

Compact Clinic Party Tips

Supplies

- | | |
|--|---|
| <input type="checkbox"/> Disposable Applicators | <input type="checkbox"/> Mary Kay® Mascaras |
| <input type="checkbox"/> Cotton Balls | <input type="checkbox"/> Mascara Sampler Wands |
| <input type="checkbox"/> Oil Free Eye Makeup Remover | <input type="checkbox"/> Mary Kay® Mineral Eye Colors |
| <input type="checkbox"/> Color Cards | <input type="checkbox"/> Mary Kay® Compacts |
| <input type="checkbox"/> Color Checklists (From the Mineral Makeover Party Pack) | <input type="checkbox"/> Mary Kay® Compact Pros® |
| <input type="checkbox"/> Cosmetic Display Tray | <input type="checkbox"/> Mary Kay® Compact Minis |
| <input type="checkbox"/> Lipstick Caddy | <input type="checkbox"/> Look Books |
| <input type="checkbox"/> Mary Kay® Eyeliners | |

Goal of the Compact Clinic

Help guests pick their favorite compact and fill it with their favorite Mary Kay® colors.

Booking Dialogue

“Hi Sara, this is Valerie your Mary Kay Independent Beauty Consultant! Mary Kay has just launched an adorable new Compact Mini and I know how much you love your current one. You will definitely want to see the mini. Is there any reason why you wouldn’t want to get some girlfriends together for a fun color party and everyone can pick their favorite compact and fill it with their favorite colors? And while we’re at it, we’ll get you entered into the sweepstakes (details to come).”

Party Prep

1. Go to Party Central on Mary Kay InTouch® and send the Marvelous Minerals or the generic Beaute-Vite®.
2. Consider printing a pad of Color Checklists through the FedEx Office DocStore. These are located on Mary Kay InTouch® in Party Central with the Party Pack materials.
3. Go to the Mary Kay® YouTube channel and get familiar with the new Mary Kay® Compact commercial. Consider posting on your Facebook page and having it readily available on your smart phone to show potential or current customers. This is a great way to attract the Gen Y customers.
4. Visit the Resources tab on Mary Kay InTouch® and get familiar with the company advertising and product integrations currently running. Chances are your customers have seen the print or TV ads and may have questions. Consider purchasing the publications that showcase our products to have handy for guests at the party. Third party promotions can be a great way to generate excitement among your customers.

At the Party

1. Set up a color playground where guests can play with all of the beautiful Mary Kay® Mineral Colors and choose from the fabulous compact trio.
2. Your guests will most likely want to see anything and everything that can be carried in the compact they choose, so consider displaying Mary Kay® Sheer Mineral Pressed Powder, Mary Kay® Crème to Powder Foundation, Mary Kay® Mineral Cheek Color, and Mary Kay® Brow Tools and applicators.
3. Make sure to have several copies of the Look on hand so guests can choose an existing color look instead of putting together their own.
4. Have guests mark off the items they are interested in on the Color Checklist as they go. This will make it easier during your individual consultations at the end of the party.
5. Consider streaming the Mary Kay® YouTube channel during your party to get guests excited about Mary Kay® products.