

Party Set Up

Ask the Hostess where you'll be conducting the party. Set a beautiful table. Use a black tablecloth, clean mirrors and put the roll-up bag in the middle if there's room.

Set up a tray for each person with the products they will be using that night ahead of time. Each person should also get a foundation brush, cheek brush (if you have) and a skin care class packet containing 2 cotton pads, a customer profile card, a sales ticket, beauty book and a pen. (You will also have ready a 1/4 cut facial cloth, mascara wand to pass out later.)

Use your sets sheets as placemats under your trays. (Be sure to get these printed and laminated prior to the party @ Office Depot/Max)

Set up your "office," where you'll be doing your 1-on-1 appointments at the end of the party. Have your products to sell, date book, hostess packets, money bag, calculator, extra sales tickets, and the recruiting hotline #. Remember during your 1-on-1 consultation to sit so your guest will have her back to the crowd & away from food. This keeps her from being distracted.

Roll up white wash clothes, get them wet and place on a microwave safe plate. Warm in microwave...you want them to be hot!

Before the Class Begins

There is a LOT going on in these first 15-20 minutes. It's great if people come a little late because you can blend them into the process. Your goal as guests arrive is to:

- * meet each guest & have them pick their seat
- * stripe-test for liquid foundation/CC Cream
- * treat them to Satin Hands
- * get all profile cards filled out.

If you haven't talked to her before the party to find out about her skin, ask her the following questions before choosing a cleanser.

Tell me about your skin. Is it normal, oily, or dry? What do you currently

use to cleanse your face?

In matching foundation: If not bronze or ivory, ask “Do you burn (pink undertones = beige 3,4,8), tan (olive = beige 5,6,7) or burn then tan (yellow undertones = beige 1 or 2?” Stripe all 3 from cheek to neck and write match on top of profile card.

Need for Party:

Peach Satin Hands & Satin Lips

Eye Make Up Remover

Cleanser N/D

Day & Night Solution

Moisturizer N/D & C/O

Microdermabrasion Set

Firming Eye Cream

Foundation Primer

Liquid Foundation Demos or CC Creams

Liquid Foundation Brush

Facial Clothes – cut in 1/4 (or full size if no wash clothes)

White Wash Clothes

By Tray:

Beauty Book

Pen, Profile Card (on top) & Sales Ticket and Name Tag (Optional)

Cotton Rounds – 2 pp

Dash Out the Door:

Lipgloss

Bronzer

Ultimate Mascara

Cream Eye Shadows – iced cocoa (bronze skin); beach bronze (ivory/ beige skin)

Spatula & Mascara wands

Cheek Brush (or can use cotton round)

Individual Close: Goody Bags – skin care/color card, candy, lipgloss sample; put in fun bag and tie up with ribbon and your business card with their name sticker if you pre-profiled

Also need: Hostess Flier, Listen for a Lipgloss Sheet, More Sales Tickets, Pen, Calculator, ProPay CC Processor

Introduction

Hello, my name is _____ and I would like to welcome everyone and thank hostess's name for hosting this party. It's the greatest compliment you can give me to introduce me to your closest family and friends, so I'm grateful that you all gathered here tonight. Thank you.

I also want you to know that hostess name is getting awesome hostess credit b/c you are here so thank you, thank you, thank you. She is excited to get some FREE products and there is also an opportunity for you to get a lot of FREE products too. At the end when I give you your goody bags at your individual consultation, I am going to tell you about my awesome hostess program for this month! (\$100 Free to Party with Me!) And, OMG, if you were ever going to host a party, now is the time! We will also be doing some drawings for FREE stuff tonight!

You will also receive my business card with your goody bag at the end of the evening. I'd like for you to stick it in your wallet or you can program me into your contacts as "(Your First & Last Name) Mary Kay" so you can always find me easily when you run out of products or have a question.

I started my Mary Kay business almost 2 years ago and never in a million years would I have thought I would be driving a FREE Mary Kay car and teaching women about skin care and color cosmetics. But I will tell you, I absolutely love these products and love this company. I am so excited for you to experience the #1 Best Selling brand of skin care and color cosmetics which is Mary Kay!

Before we get started I want to give you an agenda and tell you the 3 things I'm looking for tonight.

Number 1: New Customers

Number 2: Booking Your Follow Up Appointment

Number 3: Quality Women who would love to do what I do!

As my customer, you will get the following perks:

--Me as your own personal Beauty Consultant just like a movie star!

--We'll see each other 2-3X/year for updates in your skin care & color, just like you would see your hair stylist or nail tech.

--I'm available via text or 24/7 on my website

--You get a FREE quarterly subscription to our very own glamour magazine called The Look!

--You get 100% satisfaction guarantee on all products (no more make up graveyard in your drawers) - our products have the Good Housekeeping Seal of Approval also!

--As a Preferred Customer, you receive a FREE gift with every \$40 purchase

Number 2: What is a Follow Up Appointment?

It's a free, fun personalized color appointment. You can do this at our monthly advanced glamour class or you can do like (hostess's name) and gather a group of friends and get some products for FREE! We'll do your personalized color look at your party or before, & your guests will get to use the products you'll be using tonight!

And Number 3: I am looking for Quality Women who would love to do what I do...

Mary Kay said that there is always a new consultant at every party...so we do not know who she is yet, but watch what I do tonight. It's not hard. This may not be something you've ever considered for yourself before tonight, but I think you might be surprised at how simple and fun it is! I'll tell you more about this in just a minute!

Now, as you ask questions tonight about our products, I am going to give you raffle tickets. At the end after the individual consultations, we will do the drawings for all the free stuff. So you want to make sure and stick around for the drawings!!

OK. Let me tell you what to expect at tonight's appointment. As I mentioned, I will tell you a little bit about the Mary Kay opportunity, then we'll jump into trying the products! **This is your FIRST of 2 appointments and we are going to focus on skin care tonight.** You already got started on this with your satin hands treatment, now we're going to be experiencing the TimeWise Ultimate Miracle Set. Does anyone currently use this product? What about our Skinvigorate cleansing brush?

Then, after skin care tonight, you will be doing a **“dash out the door” look** tonight. (Decide if hostess doing dash out the door or you can do the hostess' color prior to guests arriving.)

Finally, I will meet with you individually to answer any questions and to help you find what you are looking for, and want to take home with you tonight. My trunk is loaded!

Ok, now let's start with introductions! Share your **name, how you know the hostess, your favorite Mary Kay product** if you have one...and your favorite cereal. (smile)

Great! I always like to start out the evening with a fun game: Purse Game. (Or do PINK Marketing).
Take Questions and give out raffle tickets.

Go ahead and grab your Beauty Book right there next to your tray. As you open it you will notice a picture of Mary Kay Ash. She was a real woman, unlike Aunt Jemima or Betty Crocker. She started the company 50 years ago with the goal of enriching women's lives. Altho she is no longer alive, our company is stronger than ever. Actually, more women earn over \$100K in Mary Kay than any other company; and we give away more FREE cars than any other company in the world! It is the #1 Best Selling Brand of Skin Care & Color Cosmetics for 20 years straight now and I am excited for you to experience these products on your face!

All age ranges are represented here tonight...with a show of hands (raise yours), who washes their face morning AND night with a cleanser and moisturizer? Great, you get a ticket!!

So here's the deal. For every day you do not wash your face you are aging your skin 7 days...that's 7 x 7 x 7...I know right now some of you are thinking I should be dead in skin care years! Good thing you are here tonight! We are all learning. You want to wash your face morning and night just like brushing your teeth.

Just curious...how many of you are taking off your eye make up every night?

Start With...

Oil Free Eye Makeup Remover.

The first product we'll use is **one of our best-selling products**, oil-free eye make up remover. You will hold it gently against your eye for 3 seconds and then wipe off all make up. It removes all eye make up, even waterproof mascara easily. It's safe for contact lens wearers, and leaves no greasy residue. It even gets rid of eyelash mites!

It's on Oprah's "O" List as a Top Product. You shake it up to activate and it is the cleanser for the eyes. Our eyes are the #1 place we age as women. Ever notice how nice and long your man's lashes are...because he doesn't sleep in eye make up.

OK so get out one of your cotton pads and I will squirt it...the nastiest pad will win 5 tickets! (do not use cotton balls as the balls absorb product).

Now...we are going to turn to page 6 in our book and we are going to be using our Anti Aging and Anti Wrinkle Skin Care System called the TW Miracle Set. It will save you time as well as turn back time. Who can get excited about that? We all have limited time, would you agree with that? Tonight it will take more time as I am explaining each product, but your routine will only take 2 minutes morning and night.

There are 5 essential steps to good skin care...who knows what those are...shout them out one at a time for a ticket.
1. Cleanse; 2. Moisturize; 3. Exfoliate; 4. Protect; and 5. Freshen & Tone.

Step 1

3-in-1 Cleanser

(Pass out the warm wash clothes)

I love this product...it knocks down 3 steps into 1...it takes the place of a cleanser, mask and toner. It also comes in 2 formulas, one for D/N and a second for C/O. Take your warm wash cloth and dampen your face. Now scoop up the cleanser in well #1 and apply it to your face in an upward and outward motion. Why up and out? Yes, you want to go away from gravity!

Our hostess is going to use the Skinvigorate Cleansing

Brush (or they can all take turns feeling it on back of hand). This is like an electric toothbrush...tell about brush.

So just FYI...skin care is designed to go to your bra line and foundation is designed to go to your jawline...ok, tonight we are not touching any boobs cause that would just be awkward but at home you want to go all the way down. Have you ever seen a woman whose throat and neck give away her age? You do not want to be THAT woman!

OK, take your cleanser off.

Step 2

Day & Night Solutions. The next two products you're going to try are the Timewise Day & Night Solutions. I always say that these two are the Batman & Robin of this set; they work together to **fight the signs of aging in your skin**. These are **NOT moisturizers**...they're age-fighting products.

Go ahead and put the day solution on your face and the night on your neck so you can feel them both.

The Day Solution has an SPF 35 sunscreen, which protects the skin from both UVA and UVB rays. This product also **relaxes expression lines and softens the skin**. It has a light diffuser and you want to avoid your eye area. The Night solution is like Spanx in a bottle! It firms and tightens. It has these little beads in it called **Nutribeads**. They are filled with **vitamins and peptides** that fight aging while we sleep.

Who knows how old we are when we start to lose collagen? (go around table and guess). Yes, we start losing collagen

at 15! This night solution will help with bounce back ability. Just as our body restores itself at night, this helps our skin do the same.

If using different line...

TW Repair: Lifting Serum. This is my favorite product in the Repair Set. It lifts and firms sagging skin while increasing the production of collagen in the skin. You'll see immediate changes in the firmness of the skin along the jawline and on the neck as well.

Botanicals: Toner. (I'd skip if very sensitive, but great for everyone else!) Spray your toner on a cotton pad and wipe all over the face to open up pores and freshen the skin.

Clear Proof: Blemish Control Toner. Put toner on a cotton pad. Many clients use this only in areas where they are breaking out or only once a day. You have to be VERY oily to use it twice a day, but it is fantastic for drying up acne and oil. You'll have to play with it to see how it works best for you.

Step 3

TimeWise Age-Fighting Moisturizer.

The final product in the Miracle Set is the TimeWise Age-Fighting Moisturizer. Like our cleanser, it comes in two formulas, and we do offer this moisturizer with sunscreen as well. Go ahead and smooth your moisturizer into your skin all over your face...remember, upward and outward. Doesn't that feel great?

Moisturizer is one of the most important steps. In addition to moisturizing, it offers oil control; loss of moisture leads to what...yes, wrinkles! So do you want to be a grape or a raisin? Yes we all want to be like grapes...firm and juicy.

Other Lines~

TW Repair: Day & Night Treatments. Go ahead and put the day treatment on your face and the night treatment on your neck so you can feel both of them. These are your anti-aging products AND moisturizer combined.

The day treatment does have an SPF 35 full-spectrum sunscreen in it as well as the patented timewise volu-firm complex that fights aging and hydrates the skin.

The night treatment has Retinol in it. Have you heard of Retinol? It's like the "super man" of anti-aging ingredients that sluffs off dull, life-less skin cells and makes the skin look younger and more vibrant.

Botanicals: Hydrate. You can smooth your moisturizer all over your face. This does come in 3 formulas, so we can tweak it if you're more oily or dry.

Clear Proof: Oil-free Moisturizer. If you have oily, acne-prone skin, you will LOVE this moisturizer. It almost feels like a gel, very light-weight and it helps to fight acne throughout the day.

So...let's review real quick:

Morning: Cleanse, Day Solution, Moisturize.

Evening: Cleanse, Night Solution, Moisturize.

Quick and Easy!

So cleansing & moisturizing is like brushing your teeth.
Adding the day and night solutions is like flossing.
Together it performs miracles!

Now, flip to page 8 where you'll see our TimeWise Repair Volu-firm Set. This is the PINK CADILLAC of our skin care lines. It is our prestige line and designed for women who are seeing the advanced signs of aging and have some

repair work to do or just for women who want the VERY best in skin care in the world!

And on page 9, you'll see our Botanical Effects which are for young women who don't need the anti-aging benefits of the Miracle Set or Repair yet, but want to start using great skin care OR for women with sensitive skin. I think of this like the Prius or an electric car. It's young, trendy and it also comes in environmentally friendly packaging.

And under that, you can see our Clear Proof Acne line. We are so excited to offer a 4-step line that was specifically designed for acne-prone skin. It's Mary Kay's Pro-Active and the results we have seen in customers using it have been incredible! If you have a son or daughter who struggles with acne who might benefit from these products, mention that to me when we meet individually at the end.

Step 4 – Eye Creams

OK, let's turn to page 13. We have 4 different eye creams:

1. **Firming Eye Cream** which is like a push up bra as if lifts and firms (recommended for 30+);
2. **Age Fighting Eye Cream** for 30 and Younger or those with oily eyelids and it is lighter in weight;
3. **Indulge Soothing Eye Gel** which has cucumber extract so great stored in the refrigerator; good for allergy sufferers, puffy eyes or criers
4. **Eye Renewal Cream** which is the Cadillac of eye creams...does what the Firming Eye Cream does PLUS works on darkness and crepiness of the eyelids!

(You can have your miracle set, botanical and clear proof customers use firming eye cream, though I'd stay away from it for sensitive skin.)

Firming Eye Cream.

Let's finish our skin care regiment with TimeWise Firming Eye Cream. Does anyone know why you need a product specifically designed for the skin around your eyes?

The skin under the eye is **1/3 of the thickness of the skin on the rest of your face**. You also don't have any oil glands under that skin, so it shows the signs of aging more quickly than any other area. It also helps with **dark circles and fine lines and wrinkles** around your eyes.

Go ahead and stipple this product with your ring finger under your eye and out in the area where we start to see crow's feet. You always want to pat toward your nose so you don't pull the skin.

TW Repair: Eye Renewal Cream

One of the coolest things about this eye cream is the applicator. You can see that it is metal – made of "Z-MAC" (stands for zinc, aluminum, magnesium & copper). You don't need to touch the product with your fingers, just apply right from the applicator, roll over and massage the product into the eye area with rounded side. This is made of the same material tool boxers massage their faces with during a fight to take swelling out! This eye cream helps with darkness, puffiness and crepe-i-ness in the eye area, especially on the lids. Use it on your lids at night only, not before make up.

OK, so how does your skin feel? Great.

MICRODERMABRASION ~

Let's turn to page 12, this is my FAVORITE Set! It's our **MICRODERMABRASION SET**. Has anyone gone to a spa and got a professional treatment? This is a supplemental treatment that works on blackheads, white heads and the overall texture of your skin. It has 2 steps. We do not want to use this every day...2X/week for dry skin or 3X/week for

oily. It makes your face feel soft and smooth. It is like “Whitening your Teeth”...now you would never want to do this without brushing or flossing first.

Step 1 is Refine.

You will notice perfectly circular granules...they will not scratch your skin as they are made of aluminum oxide crystals. Let's apply this to your elbow – just one. Apply with fast circular motion for 15 seconds then remove. (I typically do in the shower)

Step 2 is Replenish.

This has green tea extract so it is calming. It soothes and replaces moisture as well as vitamins and nutrients we just removed in step 1.

OK how does that feel? Compare elbows. Awesome!

Now we have a special treat for your lips!

Satin Lips.

Do I have any Chap Stick addicts here tonight? (: Let's talk about a cure for your dry, chapped lips – it's called Satin Lips! Part of the reason Chap Stick comes in 12 packs is because it creates an addiction! I NEVER meet anyone who uses that product only 2–3 times a day. They usually have one in every pocket and room of their house! You should never have to use any product 40 times a day.

Lip Mask.

Satin lips has 2 parts to it. The first you only use 2–3 times a week, and it's a mask. Go ahead and massage it into your lips in a circular motion. It'll feel sandy, sort of like you kissed a beach! (: Work it in, it will exfoliate your lips.

Referrals.

While that lip mask dries, go ahead and grab your cell phones and pens. We're going to play a little game!

Does anyone have any friends or family members who are over-worked and under-pampered and could use a special gift? Anyone LOVE to earn products for FREE?!?!?

This is what I call my "Beauty of Friendship" offer!

Simply write in the cell phone #s of your friends and family members on each line. I would love to offer your friends a complimentary facial and a gift card in your honor!

- * Fill in 5 Names and get 1 ticket
 - * Fill in 10 Names and get 5 tickets
 - * Fill in all the blanks and get 10 tickets!
- Ready, set, go! (Time for 2 minutes)

Lip Balm.

Okay, now, let's wipe your lip mask off with your wash cloths (or 1/4 cut up facial cloth), and then put the second step on, the lip balm. This is what can replace your chap stick! You'll go from 40 applications a day to 2 or 3! Don't your lips feel so soft? And we can now see your natural lip color! Oooh Ahhh.

Okay, now let's talk about foundation!

Foundation Primer. Before any kind of foundation, everyone needs a great foundation primer. Go ahead and take your fingers and smooth your primer all over your face. You'll love how silky and soft this product feels. I like to call this product "**pot hole filler**" because it fills in all the imperfections of the skin. And has anyone ever gotten to the end of the day and wondered if they actually put foundation on? This product will keep any kind of

foundation on your skin all day long! It's like a **foundation magnet!**

Okay! Go ahead and turn to pages 10 & 11 in your Beauty Book. You can see on these pages that we have a large variety of foundations available in Mary Kay. We're going to use our CC Cream tonight because it is our hot, new product. If you feel a mineral powder or liquid foundation might be better suited for your skin, we can talk about that in your individual consultation at the end. It's also something you can try at your **color appointment.**

CC Cream.

Go ahead and grab your brushes, by the way, these are not party favors...they are my demos so I will be taking those home with me. If you fall in love with it, you can purchase one for only \$10.

At your followup appointment we will determine your liquid foundation shade. Once I know that, I know all your conversion shades so you can try out other options as well. (With liquid, a little dab will do ya. One bottle is equivalent to 150 applications.)

Now with your brush, you want to go downward, why? Yes, go with the hairs on your face and not against. Start in the middle.

It's now a good time to stop and just FEEL your face. How does your skin feel to the touch? Look in the mirror. Anyone notice any difference in how it looks?

OK, let's flip to pages 18 & 19.

Dash Out the Door Look.

Let's move on to our "dash out the door" glamour look! While this isn't going to be NEARLY enough color if you're a glamour girl, **it will get you home safely!** And if you don't normally wear a lot of color, no worries – this is very minimal! I would love to do color with all of you now, but we'd be here all night! Come to our monthly advanced glamour class OR we'll do your color look when you're the hostess at your own party!

Cream Eye Color.

(Scrape a little in trays with spatula. Beach Blonde for ivory/beige skin. Iced Cocoa for bronze/ebony skin.)

First, we're going to use a little cream eye color. Take your finger and smooth this color all over your eye lid, from your lash line all the way up to your eye brow. You don't need a lot.

Mascara.

You can use either ultimate or lash love mascara.

Bronzing Powder.

Use Cheek Brush or 2nd cotton pad to apply.

Today, we're going to use bronzer as a cheek color but at your color appointment, we'll teach you how you can also use this product to contour the face. Take your cotton pad and just dab the product lightly down your cheek bone. It'll look a little strange until you flip the cotton pad over and blend it with the clean side. It's a nice, natural cheek color for everyone.

Lip Gloss.

You have the product in the tray and can use their fingers to apply.

Okay, now before I walk you through some of our sets, let's do a quick little clean up. Go ahead pile all of your garbage on top of your tray, pop it out and pass it down. Then, after your garbage is out of the way, you can go ahead and pull your mirror up then snap it flat into the tray and pass those foundation brushes this way. (Smile)

Did everyone have fun tonight? Super!

Before I meet with you individually, I'd like to show you some of our "most popular sets" so that you know how to get the best deal on your product purchases tonight.

Table Close.

Go ahead and flip over your place mat (or pass out your set sheets) and grab a pen.

(Hold the bag up so everyone can see it!)

I'll start with our awesome travel roll up bag. You can roll it up and it **fits perfectly into a bag or suitcase**, and then you can **hang it on the back of a bathroom door**. Many of my clients who don't have a lot of counter space in their bathrooms or who don't like a lot of clutter, keep all of their products in this hanging bag. Each of the **pockets velcro** off too!

Review Set Sheet.

I do accept cash, credit card, check or the "Husband Plan," which is a little of each! (Smile!)

Last but not least, I'm going to pass out the "How did I do" survey. Please fill that out.

If no survey...

I am going to have you flip over your profile card and write the numbers 1-5 somewhere on the back!

1. First, tell me what you enjoyed most tonight.
2. When we get together again, what would you love to learn more about? (Specific skin issue, how to do your eyes, etc.)
3. If money were no object, which sets would you love to take home with you tonight?
4. When we get together again, which would you prefer – would you like to do a one-on-one color appointment, to come as a guest to a glamour event, or would you like to gather some friends & get some free product? You can write – 1-on-1, guest, or FREE PRODUCT!!
5. I know this probably isn't something that you'd ever do, but would you be willing to help me reach my goal this month and listen to some fast, fun facts about Mary Kay? Here are three options for answering this question:
 1. If you're interested in the Mary Kay business and think it might be for you, go ahead and write "yes".
 2. If you'd rather not help me with my goal, write "no."
 3. Third, if a Mary Kay business isn't for you, but you'd help me reach my goal this month, you can write "maybe."

Okay, great! Now it's time for our individual consultations. Does anyone need to get going right away? Great! Just bring your packet and pen with you, and I'll have you come with me to meet first!

And don't forget, we are going to do our drawings after I meet with everyone...and I have your goody bags too!!

Do NOT get out any Look Books! You will completely sabotage

future bookings, skin care sales and your guests will buy the most obscure products if you hand out catalogs! They can use the sets sheet or their beauty books for ordering!!!

Individual Close

Take her profile card, survey and sales ticket.
Go through the 8 Point Close.

In order to move things along more quickly, tell her a name of the next customer to send in to meet with you when she returns to the group!