

# CLASS 4 SKIN CARE AND COLOR APPOINTMENTS



*Also check out the Start Something Beautiful DVD from the Starter Kit  
Select "How To Hold A Party"  
Then Select "The Close"  
Then Select "The Table Close Using A Travel Roll-Up Bag, with Auri Hatheway"*

## Dash Out the Door vs. Color Follow Up – why 2 appointments?

The Dash Out the Door party focuses on skin care, which is the bread and butter of your business. You want them to feel their skin, see the difference, and fall in love with our Miracle Set. We do a 2 minute Dash Out the Door look so they have a natural daytime look.

We then book a follow up appointment for glamour. This allows you to spend some one-on-one time with your client to customize her look.

This is also your BEST way of booking a party! The more follow-up appointments you do for color, the more sales you have, the more parties you have, the more team members you have, etc.

## Table vs. Individual Close

We close the Travel Roll Up Bag with everyone seated together at the table. However, we close sales and book follow up appointments individually. MEMORIZE THE TWO CLOSES 😊

## Customer Service

We are known for our Customer Service. It's what sets us apart. Take care of your customers and they will never leave you. Here are some tips for world class customer service:

- Preferred Customer Program (PCP):  
Enroll your customers in PCP! For just 70 cents per name, MK will mail a new Look Book with samples to your customer's home. If you tried to do this yourself with the Look Book, samples and postage it would cost you about

\$2.10 per customer. What a savings! You will also be eligible to order our new products before they launch each quarter. Watch your emails to know when PCP Enrollment is open.

- Gift With Purchase:

Give a gift for every reorder that is \$40 or more. You can get the quarterly gift on Section 2 from Mary Kay. The gift is one per person, per quarter. You may also give a Section 1 item such as an eye shadow or a hand cream.

- Follow up:

Use the 2+2+2 Plan. You want to follow up in 2 days, 2 weeks and 2 months.

\*2 days you want to make sure they are using the product correctly and make sure they are happy with their products.

\*2 weeks you want to check with your customer and make sure the product is starting to give them the results they want and make sure they haven't had any reaction to the products. A lot of times our customer will not call us and let us know they are having issues.

\*2 month, call for reorders. This is about the time that they will be running low on product and you want to show them that you care about them as a customer and that you are keeping track of them.

- Monthly PCP Email Sale:

You may want to consider sending an e-card (can be done on [www.marykayintouch.com](http://www.marykayintouch.com)) on a monthly basis to your customers offering them a special. You can do 20% off of lip items, buy 2 get 1 free, etc. Use your judgment and ask your Sales Director for ideas. Customers like knowing that they are getting deals that aren't available to everyone else.

## Color Appointments

### Samples or Full Sized Demos?

Full sized demos are most cost effective than purchasing samples from the company (and they count towards your retail production!). It is suggested that you demo out one of every eye color, cheek color, lip color, lip gloss, lip liner, eyeliner, powder, and concealer. You can choose whether you want to do this right away or build up a set over time. If you choose to use samples, you will want to have a set of each of the color cards as well as lip liner and eyeliner samples.

If you are using full sized demos it is imperative that you keep them sanitary. You will want to purchase a set of alcohol swabs to keep in your starter kit. Swab all liners and lip colors before and after use.

For eye colors, the client cannot “double dip” into the eye palette or it will become contaminated. Use the sponge tip applicators from your starter kit, rub each side in the color, and the client can use one side for each eye. Do not leave the palettes out in front of the customer because they may double dip without you knowing.

Lip glosses may be smeared on the tray and the client can apply them with her finger.

### Skin Care

Start by having the guests do the skin care quickly on their faces. Use the 3-in-1 Cleanser, Eye Cream, Moisturizer, Foundation Primer, and Foundation. You shouldn't go into detail explaining each product because you did that at their first skin care appointment. If she has not already purchased the Basic Skin Care Set, this is a good way to revisit the skin care they see how fast it really is to apply. If she has already purchased a Basic Set, you may choose to demo the Microdermabrasion Set at this appointment.

### Concealer

Explain the benefits of using concealer. Concealer can be used anywhere they need extra coverage for blemishes, discolorations, etc. Yellow concealer hides dark circles under the eye. This is also a great time to remind them about our Microdermabrasion product since it will clear up blackheads, reduce pore size, and take away discolorations.

### Eye Primer

Start by applying the Eye Primer to the back of your hand. Select an eye color and apply it with a brush to the area of your hand where you applied the primer. Next, apply the same eye color to an area on your hand where there is no primer. This will show her the drastic difference between an eye that is primed vs. one that is not. Be sure to explain that the primer helps the eye shadow stay on their face, as well as neutralizes the natural skin undertones to bring out the true color of the shadow.

### Eye Color

You have a wide variety of color cards that came in your starter kit. Simply show them all to your hostess and let her pick which one she wants to try. There are three types of eye color: highlighters, midtones, and accents. She can apply them according to the eye diagrams on the color card. Don't be nervous! You will be pleasantly surprised at how simple this is!

Highlighter – gets applied on entire lid up to the brow. Women who have a lot of fine lines around their eyes should use a matte color because shimmer accents wrinkles.

Midtone – These colors are typically matte. Our most popular midtone color is Hazelnut. Apply this to the entire lid.

Accent – This is the most fun color! This is the boldest, deepest, darkest amount of color. Use this as your “windshield wiper” color, going back and forth and back and forth in your eye crease.

The trick is not to blend as you go. Once all 3 colors are applied in a paint by number fashion, simply go back to the highlighter color and use it to blend the 3 colors together.

### Eyeliner

Each color card will suggest an eyeliner. Most ladies will naturally choose a brown or black liner. Let her play around with the colored liners too! Most of them are not as bright as you think they would be, and really compliment the eye colors well. Lining the eyes  $\frac{3}{4}$  way across makes the eyes appear wider. Lining the whole way across makes the eyes appear smaller. You can also have them put a little bit of their midtone eye shadow under their eye to give them a smoky look.

### Mascara

Have her apply the Ultimate Mascara to her top and bottom lashes. Mary Kay does have a waterproof Mascara, but this is only necessary if they request it. Our Ultimate Mascara wears very well.

### Bronzer

Have her suck in her cheeks and make “the fish face.” Apply bronzer in the hollow of her cheek. Remember to use the matte bronzer if she has large pores or any other imperfections in this area.

### Cheek Color

Have her smile and apply the color to the apples of her cheeks in a circular motion.

### Satin Lips

You can have them use the Satin Lip mask to get their lips smooth. Don't use the balm since you are going to apply lipstick and gloss. Be sure to tell them that the balm works for 6 hours and is great when used before bed.

### Age-Fighting Lip Primer

100% of the women who tried this in the clinical study saw a decrease in the lines on their lips. It helps prevent the signs of aging on and around the lips. It also serves as a primer for lip liner and lipstick which will help it stay on longer. Apply it all over the lip and just around the edge of the lips.

### Lip Liner

Start in the middle of the top lip. Draw a line from the middle of the lip out to the left side, then the right side. To line the bottom lip, start from one corner and draw a line the whole way across. Lining just on the inside of the lips will make the lips look thinner. Lining just on the outside of the lips makes them look larger. Choose a lip color and then apply gloss as well. Applying gloss just in the middle of the bottom lip will make them appear fuller.

### Lip Color

Lip color is a very personal thing to most women so have a variety of colors available to choose from.

### Color Insider

The company has a great tool available for purchase on Section 2 called the Color Insider. It is a binder that walks you through various face shapes, eye shapes, skin tones, etc. It also gives bridal techniques, natural looks, and just about anything else you can think of! There is also a DVD that can be purchased that walks you through a color appointment.

# Comprehensive Shade Comparison Chart for Foundations and Complementary Products

| Foundations                  |                                      |                                     |   |                                      |  |                     |                                   |                          |                                | Complementary Products |  |  |  |
|------------------------------|--------------------------------------|-------------------------------------|---|--------------------------------------|--|---------------------|-----------------------------------|--------------------------|--------------------------------|------------------------|--|--|--|
| TimeWise® Liquid Foundations | Mary Kay® Medium-Coverage Foundation | Mary Kay® Mineral Powder Foundation | Mary Kay® Tinted Moisturizer With SPF 20 <sup>†</sup> | Mary Kay® Creme-To-Powder Foundation | Day Radiance® Cream Foundation                           | Mary Kay® Concealer | Mary Kay® Facial Highlighting Pen | Mary Kay® Mineral Powder | Mary Kay® Sheer Pressed Powder | Mary Kay® Loose Powder |  |  |  |
| Ivory 1                      |                                      | Ivory 0.5<br>Ivory 1                | Ivory 1   | Ivory 0.5                            |  | Ivory 1             | Shade 1                           | Ivory 1                  | Ivory 1                        | Ivory 1                |  |  |  |
| Ivory 2                      |                                      | Ivory 0.5<br>Ivory 1                | Ivory 1   | Ivory 1                              |  | Ivory 1             | Shade 1                           | Ivory 1                  | Ivory 1                        | Ivory 1                |  |  |  |
| Ivory 3                      | Ivory 104<br>Ivory 105               | Ivory 0.5<br>Ivory 1                | Ivory 1   | Ivory 0.5                            |  | Ivory 2             | Shade 1                           | Ivory 1                  | Ivory 1                        | Ivory 1                |  |  |  |
| Ivory 4                      | Ivory 100                            | Ivory 0.5<br>Ivory 1                | Ivory 1   | Ivory 1                              |  | Ivory 1             | Shade 2                           | Ivory 1                  | Ivory 1                        | Ivory 1                |  |  |  |
| Ivory 5                      | Ivory 200<br>Ivory 202               | Ivory 1<br>Ivory 2                  | Ivory 2   |                                      | Antique Ivory  | Ivory 2             | Shade 1                           | Ivory 1<br>Ivory 2       | Ivory 1<br>Ivory 2             | Ivory 2                |  |  |  |
| Ivory 6                      | Ivory 204                            | Ivory 2<br>Beige 0.5                | Ivory 2   | Ivory 2                              | Antique Ivory<br>Blush Ivory                             | Ivory 1             | Shade 1                           | Ivory 2                  | Ivory 2                        | Ivory 2                |  |  |  |
| Ivory 7                      | Ivory 204<br>Beige 305               | Ivory 2<br>Beige 0.5                | Ivory 2   | Ivory 2                              | Antique Ivory<br>Blush Ivory                             | Ivory 2             | Shade 2                           | Ivory 2                  | Ivory 2                        | Ivory 2                |  |  |  |
| Beige 1                      | Ivory 202<br>Beige 300               | Ivory 2<br>Beige 1                  | Beige 1   | Beige 1                              | Almond Beige   | Beige 1             | Shade 1                           | Beige 1                  | Beige 1                        | Beige 1                |  |  |  |
| Beige 2                      | Beige 300                            | Beige 0.5<br>Beige 1                | Beige 1   | Beige 3                              | Buffed Ivory<br>Bisque Ivory<br>Fawn Beige<br>True Beige | Beige 1             | Shade 2                           | Beige 1                  | Beige 1                        | Beige 1                |  |  |  |
| Beige 3                      | Beige 304<br>Beige 305               | Beige 0.5<br>Beige 1                | Beige 1   | Beige 2<br>Beige 3                   | Delicate Beige<br>True Beige<br>Fawn Beige               | Beige 1             | Shade 2                           | Beige 1                  | Beige 1                        | Beige 1                |  |  |  |
| Beige 4                      | Beige 300<br>Beige 302               | Beige 1                             | Beige 1   | Beige 3                              | True Beige   | Beige 1             | Shade 2                           | Beige 1                  | Beige 1                        | Beige 1                |  |  |  |
| Beige 5                      | Beige 302<br>Beige 400               | Beige 1.5<br>Beige 2                | Beige 2   | Beige 4                              | Almond Beige   | Beige 2             | Shade 3                           | Beige 2                  | Beige 2                        | Beige 2                |  |  |  |
| Beige 6                      | Beige 400<br>Beige 402               | Beige 1.5<br>Beige 2                | Beige 2   | Beige 4                              | Almond Beige   | Beige 1             | Shade 1                           | Beige 1                  | Beige 1                        | Beige 1                |  |  |  |
| Beige 7                      | Beige 400<br>Beige 402               | Beige 1<br>Beige 2                  | Beige 2   | Beige 4                              | Almond Beige   | Beige 2             | Shade 2                           | Beige 2                  | Beige 2                        | Beige 2                |  |  |  |
| Beige 8                      | Beige 404                            | Beige 1.5<br>Beige 2                | Beige 2   |                                      | Almond Beige   | Beige 2             | Shade 1                           | Beige 2                  | Beige 2                        | Beige 2                |  |  |  |
| Bronze 1                     | Bronze 500                           | Bronze 1                            | Bronze 1  | Bronze 0.5                           | Walnut Bronze  | Bronze 1            | Shade 3                           | Bronze 1                 | Bronze 1                       | Bronze 1               |  |  |  |
| Bronze 2                     | Bronze 504                           | Bronze 1                            | Bronze 1  | Bronze 1                             | Mocha Bronze   | Bronze 1            | Shade 3                           | Bronze 1                 | Bronze 1                       | Bronze 1               |  |  |  |
| Bronze 3                     | Bronze 507                           | Bronze 1<br>Bronze 2                | Bronze 1  |                                      | Mocha Bronze   | Bronze 1            | Shade 3                           | Bronze 1                 | Bronze 1                       | Bronze 1               |  |  |  |
| Bronze 4                     | Bronze 507<br>Bronze 607             | Bronze 2<br>Bronze 4                | Bronze 1  |                                      | Walnut Bronze  | Bronze 2            | Shade 4                           | Bronze 2                 | Bronze 2                       | Bronze 2               |  |  |  |
| Bronze 5                     | Bronze 607                           | Bronze 2<br>Bronze 3                | Bronze 2  | Bronze 2                             | Walnut Bronze  | Bronze 2            | Shade 4                           | Bronze 2                 | Bronze 2                       | Bronze 2               |  |  |  |
| Bronze 6                     | Bronze 600                           | Bronze 3<br>Bronze 4                | Bronze 2  | Bronze 2                             | Rich Bronze  | Bronze 2            | Shade 4                           | Bronze 2                 | Bronze 2                       | Bronze 2               |  |  |  |
| Bronze 7                     | Bronze 600<br>Bronze 607             | Bronze 4<br>Bronze 5                | Bronze 2  | Bronze 2                             | Rich Bronze  | Bronze 2            | Shade 4                           | Bronze 2                 | Bronze 2                       | Bronze 2               |  |  |  |
| Bronze 8                     | Bronze 708<br>Bronze 808             | Bronze 5                            | Bronze 2  |                                      | Rich Bronze  | Bronze 2            | Shade 4                           | Bronze 2                 | Bronze 2                       | Bronze 2               |  |  |  |

Grey Highlighting indicates that there is no complementary match to the TimeWise® Liquid Foundations.

<sup>†</sup> Over-the-counter drug product.

## Foundation Shade Undertone Chart for TimeWise® Liquid Foundations

For those used to selling foundations by undertone, this chart will help you as you transition to the new formulas and numbering system.

| Category | Yellow   | Olive   | Pink     | Golden Orange | Warm Brown |
|----------|----------|---------|----------|---------------|------------|
| Ivory    |          | Ivory 5 | Ivory 1  |               |            |
|          | Ivory 2  |         | Ivory 3  |               |            |
|          | Ivory 4  |         | Ivory 6  |               |            |
|          |          |         | Ivory 7  |               |            |
| Beige    | Beige 1  | Beige 4 | Beige 3  |               |            |
|          | Beige 2  | Beige 6 | Beige 5  |               |            |
|          |          | Beige 7 | Beige 8  |               |            |
| Bronze   | Bronze 1 |         | Bronze 2 | Bronze 3      | Bronze 7   |
|          | Bronze 6 |         | Bronze 4 | Bronze 5      | Bronze 8   |

# *Simplified "Party with a Purpose" Outline*

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## **Before you begin the party, have each guest:**

- \* Fill out their Profile Card - Fill tray with products & selecting her mineral powder color
- \* Have her select a look from the LOOK Book for her Color Appointment
- \* Book Color Appointment to be held within two weeks & give hostess brochure with date  
TURN profile card OVER and have her write in FIVE names & numbers of friends... for tickets  
you will use the TICKETS all during the party... and then draw for a PRIZE at the end.
- \* Try Satin Hands (Let your hostess do this in the kitchen)

## **Thank Hostess in front of everyone**

- \* SELL HER POSITION... future bookings!!
- \* Have everyone introduce themselves and then introduce yourself & give overview:

### **Today I am looking for three things: I hope you fall into one of these categories:**

1. **New Customers** - I hope you fall in love with our products today, I would love to be your beauty consultant and add you to my Preferred Customer List.
2. **Future Bookings** - I look forward to getting back with you for your color appointment; share it with friends & get FREE products. ( At this appointment you will get the WHOLE LOOK PLUS a Microdermabrasion treatment). Be sure to add your friends names & numbers for tickets.
3. **New Team Members** - I love my career and will share some fun facts about it and would love for you to ask me questions for more tickets towards FREE products. I may NOT be for you but you can be a scout for me and share it.

Let's get started and try our amazing products. I do want to share that we accept Visa, MasterCard, Discover, checks and CASH and you will get to take your products home with you today, I have them in my trunk.

## **Cleanse / Moisturize: (Be sure to HOLD the product as you talk about it & work from a ROLL-UP BAG filled)**

- \* Share features & benefits (read from Beauty Book)

## **Day & Night Solution "Batman & Robin"**

- \* Demonstrate on back of hands or on elbows
- \* Share features & benefits (read from Beauty Book)

## **Show, (don't use), the Microdermabrasion Set & Time Wise Firming Eye Cream**

- \* Share benefits
- \* Remind them they will get a FREE TREATMENT at their Color Appointment

## **Foundation**

- \* Mineral Powder - share benefits of BUILDABLE and TRANSFER resistant!

## **Face Race**

- \* Let them do BLUSH & LIPS ONLY!!! (have a goody bag at each seat)

"Okay it's time for our FACE RACE and see who will win the gift on the table. When I say "GO" put your blush on and lipstick on QUICK and whoever jumps up FIRST and shouts LOUD "I'm Done!"... everyone STOP and look at HER, if you would NOT walk down the street with her looking like she looks, tell her to SIT BACK DOWN..."

Be sure to LAUGH & make this FUN. Tell everyone you're the real judge and if she looks great you will give her the gift. This makes the glamour go FAST and what they remember the most is all about SKIN CARE - you will SELL SKIN CARE when you keep it as your MAIN FOCUS at the FIRST FACIAL. What you focus on YOU WILL SELL!



# *Simplified "Party with a Purpose" Outline*

## **Table Close**

"Now close your eyes and pretend your in front of your closet. Put your FAVORITE outfit on, the one that makes you feel like a MILLION BUCKS. Now open your eyes... now figure out the total cost of that outfit from shoes to accessories, earrings etc. What would you say the outfit cost from head to toe? \$100... \$200... well ladies I want to show you how you might want to invest that money in something that will never go OUT of style and it will always make you LOOK and FEEL great everyday..."

## **"Now my favorite part... I get to show you our incredible sets!"**

- \* Review the sets with your Build-A-Bag placemat
- \* Always offer ANY TWO SETS for \$99 and ANY FOUR SETS for \$199
- \* When they purchase ANY FOUR SETS they receive the Travel Roll Up Bag as a FREE gift with purchase
- \* Romance the bag!!!
- \* "As a reminder we take Visa, MC, Discover, Check or Cash... and my hostess program."

## **"How many of you like to win prizes? (flip hand up fast) Great!"**

"Now I'm going to share "Some FUN facts about Mary Kay" with you and have a drawing for a door prize! (or give raffle tickets. Share the "19 Reasons why you love your Mary Kay Business" and tell them about our \$1,000 CASH drawing. (only if you are participating in it and have paid your \$5.00). Give them time to ASK questions about our career and give them tickets for each question, then do the drawing for the last gift on the table.

## **Have the hostess serve refreshments while you help each guest with her order. Ask:**

*"Did you have fun tonight?"* (shake your head YES and smile)

*"How does your face feel?"* (feel the back of your face so she follows you)

*"What sets would you like to start with tonight?"* (look down and begin to write her order when she speaks, be sure to suggest other items, upsell)!!

## **You should already have a DATE for her second facial which is her Color Appointment**

- \* See if she wants to invite a few friends to get Hostess Credit.
- \* Select at least TWO people to hear more about Mary Kay, set up coffee with them and call your Director to come and assist for your training. These usually are the SPARKLERS at your party... call your DIRECTOR and tell her about your party immediately when you get in your CAR or HOME!

*A great way to ensure future appointments is to mention their **COLOR APT** several times during the party. Since you spend very little time on color in the Face Race, your customers will want to schedule another appointment with you. If they share their second facial with a few friends, you can give them hostess credit (free product). A fun game to play during the class is every time you say "**COLOR APT**" the first person to raise her hand gets a ticket. Say it several times during the party and when at the close of the party you go to schedule it with them, they will know EXACTLY what it is...*

## **After the party...**

- \* Call your Sales Director and let her know THREE things:
  1. How many guests I had at the party & how many SETS did I sell?
  2. How many BOOKINGS did I get for future business?
  3. Who there do I want to recruit on my team
- \* Clean your mirrors for the next party
- \* Add customers to your Preferred Customer Program on [www.marykayintouch.com](http://www.marykayintouch.com)
- \* Follow up with anyone that did not purchase at the party
- \* Turn in your "19 Reasons I Love Mary Kay" sheets to ME, your Sales Director!!