**Skin Care Party Outline**

**\*Explain Party Purpose and Agenda**:

 As women arrive, match their foundations with foundation card so that you won’t have to later in the facial

* Have them fill out profile cards, .

 Here to have a great time and leave looking as good, or better than you did when you got here.

 After you leave I want you to speak highly of MKC, so much that you would recommend it to your very

best friend.

 No obligation to spend any money – leave with a bag full of pink bubbles or a bag full of pink products I

will be happy.

 Fall in love? I have a full store of products – most of which is with me tonight.

 Flexible payment plans – cash, check, credit card, flexible payment plans and husband unawareness.

 All of you qualify for 2 week follow-up to make sure everything works for you and to match you with the

perfect colors.

 End of class – refreshments and 1 on 1 time where we will schedule your follow-up appt. – not scary.

**\*Purse Game:**

 Learn some things about MKC.

 Following the game we will get a chance to sample the #1 cosmetic line in age-fighting skin care.

 You will have 10 sec. to find each item in your purse. The first one to find the item will get a ticket.

**Welcome – W**

* Thank hostess. She wants to be a full circle hostess. MK loves to give away prizes and just for inviting her friends over for she gets up to $100 product for only $25. Wouldn’t you love to get free product.

. **Hostess – H-**

* Now our hostess\_\_\_\_\_\_\_\_\_\_automatically earns $75 worth of product for $35----however, we will be working today to upgrade her hostess credit and you can all help her do this. I will be sharing with all of you later tonight how you can earn $100 in Mk product and pay only $25—could you get excited about Free Product??

**M---Mary Kay Ash**

* MK is a 50 year old family owned business.
* It’s a 2 billion dollar debt free company.
* Mary Kay Ash started this business when she was 43 years old. She started in direct sales with Stanley Home Products years before.
* After retiring, she was going to write a book about women in the business world and ultimately had the perfect business plan.
* Her husband encouraged her to follow her dreams. She invested her life savings of $5,000 to start. About a week before her grand opening, her husband passed away.



**C--Career Car**

* You can earn a career car in 1 to 4 mo.
* Stay on the same level or continue to work to be in a leadership position.
* We receive a New car every 2 years. Wrecks are ok, Mary Kay will take care of it
* . 85% of your insurance is paid. Title and license fees are paid. Another person can go on your insurance for $25, including teens.
* Its easy to advance. New car right away. Show picture of cars. ( brochure)

 **B—Be Your Own Boss**

* Great thing about MK is you are your own boss, who owns her own home based business?
* Flexible hours. Not going to fire you if your kids get sick. Work around stay at home mom schedule. High profit for low amount of hours.
* You advance yourself. Harder you work the faster you will make more money. Tell some of your director’s I-story. Director check, family, other job, etc. She drives a pink Cadillac. All up to you.

**R-- Recognition and Retirement –**

* MKC is all about prizes and recognition. Get prizes just for doing your job. Rings, luggage, free products, bags, sunglasses, trips, etc.
* When you are ready to retire, make 85% of your check for 15 yrs.
* You last company car is yours to keep.

**P--Product –**

* 100% GUARANTEE!! If you don’t like it I can exchange it, or give you a refund, the company will reimburse me.
* MK has been the #1 Best Selling Brand of MK and Skin care for 17 yrs!
* There are two different groups of women in the room – 1 group may decide to leave the party with a bag full of pink bubbles!
* Our #1 priority from any MK apt is that you leave here with a great outlook of our products and company and would spread the word on how much fun you had tonight!
* The 2nd group of people love the product so much they want to take some home with them….and you may leave with a bag full of pink products! And if that you it’s our job that if you love something, we will figure out how you can afford to get it.
* 

**S--Staying True to Myself**

* Tell personal I-story.
* If two of you will agree to meet with me and my director to hear more information about the career facts, it will help me get more practice talking about career facts and earn my car (need 56 to win a car).
* It is not scary, just lunch, it will take about 45 min, and there is no obligation. (They must set a date on the calendar for it to count.)



**I – INDIVIDUAL CONSULTATION**

* We believe that each person deserves one on one time with the consultant to answer any questions you may have– (explain where that is set up) this helps everything go smooth! We want you to know how much we care.

**\*Facial:**

**Okay is everyone ready to get started?**

* What is the first thing that people notice about you? Face- correct person gets ticket
* Guess what, your face is exposed to the sun and environmental factors the most
* Today we will try the timewise line,
* Its made up of four main products. These four are the most important products needed to make yourself look 85% younger in just 12 weeks. In a 12 week study-
  + 83 % had reduction in fine lines and wrinkles
  + up to 25% improvement in elasticity
  + 100% had softer more supple skin
  + 46% improvement in more even skin tone
* its been proven to help with 11 different signs of aging
* Wouldn’t you try anything, esp. with a 100% guarantee for 12 weeks?

\*\*Have women use wet cloth to wipe their face off from eyes down\*\*

Oil-Free Eye Makeup Remover.

* Oil free is great, you wouldn’t want to put oil directly onto your skin. A lot of other eye makeup removers contain oil.
* Show eye bug sheet.
  + Female bug can lay up to 25 eggs in a single pore per day
  + These eggs mature after 14 days and those babies move on to other pores
  + These bugs love to live at the base of your eyelashes, and can actually make theme shorter and thinner

**1. 3-in-1 Cleanser.**

* Two different formulas to fit your needs (N/D and C/O).
* It cleanses, exfoliates, and tones all in one which means smaller pores
* You can see the exfoliating beads in the cleanser
* How many times a day should you cleanse your face? 2-\*\* give tickets to correct answerer\*\*
* When you don’t wash your face how many days does it age it? 13- \*\*give tickets to correct answer\*\*

**2. Day cream- rt cheek**

* Day cream is a sunscreen SPF 35 UVA/UVB MK is one of only 4 sunscreens that has UVA/UVB protection
  + What do UVA rays cause?- cancer \*give ticket\*
  + UVB?- fine lines and wrinkles
* Show picture of truck driver- affects of the sun
* and makes your skin brighter all day long
* make-up won’t dull through the day.
* takes only one pump for your whole face and one bottle will last 6 months.

**3.Night cream**- left cheek

* Neosporin for skin
* multivitamin A, C, &E to replenish your face as you sleep
* It lasts for 8 hours.
* See vitamin beads in jar, pill crusher in the top so vitamins stay fresh
* You can actually use this on your nails and eyelashes to make them grow, or put on cuts or burns to heal them

**4. Moisturizer**

* How many people don’t wear moisturizer because you feel your skin is too oily, that is a myth! you actually trick your skin into producing more oil
* Two formulas (N/D and C/O).
* Made up of 8 different amino acids, including Retinol A which will help freeze your face- you’ll look this good in 10 years
* Helps your skin produce more colagen
* The oily formula controls oil for 8 hours.

**5.Microderm-abrasion on one hand** two step product

* Magic eraser- help get rid of blemishes, dead skin and even scars
* dr. oz says to protect from aging you need sun protection and microdermabrasion
* In one week study
  + 85% saw improvement in skin texture
  + 73% saw reduction in fine lines
  + 71% saw smaller looking pores
* how many days does it take for us to get a new layer of skin? 14 days \*give ticket\*, so if we don’t exfoliate those dead skin cells are just sitting there on the surface of our skin
* anyone exfoliate with apricot? Shaped like triangles with sharp points can actually make small cuts and scratches in skin, microderm set has round exfoliating beads- that roll across the surface
* anyone get those bumps on the back of your arm? Microdermabrasion can help that
* Done once a week, or as often as your skin needs a deep clean.
* How much do you think it cost to get microdermabrasion done at spa?
* Dermatologist in Charlotte who uses it as professional microderm. One application at dermatologist’s office is $150. These bottles cost $50 and have 33 applications.
* Notice the difference on your hand

**Recap order**

* family analogy. Daddy- 3n1 cleanser, babies- night and day solution, Mama, always come last - moisturizer Microderm – rough and gruff In laws only come to visit every once in a while come after cleanser

**7. Eye-Firming Cream.** – use ring finger- pat from outside in

* skin around eye is ¼ the thickness of other skin, no pores under eye, hard for it to stay moisturized
* wear contacts? How do you put them in? stretch the thin skin
* Safe to use on all parts of the eye including lid.
* Aids in the reduction of crow’s feet, sagginess, and wrinkles.
* 96% saw an improvement of skin around eyes
* Mary Kay also offeres other eye enhancers
  + Soothing eye gel- helps with puffyness, eye revitalizer- dark circles, age fighting eye cream- fine lines and wrinkles

**Satin Lips Mask and Balm**. Do the Satin Lips Mask. Rub on and leave for 3 min.

* During the 3 min play the cell phone game. You can cheat. Women write down as many names and numbers as they can of women they believe would enjoy a free facial or to learn more about the Mary Kay business opportunity. The woman with the most numbers wins a prize.
* Wash off mask and apply balm.

**8. foundation Primer**

* Spf 15 UVA/ UVB
* Helps foundation say on all day
* Wear primer even when not wearing foundation

**10. Foundation- final step in protecting your skin from sun and environment**

* mineral powder- lightweight, buildable coverage- perfect if you like light to medium coverage
* Timewise liquid- age fighting, instantly makes skin look younger, firmer, and healthier
  + Comes in luminous wear which is more shiny\
  + Or matte which can help with oil

How does your skin feel? Do you notice a difference when you touch your forehead or your cheeks?

\***Close:**

**Show roll up bag full of product, explain good for traveling or storing things in the bath room.**

**How would you like to get one of these for free?**

 Go over sale flyer—the roll bag sheet. Explain sets. Imagine you have won 5 million dollars, which sets would you want to have in your bathroom in the morning? I want you to write those by #9 on the back of your card

Use Outfit Visualization Tool. Close eyes, closet, outfit for special occasion, $, how many times wore it?, makes sense to spend as much on your face must wear whole life as an outfit you wear one time?

Imagine your best friend. See face or clothes? Our minds are trained to see only faces. Woman with $2000 outfit, no make-up, don’t notice her. Woman jogging and make-up on, got it going on. We need to take care of our faces, they are the only ones will have for the rest of our lives.

Now\_\_\_\_\_\_\_\_\_ is going to treat you to satin hands

**Satin Hands.** 1-hand softener. 2-Exfoiliate. 3-Lotion. Can shave legs with satin hands, helps the hair not grow back as fast. Clean up facial mess while they do satin hands.

serve refreshments and I will talk to each of you one on one in the other room. (Call most excited girl first.) and ask if there is anyone who is in a big hurry? Please be sure to bring your sale flyer-the roll up bag sheet, and your profile card---the half size beauty book—is yours to keep!

\***Go to individual close.**

Look her in the right eye.

Five questions to every guest:

1. Did you have fun?

2. How does your face feel?

3. Do you have any questions about any products I didn’t go over?

4. Can I see your wish list?

5. I see that if money was no object you would be a \_\_\_\_\_\_\_. I see what your heart says now tell me what your pocketbook says.

Before we do door prizes. Your hostess needs your help. She needs for two of you or more to set a date to hold a skin care class just like we did here today with your friends. If there is something there on that list that you want, but can’t really afford, this is also great way to earn some credit toward the things that you would love to have. Remember just for hosting this fun girl’s night you will receive up to $100 of product for $35. (Put in your own hostess promotion here.) (If they are hesitant. Give anyone who will host a skin care class free lipstick.)