

### Before the Class

1. Mail invitations
2. Profile all guests

### At the Class

#### Kitchen Coaching

1. Confirm # coming
2. Future Bookings
3. Future Recruits — watch me tonight to see if it looks like fun
4. Hold refreshments

#### Set up

Display the free microderm signing bonus

Display the Hostess Gifts

Put a Hostess Packet, profile card and placemat at each place setting

Seat the Hostess closest to you

Help guests with #7 on profile card explaining the mineral makeover

#### Open — Welcome and Introduce yourself

Thank Hostess - give gift, explain Hostess Credit, offer booking invitation

Guest introductions and share a fun fact and what they want to change about their skin

Overview – Tell you about Mary Kay, about Me and try amazing skin care to fix everything you wanted to fix! At the end we will meet individually to book your mineral makeover and answer any questions you may have

I am a beauty consultant. What you offer her.

3 Facts about Company

Include I-story:

Before Mary Kay I ...

What appealed to me about Mary Kay was ...

What I love about Mary Kay ...

The reason I'm telling you this is because ...

#### Table Close

Compliment Time (Emphasize how great their skin looks and feels)

Rollup Bag Close

5 Ways to Pay

Everything with Me Tonight

10 Perfect Reasons

Play Compact Tic Tac Toe

Individual Close and remember the "Perfect Class." Sell sets, 2 or more new bookings, 2 or more interviews booked and invite guests to your meeting.

\*Mention Mineral Makeover at least 7 times during your presentation.

## WORDS TO USE DURING SKIN CARE PORTION

According to dermatologists there are 5 things you should be doing every single day to take care of your skin. Cleansing, Exfoliating, Toning, Moisturizing and Protecting. Does that sound like a lot of work to anyone? It did to me! But I am going to show you how to do that and more in 3 minutes in the morning and 3 minutes at night. Do you have 3 minutes? ☺

Let's start with the first 4 products, what's called the "Miracle Set".

### CLEANER

- Cleanses, exfoliates and tones in one product.
- Comes in 2 formulas, normal to dry and combination to oily.
- Takes off dirt, oil, and makeup, formulated with anti-aging benefits.

### MICRODERMABRASION: 2 Steps

#### STEP 1: REFINE (best used in the shower)

- Works INSTANTLY to exfoliate, or buff off, the dead, dull, discolored cells on the surface exposing newer, healthier, brighter, smoother skin.
- Consider this the "back bone" to the skin care since it's removing the "old skin" and exposing new skin" that will respond better to the anti aging benefits of the Miracle Set.
- Also reduces the appearance of large pores.
- Contains the same aluminum oxide crystals used by dermatologists, yet our system is MUCH LESS expensive than a dermatologist's treatment and is much more convenient!

#### STEP 2: REPLENISH (used after the refine step and drying off the skin)

- A rich serum containing vitamins, antioxidants, & anti-irritants which soothes & calms the skin.

### REPLENISHING SERUM + C (Half of the face)

- Helps boost the production of new collagen, which gives skin its definition and fullness and helps it to bounce back
- Helps keep existing collagen from breaking down
- 5 most potent forms of vitamin C, which your body does not store so needs a constant supply

### DAY SOLUTION (Back of One Hand)

- Provides a veil of defense from the sun that causes discoloration and wrinkles.
- Protects from UVA (aging rays) and UVB (burning rays).
- SPF 35.

### NIGHT SOLUTION (On elbow)

- Contains anti-aging peptides that stimulate collagen production to smooth and firm the skin.
- Softens expression lines while sleeping, so skin looks refreshed in the morning.
- These 4 products, deliver younger looking skin and puts young skin on hold!
- They contain 11 age defying benefits: cleanses, exfoliates, freshens, smooths, hydrates, firms, softens, protects, energizes, rebuilds, reduces fine lines and wrinkles.

### MOISTURIZER

- Reduces fine lines and wrinkles, hydrates for up to 10 hours.
- Smooths the skin.
- Comes in 2 formulas, normal to dry and combination to oily, both are oil-free.

- Helps to control excess oil.Cleanser & Moisturizer are as necessary as toothpaste, 2 min at night, 2 min in the morning.

#### MIRACLE SET

- 19 patents worldwide.
- Over 10 years of research.
- All the products are hypoallergenic.
- Recently awarded the good house keeping seal of approval.

Seeing is believing. In a 12 week study of women using the product, dermatologists reported 83% of the women had a reduction of fine lines and wrinkles, 46% of the women had more even skin tone, and 100% of the women had softer or more supple skin.

#### EYE REVITALIZER (Under one eye)

- Power-packed serum that contains an exclusive blend of ingredients specifically formulated to address the multiple causes of dark circles and under-eye puffiness

#### FIRMING EYE CREAM (under both eyes)

- Improves firmness, brightens, provides intense moisturization, minimizes fine lines and wrinkles around the eyes. A dot is a lot, as with all Mary Kay products, if you stick to the pillow case or slide past your husband you are using too much!

#### ULTIMATE MIRACLE SET

- Works like a recipe, "the best chocolate cake in town".
- Never skip a step, never substitute a product so you can avoid "chemical warfare".
- You can always pay more, but you can't buy better.

#### FOUNDATION PRIMER

- Helps perfect the skin surface.
- Bonds the foundations for longer wear.
- Glides on, dries to a lightweight matte finish.
- Oil free and contains silica which absorbs oil (but won't dry your skin) & diffuses light so skin looks more flawless.
- Use with any MK Foundation.

#### FOUNDATIONS: The perfect combination of science and beauty!

- Contain anti-aging benefits--infused with vitamin E and a patented blend of Collagen-building peptides so skin instantly looks firmer, younger, and healthier! Color stays true for hours--- transfer resistant and humidity resistant!
- 2 Formulas, 23 shades, safe for sensitive skin.

#### LUMINOUS (normal to dry skin)

- Which is moisturizing, enriched with jojoba and delivers comfort and hydration.
- Skin looks luminous, radiant, and immediately brightens the skin as texture of the skin appears visibly improved.

#### MATTE-WEAR (combination to oily skin)

- Special microspheres work all day to absorb oil and control shine without a heavy make up look or feel.
- Skin has a matte finish and pores are visibly reduced.

#### **LIQUID FOUNDATION BRUSH**

- Specially designed tapered end blends foundation more evenly and smoothly than any other application technique.
- Unlike a sponge, the bristles don't absorb makeup, so you actually use less makeup.
- Unlike fingertips, the brush doesn't add excess oil.
- End result is a smoother more perfectly flawless finish.
- Fits in our MK Signature Brush Collection Organizer.

#### **MINERAL POWDER FOUNDATION**

- Provides the coverage of a foundation with the comfort of a silky powder.
- Has natural oil-absorbing properties due to high mineral content.
- Provides buildable coverage.