

Trend Party Tips

Supplies

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|---|---|
| <input type="checkbox"/> Mirror With Tray (one per guest) | <input type="checkbox"/> Lipstick Caps |
| <input type="checkbox"/> Cotton Balls | <input type="checkbox"/> Color Cards |
| <input type="checkbox"/> Oil Free Eye Makeup Remover | <input type="checkbox"/> Lipstick Samplers |
| <input type="checkbox"/> Look Books | <input type="checkbox"/> Mascara Samplers |
| <input type="checkbox"/> Trend Report | <input type="checkbox"/> Lip Gloss Samplers |
| <input type="checkbox"/> Cosmetic Display Trays | <input type="checkbox"/> Eyeliner Samplers |
| <input type="checkbox"/> Lipstick Caddy | |

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.**