

Trend Party Tips

Supplies

- Mirror With Tray (1 per guest)
- Cotton Balls
- Oil Free Eye Makeup Remover
- Look Books
- Trend Report
- Cosmetic Display Trays
- Lipstick Caddy
- Lipstick Caps
- Color Cards
- Lipstick Samplers
- Mascara Samplers
- Lip Gloss Samplers
- Eyeliner Samplers



Goal of the Trend Party

To offer your customers a fresh new look for the season.

Booking Dialogue

“Hi Susan, you know you’re one of my best customers and Mary Kay just launched the new Fall/Winter Fashion and Trend Report. This is a great time for you to get some friends together and I’ll help you all find a new look for the season!”

Party Prep

1. Visit Party Central on Mary Kay InTouch®. Send the Trend Party Beaute-Vite.
2. Consider sending guests a link to the E-Catalog and the Mary Kay® Virtual Makeover on your Mary Kay® Personal Web Site.
3. You can e-mail the Trend Report or post it to your Facebook page. Your customers can print it, forward it to friends and send their comments on electronic sticky notes!
4. Consider buying fashion magazines that show elements of the trend and have them displayed at your party to show customers that Mary Kay® products tie to the trend.

At the Party

1. You can use the makeup application tips in the current version of The Look to help your customers apply the color products.
2. You can suggest that your hostess take the quiz in Trend Report and model the look that best suits her personality.
3. Most importantly, let guests have fun and experience Mary Kay® color!

***The above are suggestions on conducting a trend party. All parties are unique so please feel free to add your personal touch.**