

<ul style="list-style-type: none"> <li>✓ Opening / Welcome Guest</li> <li>✓ Introduction of Guests ( Introduce self / “Tell us what you do during the day” )</li> <li>✓ Thank Hostess - Hostess Gift(s) Hostess Reads Your Bio</li> <li>✓ This will be the first of two appointments I’d like to hold with you.</li> </ul> <p style="text-align: center;">*Incidentally, feel free to take notes in your Beauty Book</p> <p><b>P 2 - (tape or paste in the lower right hand corner)</b></p>	<ul style="list-style-type: none"> <li>✓ Let me tell you the process of this Skin Care Class: (tape on faces)</li> </ul> <ol style="list-style-type: none"> <li>1. First, our main Focus is on Skin Care, which is our most important beauty element. We all love color, but if our skin isn’t cared for, all the lipstick and cheek color will not give you the healthy look your after.</li> <li>2. Second, we will finish with a neutral cheek and lip color I’ve picked out, so you’re not leaving here feeling naked. At your Color Appointment we can personalize a look specifically designed for you. Does that sound okay?</li> </ol> <p><b>P 3 - (write) since time doesn't allow for detailed glamour</b></p>
<p>Let me tell you how Mary Kay is different from other Cosmetic companies.</p> <ul style="list-style-type: none"> <li>✓ We bring the counter to you ( shop at home convenience )</li> <li>✓ Teaching approach to skin care and makeup</li> <li>✓ “Try before you buy” &amp; 100% customer satisfaction</li> <li>* Experience POWERHOUSE Skin Care</li> <li>✓ Updates through mailings each quarter ( no more mall traffic )</li> <li>✓ You get ME every time you need some pampering or reorders or makeup tips!</li> </ul> <p><b>P 5 - (tape or paste in upper left)</b></p>	<ol style="list-style-type: none"> <li>3. Third and finally, at the end of the class I will sit down with each of you for your individual consultation. At that time I would like to get your feedback on the products you’ve tried tonight and answer any questions you have. This will also be your opportunity to purchase anything you may want to have, but there is no obligation. I accept Check, Cash, Visa, M/C, Discover or the HUP plan ( Husband Unawareness Plan-where you pay with a little cash, little check, little credit card. ) (tape on lower right)</li> </ol> <p><b>“FLIP YOUR BEAUTY BOOKS TO TO THE BACK COVER, I WOULD LIKE TO SHARE MY HOSTESS PLAN WITH YOU, but 1st I would like to thank_____</b></p>
<p>6 Reasons why women start their own Business with Mary Kay: (MRS CAB )(tape in lower right corner)</p> <p><b>M</b> – Money ( Earning extra \$50 a week, \$1000 a month, Financial Freedom ) *this goes on back cover pg24</p> <p><b>R</b> – Recognition/Prizes</p> <p><b>S</b> – Self Confidence / Self Esteem / Personal Growth</p> <p><b>C</b> – Car Program ( 100% Lease paid, 85% insurance ). Anyone can earn a Free car in the first 1 – 4 months in the company.</p> <p><b>A</b> – Advantages ( Faith 1<sup>st</sup>, Family 2<sup>nd</sup>, Career 3<sup>rd</sup>, Tax deductions, no quotas, no territories, FREE on-going training &amp; support )</p> <p><b>B</b> – Be your own Boss, no one to tell you what to do, when to take vacation. Your in this business for yourself, but not by yourself.</p> <p><b>Go around table to find which one(s) would appeal to each guest</b></p>	<p>There are 5 Basic essentials to healthy skin to be done EVERY DAY: cleanse, exfoliate, freshen, moisturize and foundation to protect. MK has developed a patented skin care system where 3 of your 5 essentials to healthy skin are in one easy step ( TimeWise 3-in-1 Cleanser )</p> <p>As quick and easy as brushing your teeth. This product is to be done twice a day ( am / pm ) as well.</p> <ul style="list-style-type: none"> <li>✓ Time to apply TimeWise Cleanser, avoid eye area.</li> <li>✓ Explain TimeWise Moisturizer, then apply (oil free).</li> </ul> <p><b>P 6 Discuss the Miracle Set (next page, page 7)</b></p>
<p><u>page 9 Foundation:</u> <b>FOUNDATION IS PART OF YOUR SKIN CARE ROUTINE, IT IS NOT MAKEUP!!</b> It protects your skin against all the pollutants in the environment and acts as a shield. This is a very important step in your skin care process. We have 4 different types of Foundations: Cream, Crème-to-Powder, Dual Coverage, &amp; our new Med or Full Coverage. Go ahead and apply foundation.</p> <p><b>GO TO PAGE 10. - Microdermabrasion(apply to elbow - read)</b></p>	<p>Before we apply the neutral look I have chosen for you, we will turn to page 21 for your AM &amp; PM routine, then we will play a game!</p> <p>One way I grow my business is by referrals, on the back of your profile cards is 5 spaces for names and numbers of women who you think would enjoy some extra pampering. The first person to have the most names before 2 minutes is up will win a free gift. Ready, Set, GO! P 11 .....after, turn to page 14</p>
<p>Like I said in the beginning, I have chosen a neutral look for you tonight. If you do not like it don’t worry we will customize the look you’re after at your color appointment. If you share your color appointment with 4 friends, you will receive at least half if not all your color products for FREE. Example: Color 101 for \$50.50</p> <p>T/W Dual Coverage Foundation/Pressed ??</p> <p>*After face to face race, flip to page 19</p> <p><b>P 15 .....Face to Face Race..eyepriemer, cheeks, med shadow,lips</b></p>	<p><b>COMPLIMENT TIME!! ( Have GUESTS compliment each other ) (tape or paste under the work miracle)....pg19</b> This completes our skin care and color portion of the class. Now let me tell you about some of our sets. Like I said in the beginning there is no obligation to buy anything, but I will tempt you!</p> <p>Go to page 19, use insert too</p> <ol style="list-style-type: none"> <li>1. UlimatMiracle Set ( MOST IMPORTANT SET \$189 )</li> <li>2. Miracle Set \$ 104</li> <li>3. BasicSet 54</li> <li>4. Color101 Set 110 (go to P15) now, to page 20,closing</li> </ol>

<p>*Note: Glue Sticks or double sided tape works great</p>																	
<p><b>OFFER GROUP OPPORTUNITY: (tape to bottom of page 19)</b>          In the beginning I shared with you why women start their own business with Mary Kay, if you are intrigued by what you saw tonight, let's talk. It's \$100.00 plus tax/shipping to start your own business. You'd be in business for yourself, but your not alone. I will service you forever as a great customer, but if you decide to go from customer to consultant, I would love to have you on my team.</p> <p style="text-align: center;"><b>START GROUP CLOSE. P20</b></p>	<p>great and confident and sexy. There is no reason why you shouldn't feel this way everyday. Life is too short to feel and look good just once or twice a year. Do it <b>everyday!</b> It all starts with your skin and how it looks and feels. When you look in the mirror and love how your skin and face looks, you will feel great and everyone around you will feel your confidence and inner beauty. This is an <b>everyday, everywhere TRAVEL bag essential</b> to a healthy look, feeling great and confident each and every day. We all deserve this!!</p> <p style="text-align: center;"><b>"ANY QUESTIONS?" P17</b></p>																
<p><b>Group Close .....p20 a</b></p> <ol style="list-style-type: none"> <li>1. Did you have fun?</li> <li>2. How does your face feel?</li> <li>3. Any specific questions for me?</li> <li>4. If \$ were no object what would you like to take home tonight?</li> <li>5. * The next questions begin individual close</li> <li>6. ____ What did you decide on for tonight? MC, Visa, etc?</li> <li>7. Did you like the colors you tried tonight?</li> <li>8. Let's go ahead and schedule your follow-up advanced glamour appt.</li> </ol>	<ol style="list-style-type: none"> <li>9. What do you want to learn at your glamour appt that we didn't cover tonight?</li> <li>10. At every SCC I like to chose at least one women to be my future hostess and I chose you, I would love to work with you &amp; it would put me in the position to give you lots of FREE product. In fact I could give you half back in free product plus ____ just for sharing your appt with a few friends. How about the women you listed on the back of profile card.</li> <li>11. Coach class ( give hostess packet, confirm date/time, tell her you will call her for the list of names and phone numbers. )p20b</li> </ol>																
<p>One of women's biggest concerns is aging-and the first place to age is our face: *tape or paste to lower right hand corner</p> <p>Here are when the wrinkles can start: (discuss Highlighting Pen)</p> <table border="0"> <tr><td>Age 20</td><td>No wrinkles</td></tr> <tr><td>25</td><td>Forehead and laugh lines appear</td></tr> <tr><td>30</td><td>Crows feet develop</td></tr> <tr><td>40</td><td>Permanent wrinkles from ears to neck</td></tr> <tr><td>50</td><td>Nose, earlobes and chin creases form</td></tr> <tr><td>55</td><td>Folds on neck begin to form</td></tr> <tr><td>60</td><td>Mouth wrinkles deepen</td></tr> <tr><td>70+</td><td>Wrinkles overlap and criss-cross</td></tr> </table> <p style="text-align: right;"><b>P14</b></p>	Age 20	No wrinkles	25	Forehead and laugh lines appear	30	Crows feet develop	40	Permanent wrinkles from ears to neck	50	Nose, earlobes and chin creases form	55	Folds on neck begin to form	60	Mouth wrinkles deepen	70+	Wrinkles overlap and criss-cross	<ol style="list-style-type: none"> <li>12 Establish customer service – I am thrilled to be your beauty consultant, I want to give you excellent service. Most of my customers prefer I call them every 3 months to check on them..does this work for you?</li> <li>13 RECRUIT – Select someone and give them a CD, set a time to talk and pick up CD p20c</li> </ol>
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<p>If you went to a dermatologist and asked them to prescribe something to minimize lines and wrinkles, they would prescribe something for you with Retinoids in it. ( HOLD UP DAY/NIGHT SET ) ...Pg7(tape)</p> <p>I'll save you the time and the expense because these products have it. When used with our Timewise Skin Care system after 8 weeks it is proven to :</p> <ul style="list-style-type: none"> <li>✓ Increase skin softness by 155%</li> <li>✓ Increase skin smoothness by 91%</li> <li>✓ Reduce the appearance of fine line and wrinkles by 48%</li> </ul> <p>SO AT AGE 70 YOU'LL LOOK LIKE YOU'RE 35! Try Day/Night on top of hand. P7 *now flip to page 9</p>																	