

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

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

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

**Go back to the table. After they are seated, finish the steps with lip balm & hand cream**

## **WELCOME & THANK THE HOSTESS:**

**My name is \_\_\_\_\_ and I'm an Independent Beauty Consultants with Mary Kay.**

**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!**

**So thank you for coming!**

## **INTRODUCTIONS:**

**Before we get started, I'd like everyone to introduce themselves and tell me a little bit about you so I can get to know you better.**

**Well, before we try more products, I'd like to tell you a little bit about our company, Mary Kay the woman and a little bit about me so I'm not a stranger to you.**

## **THE MARY KAY OPPORTUNITY:**

**Mary Kay Ash was a visionary leader. She founded her company on the Golden Rule and emphasized the importance of giving back to others. That's why Mary is changing the lives of women and children around the world every day through the Mary Kay foundation that raises money for cancer research and the fight against domestic violence.**

**Mary Kay Ash realized women needed an opportunity to achieve financial success while balancing their lives with their values and priorities. Mary Kay said, 'My priorities have always been God first, family second and career third. I have found that when I put my life in this order, everything seems to work out.'**

**More than 2 million women in more than 35 countries worldwide have embraced the opportunity, make Mary Kay one of the largest direct sellers of skin care and color cosmetics. As a Mary Kay Independent Beauty Consultant, I am a business owner. So when you purchase from me, you are helping support a local business which is backed by a global company.**

## **I-STORY**

**I am often asked why I chose Mary Kay as a business opportunity**

**Mary Kay said at every party there's a least one new beauty consultant. I wonder who it's going to be? Well, watch me tonight and see if you think you would enjoy doing what I do!**

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

**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?**

**How many of you have a drawer full of buying mistakes? You know, those products you purchased, you got them home and they looked a lot different in the store, well, with Mary Kay that will never happen! Our products our 100% satisfaction guaranteed, no questions asked. We work with you to get the results that you expect from our products - which saves you time & money!**

**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!**

**Tonight is the first of two complimentary appointments. Today, you will experience our "Ultimate Miracle Collection of Skin Care & our "dash out the door" color. We'll get back together in the next 7 to 10 days for your customized color look. I call that your **follow up appointment!****

**How many of you love to win prizes. Every time you hear me say **follow up appointment**, the first person to raise their hand will get a ticket for the drawing!**

**Tonight, I am looking for 3 things: (1) Customers for life (2) Hostess to partner with, which is your **Follow Up Appointment**, & (3) Women looking for something more in their lives. I can't wait to see which one will be best for you.**

**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."**

**We're going to start with the TimeWise 3 in 1 Cleanser in slot number one.**

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

**If your cleanser is clear with purple beads, dip your finger tips in the water and slightly dampen your skin.**

**If you have the white cleanser with pink beads, go ahead and scoop it out and apply it avoiding the eye area.**

**As you apply the cleanser, you're treating your skin to outstanding cleansing & make-up removal and your getting 3 steps in one, cleansing, exfoliating & freshening!**

**How many of you are busy? (raise your hand)**

**Isn't it good to know you're getting 3 steps in 1 bottle!**

**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!**

## **MICRODERMABRASION:**

**Turn your books to page 12**

**Are you ready for a do it yourself “Spa Treatment” at a fraction of the cost? (raise hand)**

**It’s our Time Wise Microdermabrasion. It’s a two step system that goes to work immediately to fight fine lines, make pores appear smaller and smoothes & softens the skin.**

**In slot #2, scoop out **Step 1**, the “Refine Step.” Apply it to your “right cheek only.” Slightly dampen your finger tips and gently massage it around for 1-2 minutes.**

**This super exfoliating cream contains the same professional grade exfoliating crystals used by dermatologists. You do not use this product everyday. You use it 2-3 times a week.**

**Remove with a damp cloth**

**In slot #3 is **Step #2**, apply the “Replenish Step. It’s a rich serum containing vitamins, antioxidants & anti-irritants.**

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

**At your **follow-up appointment**, you will get to do your entire face!**

## **DAY & NIGHT SOLUTION:**

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

**With these next 2 Steps, the Mary Kay scientists have discovered the key to help reverse the signs of aging!**

**How many of you could get excited about that?**

**We call this set “spanx for your face.”**

**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. It relaxes expression lines & softens their appearance.**

**The Night Solution is in slot #5. We’re going to Apply it to your throat today as 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.**



**TIME WISE AGE-FIGHTING MOISTURIZER:**

**In slot number 6 is the TimeWise Age Fight 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.**

**TIMEWISE FIRMING EYE CREAM: (page 13)**

**Did you know the eye area is the first place where signs of aging appear?**

**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.**

**REFERRAL GAME:**

**Okay, you girls ready!! Anyone want to win more tickets for the drawing?**

**Get your cell phones out, pick up your profile card.**

**When I say go, you're going to flip your profile card over and write as fast as you can. You're going to write the names & numbers of your girlfriends 18 or older who you think would love to be treated to a free make-over like you are today. If you fill in all 7 lines you get 1 ticket, but whoever has the most over 7 gets 5 more tickets. When you run out of room start writing down in the pink area. I am going to time you for 2 minutes, are you ready.... Go!**

## **FOUNDATION PRIMER & FOUNDATION**

**Turn to page 10 & 11**

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

**We're going to start with the 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 or The Age Fighting Liquid.**

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

## **DASH OUT THE DOOR COLORS**

**Are you ready to have some fun with color? Well we're going to do what we call "Dash Out the Door." This is quick easy color when you're in a hurry! But don't forget, at your **follow up appointment**, 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 look great, right!**

**I can't thank you enough for allowing me to pamper you today!**

**Well we can do this again at your follow up appointment. You will get the opportunity to invite some girlfriends and earn my hostess program!**

## MRSCAB

Okay Girls, we're going to play one last game so I can give more tickets away!

Grab your purse & put it in your lap.

I am going to share with you the 6 reasons why women start a Mary Kay Business.

I am going to call out a letter & you will dig in your purse for something that starts

With that letter. The first person with an item in their hand gets a ticket.

- M** **M is for Money** *Could you get excited about a career where you control the amount of money you earn? We earn 50% profit on every item we sell. There are several avenues of income and whether you're looking for an extra \$50 a week or a \$1000 or more a month, your earning potential is up to you. Isn't that exciting!*
- R** **RECOGNITION** *When was the last time your company or your family recognized you for a job well done? In Mary Kay you are recognized for everything you do. Whether it's with a diamond ring, a purse, jewelry, a ribbon, or simply with words of praise, it feels good to be appreciated. Wouldn't you agree!!*
- S** **SELF CONFIDENCE** *Can you get excited about a career that not only helps you build your income, but also helps you build your self-esteem and self-confidence at the same time? There are opportunities for you to grow personally as well as professionally & work in a positive environment.*
- C** **CAR** *In Mary Kay, we spell car FREE. When was the last time you earned the use of free car? You can join Mary Kay today and earn a free car in 1 to 4 months or at any time you choose. They pay the tag, taxes & title and 85% of the insurance on the car AND you get a new car every 2 years. And if you like the car you have, you can take the cash option.*
- A** **ADVANCEMENT** *How many of you could walk into your boss's office and say, "I would like a raise, I would like a promotion..." or "My husband lost his job, I need more money." In Mary Kay, YOU CAN! You truly promote yourself when you choose. There are no quotas. You are in charge of your paycheck. You can move up when you choose and no one can lay you off. The opportunities are endless.*
- B** **BE YOUR OWN BOSS** *Do you have the flexibility to work the hours you want to work., to be home when your children get out of school. Imagine having the freedom & flexibility to do that. Well, in Mary Kay, I do. I am the President & CEO of my own company. And because I run a home based business, I have tons of tax Benefits. And the best part, it only cost \$100 to get started. And I knew I had spent \$100 on crazier things before so I said, why not.*

## **I'D LOVE YOUR OPINION**

**Before I share with you how to take these great Mary Kay Products home, I'm going to Draw and give 5 more tickets away for filling out the sheet. When you get down to the 1-10, Stop and I will walk you through it.**

**What is your interest level in a Mary Kay business:**

- 1 I'd rather just be your customer and pay full price for my products.**
- 5 There is no 5 it's a smiley face. 5 is middle of the road, the chicken answer. We don't Know if you're closer to a 1 to 4 or 6 to 10**
- 10 Sign me up today. I've spent \$100 on crazier things before. Why not!**
- 9 I want to do this. I just need to talk to my husband or I just need to figure out where To get the \$100.**

**Fold your paper in half and pass it to the end of the table and I'm going to draw and give 5 more tickets away for the drawing.**

## **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.**

**The other thing I love is I can take my entire travel roll up bag and check it into my suitcase  
and keep my make-up bag in my purse and touch up my make-up before I get off the airplane.**

**So who wants to know how to get one of these travel roll-up bags?**

## SETS CLOSE

Flip your placemat over and talk about everything you did today.

- Set #1**      **Your Basic Set.** It comes with the 3-n-1 Cleanser, Age Fight Moisturizer & Foundation
- Set #2**      **Day & Night Solution Set with SPF 35.**
- Set #3**      **Microdermabrasion.** Don't you love the way your face feels after using it!
- Set #4**      **The Completer Set.** It comes with your Foundation Primer, the Firming Eye Cream and Oil-Free Eye Make-Up Remover. It is #1 on the market rated by Good Housekeeping.
- Set #5**      **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 #6**      **The Satin Hands & Satin Lips**

Look on the right hand side of your placemat.

**“The Queen of Everything”** Choose any 4 sets on the page & receive your \$30 Bag for FREE, plus you can pick a 5th set or the Glamour Brush Set and receive it for 1/2 Price!!

**“The Princess of Quite A Lot”** Choose any 3 sets on the page & receive a 4th set or the Glamour Brush Set for 1/2 Price!! But... “No Bag”

Our **“SHOW SPECIAL”** Pick any 2 sets on the page & receive them for \$99. You can pick

The **“Basic Set,”** Set #1, when you choose this set, you will receive your foundation brush FREE



## CLOSET CLOSE

**Ok Girls, let's put all this into perspective! I would like for you to shut your eyes, mentally go into your closet. Now if that is too scary, lol, go to your favorite store!**

**Lets say you just picked out an outfit that every time you wear it, you feel like a Million \$\$! You get compliments, everyone wants to know how much you have lost!! You get the picture! It's your head to toe outfit, all the accessories, shoes, purse! Everything!!**

**How much would you say it cost? \$100, \$200 \$300 or more! Remember it's head to toe!! Everything and every time you wear it, YOU feel like a MILLION \$\$!**

*(ask a couple of excited guest how much their outfits might have cost?)*

**How often have you worn it or how often would you wear it? Certainly not every day! Maybe a couple times a month, or it could be that special outfit you bought just for that Special occasion and it's still hanging in your closet!!**

**Ladies look in your mirror, YOU may or may not be wearing that same outfit (lower your voice), but you will still have this same face, (softly touch your face), it will just be 10 years older.**

**These amazing products are like the "blouse" you will dress your face with EVERY DAY! The sooner you start taking care of your skin, the better you will look and feel!**

**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 Princess of Quite a Lot or maybe the show special for \$99.**

### **Draw for 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 & placemat**

**\_\_\_\_\_ (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. \_\_\_\_\_, let's go ahead and schedule a time for your follow up appointment. Is there any any reason why you wouldn't want to share it with some girlfriends and earn some products for free.

**If she says yes, she will have friends join her, set the date.**

**If she says she does not want to have friends join her, schedule her for her follow up appointment at your weekly meeting**

I do my appointments on \_\_\_\_\_ and \_\_\_\_\_, which is better for you?

*(Hand her the hostess packet) "\_\_\_\_\_, this is your hostess packet. In here is everything you need to have a successful party. Go ahead and make a list of your friends and get them invited, I'll call you in 2 days to see who you will be joining you. I'll give them a call to ask a few questions about their skin so I can be better prepared for the party.  
(Set the time in your date book to call her in two days to confirm the guest list)*

5. \_\_\_\_\_, there's just one more thing, I would love to ask you to do me a favor. Part of my training as a new consultant is to find sharp women like you to listen to how my business works. It only takes about 16 minutes. All you do is call the mkt. hotline. It's pre-recorded. Then my director I will do a quick 3 way call to follow up in 24 hours. For doing so you will go into a drawing for \$100 in free Mary Kay.

Is there any reason why you wouldn't like a chance at \$100 in FREE products?

**(set the time to call her in 24 hrs)**