

Lash Love Party Tips

Supplies

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|---|---|
| <input type="checkbox"/> Mascara Placemats | <input type="checkbox"/> Sponge-tip applicators |
| <input type="checkbox"/> Oil-Free Eye Makeup Remover | <input type="checkbox"/> Mary Kay® Compacts |
| <input type="checkbox"/> Cotton Balls | <input type="checkbox"/> Mary Kay® Mineral Eye Colors |
| <input type="checkbox"/> Face Cases (mirrors) | <input type="checkbox"/> Mary Kay® Eyeliners |
| <input type="checkbox"/> Mascara sampler wands | <input type="checkbox"/> Mary Kay® Brow Tools |
| <input type="checkbox"/> Mary Kay® Lash Love Mascara,
Mary Kay® Ultimate Mascara,
Mary Kay® Lash Lengthening Mascara
and Mary Kay® Waterproof Mascara,
Mary Kay® Lash & Brow Building Serum,
Mary Kay® Lash Primer | |

Goal of the Lash Love Party

Help guests find the Mary Kay® Mascara that best fits their lifestyle or the lash look they want to achieve.

Booking Dialogue

"Hi Susan, I've got something new I'd love to get your opinion on. Mary Kay has launched two new amazing eye products. The Mary Kay® Lash & Brow Building Serum and the Mary Kay® Lash Primer. Why don't you get some friends together and we'll have a "Lash SpaParty" where we can pick everyone's perfect mascara and play with color? Then I'll show you how to get thicker and fuller-looking lashes."

Party Prep

1. Go to Party Central on Mary Kay® InTouch® and click Party Tools. Here you will find the Lash Spa Party placemat that showcases our whole wardrobe of fabulous mascaras and other lash products. You may want to have them laminated.
2. Send the Lash Spa Party Beaute-Vite, also located on Party Central.
3. Consider sending guests a link to the E-Catalog on your Personal Web Site.

At the Party

1. Set up a "Mascara Bar" that features the wardrobe of mascaras.
2. Provide a Lash Love Party placemat for each guest.
3. Walk guests through all of the mascara formulas; focusing on the benefits and the look that each creates.
4. Once guests have chosen their favorite, allow them to play with the fabulous Mary Kay® color products and talk about how to get perfect brows using the Mary Kay® Brow Tools.
5. Talk to guests about how to build their lashes and brows with the Mary Kay® Lash & Brow Building Serum and condition lashes with the new Mary Kay® Lash Primer.