

# SKIN CARE CLASS NOTES

- Greet guests and give name tag
- Satin Hands
  - OPENING
    - \*MK best selling Skincare Brand for 15 years
    - \* 2 Billion company and in 48 countries
    - \* Research around the world
    - \* Good housekeeping seal of approval
  - I STORY
  - WHY USE MARY KAY
    - Buying mistakes drawer
    - Up to date in makeup
    - Up to date in latest products
    - Time – website
  - Hold any questions for the end because at the very end I will sit with each of you and answer any questions you have and talk about any problem areas etc....on an individual basis. (They should know up front that we meet with each person individually)
  - MIRACLE SET
    - Safe for sensitive skin
    - Non comedogenic
    - Frag Free
    - Oil Free
  - TimeWise Cleanser
    - Cleaning beads remove dead skin
    - Reduces fine lines by accelerating natural skin renewing process
    - Cleanse without stripping oils (soap example)
    - TALK ABOUT SECOND APPT.
  - MICRODERMABRASION
    - STEP 1 – energizes the skin to appear healthier. It has exfoliating crystals that feed

and nourish the skin from below to increase micro-circulation. This brings oxygen to the top of the skin to stimulate skin for a better appearance.

- Has a triple tea complex that aids in the rejuvenation process of the skin.
- Reduces appearance of the pores
- STEP 2 – It has a lavender serum that feeds the skin
- Immediately replenishes and soothes the skin to bring it back to balance
- Protects skin from environmental pollutants
  - RESEARCH AFTER ONE WEEK (2 uses)
    - 85% Had improvement in skin texture
    - 73% saw reduction in fine lines
    - 71% pores appeared smaller
- TimeWise Day Solution
  - Protects skin 35 spf
  - Protects against UVA which is sun rays that are block by the ozone layer
  - Protects against UVB causes most damage to skin and is not blocked by the ozone layer
  - Plays large part in a person's aging process if they are not protected
  - TALK ABOUT SECOND APPOINT
- Timewise Night Solution
  - Unique system of encapsulated vitamins and antioxidants, combined with collagen enhancing peptides to fade lines and wrinkles.
  - TALK ABOUT SECOND APPT.
- Timewise Moisturizer (can get with spf 35)
  - This emollient-rich lotion combines the action of 10 hours of hydration and a patented\* complex to accelerate the skin's natural renewal process, revealing firmer, smoother skin with fewer lines and wrinkles.
  - TALK ABOUT SECOND APPT.
- FIRMING EYE CREAM
  - As the skin ages it loses moisture and becomes porous, weakening your skins natural barrier that guards against free radical and environmental damage
  - Protects delicate skin around the eyes and counter acts damage
  - Combines the power of a collagen enhancing peptide duo that restores the structure of the cells
  - Has botanical extracts to keep the eye area moisturized

- MIRACLE SET RESEARCH STATISTICS
  - 83% reduction of fine lines
  - 100% more supple skin
  - 46% more even skin tone
  - Up to 25% improvement in skin elasticity
  
- FOUNDATIONS
  - FOUNDATION PRIMER
    - SPF 15
    - Acts as a visible buffer that not only fills imperfections
    - Gives your foundation all day staying power
    - Applies effortlessly
    - Dries quickly
    - Diffuses light to lessen lines and wrinkles
    - Makes pores appear smaller
    - Oil free and absorbs oil
  - 98% loved it because made their skin appear smoother and more even
  - 90% made skin look smoother
  - 85% pores appeared smaller
  - Made make up last longer
  - 81% skin looked healthier and firmer
  
- REFERRAL GAME.....WHO GIVES THE MOST GETS A PRIZE AND EXPLAIN THE BEAUTY OF FRIENDSHIP.....:)
  - I only call one time.....:) \$15 free gift from you and pampering session
  
- FOUNDATION TYPES
  - Crème to powder foundation
  - Mineral Foundation
  - TimeWise Matte Foundation for Oily prone skin
  - TimeWise Luminous Wear for drier prone skin
  
- UNDERTONES
  - Pink - do you burn and not tan
  - Yellow – burn and then tan
  - Olive – tan

- TIMEWISE FOUNDATIONS
  - Anti-aging
  - Special microspheres to absorb oil for all day wear
  - Transfer and humidity resistant
  - Lightweight
  - Applies evenly and smoothly and
  - Luminous has enriched skin loving jajoba which delivers extra hydration

## **CLOSING OF THE SKINCARE PARTY**

- TABLE CLOSE
  - Favorite outfit example
    - Shoes
    - Jewelry
    - How much did it cost?
  - If I could count how many women have said I wish I would have started using a skin care at a younger age.
  - GO THROUGH EACH SET
    - ULTIMATE
    - MIRACLE
    - BASIC
    - OR REPAIR / BOTANICAL
- INDIVIDUAL CLOSE
  - You have datebook, calculator, moneybag, change, lookbook for any pricing you need to look up.
  - Ask guests if anyone needs to leave quickly and do them first.
  - Ask them to pick up their profile card, Ultimate Miracle Set or Travel bag when they come into close
  - Have Hostess take everyone into the living room with the food and you can stay at table
  - If they don't leave, you go into the living room or another room. It doesn't work trying to close with everyone all around.

## ■ ASK QUESTIONS

- Did you learn something tonight
- Do you see how important skin care is
- Will be taking advantage of the Ultimate Miracle Set so you can get the \$30 Travel Bag free, free foundation brush and a free lipstick/gloss and your next appointment?
- Great.....which set would you like to start with tonight?
- Do you need a new mascara
- Did you want get the \_\_\_\_\_ (whatever supplement she has that she has concerns about on the profile card.

## ■ ONCE SHE GETS WHATEVER SET AND PAYS.....GET CARD/CHECK

- As you heard me talk throughout the party this is the first of two appointments. I need to see your skin in 7 to 10 days plus this is when we do you GLAMOUR APPOINTMENT to work on the shape of your face, eyes, proper blush placement etc.....
- Turn date book around and have her pick a date in the dates that are highlighted to when you work your MK business.
- Great.....were getting together anyway, who are two friends that aren't here tonight that you love to have fun with or a woman who you thought of for the gift of friendship who needs a little pampering. Invite them over and I will give you your ENTIRE GLAMOUR ORDER AT HALF OFF that night!

## ■ BRING IN NEXT PERSON.....