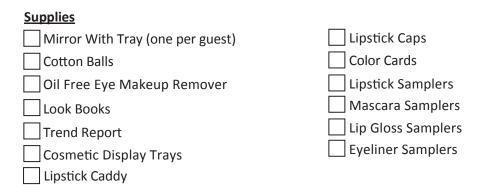
Trend Party Tips



Goal of the Trend Party

To offer your customers a fresh new look for the season.

Booking Dialogue

"Hi Susan, you know you're one of my best customers and Mary Kay just launched the new Fall/Winter Fashion and Trend Report. This is a great time for you to get some friends together and I'll help you all find a new look for the season!"

Party Prep

- 1. Visit Party Central on Mary Kay InTouch[®]. Send the Trend Party Beaute-Vite.
- 2. Consider sending guests a link to the E-Catalog and the Mary Kay[®] Virtual Makeover on your Mary Kay[®] Personal Web Site.
- 3. You can e-mail the Trend Report or post it to your Facebook page. Your customers can print it, forward it to friends and send their comments on electronic sticky notes!
- 4. Consider buying fashion magazines that show elements of the trend and have them displayed at your party to show customers that Mary Kay[®] products tie to the trend.

At the Party

- 1. You can use the makeup application tips in the current version of The Look to help your customers apply the color products.
- 2. You can suggest that your hostess take the quiz in the Trend Report and model the look that best suits her personality.
- 3. Most importantly, let guests have fun and experience Mary Kay[®] color!

*The above are suggestions on conducting a pajama party. All parties are unique so please feel free to add your personal touch.