

Mary Kay Skin Care Party/Class

Party Set Up

Ask the Hostess where you'll be conducting the party. Set a beautiful table. You can use a pink or black tablecloth and put the roll-up bag in the middle if there's room. Set up a tray for each person with the products they will be using that night ahead of time. Each person should also get a foundation brush and a skin care class packet containing a facial cloth, mascara wand, 2-3 cotton balls, a customer profile card, a sales ticket and a pen. Hair bands are nice to pack too!

You can use your sets sheets as placemats or you can put them inside your packet for each guest. Some consultants even laminate them with the hostess program on the back and re-use them!

Set up your "office," where you'll be doing your 1-on-1 appointments at the end of the party. Have your products to sell, date book, hostess packets, money bag, calculator, extra sales tickets, and the recruiting hotline #. Remember during your 1-on-1 consultation to sit so your guest will have her back to the crowd. This keeps her from being distracted.

Before the Class Begins

As guests arrive, have them try Satin Hands with the Hostess.....or you may want to showcase Microdermabrasion on the back of one hand at the sink.

Microdermabrasion is a product we normally use on our faces to **deeply exfoliate** and make our skin appear more youthful. I'm going to have you try it on the back of your hand today! Go ahead and get the back of one hand wet, and I'm going to squirt the first step called "**Refine**" onto it. Massage that into your hand, then rinse and dry. There are actually **aluminum oxide crystals** in this product that get rid of all of the dead skin cells on the surface of your skin. We'll follow that up with the 2nd step, called "**Replenish.**" This soothes the skin and softens it after the exfoliation process. Doesn't that feel good?

After Satin Hands or Microdermabrasion, guests can sit down and fill out their profile cards. As they fill out cards and others are still arriving, stripe test each person with mineral powder foundation, shake powder into the large oval in her tray, and write her shade on the back of her profile card.

Introduction

Hello, my name is _____ and I will be sharing a little about myself in a bit, but first I would like to welcome everyone and thank hostess's name for hosting this party. It's the greatest compliment you can give me to introduce me to your closest family and friends, so I'm grateful that you gathered these women tonight. Thank you. _____ is earning Hostess credits tonight, and I'll tell you about all that in a minute, but I also have a gift for her! Thanks _____ for being a great Hostess!!!! (give her a small thank you gift)

Let me tell you what to expect at tonight's appointment. First, we are going to focus on skin care. You are going to try our Timewise Ultimate Miracle Set before playing with a little bit of color. You will be doing a "dash out the door" look tonight while hostess's name gets a full color look. You can choose to do your color appointment at our monthly advanced glamour class or at your own party like hostess's name. Finally, I will meet with you individually to answer any questions and to help you find what you are looking for.

Ok, now let's start with introductions! Share your name, how you know the hostess, & your favorite Mary Kay product if you have one.

Now, would anyone want to see all hostess's name can earn for free tonight? I love helping people get their Mary Kay products free!

Go through your hostess program here!

Go ahead and turn to pages 4 & 5 in your beauty book and I want you to read about skin and what is happening with it in your age bracket and then the one you'll be heading into next! Any scary realizations? Tell me something you learned! My job is to help your skin look its best, no matter what your age! Just remember that it's always easier to prevent than it is to repair! How old you are is your business, but how old you look is mine.

Ready to get started with some products?

Put oil-free eye make up remover on one cotton pad.

Oil Free Eye Makeup Remover

The first product we'll use is **one of our best-selling products**, oil-free eye make up remover. Anyone currently use this product? What do you love about it? It removes all eye make up, even waterproof mascara easily. It's safe for contact lens wearers, and leaves no greasy residue. It even gets rid of eyelash mites! We call this product "**The Critter Getter!**"

Now, let's turn to pages 6 & 7 in your beauty book and let's talk about miracles! Anyone feel like your skin needs a miracle?

This skin care collection delivers 11 benefits you need for younger-looking skin. The Miracle Set cleanses, exfoliates, freshens, moisturizes, protects, smoothes, helps reduce fine lines and wrinkles, firms, softens, energizes and rebuilds! Whew! That's a miracle in just 4 products!

3-in-1 Cleanser. Let's start with your 3-1 cleanser. Go ahead dip your fingers into the water bowl in front of you and wet your face just a little. Now, dip your fingers into the cleanser and massage this product into your skin, avoiding the eye area. Then dip your wash cloth into the water to wet it good and then remove the cleanser from your face. Go ahead and do this while I tell you about what this cleanser does. First, it comes in two formulas – one for normal to dry skin and one for combination to oily skin. We're using the one for normal skin tonight because the combination to oily formula really requires a sink for best application! Do you feel the beads in your cleanser? With those beads in just one product, you're **cleansing, exfoliating and freshening** your skin!"

Day & Night Solutions. The next two products you're going to try are our Timewise Day & Night Solutions. I always say that these work together better as a team. They are both great individually, but even more powerful together....sort of like Batman and Robin! They work together to **fight the signs of aging in your skin.** These are **NOT moisturizers**...they're age-fighting products.

Go ahead and put the day solution on your face, being sure not to get too close to your eyes.

The Day Solution has an SPF 35 sunscreen, which protects the skin from both UVA and UVB rays. Does anyone know the difference? UVA rays cause aging and UVB rays cause burning. Day Solution contains a **full-spectrum sunscreen** that protects the skin from both! This product also **relaxes expression lines and softens the skin.** This product is great for building collagen in your skin.

Then, since we have the day solution already on our face, let's try our night solution on another place of the body. Normally, you would apply this to your face at night, but right now you're going to try it on the back of your elbow. Go ahead, give it a try!

The Night solution has these little beads in it called **Nutribeads.** They are filled with **vitamins and peptides** that fight aging while we sleep. Think of this like your "Beauty Sleep in a Jar."

Normally, you would use the day solution in the morning after cleansing your face, then the night solution at night right after your cleanser!

Timewise Age-Fighting Moisturizer.

The final product in the Miracle Set is the Timewise Age-Fighting Moisturizer. Like our cleanser, it comes in two formulas, and we do offer this moisturizer with sunscreen as well. Go ahead and smooth your moisturizer into your skin all over your face. Doesn't that feel great?

Firming Eye Cream.

Let's finish our skin care regiment with Timewise Firming Eye Cream. Does anyone know why you need a product specifically designed for the skin around your eyes?

The skin under the eye is **1/3 of the thickness of the skin on the rest of your face**. You also don't have any oil glands under that skin, so it shows the signs of aging more quickly than any other area. It also helps with **dark circles and fine lines and wrinkles** around your eyes.

Go ahead and stipple this product with your ring finger under your eye and out in the area where we start to see crow's feet.

Before we move on, go ahead and turn to pages 8 & 9 in your beauty book. Timewise is not our only skin care line. On page 8, you can see our **Botanical Effects** skin care products, which are great for anyone who isn't quite ready for age-fighting products or for anyone with very sensitive skin.

On page 9, you can see our **Acne-Fighters Set** for those with persistent or occasional acne breakouts. If you feel like you could use the benefits of one of these lines, we can discuss that at our individual consultation at the end and you could try those products at your **color appointment** too!

Satin Lips. (optional to do at your party)

Do I have any Chap Stick addicts here tonight? Let's talk about a cure for your dry, chapped lips – it's called Satin Lips! Part of the reason Chap Stick comes in 12 packs is because it creates an addiction! I NEVER meet anyone who uses that product only 2-3 times a day. They usually have one in every pocket and room of their house! You should never have to use any product 40 times a day.

Lip Mask.

Satin lips has 2 parts to it. The first you only use 2-3 times a week, and it's a mask. Go ahead and massage it into your lips in a circular motion. It'll feel sandy, sort of like you kissed a beach!

Referrals.

While that dries, go ahead and turn your customer profile cards over and we're going to play a little game! Grab your pens and your cell phones!

Does anyone have any friends or family members who could who are over-worked and under-pampered and could use a special gift? This is what I call my "Gift of Friendship" offer! I'm going to give you 3 minutes to write down as many names and phone #s as you can of those women.

Then I will call and offer them a gift of friendship from you that is a \$10 gift certificate redeemable at a complimentary facial! AND, whoever writes down at LEAST 5 names tonight gets 1/2 off any one item! Whoever writes down the MOST names and #s gets an additional special gift from me! Ready, set, go?

Lip Balm. Okay, now, let's wipe your lip mask off with your wet cloths, and then put the second step on, the lip balm. This is what can replace your chap stick! You'll go from 40 applications a day to 2 or 3! Don't your lips feel so soft?

Okay, now let's talk about foundation!

Foundation Primer. Before any kind of foundation, everyone needs a great foundation primer. Go ahead and take your fingers and smooth your primer all over your face. You'll love how silky and soft this product feels. I like to call this product "**pot hole filler**" because it fills in all the imperfections of the skin. And has anyone ever gotten to the end of the day and wondered if they actually put foundation on? This product will keep any kind of foundation on your skin all day long! It's like a **foundation magnet**!

While we let the primer set, I'd love to:

Option 1 - Share Quick I-Story and say, if anyone wants to hear more about our company or how you can make extra money, let me know and I will give you information before you leave. Have your guests fill out the Guest Survey sheet for door prizes.

Option 2 - Share a little of my Mary Kay story with you and to show you some pictures of my Mary Kay journey so far! Share dream book. Have your guests fill out the Guest Survey sheet for door prizes.

Option 3 - Give you a phone number to call within 24 hours to be in our drawing for \$1000 cash. Who will promise me to be on the call and get a Free _____ for listening within 24 hours? Have your guests fill out the Guest Survey sheet for door prizes.

Option 4—Give out a marketing sheet such as “More about MK “ and do a quick marketing and have them fill it out.

Okay! Go ahead and turn to pages 10 & 11 in your Beauty Book. You can see on these pages that we have a large variety of foundations available in Mary Kay. We're going to use our (mineral powder foundation) tonight because it's our best-selling foundation, (or say whatever type foundation your are using) *but if you feel a liquid or even a tinted moisturizer might be better suited for your skin, we can talk about that in your individual consultation at the end. It's also something you can try at your **color appointment**.*

Mineral Powder.

Go ahead and grab your brushes, swirl them in the powder and then tap on the side of your tray to get rid of the excess product on your brush. Starting in the center of the face, work your way out in a circular motion and **buff the product into your skin**. It's always better to do several light coats of mineral powder than one heavy one.

It's now a good time to stop and just FEEL your face. How does your skin feel to the touch? Look in the mirror. Anyone notice any difference in how it looks?

Go ahead and turn to pages 12 and 13 in your beauty books, and we're going to review some of the products: On page 12, you see our microdermabrasion set, I like to think of it as satin lips for your whole face! Your face feels as soft as your lips after using it!

Then on page 13, you see the firming eye cream we used, along with several other eye products. If you struggle with puffiness or darkness, products like the Eye Revitalizer might be just what you need! We will try those at your **color appointment!**

OPTIONAL TO SAY ABOUT THESE PAGES:

On pages 14 and 15, you'll also see some more powerful anti-aging products if you're ready to take an extra step in fighting the aging process.

The Serum + C on page 14 on the far left is a product that **lifts and firms sagging skin**. One of the consultants in our unit sells this product to everyone she knows by showing them her before and after pictures. She laughs and says **she used to have 3 chins and now only has 2** since Serum + C came into her life!

The Night Restore & Recover is a product that you use at night only. Remember the night solution we used earlier with the nutribeads? The two together are your most powerful duo! This is a powerful night cream that enhances your regular skin care routine. Anyone who is super-concerned with aging should add this to her daily skin care routine.

And then page 15 features the two products in our line that fight uneven skin tone, discoloration and dark spots. One is Even Complexion Essence, a serum that you use in the morning and at night all over your face. Its partner product is Even Complexion Mask, which brightens the skin and also fades sun spots and discoloration.

I want you to know that as your consultant, I'm here to help you with ALL of your skin issues. If you are concerned or have something you want to fix about your skin, just let me know in your individual consultation and we can talk about what products would be most helpful for you.

Dash Out the Door Look

Let's move on to our "dash out the door" glamour look! While this isn't going to be NEARLY enough color if you're a glamour girl, **it will get you home safely!** And if you don't normally wear a lot of color, no worries – this is very minimal! I would love to do color with all of you now, but we'd be here all night! Come to our monthly advanced glamour class OR we'll do your color look when you're the hostess at your own party!

Cream Eye Color (*Scrape a little in trays with spatula. Beach Blonde for ivory/beige skin. Iced Cocoa for bronze/ebony skin.*)

Option 1 - First, we're going to use a little cream eye color. Take your finger and smooth this color all over your eye lid, from your lash line all the way up to your eye brow. You don't need a lot.

Option 2 - Or use 2 eye colors. Use the lighter color as a highlighter & a darker on as the base on the lid.

Mascara

You can use either ultimate or lash love mascara.

Bronzing Powder.

Use cotton ball to apply. Rub a little of the bronzer on one side of the cotton pad. Sandstone for anyone with an ivory foundation. Bronze diva for everyone else.

Today, we're going to use bronzer as a cheek color but at your color appointment, we'll teach you how you can also use this product to contour the face. Take your cotton pad and just dab the product lightly down your cheek bone. It'll look a little strange until you flip the cotton pad over and blend it with the clean side. It's a nice, natural cheek color for everyone.

Lip Gloss.

If you want just a few testers, you can't go wrong with fancy nancy, beach bronze & berry tart. Let the guests choose which shade they want to try. Scrape the product into the tray and they can use their fingers to apply.

Okay, now before I walk you through some of our sets, let's do a little clean up. Go ahead pile all of your garbage on top of your tray. (If you use skin care class packets, have them put garbage into the empty clear bags). Then, after your garbage is out of the way, you can go ahead and snap your mirror flat into the tray and pass those and your foundation brushes this way. Find your pen and your "Spectacular Sets" sheet and pull that out for me!

Great! Did everyone have fun tonight? Super!

Before I meet with you individually, I'd like to show you some of our "spectacular sets" so that you know how to get the best deal on your product purchases tonight.

Table Close.

I'd like to close by showing you how you can take home the products you loved tonight. Go ahead and pull out your "Spectacular Sets" place mat and let's look at our sets and specials. I'll start with our awesome travel roll up bag. You can roll it up and it **fits perfectly into a bag or suitcase**, and then you can **hang it on the back of a bathroom door**. Many of my clients who don't have a lot of counter space in their bathrooms or who don't like a lot of clutter keep all of their products in this hanging bag. Each of the **pockets velcro** off too!

REVIEW THE SETS ON WHATEVER PLACEMAT OR CLOSING SHEET YOU ARE USING....

Then say.... We do accept cash, credit card, check or the "Husband Will Never Know it Plan," (Smile!)

Collect profile cards and say... While (hostess) serves refreshments , I will be meeting with each of you individually. _____ Why don't you come with me first.?

Individual Close

1. So _____, did you have fun tonight? Great!
2. How does your face Feel? It looks great?
3. _____ if money were no object (or let's say you had just won the lottery, which sets would want?
4. So, what feels comfortable to you, _____ what would you like to take home with you tonight?

Fill out sales ticket & fill order. If purchasing skin care, set up a time in the next few days to check in with her on her products.

Would you like to do your color appointment at our Advanced Glamour class or would you like to gather some friends and get products for free?

Set up date and time for either one! Give hostess packet when booked as a hostess!

5. _____, I know this probably not anything you have ever thought of before, but I couldn't help but notice _____ tonight.... Would you be willing to listen to some more information about Mary Kay to help me reach my goal this month?

FIRST, schedule the follow-up call

THEN, give her the hotline # and access code and instruct her to listen before the call.