

Flawless Face Party Tips

Supplies

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| <input type="checkbox"/> <i>Flawless Face</i> placemats | <input type="checkbox"/> Foundation Survey |
| <input type="checkbox"/> Foundation Fact Sheets | <input type="checkbox"/> Foundation Finder Tool (available on Section 2) |
| <input type="checkbox"/> Foundation Samplers | <input type="checkbox"/> Foundation brushes |
| <input type="checkbox"/> Face Cases (mirrors) | <input type="checkbox"/> Trays |
| <input type="checkbox"/> Facial Cloths | <input type="checkbox"/> Foundation Comparison Chart (optional) |

Goal of the Flawless Face Party

Help guests find their perfect shade and formula of Mary Kay® foundation.

Booking Dialogue

“Hi Lisa! Mary Kay just launched some amazing new age-fighting foundations. We have something for everyone. Why don’t you get some friends together for a Flawless Face party? I can help you all find your perfect foundation formula and shade and teach you all the beauty secrets you need to get a beautiful, flawless face. Of course I will be rewarding you with free product for hosting!”

Party Prep

1. Go to Product Central on Mary Kay InTouch® and click on All About Color.
2. Download and print the documents you would like to have on hand at the party. Suggestions include the *Flawless Finish* placemat, the Foundation Survey, Fact Sheets and the *Foundation Comparison Chart*. You may print copies on your home printer OR order and laminate them from the FedEx Doc Store.

At the Party

1. Place your placemats and Face Cases around the table for your guests.
2. Give each guest a Foundation Survey to fill out. This helps you determine what type of formula they prefer and what additional products to offer them. Offer them a Facial Cloth to remove all or a portion of their foundation so you can perform a stripe test.
3. Take your Foundation Finder Tool and find the formula that they prefer. Hold the correct shade card close to, but not touching, the jawline. Choose the shades that seem to disappear. For best results, stripe test the shades on their jawline.
4. Once you have determined the foundation shade and formula, place some of it in their tray to sample. Also place a small amount of Foundation Primer for them to try on their face or the back of their hand.
5. Use the suggested application tools for each type of foundation: Liquid foundations can be applied with a foundation brush, a sponge or fingertips. Mineral Powder Foundation should be applied with the Mineral Foundation Brush. Creme to Powder foundation should be applied with a sponge.
6. Once everyone has found her favorite formula and shade, it’s time to teach the beauty secrets for a flawless face. Follow the placemat for suggested additional products, including Mary Kay® Foundation Primer, Mary Kay® Concealer, Mary Kay® Facial Highlighting Pen, Mary Kay® Sheer Mineral Pressed Powder, Mary Kay® Liquid Foundation Brush, Mary Kay® Loose Powder and Cosmetic Sponges.