

WELCOME

TO THE

best party ever!



**If you are doing the appt live, give each guest (1) hydrogel eye patch to apply to underneath (1) of her eyes before the appt begins. Say- "Now I have to show you how to say 'good-bye' to under eye puffiness, dullness and dark circles with Mary Kay's Hydrogel Eye Patches! (Hold up and show container and start to pull out an eye patch to hold up) These pink sparkly smiles for your eyes in just a 20 minute application twice a week have proven to immediately boost hydration, instantly cool and soothe the eye area and diminish the look of puffiness and dullness!" If this is a follow up appt, have the hostess apply the charcoal mask/moisture renewing gel mask to face instead of hydrogel eye patch.

Hi everyone, my name is _____ and as you probably already know, the name of our company is Mary Kay Cosmetics. Thank you so much for being here today!

Let me start by giving you an idea of what we're going to do today/tonight. First, I'm going to tell you a little bit about Mary Kay, the woman, Mary Kay, the company, and then a little bit about me.

Then, you'll get to experience and fall in love with our amazing Mary Kay skin care. We do everything in 2 appointments; skin care at the first appointment and then a fabulous customized color consultation for your follow-up appt. If I tried to show you everything at the same appointment we would be here FOREVER! Plus makeup always looks best when it's going on top of healthy skin.

At the end of the class, I will meet with each of you, one-on-one, to discuss your individual needs, write down your product faves as well as learn how to earn a ton of free products at your follow-up appointment. So this is the first of two sessions that I offer my customers. This first one is to try our products and get to know them and the second is to tweak something or try products that we weren't able to try today!

And I don't know if you'll get tempted but just in case you do, I do accept Mastercard, Visa, Discover, American Express, checks, Venmo, CashApp and, of course, cash! But the BEST part is that you get to take everything home with you TODAY/TONIGHT!!

Now to get us started, I would love to share with you a little bit about our founder, Mary Kay Ash.

IT'S NOT HISTORY,
IT'S HER STORY.
AND OUR STORY.



Mary Kay was a single mom struggling to make ends meet in a male dominated business world for more than 25 years. She retired in protest after yet another man she had trained was promoted ahead of her.

Mary Kay thought about her own career frustrations and wished there was a company where women could be fully rewarded for their own skills and abilities. She realized she didn't have to just sit and wish and wait; but that she could start that kind of company herself. She knew that she wanted the company to sell a product that would create confidence and help women feel beautiful both inside and out.

She believed in creating a company with the mission of empowering women to manage their own time, be self-starters and to be who they truly want to be.

I am proud that this company follows the Golden Rule and emphasizes the importance of giving back to others. So on that note, I would love to share with you a little bit more about our amazing company and the power of washing your face with Mary Kay.

We're Making the World
A BETTER PLACE.



Did you know that when you wash your face with Mary Kay you are supporting a company that is private, family-owned, 100% debt free celebrating over 60 years, with well-over \$4 BILLION a year in sales and is #1 in brand loyalty?

Did you know that when you use Mary Kay moisturizer you can be proud of our environmentally friendly company? We formulate, manufacture and distribute our products around the globe but are committed to continuing to have a ZERO carbon footprint and worldwide compact recycling program! In fact, our brand new manufacturing plant in Dallas and our distribution centers around the U.S. are all 0% landfill.

When you use Mary Kay products, you can know that there are women and families safe because of the \$3 million a year that we donate to domestic violence shelters all across the country. Mary Kay also donates over \$1.2 million a year to cancer research to eradicate the cancers that affect women. Plus our partnership, Love is Respect, is the first 24/7 text hotline where someone can text 'LOVEIS' to 22522 and receive immediate, live support on what a healthy relationship looks like.

Did you know that Mary Kay spends millions of dollars and conducts hundreds of thousands of in-lab tests each year to meet the highest standards of quality, safety and performance- all while fighting to eliminate animal testing around the globe? We were one of the first cosmetic companies in America to stop animal testing through creating and paying for in-lab product testing. We are doing the same in China, with the ultimate goal to eliminate animal testing around the world.

Now, here is something interesting... Did you know that as women, we control 80% of purchases in America? That is a ton of power that we have as women to take our consumer dollars and invest in products, people and companies that align with our values, like those you find at Mary Kay!



SELFLESSLY
HELPING
OTHER
WOMEN
BECAUSE
WE'RE
STRONGER
TOGETHER.



FEEL THE LOVE
of MARY KAY.

Now, with all of this influence that women have, Mary Kay Ash realized that women needed an opportunity to achieve financial success while balancing their own lives with their values and priorities.

She always said that her priorities were God first, family second, and career third and she found that when she put her life in this order, everything seemed to work out.

In fact, millions of women in nearly 40 countries worldwide have embraced the Mary Kay opportunity, making Mary Kay the NUMBER ONE direct selling company of skin care and color cosmetics IN THE WORLD!

The Mary Kay opportunity thrives today because it's a great way to earn extra income. And because it's about real women helping other real women look and feel their best.

Every woman has her own reason for starting a Mary Kay business. Whether it's to pay off student loans, supplement a household income or to have some extra 'fun', play money. And some recognize that their Mary Kay business can become their primary source of income and offer them freedom and flexibility.

So before we get into skin care and a little bit of color, I would love to share with you a little bit more about me and why I do what I do...



**EMPOWERING
WOMEN**
is my mission.



I have been building my business for _____. (if under a year, say 'less than a year')

Before Mary Kay, _____. (Add a line or 2 about your life before MK)

I never saw myself doing Mary Kay because _____. But as I learned more about the business, I was attracted to it because _____.

What I have enjoyed the most (or accomplished) is _____.

The reason I work my business is _____ & my current goal is _____.

In fact, your presence at this class is a continuation of my story. You are all helping me to continue to grow my business and for that I am truly grateful. So thank you so much for supporting me, my family and my dreams.

(Write out your story and tape it over this section. This part of the class is probably the most important. Sharing WHY you chose MK is critical to the connection you have with the guests. Practice this before the class. Think about why you will be in MK for life, make them laugh, cry, get curious.)

And Mary Kay Ash always said that there's a new beauty consultant at each and every class, and I believe her! She actually found that quality women attract other quality women... And hey- you never know!?! So all I ask is that you watch what I do today and see if you could see yourself doing what I do!

Now that you know a little bit more about me, my business and this empowering beauty brand, are you ready to pamper your face?!

BEGIN WITH
beautiful
SKIN.



Now go ahead and take a look at your skin and I want you to think about this: How old you are is your business, but how old you look is now mine.... (laugh)

Whether you're 17, 70 or anything between, we all want beautiful skin, right?
Are you ready to make some changes?

Great! What we are going to get to do today in the next 30 minutes will only take a few minutes in the morning and a few minutes at night. And you will see and feel the results TODAY, in 3 days, 3 weeks and 3 months that you will LOVE!
Doesn't that sound great?!?!.... Let's do it!

So before we get started, it's important to know that our company has a 100% satisfaction guarantee, so if there is anything that you choose to take home with you today and you want to try a different shade, or a different formula or a totally different product all together, I will be happy to exchange it for you or issue a refund if you prefer.

(If doing a live class, remove the hydrogel eye patch on the one eye and have your guests see the difference between their eyes. If this is a follow up appt, have the hostess remove her charcoal mask or moisture renewing gel mask with wet wash cloth)

Now, We are going to get started by using our award winning Oil-Free Eye Makeup Remover! It is already on your cotton pad (use cotton pad/round instead of cotton balls for easier removal). This will remove eye makeup without pulling or tugging and is also safe for contact lens wearers. Our eye makeup remover has 2 parts: a conditioner and cleanser. It is so important to clean your eyes every night with an eye makeup remover, even if you don't wear eye makeup.

TIMEWISE[®] **MIRACLE SET[™]**



- ⊗ **FEWER VISIBLE FINE LINES AND WRINKLES.**
- ⊗ **INCREASED FIRMNESS.**
- ⊗ **IMPROVED RADIANCE.**
- ⊗ **ADDED HYDRATION.**
- ⊗ **IMPROVED SKIN TEXTURE AND BETTER OVERALL APPEARANCE.**
- ⊗ **IN 2 WEEKS, FINE LINES START TO FADE, WRINKLES START TO SOFTEN AND SKIN'S FIRMNESS BEGINS TO IMPROVE.***

*Results based on one of eight independent third-party clinical or consumer studies in which from 55 to 214 women used a TimeWise[®] Miracle Set[™] product as directed

Now it's time to experience what I like to call a miracle! The TimeWise Miracle Set is an innovative collection of age-fighting products that work BEAUTIFULLY together to deliver the benefits you need for younger-looking skin.

This four-step regimen uses the latest skin care science to deliver younger looking skin for all skin types, including sensitive skin and even those with rosacea (row-za-sha).

Now did you know that only 20% of visible skin aging comes from the natural aging process? The rest is caused by our lifestyle and environment. Things like UV rays, air pollution, smog, car exhaust, soot, lack of sleep, smoking, stress and diet can all contribute to skin aging.

The TimeWise Miracle Set is powered by our '3D' complex in ALL 5 products, which is proven to DEFEND, DELAY & DELIVER.

Let's talk about what a three-dimensional approach to skin aging means. First, it **DEFENDS**. It defends against age-accelerating free radicals on the skin with multiple antioxidant benefits. Antioxidants are your best defense against these free radicals and support the skin's barrier.

Second, it **DELAYS**. It delays the look of premature skin aging with UVA/UVB protection and the exclusive patented Age Minimize 3D complex. This complex combines three powerful age-fighting ingredients: encapsulated resveratrol (res-ver-a-trol), vitamin B3 and an age-defying peptide.

So it, **DEFENDS, DELAYS**.. And lastly it... **DELIVERS!** This set delivers visible improvements of multiple signs of aging in just 2 weeks! Including fine lines, wrinkles, resilience, luminosity, smoothness, softness and overall appearance of your skin!! Sounds amazing, right?!?! (affirm them, smile and nod 'yes')

MARY KAY

TIMEWISE

4-IN-1 CLEANSER



TIMEWISE® 4-IN-1 CLEANSER

CLEANSER.

PREP.

Refresh!

- ⊗ THOROUGHLY CLEANSSES.
- ⊗ IMMEDIATELY REFRESHES.
- ⊗ GENTLY EXFOLIATES.
- ⊗ LEAVES SKIN LOOKING BRIGHTER.
- ⊗ PREPS SKIN FOR THE BENEFITS OF YOUR NEXT SKIN CARE STEPS.

I'm going to take you now through the five essential steps, starting with the Timewise 4-in-1 cleanser.

Go ahead and use your wash cloth to wet your face. (as she is wetting her face, say...)

The cleanser comes in two formulas: one for normal to dry skin and one for combination to oily skin. I've given you the right formula in well #1, so if someone's cleanser looks different from yours that's okay, they just have a different type of skin.

Now go ahead and apply the cleanser to your face, avoiding the eye area, remember we already cleansed your eyes with the Oil-Free Eye Makeup Remover. You want to apply it in circles on your face using an upward and outward motion- we don't want to help gravity and pull down.

As you apply that cleanser, you're thoroughly cleansing your skin without stripping it of its natural moisture. You're also getting the combined benefits of essential skin care steps: cleansing, exfoliating and freshening. Plus the added benefit of skin looking brighter. The 4-in-1 cleanser also helps support skin's natural collagen with a collagen BOOST and prepares your skin for the benefits of your next skin care step.

When you're finished, just remove your cleanser with your wet washcloth.

I hope everyone washes their face everyday, twice a day in the morning and right before bed, but I have talked to so many women who say they don't wash their face because they don't use makeup! But someone explained it to me this way and it made sense. Think of your skin like the windshield of a car. Even if that car goes nowhere, there's still crud that you can see on the windshield at the end of the day. That same stuff is coming in contact with our skin, we just don't see it. So when we aren't washing our face, all that crud is going on your pillow case, and back onto your face and it's a vicious cycle! That's why it's so important to wash your face, everyday, twice a day, no matter what!!

Doesn't your skin feel really fresh and clean?! (allow for responses/head nods)... Great!



**REPLENISH.
RE-ENERGIZE.**
Radiate!

**TIMEWISE® ANTIOXIDANT
MOISTURIZER**

- ⊗ LEAVES SKIN LOOKING MORE RADIANT.
- ⊗ IMPROVES SKIN'S FIRMNESS.
- ⊗ BOOSTS HYDRATION FOR 12 HOURS.*

*Based on an independent third-party clinical study in which 30 women wore the product for 12 hours.

Now let's talk about wrinkles. I'm going to guess that none of us want them, right? Mary Kay scientists have formulated breakthrough skin science to help delay the visible signs of aging. The TimeWise Antioxidant Moisturizer is the next critical step in your skin's future youthful appearance.

You'll find your custom moisturizer in well #2, scoop that up and apply that to your face.

As you apply, you'll see that the lightweight-formula absorbs quickly and leaves skin feeling soft, supple and looking more radiant! This antioxidant rich moisturizer helps reduce the look of fine lines and improves skin firmness. It re-energizes skin's healthy glow and boost's hydration for 12 hours!!



**TIMEWISE® DAYTIME DEFENDER
SUNSCREEN BROAD SPECTRUM
SPF 30***

**DELAY.
DEFEND.**
Defy!

- ⊗ DELAYS VISIBLE SIGNS OF PREMATURE SKIN AGING.
- ⊗ HELPS PROTECT SKIN FROM ENVIRONMENTAL STRESSORS.
- ⊗ HELPS FADE VISIBLE FINE LINES.
- ⊗ SUPPORTS SKIN'S NATURAL DAYTIME PROTECTION.

*Over-the-counter drug product.

Now that we have completed the basic steps to your skincare routine, it's time to add a protective barrier to defend against damaging pollution, UV rays, blue/light rays, cold weather and more!

To achieve this, we will apply our TimeWise Daytime Defender with SPF30 in well #3 to your face. If you have an spf allergy or sensitivity please try this on the back of one of your hands. Go ahead and scoop some of the Daytime Defender up and apply it to your face in an upward and outward motion. A little goes a long way, start with a little and you can always add more.

You'll use this every morning right after cleansing & moisturizing. By day this moisture replenishing cream provides UVA/UVB protection to help delay the visible signs of skin aging. This cream features prickly pear extract to help strengthen skin's moisture barrier- to keep the good things in & bad things out.

It re-energizes skin's natural youthful glow and helps improve the look of fine lines and wrinkles. It also helps to even the look of your skin tone and leaves skin looking visibly revitalized!



TIMEWISE® NIGHTTIME RECOVERY

**REBUILD.
RECOVER.**
Rest!

- ⊗ WAKE TO SKIN THAT LOOKS WELL-RESTED.
- ⊗ DELIVERS FRESH INGREDIENTS TO SKIN WITH EACH PUMP.
- ⊗ HELPS RECOVER WHAT CAN BE LOST DURING THE DAY.
- ⊗ SUPPORTS SKIN'S NATURAL NIGHTTIME RECOVERY.

Next is the TimeWise Nighttime Recovery in well #4. Apply this to the back of your hand. Normally, you would apply this to your face at night right after cleansing and before moisturizing.

(hold up bottle) The small beads you see are called Nutribeads! These include resveratrol in the pearl beads and a blend of vitamin derivatives in the pink beads that burst when dispensed to release fresh ingredients!

Did you know that your skin rebuilds its reserves at night? The Nighttime Recovery keeps working while you rest, giving your skin an extra boost of antioxidants. So you can awaken to skin that looks healthier, rested and more radiant! The lightweight, dewy formula soothes skin and leaves it feeling rejuvenated with the help of Chamomile extract.

Doesn't that feel incredible?! You just used the COMPLETE TimeWise Miracle set including the TimeWise 4-in-1 cleanser, Antioxidant Moisturizer, Daytime Defender with spf30 and Nighttime Recovery!

Doesn't your skin feel AMAZING?!?!? (nod heads yes, smile, pause for responses)



REVITALIZE.
REDUCE.
Renew!

TIMEWISE® EYE CREAM

- ⊗ **HYDRATES.**
- ⊗ **FIRMS.**
- ⊗ **BRIGHTENS.**
- ⊗ **VISIBLY REDUCES FINE LINES.**

Before we move on, I'd like for you to try our revitalizing TimeWise Eye Cream. Did you know that because the skin around the eye area is so thin and fragile, it's often where you first see signs of aging? This eye cream can be your first defense to looking younger.

You'll find your eye cream in well #5. You're going to want to use your ring finger to gently pat the eye cream under your eye and brows.

This eye cream not only makes the skin feel intensely moisturized, it's working to smooth the skin and improve your eye area's texture. Plus, it absorbs quickly, so you don't have to wait long to apply your makeup! Our Eye Cream has been proven to improve multiple signs of aging and fatigue around the eyes, including fine lines, dullness, firmness and skin texture.

You want to be sure to use the TimeWise Eye Cream morning and night. It maintains moisture in the eye area for 12 hours so when it's used twice a day, essentially you get 24 hours of moisturization! The Eye Cream completes our skincare and gives you the ULTIMATE Miracle Set!

To finish your skin care routine, we will use one of our fabulous foundations, because foundation is the final step in your skin care and it does come as a set.

Now that your skin has been perfectly pampered, let's give it a flawless finish!

*** The next few pages may be adjusted as you work your MK business. Use page 27 with CC cream if you are a newer consultant or want to sample CC Cream. For more advanced consultants, or based on your customers desires, you may want to sample the Timewise 3D foundation (I would suggest using matte finish for everyone). If you choose to sample the Timewise 3D Foundation, cut and tape page 28 onto page 27 in your flip chart book. 😊

****Pro tip**** if this is a follow up, consider trying a different type of foundation than what she tried at her initial appt with you :)

MK

MARY KAY
concealer
radiation blend
spectrum of 10
crème for ample
protection solar spf 15
1 FL. OZ. / 29 mL

FACE THE
WORLD
FLAWLESSLY!

How would you like to know some magic from top makeup artists to the stars? Well... here it is, FOUNDATION PRIMER. Foundation primer is going to; protect with spf 15, filling in every teeny tiny line, pore and wrinkle on your face leaving the skin feeling silky, smooth and soft and giving foundation hours and hours of staying power. Scoop up some of the primer out of well #6 and swipe it on your cheeks, forehead, nose and smooth it all over your face. (give a second) Don't you LOVE that?!

Next, we are going to try our groundbreaking, Under Eye Corrector. Can you say 'Bright eyes'?! Use your ring finger to apply this underneath your eye where the dark circle hangs out. Try one eye at a time so you can see the difference. You'll find your sample in well #7. (as they apply it say...) This specially formulated peach shade is made to go from the lightest of the light to the darkest of the dark skin tone and will color correct the darkness we get around our eyes. Isn't that amazing?!?!?

Now here's something interesting... Did you know that nearly 58% of women aren't sure if they are wearing the correct foundation shade or not? Well, I have a solution because I am going to help you find your perfect match. Foundation is actually the last step in any good skin care routine. It protects the skin from the environment, evens skin tone and covers flaws for healthy-looking, radiant skin. I'm going to show you how to apply your foundation for a flawless look! (If you haven't already, color match each guest by trying a little swipe of foundation between their cheek and jaw bone. Have them do this with their own hands and blend or use a sponge tip applicator to apply and blend)

You'll find your customized foundation in the oval well. Use your foundation brush to apply.

Today we will be using our CC Cream, which stands for Complexion Correction. It delivers 8 skin care and complexion benefits in one step. It protects, brightens, corrects, minimizes redness, conceals, hydrates, reduces visible signs of aging and defends against the environment. It's ideal for lightweight, natural looking coverage is what you want, especially when you're looking to get out the door in a flash!

Mary Kay does offer many different foundation options in a wide range of shades and formulas. We can discuss more options for you during our one-on-one individual consultation.

But how does your skin feel? Don't you love how soft and smooth it is? And remember this is after using these Mary Kay products ONE TIME! Just imagine how your skin will continue to look and feel when using the Miracle Set every day!

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You'll find your customized foundation in the oval well. Use your foundation brush to apply.

Today we will be using our TW 3D Matte wear foundation, featuring the same 3D anti-aging complex as our skin care! This heat and sweat resistant formula provides 12 hours of wear and 12 hours of oil control, thanks to special microspheres that act like sponges to absorb excess oil. It provides a weightless coverage that creates a skin-perfecting finish that doesn't leave an oily or greasy feel and won't settle into fine lines and wrinkles. Providing buildable medium to full coverage, your skin will INSTANTLY feel healthier, firmer and younger!!

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ACNE SOLUTIONS



Skin Analyzer
MARY KAY



DERMOCOSMETIC SOLUTIONS



ADVANCED SIGNS OF AGING SOLUTIONS

Say hello
TO
CUSTOMIZED SOLUTIONS!



TARGETED SOLUTIONS



DERMOCOSMETIC SOLUTIONS

Now as women, we all know that skin care never ends with just the basics. In addition to the amazing Timewise Miracle Set, Mary Kay offers many products that are customized for specific skin care needs. Today, I'll highlight just a few of these fabulous products. First, it's good to note that Mary Kay offers five other skin care lines. We have Botanical Effects for simple beauty, Clearproof for acne-prone skin, Timewise Repair for advanced signs of aging, Mary Kay Naturally for those seeking naturally-derived skin care... and we even have a men's skin care line!

But, one of our customer favorites & best sellers is the Microdermabrasion Plus Set, a two-step system that immediately gives the look of polished, younger skin with significantly smaller pores. (Hold up and show Microdermabrasion Plus Set, **if live try on the back of one hand**) Step 1 is the Refine, which will give a gentle exfoliant which buffs away a deeper layer of dead skin cells. Used after cleansing 2-3xs a week. Step 2 is the Pore Minimizer which shrinks the head of the pore and reduces visibility. This can be used everyday, twice a day.

Next, I have a treat for you... Who wants more collagen and elastin?! Everyone, right? Introducing the Timewise Replenishing Serum C+E! (Hold up and show Serum C+E, **if live try on their neck, put in well #8**) This serum is formulated with botanical ingredients to enhance the production of new collagen as well as keep existing collagen from breaking down. It lifts, tones, enhances and helps your skin look younger! You'll use about 3 pumps am and pm all over your face, neck and wherever you need a lift! Some of us want to take baths in it!

(ONLY virtual, say this here) Now I have to show you how to say 'good-bye' to under eye puffiness, dullness and dark circles with Mary Kay's Hydrogel Eye Patches! (Hold up and show container and start to pull out an eye patch to hold up) These pink sparkly smiles for your eyes in just a 20 minute application twice a week have proven to immediately boost hydration, instantly cool and soothe the eye area and diminish the look of puffiness and dullness! I'd love for you to try these but for today check out these before and after pictures!

And this wouldn't be a Mary Kay session unless we mentioned our Satin Hands and Satin Lips. First let's talk about our satin lips set (Hold up tubes/**sample live in wells above oval on right side**)- it begins with an all-natural white tea and citrus and shea butter sugar scrub exfoliator and then finishes with a super silky lip balm! Leaving lips feeling kissably soft and smooth! Our Satin Hands Set will leave your hands feeling soft, smooth and revitalized. It instantly exfoliates and polishes away dry and dull areas and clinically proven to keep skin moisturized for over 24 hours! (If Live- **"We will do this pampering session in a few minutes before we finish up."**
Do this at the end after 'tell us what you think', before table close, softener, scrub, rinse, cream)

During our individual consultation, I can address any skin care concerns to help keep your skin looking and feeling fabulous!

Now we are going to play with some Mary Kay color. Today we are going to do a quick “Dash out the Door” look! At your follow up appointment, we will try more of an advanced color look. 😊

First, we are going to do mascara. We have several different mascara formulas that volumize, lengthen and define your lashes. Today we are trying one of our customer favorites and best sellers: our Ultimate Mascara. Go ahead and grab your Ultimate Mascara wand. (individually dip 1 mascara wand per customer into ultimate mascara tube)

- Comes in black and black-brown
- Extremely volumizing, super thickening
- Flake-proof, clump-proof, water resistant and smudge resistant
- Smart wiper technology which gives you the right amount
- Ophthalmologist tested

Couple things about mascara: When applying mascara, don't pump it because you're forcing air into the tube causing the mascara to dry out and clump. Also, you should replace your mascara every 3 months because bacteria can grow in the tube causing bad things to grow on your eyes.

Next in your tray you have a lip gloss sample. Each color is a surprise- the name of the shade is written on the back. What shade does everyone have?!

Go ahead and open the gloss and apply it to your lips.

Now you may have never picked your color for yourself but this is a fun way to give it a try and hey- you may love it! This is our unlimited lip gloss fortified with Vitamins C & E. It is plant based and comes in 14 shades.

If this is a follow up appt, show/teach the hostess how to apply the products from a color card while guests are applying other products, she should use the 3 eye shadows, blush color and lipstick- she will not use the lip gloss sample.

Eyeshadows- use sponge tip applicator- color #1/medium color: apply to eye lid/wherever you can feel your eyeball, color #3/lightest color: highlight color from the bottom of the brow to where color #1 stops, color #2/crease color: use tip to make lines and put it in the crease/where the 2 colors meet...

BLEND with finger or light side of applicator

Blush- use liquid foundation brush or 3 fingers, apply to flat part of cheek bone, blending down towards your nose. Blend down because the hair on our face grows down and it will lay more naturally and stay on longer

Lips- peel off lipstick and use finger to apply to lips

HOW
DO
YOU
FEEL?

BECAUSE YOU LOOK *amazing!*



At your follow-up appointment, you'll also have the opportunity to choose what kind of color look you'd like to try and we can customize something quick and easy, super glamorous or anything in between!

Okay, so now it's time to check ourselves out! Go ahead and take your mirror and hold it at an arm's length. Here's why we do this- we as women are our own worst critics, so we will see every flaw and imperfection when this is how the average person sees you, because of the wonderfulness of personal space. Anyone who is closer than this to you, loves you and really doesn't care what you look like.

(laugh/smile)

Now go ahead and check yourself out!

(act surprised/confused)..... Oh! Wait a minute... Did I give you a chance to win a prize?....

Okay, well we have to do that now because everyone likes the free stuff.

I need you to grab your cellphone and a pen to play the game.

(Have guests go grab their cell phones and have hostess grab pens, or provide pens for them)



SHARE
THE GIFT
of beauty!



****Memorize this next part****

****Practice it****

****Write down bullet points to remember****

The BIGGEST compliment that you can give to me is to refer me to any friends or family. Because Mary Kay doesn't advertise in any traditional ways, referrals are the only way I have of growing my business.

And I always have a gift for anyone that gives at least 7 names and numbers, because what goes better with foundation than a foundation brush! So for 7 names and numbers you get to keep your foundation brush for FREE!

And I know you loved that ultimate mascara we used today! Well when you give 13 names and numbers you get a mascara and your brush for FREE!

For just 5 more names for 18, you get that primer- the velvet powder mask- and your foundation brush for FREE!

And when you give the most names and the most numbers you get to pick your prize!

So I'm going to give you a few minutes to write down as many names and numbers on that Fabulous Game sheet as you can. Here are the rules: they have to be women, they have to have skin, and they have to be 23 or older.

On your marks... get set.... GOOOOOO!!

(PROTIPS: Play 'Call Me Maybe' by Carly Rae Jepsen from your phone on repeat until the game is over, keep yourself looking busy cleaning up and setting up for the individual consultations while they play the game, give suggestions if someone gets stuck- coworkers, inlaws, neighbors, church friends, family, friends, etc, Collect referral sheets from guests as they finish, if they are writing, don't talk to them!)



Who wants to win some more goodies?! We have one last part of the appt before we finish up and by playing this part you will be entered into a drawing for a designer handbag, cash drawings, and free Mary Kay products! Sounds good?!

Okay I am going to call out a letter and be sure to fill out your 'Tell us what you think' form for an extra drawing entry!

The first letter is an 'M'. The 'M' stands for MONEY. We make money 2 ways in MK. The first way is by selling products. As a Beauty Consultant we earn 50% profit on all the products we sell, as well as 50% off our own products! The second way is by building a team. We earn from 4%- 26% commission on the men or women who join us in the company, in addition to several other cash bonuses.

The next letter is an 'R'. Recognition. We earn prizes weekly, monthly, quarterly, and yearly. From beautiful jewelry, to dishes, designer purses, and more. (Share your favorite prize / show picture.)

Next letter is 'S' stands for Self-Confidence and Growth. I like to say that Mary Kay is the best self-confidence course that you get paid to take! (Share a personal growth or confidence building experience/story)

Next letter is 'C' for Cars. Did you know that not all of our cars are pink? There are actually 4 levels to our car program from Chevy malibus to pink Cadillacs and Escaldes and everything in between! Now what's great about the car program is Mary Kay gives you the choice of the car or a cash compensation. If you choose the cash, you'll enjoy between \$425-\$1,400 per month in cash compensation! Or if you choose to take the car, Mary Kay will pay for the taxes, plates & tags, and up to 85% of your Car Insurance for you and one other person of your choice.

'A' is the next letter and stands for Advantages. You advance at your own pace. There are no quotas and no glass ceilings. There are no territories, so you can sell in person, online, or on the go. Plus you can take advantage of great tax deductions, like mileage, portion of cell phone, mortgage & rent. All of the training is provided and individualized. So you're in business for yourself but not by yourself.

The last letter is 'B' standing for Be your own boss. I like to say I'm the best boss I've ever had. You can have a 2 step commute and total freedom and flexibility to work this business, putting God first, family second and career third.

Go ahead and finish filling out the rest of the form. There's a section for you to check all that apply... (pause a moment)

The next box you will choose and circle a number 1-5. #1 is 'I would never do Mary Kay even if I was on the side of the road, starving', a #2 is 'I'm not sure if this is for me, but I am open to getting some more information. Notice there is no #3 on purpose because it straddles a fence and you have to pick a side, a #4 is 'This sounds intriguing but I have some questions'. And #5 is, 'Did you say we get 50% off our own products and 50% profit, with no quotas?! This sounds great! Tell me how to get started!' (giggle)

At the bottom, write any questions you may have. When you're done, hold up the sheet and I will collect them for the drawings. (if virtual have them text a picture of the sheet to you for entry)

SELF-CARE
starts here!

(Pass out placemat menus. Don't leave your post. Have a filled roll up bag in hand.)

Now let's go over everything that we used today. This is your placemat, and you can write on it, circle it, 'x' it out. I am a visual person and I like to be able to write on my stuff, so feel free to do the same.

We are going to go right through that sheet and through this roll up bag, but first I have to tell you about this roll up bag because it's the most magical bag in the world! Not only does it roll up into a nice square and have this handle at the top, but when you roll it out there's a hook at the top so I hang mine on the back of my towel bar or the back of my bathroom door. And the other thing is each of these 4 pockets... velcro off!

So like I said we are going to talk about everything we used tonight and we are first going to start in Pocket #1, which is our skin care. The reason why your skin looks and feels as amazing as it does is because of all of the work that we did underneath everything. It would just be like if we were to paint this room that we are in, even if you pick out the most beautiful color in the world, if you didn't spackle first, then the cracks would still show through.

That's why we have our first set in pocket #1, our 'Timewise Basic Skin Care Set', which has your cleanser, moisturizer and your cc cream/foundation. Now remember the first time around these are sold as a set because that's how they're formulated to work and to get the results you were promised and guaranteed. If I have done my job properly today and were to suggest anything at all for you to take home with you it would definitely be this set because it gives you the biggest bang for your buck and the best foundation for everything else! These products last about 4 months using everyday, twice a day. These 4 together are ONLY 82 (don't say dollars!... change it to 85 to TW 3D foundation)

Set #2 is our 'Defend and Recover' set which has your Daytime Defender with SPF30 and the Nighttime Recovery. These guys help to protect your skin during the daytime and restores your skin at night while you sleep. These 2 are 68. When you get Set 1 & Set 2 together that makes the COMPLETE Miracle Set- is only 138 (141 for TW 3D foundation) for both sets and you save 12 DOLLARS.

Set #3 is our 'Awesome Eyes' set which has the Timewise Eye Cream, this is what we used under our eyes and under our brows that helps with firming, tightening and moisturizing the skin around the eyes. This set is 38. BUT, when you get sets 1, 2 & 3 together that makes the ULTIMATE Miracle Set and is ONLY 172 (175 for TW 3D foundation). So if you got all of pocket 1, you end up saving 16 dollars.

SELF-CARE
starts here!

Pocket #2 has our 'Lift and Firm' Set! First is the Replenishing Serum C + E which helps to boost your collagen and elastin. It lifts, tones and tightens your skin for 60. Then we have the 'Buff and Polish' set that includes the Microdermabrasion Plus set. This set includes our refiner and pore minimizer, which evens skin tone and shrinks large pores... and is only 58.

Pocket #3 has our 'Bright Eyes' set which has our hydrogel eye patches- those pink sparkling smiles for your eyes that help with dark circles, fine lines and wrinkles and puffiness. And our Under Eye Corrector- the peachy concealer we used for the dark circles. These two are available as a set or individually. The set is 56.

Also in pocket #3 is our 'Magic Set' which has our Oil-Free Eye Makeup Remover and our Foundation Primer- the velvet, powder mask. These are sold as a set or individually- the set is 40.

Lastly, in pocket #4 is our 'Dash Out The Door' set which has the Ultimate Mascara and our Unlimited Lip Gloss for 32. And then our 'Satin Set' which has our incredible Satin lips set with scrub and balm, as well as our Satin Hands set! These are available as a set or individually- the set is 58.

Here's the really cool part, when you choose to get 210 or more- you actually get the roll-up bag for FREE from me! And if you're a woman like me, who has to have it all!... you can get everything we used today, all 9 sets and the entire roll up bag for only 399... and you get the roll up bag for free, so you end up saving over \$113 DOLLARS (\$115 DOLLARS for TW 3D foundation)!

We are going to go ahead and get finished up and do our individual, one-on-one consultations in the other room. Each one takes about 10 minutes, who needs to go first??..... (if no one responds, pick the most excited person to go first!, MUST be done in a separate room/area away from the rest of the group)

thank you

so much!

MARY KAY

Individual Consultation: #1- Close the Sale

**Have multiples of 'Individual Consultation' form & blank sales slip as well as each customer's profile card

"How did you think everything went today? (allow her to respond, smile and nod)

Did I teach you anything new? (allow her to respond, affirm her)

What was your favorite part about the skin care- like the cleanser, day cream, night cream.. Like the first products you used? (affirm her, if she makes a comment about something other than that, affirm her but ask her again what her fav part about the skin care is)

So here is what we are going to do, we are going to go through everything we used today and your 'Get Set for a Beautiful You' sheet and create 3 piles for you. It really is more for me so I know how to best serve you not just today but in the future as my customer. We are going to create a YES, MAYBE, and NO pile. (**allow her to respond, write yes's on her sales ticket, maybe's and no's on her closing sheet.)

YES means 'yes I love that and want to get that today!' MAYBE means 'maybe in the future like a wish list'. NO means 'no never even if it was free I wouldn't want it.' Let's start with our first set which is the timewise basic skin care set, your cleanser, antioxidant moisturizer and cc cream/foundation. Is that a YES, MAYBE or NO?"

"Next, we have our 'Awesome Eyes set' which is our Timewise eye cream. Is that a YES, MAYBE or NO?"

"Pocket #2- First we have our 'lift and firm set' which is your Replenishing Serum C + E. Is that a YES, MAYBE or NO?....

Allow response... What about the 'buff and polish set', which is the Microdermabrasion Plus Set? YES, MAYBE or NO?"

"Pocket #3, the Hydrogel Eye Patches? (allow them to respond yes, maybe or no) And what about the Under Eye Corrector? Is that in your YES, MAYBE, or NO pile?"

(Continue through the placemat menu, discuss each item, INDIVIDUALLY and then write that in the appropriate place.)

Add up and calculate sales tax on her sales ticket. Ask her, "How would you like to take care of this today- card, venmo, cash or check?" Collect or process payment IMMEDIATELY, then move to the next step.

Individual Consultation: #2- Booking her Follow Up Appt

Next, we are going to book your follow up appointment and at your follow up you get to try that customized color look and some other products that we didn't get to try today. I typically schedule that about 2-3 weeks out so you have a chance to try the products- does during the week or weekend work best for you? (give 2 specific dates and times that work for your schedule, example- "Great! How about Saturday, April 4th at 10 am or Sunday, April 5th at 7 pm?"

Awesome! So just for inviting at least 3 or more friends to join us at your session, you can earn up to \$100 in free product! Usually if you were to invite 7 or 8 people, you'll normally have at least 3 who can make it. So who would you like to invite to join if they were free? *Have them circle who they'd invite on their referral/fabulous game sheet, refer to and explain HOTT hostess rewards sheet**

Just be sure to let your people know that I'll be reaching out to invite them!

Individual Consultation: #3- Sharing the Facts about Mary Kay

Okay so I have one more thing for you. And this is the most important part of my job because I get to share the information about Mary Kay, and if the person who shared it with me prejudged me or assumed that I didn't want the facts about it, my life would be totally different. So I have a video, it's 8 minutes, would you be willing to watch it and get some more information if I texted it to you? (Pause and let her respond)

Awesome. Just for watching it and connecting back with my director and I for a quick call, you'll be entered into the drawing for the designer handbag, cash, and free product! Let me send it to you now in a groupchat with my director.

Send to them and make sure it goes through to their phone where they can click on it

When do you think you'll have a few minutes to watch it in the next 24 hours?

Great! I'll let my director know in the group chat and we can figure out when we can all hop on the phone for 5 minutes to chat!

So this is what I call my "Success Binder," it's how I keep track of what I make in a week in my business. So this week, I worked for _____ hours because I held _____ (# of appointments) and sold _____ (total of what you sold before tax). And since we make half, I profited _____. So just watch it with an open mind and get the information, and if it's not for you, then it's not for you, but then at least you'll know!