5. Natural light is great, but beware of shadows caused by bright sun.
6. Consider using a very neutral background—one trick is to hang a black tablecloth, sheet, beach towel, etc. over a door and then have your model stand in front of that. Light blue also works well. (I used to tuck one of my son’s baby blankets into my tote bag to take to appointments.)
7. Help your model relax and have fun while taking her pictures—this is part of her star treatment!
8. Be sure to explain about the contest and your portfolio when booking the appointment with your model—don’t ever surprise her with the camera! She may not be very comfortable with it without warning!
9. Be sure to ask permission to use the before & after pictures—in your portfolio, on display in your office, on facebook, or ANYWHERE you plan to use them.

Here are a few business tips for your portfolio:
1. You will want to use a 3-ring binder with a clear pocket on the front for the cover. Use clear page protectors for the look dividers and for the makeover pages. Place corresponding looks behind each look section divider.
2. If you are not working from full-size demos, consider putting together the samples for each look in small baggies. It’s easy to pull out the look when someone selects it from your book.
3. This can be a POWERFUL booking tool for your business. You pay women a high compliment when you ask them to be your model, and they will be excited!
4. Consider offering a product gift or gift certificate as an incentive to be in your book. Then you can turn it into a class and offer hostess credit.
5. Because you are offering a “makeover,” you will need to be sure to schedule your appointments with enough time for full color. If you are used to doing quick color with full skin care at the first appointment, you may need to flip that and offer quick skin care with full color and a follow up “anti-aging spa facial” to get the second booking and to offer full customer service.
6. You may be able to approach business women if you offer them an opportunity to display their business card in your portfolio. You can purchase clear, vinyl business card pages to put in the front of your book, or attach the card to her individual page before sliding it down into the page protector.
7. Set a goal for yourself to achieve a certain number of each look. This can also help you when booking when you are needing “just one more Holly Jolly Christmas,” etc.
8. Have fun with it! When you are excited, your customers will be excited!!