

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.**

