

Are you Ready to Start the Holidays with Style?

& Sparkle!

By hosting a Sparkle! Open House and following the tips below, you can help your customers have fun while they get a head start on their holiday shopping, and you will be on your way to celebrating a successful season.

Entice with an invite.

We recommend using the Sparkle! Open House invitation to tell your customers about the festivities. You can include the invitation in product orders or hand it out to customers at your skin care and color parties. You might want to call your guests to confirm their attendance before the event.



Serve simple snacks.

You don't have to spend a fortune on catering to throw a fantastic party. Consider serving time-saving appetizers like pre-made mini quiches or break-and-bake cookies. You also can stay true to the theme by providing glasses rimmed with popping or fizzing candy and flavored syrups with sparkling water so your guests can create their own "sparktails."

Dazzle with decorations.

This holiday season is all about twinkling tinsel and brilliant bulbs, so we suggest setting the mood with upbeat holiday music, decorating with silver tablecloths and adding pops of berry and teal for a modern twist on the traditional red and green color scheme. You can even use colorful candies as inexpensive decorations.



Create a product playground.

Consider setting aside a table for showcasing your product offerings. By setting the stage with the merchandising options from MKConnections® and artfully placed ball ornaments, you can get your customers in the gift-giving mood. We suggest browsing the Brilliant Bundles page for product and presentation inspiration.

Meet and greet.

As your customers arrive, let them experience the new limited-edition Pomegranate Satin Hands® Pampering Set. Then, make sure each guest has a shopping basket, pen and a Sparkle! Wish List so she can conveniently shop for others and jot down her own desired gifts. You also can offer free gift wrapping and pre-holiday delivery.



Do a festive follow-up.

If some of your customers are unable to attend, you can send each woman an MKecard and invite her to throw her own party. Sending thank you notes to your guests is also a nice gesture.

Thank you