



[name]
Mary Kay Independent Beauty Consultant
[address]
[phone]
[email]
[website]

Hi [name]!

Here it is ... your **Facial on the Phone** packet. This envelope contains almost everything. In addition to what's in the packet, you'll need a comfortable place to sit with good light and space to spread out your supplies, a mirror, a scissors, and a bowl of water or a sink.

Our appointment to talk is on

I will call you at

Please let me know if you prefer me to call on another number.
It will be easier if you have a speaker phone, but it is not required.

Here's What's Included in this Packet

- 📖 *Beauty* – we will be using this booklet during your facial.
- 📖 *Every Girl's Guide to Getting Gorgeous* – we will be using this guide during your facial.
- 📖 *the look* – the latest issue of our catalogue. You will be receiving this in the mail from me every quarter.
- 📖 *Mary Kay is the perfect opportunity* -- we will be using this booklet during your facial.
- 📖 Samples of
 - SATIN HANDS PAMPERING SET
 - TIMEWISE 3-IN-1 CLEANSER
 - TIMEWISE MICRODERMABRASION SET
 - TIMEWISE DAY SOLUTION
 - TIMEWISE NIGHT SOLUTION
 - TIMEWISE AGE-FIGHTING MOISTURIZER
 - FOUNDATION
 - a COLOR CARD
- 📖 A plastic tray, a face cloth, two cotton balls, 2 q-tips and a couple of color applicators.

If you have a few minutes prior to our appointment, feel free to review the printed materials I have enclosed.

OK ... Let's Get Started!

PART ONE: About Mary Kay and the Company

In the next 10 minutes, you will learn some highlights about this extraordinary woman, why she decided to start her own business, and how it has grown in the past 45 years.

- How Mary Kay Began -- *Beauty Book* – page 2-3
- Faith, Family Career
- The Golden Rule
- The Mary Kay Charitable Foundation

PART TWO: Satin Hands

- Extra Emollient Night Cream
- Satin Smoothie Hand Scrub
- Hand Cream

PART THREE: About Skin

In the next 5 minutes, you will learn some important things you should know about your skin and how you can keep it healthier and more youthful.

- Epidermis vs. Dermis: How and Why Products Work
- Consistency: 3 Minutes in the Morning; 3 Minutes in the Evening
- The 5 Steps: Cleanse, Exfoliate, Freshen, Moisturize, Protect

PART FOUR: Products for Your Face

In the next 20 minutes, you will try these products as I explain how to use them and their unique benefits.

Your cleanser & moisturizer have been chosen for your skin type.

Apply products to your face gently, stroking against gravity.

Rinse with cold water.

Use products consistently, in the morning and the evening.

The skin around your eyes is the most sensitive.

STEP 1: *Beauty Book* – page 6

Use **TIMWISE 3-IN-1 CLEANSER** to cleanse, exfoliate and freshen your skin.

STEP 2: *Beauty Book* – page 10

Use the **TIMWISE MICRODERMABRASION SET** as a super exfoliation to instantly refine your skin.

Start with **Step 1: Refine**; finish with **Step 2: Replenish**

STEP 3: -- *Beauty Book* – page 7

Use **TIMWISE DAY SOLUTION with sunscreen** to fight aging and protect your skin.

Try **TIMWISE NIGHT SOLUTION** on the back of your hand.

STEP 4: *Beauty Book* – page 6 & 11

Use **TIMWISE AGE-FIGHTING MOISTURIZER** to hydrate your skin for up to 10 hours and accelerate your skin's natural renewal process.

STEP 5: *Beauty Book* – page 9

Use the foundation samples to discover the type and color that is right for you.

How does your face feel?

So far, which products do you like the best?



Introducing ... The Miracle Set -- *Beauty Book* – page 18-19

STEP 6: *Every Girl's Guide to Getting Gorgeous*

Finish your facial with a bit of color using the samples on the Color Card.





PART FIVE: About the Mary Kay Opportunity -- *Mary Kay is the perfect opportunity*

In the next 10 minutes, you will discover why millions of women worldwide have chosen to join this company.

-  My "I" Story is why I started in this business and why I continue ... and love it!
-  Reasons this might be Great for YOU:

- **Money**
- **Awareness, Self-Confidence & Personal Growth**
- **Recognition**
- **Your Own Boss**
- **Kars**
- **Advancement**
- **YaYa Sisterhood**

WRAPPING IT UP: What's Next

-  100% Money Back Guarantee
-  No Shipping Costs
-  Gift with Purchase of \$40 or more
-  Orders Ship within 24 Hours

So, what would you like to purchase today?

When can we schedule a follow-up appointment for me to discover how you are loving the products and for me to tell you even more about the Mary Kay opportunity?