

# SKIN CARE CLASS GUIDE

## Before the Guests Arrive:\*

- **Arrive early to set up**
  - **Coach the hostess**, if you haven't already. Ask her to help by:
    - **Greeting guests and introducing them to you at the door.**
    - **Assisting guests with the Satin Hands™ Pampering Set and demonstrating Oil-Free Eye Makeup Remover as they arrive.** You may want to give the hostess the Satin Hands™ flip card for the steps to follow.
    - **Providing assistance during the class.**
  - **Ask the hostess.** (Point one of the four-point recruiting plan.) *"Is there anyone coming today who might be interested in doing what I do? How about you?"*

## As Guests Arrive:

- **Meet and greet each guest.**
- **Have guests fill out their customer profiles.**
- **Select foundation shade and TimeWise® Dual-Coverage Powder Foundation shade.**
  - For the Day Radiance® foundation shade, refer to questions 4 and 5 on the customer profile. This will determine what type of skin they have (dry, normal, combination or oily) and whether they have an Ivory, Beige or Bronze skin tone. To test foundation shade:
    - First, have the guest cleanse a small area on her jawline.
    - Second, have her apply a test stripe of the foundation shade you select and be sure to blend it in.
    - Third, if the foundation seems to blend with her skin tone, this is the right shade. Write the shade name on her customer profile and dispense foundation into her tray for her to apply during the class. Or, if the first test stripe is not the right shade, try a lighter or darker shade.
  - You will use the TimeWise® Dual-Coverage Powder Foundation shade as a pressed powder for this class: Refer to the foundation chart on the last page of this guide to coordinate the foundation with the TimeWise® Dual-Coverage Powder Foundation.

*"(Guest's name), today I'm going to share our skin care products while you relax. First I'd like to select a foundation shade that will match your skin tone. Would that be all right? (Guest's name), I always try to help my customers match their skin tone as closely as possible so that their makeup looks natural. So what I'd like for you to do is remove a little bit of your makeup right here along your jawline so that I can match a shade for you. Here's a cotton ball with just a bit of cleanser to help you do that. Go ahead and gently smooth it on your jawline. Okay, just put a little bit of the foundation on your fingertips and apply it like this, in a stripe on the area you just cleansed. Wow! What a great match. That just blends right in, doesn't it? I think that's the shade for you."*

*"Now, (Guest's name), I'd like for you to complete the rest of your customer profile, and then I'm going to turn you back over to our gracious hostess. (Hostess's name) will share instructions on our wonderful Satin Hands™ Pampering Set and our Oil-Free Eye Makeup Remover while I help the next guest select her foundation."*

- **Hostess:**
  - **Share Oil-Free Eye Makeup Remover with guests.**
    - Insert a disposable brush into the Endless Performance Mascara and have the guest apply it to the back of her hand. Use a fresh disposable brush with each guest and make sure a used brush is never reinserted into the mascara tube. Shake the Oil-Free Eye Makeup Remover to mix the two phases. Apply remover to cotton ball for the guest to remove mascara and say, *"The Oil-Free Eye Makeup Remover whisks away even waterproof mascara without leaving skin oily or greasy. See how easy that was?"*
  - **Share Satin Hands™ with guests.**

## Opening Remarks:

- **Introduce yourself and thank guests for coming.** *"Hello, I am \_\_\_\_\_, a Mary Kay Independent Beauty Consultant, and I would like to thank you all again for coming."*
- **Thank the hostess.** *"I want to thank (hostess's name) for hosting this class and let her know how excited I am that she would share her friends with me. I think she's great."*
- **Share agenda.** *"Listen, could you get excited about saving time and feeling a difference in your skin in just a few minutes a day? Well, I will soon show you how. Today you will get to try Mary Kay® skin care and some Mary Kay® color. Then at the end of the class we will get together one-on-one to discuss your individual needs. We can also book a time for your next appointment. But before we begin, I'd like for you to introduce yourself. Since you're going to be taking your makeup off in front of everyone, we might as well get to know each other." ♦ "As you are trying our skin care and color line, I know you will find products you simply must have, and as we go through the class, think about which products you want and circle them in the Beauty Book. Now, let's find out why so many women are attracted to Mary Kay."*
- **Talk about the Company and philosophies.** *"Let's turn to the first page in your Beauty Book to find out a little bit about the Company that makes these great products." Ask guests to take turns reading a portion of the Beauty Book.*

\* We suggest that you pre-profile each guest by calling them a few days before the skin care class to get their initial skin care information. Refer to the "Skin Care Class" on the Career Essentials Audio Success Series for pre-profiling information. You should arrive early to set up for the class (items such as trays, mirrors, Beauty Books, etc.). Refer to the Career Essentials Reference booklet for the class setup and the "Packing Checklist for Skin Care Classes, Facials and Collection Previews" in the Success Tools envelope.

- **Share your one-minute I-story.** “As we just heard, Mary Kay’s mission is to enrich women’s lives, and I was drawn to this opportunity because I wanted (my own business, more time with my family, unlimited income potential, etc.). You know, Mary Kay always said there is at least one person in every class who will be the next Beauty Consultant. As you watch what I do today, consider if it might be something you would like to try. If so, let me know, and we can talk after the class.”

## Skin Care:

- **Share the importance of skin care.** “Now, let’s talk about the importance of good skin care. For skin to look its best, you need to:
  - cleanse to remove makeup and impurities
  - exfoliate to remove dead surface cells that dull the skin
  - freshen to refine pores as well as tone
  - moisturize to help keep your skin supple and hydrated
  - protect your skin from the environment”
- **Present Miracle Set products.\*\***
  - **TimeWise® 3-In-1 Cleanser.** “Let’s take a look at how Mary Kay helps you meet these five essentials to get the healthy-looking, beautiful skin you want. I would like everyone to turn to the TimeWise® skin care page in their Beauty Book. (Guest’s name), will you please read about the TimeWise® 3-In-1 Cleanser in the Beauty Book?” ♦ “Great. Thank you. Now, let’s apply the TimeWise® 3-In-1 Cleanser. To cleanse, apply the cleanser evenly over your entire face, avoiding the eye area. Apply the cleanser in an upward, outward motion. When you are finished, remove the TimeWise® 3-In-1 Cleanser with your warm, wet facial cloth. Now feel your skin. Doesn’t it feel soft, smooth and refreshed? See how easy it was to meet the first three essentials for healthy-looking skin?”
  - **Age-Fighting Moisturizer.** “(Guest’s name), will you please read the benefits of the Age-Fighting Moisturizer?” ♦ “Great. Thank you. Now let’s apply the TimeWise® Age-Fighting Moisturizer. Smooth the moisturizer over your entire face and throat using gentle, upward, outward strokes.” ♦ “Notice how soft and supple your skin feels? Don’t you love these TimeWise® products? They’re so convenient — just two products to use twice a day. And you get all the advanced anti-aging benefits to help keep your skin healthy and younger-looking. And for even better anti-aging benefits, you can use the Day Solution With Sunscreen SPF 15 during the day and Night Solution at night.”
- **Optional. Oil Mattifier (for people with oily skin).** “A great product for people with oily skin is the Oil Mattifier. It controls shine for at least eight hours. It goes on after your moisturizer. Would anyone with oily skin like to try the Oil Mattifier now? We can talk more about your special skin care needs at our one-on-one.”
- **Day Solution With Sunscreen SPF 15 and Night Solution step. Ask guests to apply Day Solution then the Night Solution to the back of their hands.** “Now let’s talk about the revolutionary duo, Day Solution With Sunscreen SPF 15 and Night Solution. These products, along with TimeWise® skin care, can help protect and renew your skin around the clock. Today you will apply this duo to your hands. (Guest’s name), will you please read in the Beauty Book the benefits of Day Solution With Sunscreen SPF 15 and Night Solution? Thank you. Okay, let’s apply the Day Solution With Sunscreen SPF 15 on one hand. Now, apply the Night Solution to the other hand. Doesn’t it feel smooth?”
- **Review the before-and-after photo in the Beauty Book.** “Let’s take a look at the before-and-after photo. Earlier, we reviewed the results of using the Miracle Set, now you can see the results in this ‘after’ photo.”
- **Present Protect Step.** “The final step in the Mary Kay® skin care program is foundation. Let’s turn to the page in the Beauty Book and look at the foundation shade options. When you first arrived, we selected a foundation shade that looked great on you.” ♦ “We will still need to discuss your personal foundation formula needs at your one-on-one at the end of the class. Now it’s time to apply your foundation. This is the final step in the Mary Kay® skin care program. Just dot it on, then lightly smooth it outward with your fingertips in sweeping strokes, carefully blending along your jawline. At home you may want to use a cosmetic sponge to apply and blend. Notice how your foundation seems to almost disappear? That’s how you know we’ve selected the right shade.” ♦ “Now we also have TimeWise® Dual-Coverage Powder Foundation which can be used alone for sheer coverage. We’ll try this in a minute to set our foundation.”
- **Wrap up skin care steps.** “That’s it! These simple steps we’ve just completed are the same steps you’ll follow at home. When using the Miracle Set, in the morning first apply the TimeWise® 3-In-1 Cleanser, the Day Solution With Sunscreen SPF 15, the TimeWise® Age-Fighting Moisturizer and your foundation. At night, apply TimeWise® 3-In-1 Cleanser, the Night Solution and your TimeWise® Age-Fighting Moisturizer.” ♦ “Now, take a look in the mirror. Doesn’t your face look and feel great? And isn’t it smoother and softer? Isn’t it amazing what the right products can do? You could take all these products home today, including the foundation, for only 102!”

## Name Game

You could play the “name game” at this time. You might say something like, “Now let’s have some more fun! Turn over your customer profile. The nicest compliment you could give me would be to refer me to your friends. See the space to write in five of your favorite friends? The first person to write in their five friends’ names and phone numbers will go home with this wonderful gift.”

## Special Items

**Discuss targeted products.** “Well, now I’m going to tell you how Mary Kay® products can target your personal skin care concerns and offer you a solution. Please turn to the customized skin care page in your Beauty Book. I’m going to read about the first product grouping on the customized skin care page, then you can glance over the other customized product sets.” ♦ “As you can see, Mary Kay offers many wonderful customized products. When we get together one-on-one at the end of the class, I will recommend the products that are right for you.”

\*\* If you’re holding a Velocity® class, you can use the Velocity® pages in the Beauty Book during your class. You might want to promote products that would appeal to this generation, i.e., MK Signature™ Lip Gloss, Oil Mattifier, Acne Treatment Gel and the Color Wardrobe.

## Color Cosmetics:

- **TimeWise® Dual-Coverage Powder Foundation.** “Now that you have learned the importance of skin care, let me show you the difference color can make. We'll start off with setting our foundation with TimeWise® Dual-Coverage Powder Foundation. This foundation gives you two great options in one convenient product. It can be used as a pressed powder to set foundation or alone as a foundation. Today, we'll use it as pressed powder to set our foundation. Apply the powder using the dry sponge and gently press onto your entire face for a soft, matte finish.”
- **Instruct on basic color look using the MK Signature™ Looks Card.** “Next, I will have you apply a basic color look using some color from our MK Signature™ Classic Looks Card. Following the application techniques on your card, you will apply your color look.”
- **Beauty Tips.** “Be sure to lift off the color swatches on your cards and discover a hidden makeup application tip. Why don't you share your beauty tips with one another? Time does not allow us to go into a more detailed color look, but if you are interested in learning more about color, I'd love to show you. If you share your follow-up appointment with three or four of your friends, I will pamper you with a more advanced color look.”
- **Mascara.** “To complete the look, you would apply mascara. The Endless Performance Mascara is a great choice. It builds and lengthens your lashes with a fade-proof formula that wears all day. Mary Kay also offers a waterproof mascara.”
- **Wrap Up Color.** “Okay, time to check your mirrors and see how great your Mary Kay face looks! How does your face feel? Isn't it wonderful that Mary Kay® products feel as great as they look? Compliment time! Look at your neighbor and share what you like best about her look. Is it the radiant skin or those awesome lips? Let's turn the page in the Beauty Book and take a look at the color sets. If you're interested in a trendy color look, you can purchase the Color 101 set. It includes the beautiful Custom Compact filled with your choice of three eye colors, cheek color and lipstick, cheek brush and a dual-end eye applicator, plus lip gloss, eyeliner, lip liner and mascara. Or you can purchase a Custom Compact filled with the Classic color look you tried today.” ♦ “When we talk later, we can schedule your next appointment so that you can earn product credit toward additional products.”

## Close (group):

- **Review product sets and prices.** Refer to product sets page in the Beauty Book and discuss some sets and prices.

“Now we have come to my favorite part of the skin care class. This is where you get to find out how to take home these fabulous Mary Kay® products! Now I would like to show you something incredible ... Tah Dah, the Mary Kay® Travel Roll-Up Bag filled with the Beauty Essentials Collection. Please turn to the product sets page and follow along with me as I describe what comes in this bag.

“Pocket one contains our most important products, the Miracle Set. Remember the products we used at the beginning of the class? The TimeWise® 3-In-1 Cleanser that cleanses, freshens and exfoliates in one simple step, plus our TimeWise® Age-Fighting Moisturizer with properties that are clinically proven to hydrate for up to 10 hours. With your foundation, the TimeWise® skin care system starts at 52†. Add the benefits of our Day and Night Solution, which give you a 48 percent average reduction in the appearance of fine lines and wrinkles after eight weeks of continued use, and we have the Miracle Set priced from 102†.

“Pocket two holds the Basic Color set. The Custom Compact is filled with the colors of your choice. It holds three eye colors, a cheek color, a lipstick and the applicators. It is refillable, so you only purchase the compact once. This compact is economical and ecological, because if you run out of a color or simply want a different look, you just pop out and replace! Isn't that great? This Finishing set also includes your mascara, lip and eyeliners, concealer, loose powder and lip gloss ... everything you need for that finished look. All of these color products start at 123†.

“Pocket three goes a step beyond and targets the special needs of your eyes and lips. We all know how the delicate skin in our eye area is fragile and shows the first signs of aging. So Mary Kay offers the Eye-Deal Solutions set, which includes Instant-Action® Eye Cream, which moisturizes and increases skin firmness. It includes Triple-Action® Eye Enhancer, which is a primer for eye shadow, and it minimizes the appearance of fine lines and undereye circles. Indulge™ Soothing Eye Mask is a real treat — soothing the skin and reducing the appearance of puffiness. Plus, this set contains our famous Oil-Free Eye Makeup Remover, which removes even waterproof mascara without pulling or tugging. The Lip Savers set will help you have that picture-perfect smile. Triple-Action® Lip Enhancer helps lipstick resist feathering and bleeding while making fine lines less noticeable. Satin Lips™ Lip Mask gently exfoliates dry lips. Satin Lips™ Lip Balm moisturizes your lips for up to six hours. You can have this wonderful eye and lip set for 92†.

“Now for total, head-to-toe pampering, we have pocket four, our Day Spa set. Remember the Satin Hands™ Pampering set you used at the beginning of our class? Well, this set not only contains all of the Satin Hands™ products, but also Visible-Action® Skin Revealing Lotion to keep your entire body soft, smooth and moisturized. The Day Spa set could be yours for 48†.

“The suggested retail value of the Beauty Essentials Collection starts at 365†. And when you purchase the entire Beauty Essentials Collection, you will get this awesome Travel Roll-Up Bag free! Isn't that great? For about a dollar a day, you could have it all! Now we take Visa, MasterCard, Discover, check or cash. Most people love their Mary Kay, and they want to start with this Travel Roll-Up Bag and Beauty Essentials Collection. And, I want you to know, as your Mary Kay Independent Beauty Consultant, this is just the beginning of our relationship. I want you to use Mary Kay® products and get the benefits for the rest of your life. I want to be your Beauty Consultant forever!

“As you look over these sets and their prices, circle all of the ones you would like to take home. And if you purchase multiple sets today, I'll give you a special price incentive. Do not let money become a factor when you are marking the sets you would like. When we get together one-on-one, I'll tell you more about how you can earn some of those products free!”

- **Thank guests for attending.** “I've enjoyed being here today and hope you have enjoyed it as well. I would really value your opinion of the products you tried today. So please take a few minutes to answer the questions on the back of the customer profile. Then we'll meet privately to select your colors and customize a skin care program that meets your individual needs.”
- **Offer the Mary Kay opportunity.** “After seeing what I do, if you are intrigued or curious about starting your own Mary Kay business, let's talk about it in our individual consultation. Okay, (Guest's name), let's start with you.”

†Prices indicated are suggested retail prices.

## Individual Close:

- **Using the Beauty Book and her customer profile, discuss the product sets she's interested in and suggest targeted customized skin care products.** "I see on the back of your customer profile you would like to take home the Travel Roll-Up Bag and Beauty Essentials Collection. How would you like to take care of that? Visa, MasterCard, Discover, check or cash? Were there any other products you liked?"
- **Encourage her to book an appointment** (a skin care class or collection preview) by telling her how she may earn free products by inviting a few friends to her class. "When we get back together for your follow-up appointment, wouldn't you like to earn some products free? If you host a skin care class or collection preview, you may earn free products as a bonus gift. How does that sound? Great! Let's go ahead and schedule a time. What works best for you, beginning or end of the week? Morning or evening? How about Saturday at 2 p.m.? Wonderful!"  

"Now, (Guest's name), I would like to call you in two or three days to see how the products you purchased tonight are working for you. What time may I call you? Good, at that time I'll also ask you for the names of the guests coming to the class you're hosting."
- **Ask if she might be interested in the Mary Kay opportunity.** "(Guest's name), remember at the beginning of the class when I said that Mary Kay always said there is a new Beauty Consultant at every skin care class? Well, in the time we've had together, I believe you are the kind of person I'd enjoy working with! Starting your own business may or may not be for you, but I'd like your honest opinion of this short tape. It features stories of women who found something more with Mary Kay. Is there any reason why you wouldn't listen to the audiotape? Great! Could I stop by your office at lunch tomorrow and pick it up? And as a thank-you gift, I will bring you a wonderful new lip color. Thanks again for coming tonight, (Guest's name). I really enjoyed meeting you."

## Follow Up with Hostess (after the class):

- **Thank your hostess.**
- **Determine the hostess gift.**
- **Offer her another appointment (collection preview or Web show).**
- **Ask for referrals** (you might want to offer a small incentive).
- **Ask if she's interested in the Mary Kay opportunity.**

## Follow Up with Guests (two days after the class):

- **Make a note in your datebook to call each new customer within two days to check how her products are working.**
- **Call any potential team members.**
- **If you didn't book a second facial or other selling appointment at the class, you can use your follow-up call to do so.**

**You can use this chart to help select the appropriate dual-coverage powder foundation shade to use as a pressed powder over Day Radiance® foundation.**

**Day Radiance® Foundation Shades Compared to TimeWise® Dual-Coverage Powder Foundation Shades**

Day Radiance® Foundation Shades	TimeWise® Dual-Coverage Powder Foundation Shades*
Soft Ivory	Ivory 104 (P)
Antique Ivory	Ivory 100 (Y)
Blush Ivory	Ivory 200 (Y)
Buffed Ivory	Ivory 200 (Y)
Fawn Beige	Beige 300 (Y)
Delicate Beige	Beige 304 (P)
True Beige	Beige 400 (Y)
Almond Beige	Beige 400 (Y)
Toasted Beige	Bronze 507 (O)
Cocoa Beige	Bronze 507 (O)
Mocha Bronze	Bronze 607 (O)
Bittersweet Bronze	Bronze 607 (O)
Walnut Bronze	Bronze 607 (O)
Rich Bronze	Bronze 708 (B)
Mahogany Bronze	Bronze 708 (B)

\* Shades categorized by undertone: Brown (B), Orange (O), Pink (P) or Yellow (Y).