

# MARY KAY

Beauty Book

➔ Get the  
**skin**  
you want.

**As your guests enter the party, greet everyone.**

**Have them take a seat and finish filling out their profile cards**

**Match Foundation**

**Take everyone to the sink for Satin Hands & Satin Lips**

**Door Prize Drawings:** you want to have plenty of hand cream samples, color cards, sample packets, etc., wrapped beautifully. Don't be stingy with your prizes. These are inexpensive and you are giving lots of tickets away for the drawings. I give 4-5 prizes depending on my party size. Make sure it's something you would want.

**“Check Up Facial” game:** There are lots of ways to play this game. Every time you say the words “Check Up Facial,” the first person to raise their hand or say the word “Queen,” they get a ticket for the drawing.

Some like to pass a wrapped gift around and hand it to the first person who says “Queen” or “I want that” throughout the party - each time you say “Check Up Facial. At the end, whoever has it takes it home.

Some pass the gift to the next person in the row when they recognize you said, “Check Up Facial.” You can have them say “Pass It,” “Queen,” just have fun and do what you would enjoy.

**13 Tickets in the goodie bag:**

- 1 for coming
- 1 for being on time
- 5 for their 10 names & numbers for guest list
- 2 for booking
- 2 for asking 2 questions during marketing
- 1 for filling out opinion poll
- 1 for purchasing

# Make a Difference.

At Mary Kay, we believe that beauty comes from the inside and shows beautifully on the outside. Independent Beauty Consultants can enhance that beauty by offering products that delight and an opportunity that enriches lives. It's all about making women feel beautiful ... confident ... and connected!

Cover model is wearing Sweet Cream and Almond mineral eye colors, Shy Blush mineral cheek color and Café au Lait NouriShine Plus® lip gloss.



More than 2 million independent sales force members in more than 35 countries help women look and feel their best.



## WELCOME & APPRECIATE THE HOSTESS

I want to thank \_\_\_\_\_ (hostess) for having me here tonight. The greatest compliment anyone can give me is to introduce me to their friends. And because you girls came, she is earning a shopping spree with me, isn't that great!

Go around the room & meet each guest (here are some things you could ask)

**(1) Name & how do they know the hostess (2) Occupation (3) Previous experience with MK**

I'd like to explain how I run my business. Today, at the end of the facial, should you decide to become my MK Customer, I will see you again at your **check up appointment** in 2 weeks.

Today, I have prescribed a skin care regimen just for you. We offer 4 different product lines. Your profile card tells me which product line is best for your skin. We will know in 2 weeks if we made the right choice. At that time, we will also know which additional supplements you might need and you will have an opportunity to try them.

Today, we will be doing our "dash out the door" neutral colors. In 2 weeks, you will have the opportunity to try a beautiful "on trend look for the season" designed by the Mary Kay Make Up Artists.

At your **check up facial**, you will have an opportunity to share me with up to 5 of your favorite people. you will receive free products for doing so.

Additionally, I will see you every 3 months. That's how often your skin changes, you run out of products, and we get new seasonal products that match the fashions for that season. I want to make sure you are totally in the know and on trend.

So at the end of the party, we will have a private consultation to schedule your **check up facial**

In your goodie bag are 13 tickets for our door prize drawings tonight. Your goal is to get rid of all your tickets before the party is over!

So put a ticket in the bucket for coming tonight! Put another one in if you were on time.

# One Woman Can



Mary Kay Ash built her Company with a passion for changing women's lives for the better. She opened the door for women to look and feel good while having fun together and sampling innovative products. In fact, many consumers who love the products become Independent Beauty Consultants themselves to experience success on their own terms.

Mary Kay Ash also was dedicated to providing hope through charitable efforts. Today, through its *Pink Changing Lives*<sup>®</sup> program, Mary Kay supports women and children who are survivors of domestic violence.

**One woman's vision truly has made a difference.**

## **THE MARY KAY OPPORTUNITY:**

**Mary Kay Ash started this company 50 years ago to give women an opportunity to achieve financial success while balancing their lives & priorities on their own terms, God first, family second & career third & doing unto others as you would have them do unto you.**

**Now more than 2 million women in over 35 countries have the opportunity to live their dreams!**

**Mary Kay is dedicated to providing hope through charitable efforts. I love the Mary Kay Foundation that raises money for cancer research, the fight against domestic violence and MK partnered with “Love is Respect,” an organization committed to stopping teen dating violence.**

**So when you buy MK products you are a part of a company that gives back & you are helping fuel someone else's dreams.**









# Want the right skin care for any age?

Let me guide you!

Consistent use of a multistep skin care regimen from Mary Kay is essential for achieving and maintaining healthy skin and a younger-looking you! Whether you want powerful age-fighters, a fresh and simple skin care approach or targeted products for your specific needs, Mary Kay has skin care solutions for every age and need!

**How many of you could get excited about looking as young as possible for as long as possible. We're going to have a lot of fun and I'm going to teach you the proper technique to care for your skin. You'll be giving yourself the facial, that way everything you learn here tonight you can do at home.**

**Mary Kay is try before you buy or test before you invest, but you're under no obligation to purchase. But let me ask you, if you could see and feel a difference after one application, wouldn't you agree the products would be worth using?**

**And for your convenience I accept checks, cash, Visa, MasterCard & Discover. So when you fall in love with the way your skin looks & feels, I will help you find a way to take them home. Isn't that good to know!**

**Our products are 100% satisfaction guaranteed which means, no more buying mistakes thrown in your cosmetic drawer. Isn't that good to know!!**

**How many of you love to win prizes. Every time you hear me say **check up facial**, raise your hand. First one up puts a ticket in the bucket.**

**Are you girls ready to get started? Put your headbands on and hand me your wash cloths in your Goody bags.**

# Effective Age-

THE TIMEWISE®

**83%** had a reduction in the look of fine lines and wrinkles.\*

Up to **25%** improvement in skin resilience.\*

**100%** had softer, more supple skin.\*

**46%** visible improvement in more even skin tone.\*



## TimeWise® Miracle Set®

TimeWise® 3-In-1 Cleanser

TimeWise® Age-Fighting Moisturizer

TimeWise® Day Solution Sunscreen  
Broad Spectrum SPF 35†

TimeWise® Night Solution

Add your choice of any  
Mary Kay® foundation.

\*Results reported by a dermatologist after  
a 12-week clinical study

†Over-the-counter drug product



***\*\*\*VERY IMPORTANT, if you want to keep your party moving & shorten the time, you must  
Talk about the product while they are doing it. Don't tell about it then do it. Try it, it works***

**Open your books to page 6 & 7. This premium collection of age fight products delivers 11 benefits you need for younger looking skin all listed on page 7. It's called "The Miracle Set."**

**By your tray is a little cup of water, it's your portable sink.**

**We're going to start with step 1, top row, far left side, scoop it out and apply to your skin.  
This is the TimeWise 3 in 1 Cleanser.**

**If your cleanser is clear with purple beads add a little water to it.**

**This cleanser is giving you 3 steps in one, cleansing, exfoliating & freshening all in one step!**

**(hand wash cloth)**

**You wash your face every morning & every night. You never go to bed with your make-up on. Your pillow case is not a wash cloth!**

**Who remembers what the 3 things that cleanser does?**

**(whoever answers any of it have them put a ticket in the bucket)**

**While you're removing the cleanser, let's talk about the next step.**

# Do-It-Yourself Multitasker

## TIMEWISE® MICRODERMABRASION SET



The **TimeWise® Microdermabrasion Set** includes the key exfoliating ingredient used by dermatologists and follows up with a nourishing serum to help fight the look of fine lines, refine the appearance of pores and deliver beautifully smooth skin immediately — and in the comfort of your own home!

**You can experience these results after just one week.\***

**85%** saw improvement in skin texture.\*

**73%** saw a reduction in the appearance of fine lines.\*

**71%** saw smaller-looking pores.\*

\*In a consumer study conducted by an independent research facility



## **MICRODERMABRASION:**

**Turn your books to page 12. We're going to do a Microdermabrasion Spa Treatment**

**From this point on, we're going to apply the products to your right cheek area only.**

**In slot #2, scoop out Step 1, remember, apply it to your "right cheek only."  
Slightly dampen your finger tips and gently massage it around for 1-2 minutes.  
This step fights fine lines, make pores appear smaller and smoothes & softens  
the skin. If your face turns red, it's increasing your blood flow.**

***Hand wash cloth***

**You do not use this product everyday. You use it 2-3 times a week.**

**In slot #3 is **Step #2**, apply to the same side. This is the "Replenish Step.  
It's a rich serum containing vitamins, antioxidants & anti-irritants.**

***(Pick up profile card and fan the face to speed up drying time)***

**Now take the backs of your hands & feel both sides of your face. How many of you  
can feel a difference?**

**At your **check up facial**, you will get to do your entire face!**

# Daily Protection - Nighttime Renewal

## **Timewise Day Solution** Sunscreen SPF 35

Helps protect and shield the skin from Harmful UVA/UVB rays

Helps to relax Expression lines and soften their appearance



## **Timewise Night Solution**

Nutribeads are filled with vitamins and peptides that deliver highly effective antioxidants essential for the skin's renewal process

## **DAY & NIGHT SOLUTION:**

**Turn your books back to page 6 & 7.**

**These next 2 Steps (*show products*) we call “spanx for your face.”**

**How many of you know what spanx are? Do you know what spanx do?**

**In slot #4, is the Day Solution. Apply it to the right cheek only.**

**The Day Solution with SPF 35 to help protect & shield your skin from harmful UVA & UVB Rays.**

***(keep talking while they are applying)***

**The Night Solution is in slot #5. We’re going to Apply it to your throat today. You don’t put These two products on top of one another.**

**The small beads are Nutribeads filled with vitamins A C & E and antioxidants to fade away deep lines & wrinkles.**



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Add your choice of any  
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\*Results reported by a dermatologist after a 12-week clinical study

†Over-the-counter drug product

**TIME WISE AGE FIGHTING MOISTURIZER:**

**In slot number 6 is the TimeWise Age Fighting Moisturizer.**

**Apply it to your entire face.**

**This moisturizer gives you the combined action of 10 hours of hydration, plus powerful antioxidants that accelerate the skin's natural renewal process.**

**Use your moisturizer every morning & every night.**



# Seeing Pretty

## AGE-FIGHTING EYE ENHANCERS



Kiss Dry Lips  
Goodbye.

Treat your lips to the *Satin Lips*® Set for exfoliating and moisturizing bliss. Leaves lips feeling soft and smooth.

## Fight Fine Lines!

1

### **TimeWise® Firming Eye Cream**

In a clinical study, **96** percent of participants saw an improvement in the overall appearance of the skin around their eyes.†

2

### **TimeWise® Age-Fighting Eye Cream**

Nine out of 10 women saw less noticeable fine lines and wrinkles.††

3

### **Indulge® Soothing Eye Gel With Calming Influence™ Botanical Blend**

Contains botanical extracts reported to help reduce the appearance of puffiness.

4

### **TimeWise Repair™ Volu-Firm™ Eye Renewal Cream**

In just one week, **68** percent of women said it helped minimize the look of undereye bags and dark circles.†††

†Based on a 12-week clinical study

††Based on an 8-week clinical study

†††Results reflect the percentage of women who agreed with the statement during a 4-week independent consumer study.


**TIMEWISE FIRMING EYE CREAM:**

**We're going to firm up around your eyes with our TimeWise Firming Eye Cream. We call it the "Push Up Bra" for your eyes.**

**In slot number 7 using your ring finger, apply a small amount around your eye area from the outside corner in towards your nose.**

**It firms, brightens and provides intense moisture, plus minimizes fine lines & wrinkles.**

**Use the eye cream every morning & every night.**



Like what you see?  
**You can earn it for FREE!\***

**Free\* product. Fun times.  
Laugh. Play. Host.**

Turn your next appointment with me into a party to earn **FREE\* Mary Kay® products**. Just invite a few friends, and we'll work together to make your party a success. Start making your wish list now. Ask me about my hostess specials!

## **REFERRAL GAME:**

**One of the ways that we build our business is by meeting your girlfriends, co-workers, family, that couldn't be here today.**

**Who in your life would you like to gift with a free make-over & who would you like to invite to join you for your check up facial?**

**You get to return 5 tickets back to me when you make a list of 10 or more girlfriends names & phone numbers. There's 7 lines on the back of your card then write the rest down in the pink section.**

**We're going to race. Whoever has the most names, over 10, gets to put extra tickets in the drawing.**

**You have 3 minutes, go!**

## **Grab your Hostess Plan from their goodie bag**

**I love giving away free product! Is that okay with everyone?**

**Look at what else you get for free (go over the hostess plan)**

## **OPTIONAL:**

**I am going to pass around my available appointments for the next two weeks. Pick a date for your check up facial, write your name down throw 2 tickets in the drawing.**

**\*\*\*DO A DRAWING!**





# Flawless Finishes

MARY KAY® FOUNDATIONS

Foundation plays an important role in your skin care routine.

**Here's why:**

- It helps protect your skin from environmental damage.
- It helps give your skin a flawless finish by minimizing imperfections.
- It helps even out skin tone.



## **FOUNDATION PRIMER & FOUNDATION**

**Are you ready for a Flawless Finish!**

**Foundation primer spf 15, “Hollywood's best kept secret!”  
It fills in imperfections & acts like a magnet that gives your foundation real staying power.**

**In slot #8, scoop it out, apply to your entire face and blend using your finger tips.  
(let dry for about a minute)**

**Now we're going to apply your foundation. Today you are using either our Mineral Powder, TimeWise Liquid Foundation or our New CC Cream with SPF 15.**

**At your **Check Up Facial** you might like to try one of other fabulous foundations**





>> Let's schedule your follow-up appointment today to get your customized color look!

Model is wearing Moonstone, Sienna and Granite mineral eye colors, Black eyeliner, I ♥ black Lash Love™ Mascara, Sparkling Cider mineral cheek color, Plum lip liner, Berry Kiss creme lipstick and Icicle lip gloss.



## **DASH OUT THE DOOR COLORS**

**Are you ready to have some fun with color? We're going to do our "Dash Out the Door collection."**

**This is quick easy color when you're in a hurry! But don't forget, at your check up facial, you'll get that customized color look featuring our Mineral Color collection.**

**Apply the cream eye colors with finger or applicator. Apply the lightest shade on your eye lid and brow bone. Apply the darker color in your crease.**

**Apply Bronzing powder or cream cheek color for cheeks.**

**Apply Lip Gloss & Mascara.**

**Okay, it's compliment time. Take your headbands off, look at your neighbor & give Her a sincere compliment!**

**Did you girls have fun!**

**How's your skin feel - It looks great, right!**

PINK

## **PINK MARKETING**

**Okay girls, before I tell you how to take these great MK products home,**

**I know you still have a few tickets left, right??**

**It is my mission to share this incredible income opportunity with women who like me & millions of others wanted something more, want to make a difference. Maybe you need to earn a little or lot of money or need home office tax advantages, more friends, more fun, love prizes & praise or you need more positive influence & personal growth, **so just in case**, I am going to tell you the 4 reasons why women join MK. It may or may not be for you, but you owe it to yourself to hear the facts! **Then...** I will tell you how to give me back **2 more tickets!****

**Pull out your pink marketing cards:**

**P** stands for Products, **I** stands for Income, **N** stands for Nothing to lose

**K** stands for kit (**hand them the picture of the kit & set sheet on opposite side**)

**You get to throw 2 tickets into the bucket when you ask me 2 questions about our career opportunity...**

**In your wildest dreams if you ever considered joining MK, what would you want or need to know...**

## **TELL ME WHAT YOU THINK**

**Would you like to throw another ticket in the bucket. Fill out this form quickly.**

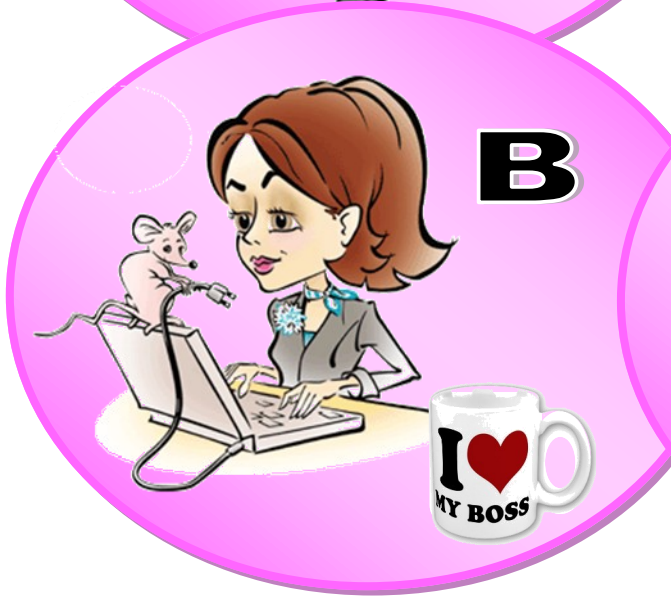
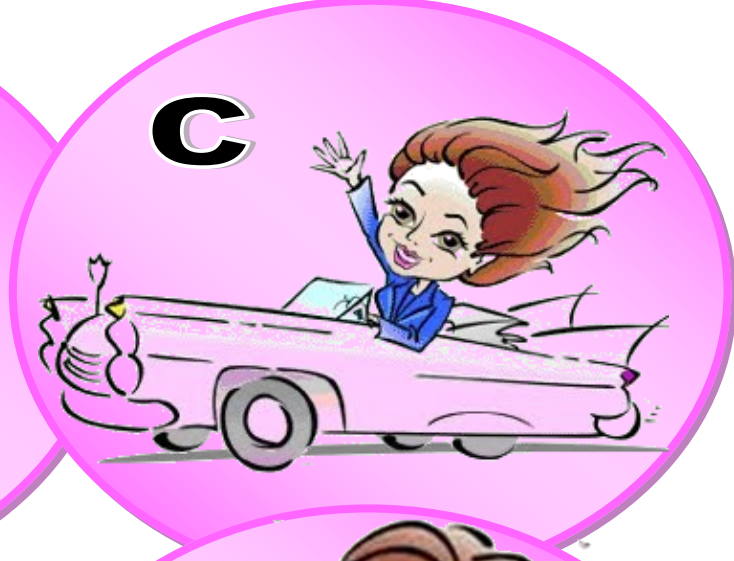
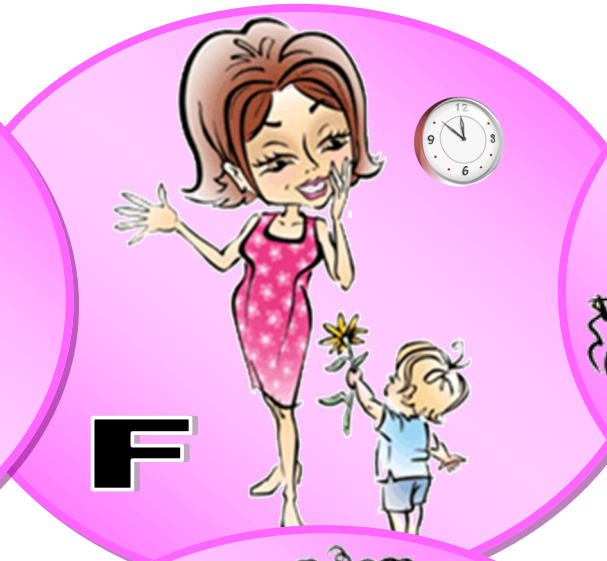
**When you get to the bottom to the A, B, C, I will tell you what to do...**

**A** I am ALL IN. Sign me up today

**B** I believe I am all in, but I have questions. Buy me coffee or coke

**C** I would just like to be your customer

Which ones appeal to you?



Elaine Gornet

pink changing lives



## MRSCFB MARKETING

Okay girls, before I tell you how to take these great MK products home, I know you still have a few tickets left, right??

It is my mission to share this incredible income opportunity with women who like me & millions of others wanted something more, want to make a difference. Maybe you need to earn a little or lot of money or need home office tax advantages, more friends, more fun, love prizes & praise or you need more positive influence & personal growth, so just in case, I am going to tell you the 6 reasons why women join MK. It may or may not be for you, but you owe it to yourself to hear the facts!

“If you can guess what each letter stands for, you get to put a ticket in the bucket!”

(Give them a ticket when they come up with any reasonable answer. Then expand on the idea.)

**M-Money** *Would you be interested in a career where what you earn is up to you? Whether you'd like an extra \$50 a week or \$1,000 a week, with Mary Kay your earning potential is up to you! (Mention products sell themselves and low start up cost.)*

**F-Family, Flexibility, Fun** *If you were going to add something extra to your life, would it be important for you to work around your family's schedule, not missing the important events in their lives. (Expand on this based on the group in attendance.)*

**C-Car** *Could you get excited about never making a car payment again? (Available to anyone at any level-4 months)*

**B-Boss, Business Woman** *I have the greatest boss in the world...me! Would you like choosing which days to work, when to get a raise, when to move up? Did you know that when you have an in-home business, you could be eligible to receive tax deductions? And when was the last time you were promoted? Would you like the idea of promoting yourself regardless of whether anyone died!*

**R-Recognition, Royalty, Rewards** *When was the last time your family or company recognized you for doing a good job? Would you enjoy receiving prizes like diamonds and iPads just for doing a good job? And guess what? In MK, the prizes are not just for the top ten, but all those who reach the goal!*

**S-Self, Self Growth, Self Worth, Self Esteem, Success, Support** *Can you imagine a career that helps you to reach your potential, becoming the best you that you can possibly be? Can you see the value in being part of a company that provides you with personal growth while building your self-confidence as you learn and build the skills that will lead to your success?*

**TELL ME WHAT YOU THINK**

Would you like to throw another ticket in the bucket. Fill out this form quickly.

When you get to the bottom to the A, B, C, I will tell you what to do...

**A** I am ALL IN. Sign me up today

**B** I believe I am all in, but I have questions. Buy me coffee or coke

**C** I would just like to be your customer



*Queen of Everything*



## **TABLE CLOSE**

**So you girls want to see the specials?**

**Well, who deserves it all? (raise your hand)**

**This is for the woman who deserves it all! This is my “I deserve it all bag”**

**I LOVE this bag! When I travel, it has a handle on it and put right into my suitcase. I don't have to think what to pack.**

**When I'm not traveling, I open it up just like this (un-roll it), it's got a hook at the top, and I can hang it behind the bathroom door! No counter clutter, no mess, everything organized, everything's inside of the bag.**

**What I love about my bag, it's customizable. You can fill the pockets however you want.**

**Another thing I love about the bag, all the pockets are clear so you can see everything inside, because what's out of sight is out of mind, you forget to use it!**

**And another feature that I love about my bag, watch this... (tear off a pocket), the pockets come off, so if I have to do my make-up in the car while my husband is driving, I've got my make-up right there.**

Set # 1

**Basic Skincare Sets**



**TimeWise \$64**

Cleanser, Moisturizer, Foundation

Set # 5

**Clear Proof Acne Solutions**



\$63

Clarifying Cleansing Gel  
Blemish Toner, Acne Treatment Gel

*Build a Bag*



Set # 2

**Day/Night Solution Set**

\$64



TimeWise Day Solution  
TimeWise Night Solution

Set # 6

**MK Must Haves**

\$63



Foundation Primer  
Firming Eye Cream

*Queen of Everything*



**Choose any 4 sets TODAY \$225**

PLUS receive The Mary Kay

Roll Up Bag **FREE!!** (\$285 Value)

Set # 3

**Microdermabrasion Set**

\$50



Step 1: Refine  
Step 2: Replenish

Set # 7

**Simply Satin Set**

\$54



Satin Hands Pampering Set  
(hand softener, hand scrub & hand cream)

*Show Special*



**Choose any 2 sets for \$99**

Cannot be combined with gift cards or other offers

Set # 4

**Dash Out The Door**

\$69



2 Cream Eye Colors  
Lip Gloss, Mascara  
Bronzer

Set # 8

**TimeWise Repair**

\$199



Volu-Firm Foaming Cleanser,  
Volu-Firm Lifting Serum  
Volu-Firm Day & Night Treatment



I accept Cash, Checks, Credit & Payment Plans

## Sets Close

- Set #1**      **Your Basic Set.** It comes with the 3-n-1 Cleanser, Age Fight Moisturizer & Foundation. This is the most important thing you do for your skin, use a basic Skincare routine formulated for your skin type
  
- Set #2**      **Day & Night Solution Set with SPF 35** - remember “Spanks for your face!”
  
- Set #3**      **Microdermabrasion.** Don’t you love the way your face feels after using it!
  
- Set #4**      **The Dash Out The Door** colors you did today. You choose 2 of the cream eye colors, blush or bronzer, mascara & lip gloss of your choice.
  
- Set #5**      **Clear Proof Acne Fighters Set**
  
- Set #6**      **MK Must Haves:** This set has the Firming Eye Cream (push up bra for eyes), The Foundation Primer & Oil-Free Eye Make-Up Remover — #1 on the market rated by Good Housekeeping.
  
- Set #7**      **Satin Hands & Satin Lips**
  
- Set #8**      **TimeWise Repair Volu-Firm Set** - takes anti aging to a whole new level

### **“THE QUEEN OF EVERYTHING”**

Choose any 4 sets on the page, a \$285 Value, today you  
Take it home for \$225 PLUS get your \$35 Bag for FREE!!

### **“SHOW SPECIAL”**

Choose any 2 sets on the page 1-7 & receive them for \$99



**pink** changing lives<sup>SM</sup>

**Grab your profile cards** and turn it over on the back. We're going to answer question 9. It says, **“Wish List.”** If Money were no object, what would you LOVE to take home tonight? The Queen of Everything or the Show Special for \$99, etc.

**You have a sales ticket in your goodie bag, pull that out...**

Throw your **last ticket** in the bucket if know your skin feels amazing & you know you are buying something tonight.

### **DRAW for 2 More Prizes**

**We're going to meet for your individual consultation to customize a skin care program for you.**

**Who needs to leave first? \_\_\_\_\_ (guest) let's start with you. Bring your profile card & all the papers that were in your goodie bag.**

**\_\_\_\_\_ (hostess name), this would be a great time to serve refreshments.**

## ONE ON ONE CLOSE

1. Did you have fun tonight?
2. How does your face feel? Doesn't it feel great! (touch face, smile and nod)
3. I see if money were no object, you would start with the \_\_\_\_\_.

Is this what you would like to take home with you today? **BE SILENT TILL SHE TALKS!**

If she says no: **"Lets figure out what you can afford today."** Talk through other sets.

**"How would you like to take care of that, visa, mc, discover, cash or check?"**

**\*\*AFTER you have closed the sale, put the money away.**

4. (a) If you pass your datebook around during the party, confirm the date she chose.  
(b) Set the time to call her in 48 hours to get the addresses for her guest list.  
(b) Go over the hostess plan & give her a Look Book and 5 sales tickets to get her outside orders.

**If you do not pass your datebook around:**

**"\_\_\_\_\_, let's go ahead and schedule a time for your check up facial. Take the profile card And show the names she wrote down, "Are these the girls we are going to invite to your check up facial? Do you have their addresses with you? I am going to forward you a text to send them When you go back to your seat. Once they respond, forward me their addresses."**

**TEXT:** "Save the date for our girlfriend pampering party with Mary Kay on (date & time).

I have a cute invite for you, what's your mailing address? Please reply now and you will go into a drawing for a free mascara!" (or whatever you like).