



MARY KAY®

**SELF-CARE**

*starts here!*

A decorative graphic consisting of several overlapping horizontal bands of color. From top to bottom, the bands are: a dark pink band, a medium pink band, a purple band, and a white band. The bands are slightly wavy and overlap each other, creating a layered effect.

Tip: As you set up for the Skin Care Class, place this flip chart so this side is facing you. Then, as you flip forward, your guests will see beautiful pictures and you will see the dialogue page.

## Set Up & Welcoming Guests

1. **Set up your “1-on-1 office”** away from the table for individual closing consultations— money bag, calendar, sales tickets, calculator & product.
2. **Teach Hostess how to demo Satin Hands** on each guest as they arrive.
3. **Set up the table** with mirrors, trays, placemat and profile cards.
4. **Greet each guest** as she arrives with a hand shake and say her name.
5. After guests experience Satin Hands, have **guests fill out customer profile cards**.

WELCOME

TO THE

*best party ever!*



# Welcome & Introductions

Welcome everyone! I am so glad you are here! First I want to say thank you to \_\_\_\_ (the hostess) \_\_\_\_\_. I genuinely appreciate you for \_\_\_\_ (name some specific qualities you admire about her) \_\_\_\_\_. Thank you for gathering some of your most fun friends around the table.

How did everyone enjoy the satin hands treatment? Now we're going to make your face feel as good as your hands, but before I start, I would love to meet everyone!

Let's do quick introductions – tell me your name, how you know the hostess, what you do for a living, and your favorite MK product! After that, I will share a little about me.



GET READY  
FOR SOME  
*Fun!*



# Very Quick I Story About You

**2-5 minutes MAX. Practice and time yourself.**

## **Sample**

I have been building my business for \_\_\_\_\_(if under a year say “less than a year”)  
Before MK (a line or two about your life before) – show a picture of you before MK. I  
never saw myself doing Mary Kay because\_\_\_\_\_. But the more I learned about the  
business, I was attracted to Mary Kay because\_\_\_\_\_. What I have enjoyed the most  
(or accomplished) is\_\_\_\_\_. The reason I work my MK business is (THE  
WHY)\_\_\_\_\_ & my current goal is\_\_\_\_\_

Use this section to write it out:

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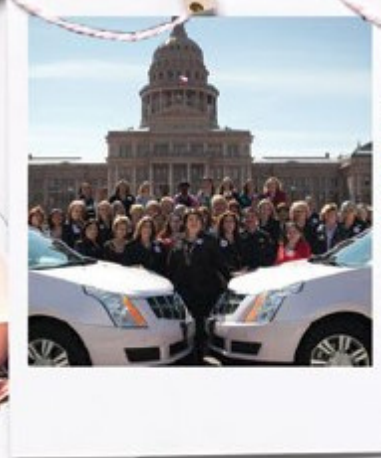
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WE'RE MAKING  
THE WORLD  
A BETTER  
PLACE.



MARY KAY



# Our Agenda for Today

Ok, here's the agenda for tonight. This will take about an hour & I promise you, you are going to have FUN & your face is going to feel AMAZING!

We'll start with some product, then we're going to play a quick game. You can earn tickets from this game and throughout the entire party, and I'm giving away free products to whoever has the most at the end! I love to play games because I want this to be FUN & interactive. Our hostess is going to re-ward you with TICKETS throughout our entire time together just for asking questions, making com-ments, laughing at my jokes...ha ha!

We will use more amazing skin care products and our hostess may get a few extra perks.

(THIS IS REALLY IMPORTANT) This is the first of two appointments you are entitled to as a Mary Kay customer, and you all have the option to book a 2nd appointment to get your customized look. SO we are going to play a little game. Here is a fun gift (a mini product or eye liner or some small product wrapped up cute). I will give it to our hostess and each time you hear me refer to the **2nd appointment**, pass the gift to the next person. Whoever ends up with it at the end gets to take it home, deal?

Okay so let's practice. "So today we are going to focus on skin care, but at your **2nd appointment** we can do more advanced glamour."

At the end, you'll step into my office (over there). I want to get your opinion of the products, answer any questions you have, and if you'd like to make a purchase, you can do it at that time.



HOW TO ACHIEVE A

*Flawless*  
FACE



## Oil Free Eye Makeup Remover

- Do you know what your eyelashes are designed to do?
- Protect eye from dirt/dust/debris
- Skin around eyes very delicate & thin
- Proper makeup removal is essential in maintaining eye health. Eye mites, scientifically known as Demodex, can become problematic when makeup residue accumulates around the eyes. By using the Mary Kay Eye Makeup Remover, you can ensure your eye area stays clean, helping to minimize the risk of unwanted visitors.
- Gently rub OFEMR on cotton round so Less Pulling/Tugging = less sagging/wrinkle

## Caring For Your Skin

There are **5 essential steps** to achieve a **Flawless Face**

- **Cleanse – Exfoliate – Freshen/Tone – Moisturize – Protect**
  - Who is already doing all 5 on a daily basis?
- Women who **do 5 steps age 75% slower** (Who doesn't want that?)
  - Just curious - Who doesn't wash their face every night?
  - Think about your car windshield (or glasses) & how dirty it gets in 1 day
  - That same stuff is coming in contact with your skin
  - If you don't wash at night, you're rolling around in it & wake up with all that dirt & grime still there (YUK right!)
- MK works with **natural process** of skin
  - Young skin regenerate 24-48 hrs
  - Mature = 120 days
    - Age 0- 20 = skin born with
    - 20+ = skin we work for

Did you know that only **20%** of visible signs of aging come from the **natural aging process**?

- The rest is caused by the **environment & lifestyle choices**
  - UV rays Air pollution/Smog/Car exhaust
  - Lack of sleep
  - Smoking
  - Stress
  - Diet

## ACNE SOLUTIONS



**Skin Analyzer**  
MARY KAY

## EARLY TO MODERATE SIGNS OF AGING SOLUTIONS



**CUSTOMIZED SOLUTIONS FOR YOUR SKIN CARE NEEDS!**



## ADVANCED SIGNS OF AGING SOLUTIONS



## EASY BEAUTY SOLUTIONS



## SOLUTIONS DERIVED FROM NATURE

# Skin Care Lines

*Now we're going to give a brief overview of each of our five skin care lines and decide which you would like to try today.*

## **Miracle Set**

The Miracle Set is a re-imagined edition of our most popular age-fighting skin care set. It comes in both normal to dry and combination to oily formulas and is designed for women who are starting to see or who want to prevent the moderate signs of aging. I think of this like a good Chevy, Ford or Honda car. It's going to get you where you need to go and TONS of people drive them!

## **Timewise Repair Volu-firm Set**

This is our advanced age fighting formula for those with more mature skin who would like to turn back time, or for those of us who are just a little more high maintenance. This is the Pink Cadillac of our Skin Care lines.

## **Clear Proof**

We are so excited to offer a 4-step line that was specifically designed for acne-prone skin. It's Mary Kay's Proactive at a ¼ of the cost and the results we have seen in customers using it have been incredible!

## **Botanicals**

This is our formula for anyone with very sensitive and/or 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. Going back to the car analogy, I think of this like the Prius or an electric car. It's young, trendy and it also comes in environmentally friendly packaging.

## **Naturally**

Mary Kay Naturally, our first ever natural-certified skin care line. Nature is rich with skin-benefiting wonders. This was the inspiration for our Naturally line, where naturally derived ingredients meet exciting product forms. Effective, versatile products are right in step with your daily routine, and gentle formulas are suitable for sensitive skin.

## **Skin Analyzer App**

Find out what your skin needs, and customize your routine with the Mary Kay Skin Analyzer App! It acts like a digital skin care assistant and scans your complexion to provide personalized Mary Kay skin care recommendations! During our individual consultation, I can guide you through your product recommendations.

MARY KAY

TIMEWISE

4-IN-1 CLEANSER



**TIMEWISE® 4-IN-1 CLEANSER**

**CLEANSE.**

**PREP.**

*Refresh!*

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

## Apply Cleanser

Pick up your cleanser with your fingers and massage it onto your cheeks, chin, nose and forehead. You will avoid your eyes. I will spritz some water into your fingertips.

- **Miracle Set: 4-n-1 Cleanser**

This cleanser comes in 2 formulas-one for normal to dry and one for combination to oily skin. There is a bar, too (**Try different one at 2nd appt**). Do you feel the beads in your cleanser? Those beads in this cleanser are doing 4 things all in one step! They are removing make up, cleansing, exfoliating and freshening your skin!

- **TW Repair: Volu-firm Cleanser**

Leaves skin feeling revitalized and hydrated. Scientifically proven to help support the skin barrier which can become compromised as skin ages.

- **Botanicals**

Cleanser The Cleansing Gel contains ingredients naturally derived from coconuts to cleanse skin. It cleans deeply and even dissolves all traces of oil.

- **Clear Proof**

Clarifying Cleansing Gel Deep cleanses skin to penetrate and clear pores with 2% salicylic acid.

# Polishing TOUCH





# Apply Charcoal Mask, Facial Peel or Microderm

## Charcoal Mask

Triple-action charcoal mask acts like a magnet to deep-clean pores.

- **Activated Charcoal is so porous**, it absorbs twice its weight in toxins & impurities
- **Helps unclog pores**, taking skin beyond everyday clean
- **Complexion looks clearer** and healthier
- **Pores appear smaller** (Talk about Skinvigorate Brush while Charcoal Mask is on)

## Facial Peel

This facial peel takes a multilayered approach to work wonders for your skin as soon as it's applied.

- The **glycolic acid** goes to work immediately, removing dead skin cells from skin's top surface layer.
- Once the layers of dead surface cells have been removed, your skin will be primed and ready to accept the benefits of other age-fighting treatments.
- Because we wanted the formula to be gentle enough to use twice a week, we paired the glycolic acid with an exclusive blend of **calming botanical extracts**.

## Microdermabrasion Set

This set dramatically improves skin's texture and visibly transforms the look of skin, creating a flawless-looking complexion. With just one use, fine lines instantly appear less noticeable, and pores appear smaller.

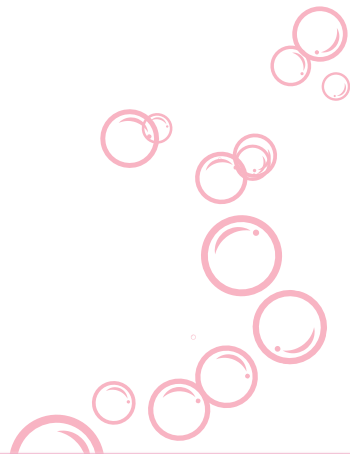
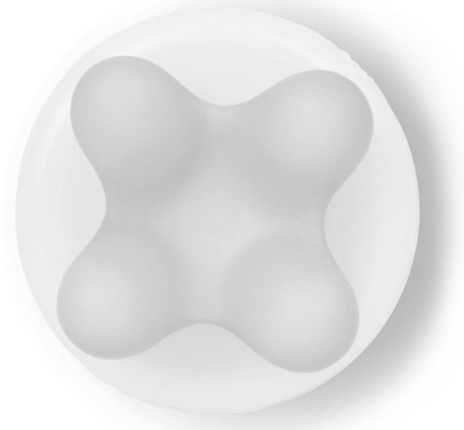
- **Microdermabrasion Refine**. Its gentle exfoliation reduces the appearance of fine lines and immediately improves skin's texture as it removes surface dead skin cells and pore buildup, instantly revealing healthy-looking skin, leaving it feeling smooth and energized.
- Use it two to three times a week for beautifully polished skin.
- **Pore Minimizer** goes beyond skin texture to tighten the look of pores. With pores cleared of buildup and dead skin cells by Refine, Pore Minimizer works immediately to reduce their appearance. And the results get better over time.
- This nourishing serum instantly helps calm and comfort skin, reducing the appearance of redness and soothe delicate skin.
- You'll also want to use it every day, twice a day, to improve the appearance of enlarged pores over time and see visibly smoother, flawless-looking skin.

**POWER UP.  
YOUR.**

*Skin Care!*

**SKINVIGORATE SONIC SKIN  
CARE SYSTEM**

- CUSTOMIZED CLEANING
- CONSISTENT PERFORMANCE
- MULTIPLE ATTACHMENTS



## Skinvigate Cleansing Brush

(Try it on your face at 2nd appt)

- Did you ever spend the night at your girlfriend's house when you were young and forget your toothbrush? Then you used your fingers to try and clean your teeth? Well, that's kind of what it is like to clean your face without a cleansing brush!
- Using a cleansing brush gets your face **85% cleaner** than just using your fingers or a washcloth. That's a really big difference.
- When you have really powerful cleansing like this, it also **allows skin care to penetrate the skin even more.**
- **Waterproof**- can take in shower, too.

You can feel an immediate difference.

**Remove Charcoal Mask, Facial Peel or Microderm**

MARY KAY

TIMEWISE

ANTIOXIDANT  
MOISTURIZER



**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

## Step 2

### **Miracle Set Antioxidant Moisturizer**

- Every morning, after cleansing your face at the sink or in the shower, you'll use our TimeWise Antioxidant Moisturizer.
- Smooths out fine lines and wrinkles and evens skin tone
- Moisturizing your skin for 12 hours.
- 2 formulas –Normal/Dry or Combo/Oily & without the sunscreen, if you prefer.

### **TW Repair Next Step: Lifting Serum**

This is my favorite product in the Repair Set.

- Lifts and firms sagging skin
- Increases the production of collagen in the skin.
- Immediate changes in the firmness of the skin along the jawline and on the neck as well

### **Botanicals Next Step: Refreshing Toner**

Put toner on a cotton pad. Spray your toner on a cotton pad and wipe all over the face.

- Opens up pores
- Freshens the skin

### **Clear Proof Next Step: 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.



**DELAY.**  
**DEFEND.**  
*Defy!*

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

- ⊗ 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

## Step 3

### **Miracle Set Daytime Defender Sunscreen**

Now that we have replenished moisture, it's time to add a protective barrier to defend against damaging light rays

- Helps delay visible signs of aging with broad spectrum UVA/UVB protection and more.
- Features prickly pear extract to help strengthen skin's moisture barrier.
- Helps skin appear more vibrant throughout the day as it improves the look of uneven tone.
- Features a quick-absorbing formula that reduces the look of fine lines and improves skin's overall appearance, leaving it noticeably revitalized.



**TIMEWISE<sup>®</sup> 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.**



## Step 4

### **Miracle Set: Nighttime Recovery**

Every NIGHT, after cleansing your face, you'll use our Timewise Nighttime Recovery. Because I want you to get to feel both the day and night, we're going to use this on your neck right now.

- While you are sleeping this product re-energize your skin.
- Helps reduce the look of fine lines and wrinkles with encapsulated resveratrol.

### **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 30 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: Moisturizing Gel**

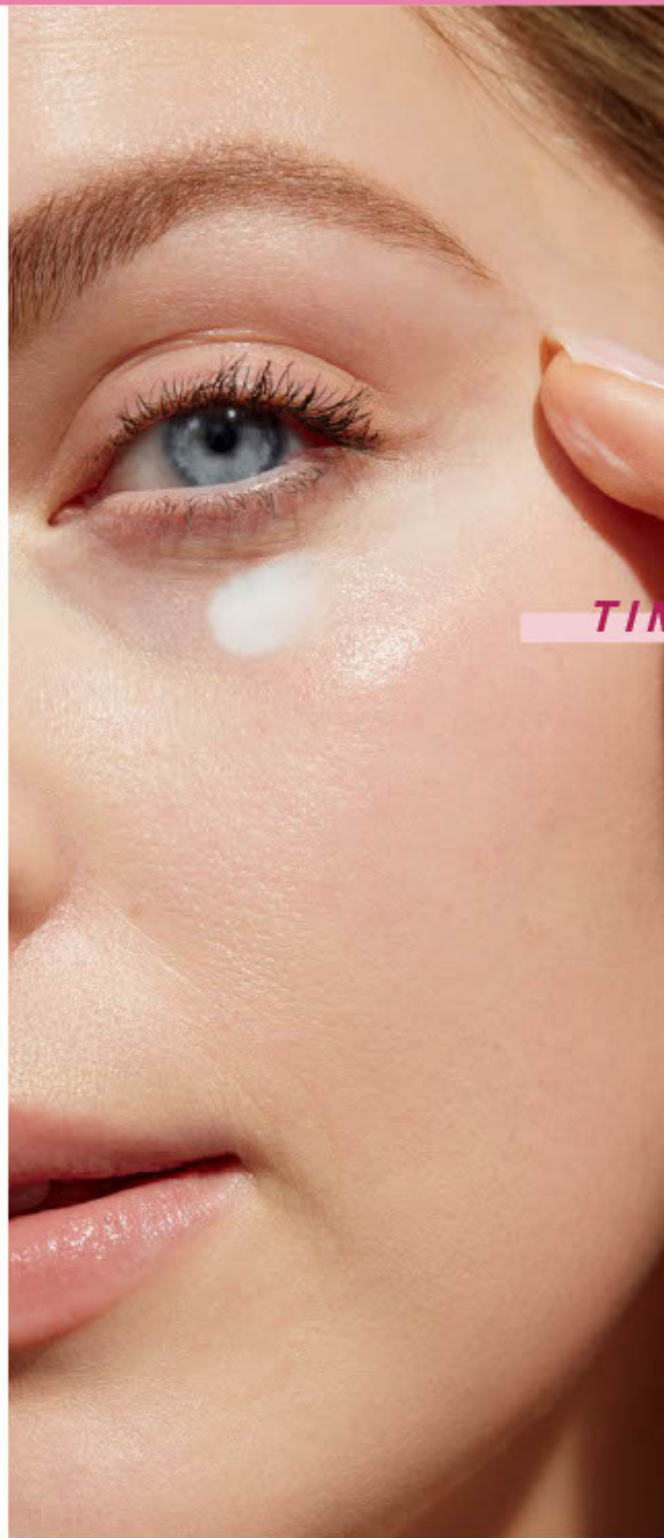
You can smooth your moisturizer all over your face.

- Moisturizes for 12 hours without leaving the skin feeling greasy.
- This gel contains dragon fruit extract and aloe to hydrate the skin
- It also fights the free radicals.

### **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.



**REVITALIZE.**  
**REDUCE.**  
*Renew!*

**TIMEWISE® EYE CREAM**

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

## Timewise 3D Eye Cream

The next product I want to show you is our TimeWise 3D Eye Cream. Have you ever noticed how the 1st place women will show signs of premature aging is around the eyes?

For a TICKET – who can name a couple reasons we age around our eyes first?

- Skin is thinner (only  $\frac{1}{4}$  as thick as anywhere else on the face)
- We touch our eyes a lot – show emotion there
- Don't have as many fat deposits under our eyes as...let's say our cheeks
- Fewer oil glands directly under your eyes (why teens have no acne there)
- We retain moisture under the eyes (puffy)

For a TICKET, what FINGER should you use whenever touching your eye area? Your ring finger!

Anyone know WHY? It's your weakest finger! Apply TimeWise 3D Eye Cream with ring finger under eye & in the area where you start to see crow's feet by the corner of the eyes.

This ONE product has multiple benefits:

- Brightens dark circles
- Fights puffiness and wrinkles in the eye area
- It also moisturizes for 12 hours.

## 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" (stand for zinc, magnesium, aluminum & 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 boxers put on their faces 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. 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. Use it on your lids at night only, not before make up.

- Try different eye cream at your 2nd appt



ENRICH  
WOMEN'S LIVES,  
**INCLUDING**  
*your own!*



EARN  
**AMAZING**  
PRIZES!



Extra  
*income!*



Flexible  
**HOURS!**



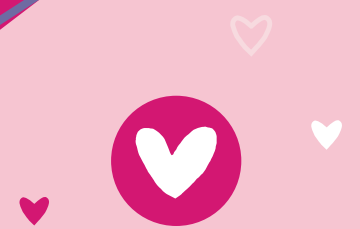
BE YOUR OWN  
**BOSS!**



## **Ticket Game—Did you know...**

Now, we're going to take a quick break from product and I'm going to share some fun, fast facts about Mary Kay!

This is a great chance for you to earn some tickets! You'll get one for every question you ask and one for every question you answer!



FEEL THE LOVE  
*of* MARY KAY.

When you choose to wash your face with Mary Kay I want you to know what kind of company you are supporting.

- Mary Kay Ash was a real woman who started this company 55 years ago because she wanted women to have the opportunity to be paid what they're worth without sacrificing their priorities.
- Mary Kay was voted the greatest female entrepreneur in America History\* and the company is a private family-owned, 100% debt free company that does 4 billion in global sales a year.
- You can be proud of our environmentally friendly company. For example, when we updated our compacts, we planted a tree for every compact that was turned in to Mary Kay to be recycled. Every bottle/box/container is 100% recyclable.
- Because of Mary Kay, there are women and families safe tonight in shelters all across the United States because of the \$3 million/year we do donate to domestic violence shelters each year.
- We also donated over \$1.2 million to research cancers that affect women.
- PLUS our newest partnership is called Love is Respect. This is a 24/7 text to help hotline where a young girl can text "loveis" to 22522 and there is someone on the other end of that hotline to explain what a healthy relationship looks like.

Do you know women are responsible for 80% purchases in US?

Do we really know what we're supporting when we buy what we buy?

### **5 Fast Facts about Mary Kay**

1. You know personally who you are supporting
  - You are supporting your local community (my business pays local taxes)
  - American brands (Only 2% cosmetics made in US)
2. We follow European Union standards which bans 1300 ingredients + FDA bans 11
3. Who is the biggest animal lover here?
  - Cruelty Free – no animal testing
  - Passionate about changing other countries (China)

For a ticket, what was your favorite part about what you learned about Mary Kay?

# RECOGNITION AND *Rewards*♥





## Recognition & Rewards

Mary Kay believes in rewarding women with prizes that most women would never buy for themselves and creating **EXPERIENCES & MEMORIES**. I have found so many women graduate from college & then get so consumed with their careers/families that they wake up one day and realize they've kind of lost themselves. Mary Kay is such a fun way to CONNECT with like-minded positive women and to be recognized for a job well done.

Any guesses what my favorite prize is that I've earned from Mary Kay so far?

SELF CONFIDENCE &

# Personal Growth



“ I CAN  
MAKE A  
DIFFERENCE.  
NOT JUST  
AN  
INCOME.”

“ I CAN  
BE ME.”



# Self Confidence and Personal Growth

Mary Kay is a safe place for women to grow. In my opinion, it is just about the best personal growth program out there. We believe that confident women raise confident children, so to give women the opportunity to grow their confidence has a ripple effect. We believe in **COMMUNITY** & we have a **COLLABORATIVE CULTURE** not a **COMPETITIVE ONE**. You're surrounded by a support system of women who really want to see you succeed.



**CHEVY TRAX LS  
GRAND ACHIEVER  
OR \$425 PER MONTH.**



**CHEVY EQUINOX  
PREMIER CLUB  
OR \$500 PER MONTH**

# The Mary Kay **CARS!**



**CADILLAC XT5  
CADILLAC CLUB  
OR \$900 PER MONTH**

# Cars!

You can earn the use of a free car in Mary Kay! How crazy is that?!

When you earn a free car, Mary Kay pays for the entire car payment and about 90% of the insurance too. You can take a monthly cash compensation or the free car.

There are three levels of cars you can earn –

- the Chevy Trax,
- then the Chevy Equinox,
- and then of course, the famous pink Cadillac.

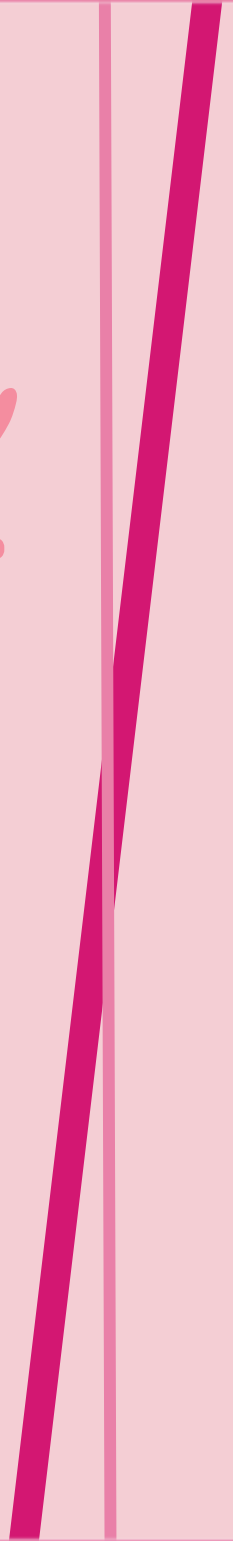
And...Mary Kay has the 2nd largest fleet of cars on the road today next to the United States government!

What if I just deleted your car payment or your car insurance payment?

Would that make a difference?



MY BIG.   
BOLD.  
*Goal!*



**\*\* Put a picture of something you are working to earn or pay for now  
OR something you've paid for with your MK profits or a prize!**

## **What would you do with extra money?**

For a ticket, what would you do with an extra \$500 a month?

(Go around to each person at the table)

- We earn a 50% commission when we sell our products.
- A lot of women become a part of Mary Kay to make extra money.
- Many people begin a Mary Kay business to bridge a gap in their budget. Such as:
  - To pay off student loans
  - To have some extra fun money
  - Or just for guilt-free SHOE or PURSE money!
  - And some people work Mary Kay as a career and their businesses to pay all of their bills.
- My national sales director highest check for one month was over \$20,000 for just one month. I say that not to impress you but to impress upon you what is possible in Mary Kay.

I have used the profits from my business to pay for.....[share something specific you have paid for with your MK money]

And right now, I am using my Mary Kay money to.....[share what is on your sales goal]

# BELIEFS

FAITH FIRST  
FAMILY SECOND  
CAREER THIRD





# Beliefs

In Mary Kay, we believe Golden Rule, which is to treat people the way you want to be treated.

For example, if you are here today and you already have a Mary Kay consultant, you are welcome to purchase anything to support the hostess, but then I will send you back to your consultant for future purchases.

We also believe in the value system of :

- God first
- Family second and
- Career third.

Finally, we believe that if we help enough people get what they want from our business:

- Products
- Extra money for their families or
- Self-confidence
- Then we will get what we want too!



JOIN MARY KAY *your way!*



# MARY KAY PRO START!



**\$125**



**\$35**

MARY KAY ESTART



**\$45**

MARY KAY ESTART PLUS

ADD A SAMPLE PACK TO EITHER PACKAGE



## What do I want?

So, let me ask you this –if you ever decided to work with me in a million years...what would be attractive to you? Would it be for:

- The money
- The recognition
- The cars
- The beliefs The pink Cadillac? (give TICKET for those who answer)

## The Starter Kit:

So how do you join?

- Starting is easy and you have 3 fabulous start up options to choose from.
- My favorite option is the pro start for \$125, in 2-3 days your kit will arrive with over \$400 of product, including many of the products you used today, supplies and training materials.
- You can also start with the estart for \$35
- AND you can add a sample package aka estart plus to either option!
- Takes about 3 minutes to sign up and we can do it right now.

It's like the greatest Groupon EVER and includes everything you need to begin your Mary Kay business.

Whenever consultants asked Mary Kay Ash how they could thank her for creating this company, she only said one thing – Pass it on!

**One of the things I am working on is a Pink Cadillac & to do that I'm looking for 10 women this month who would give me their OPINION of the Mary Kay opportunity – we always love to get your feedback about the opportunity.**

Just watch me today & see if you think you'd ever want to learn to do what I do.



IN REVIEW ...



# Pass out or pull out your placemat and let's do a quick review of what we just used.

- Miracle Set 3D
- Botanical Effects for sensitive skin or those not needing age-fighting ingredients
- Clear Proof, our acne line
- Timewise Repair Set for more advanced age-fighting benefits

•



## STEP 1: SHEA SUGAR SCRUB

- EXFOLIATE.
- SOFTEN.
- SMOOTH.
- POLISH.

EXFOLIATE.  
*Nourish*  
POUT-PERFECT!

## STEP 2: SHEA BUTTER BALM

- COMFORT & SOOTHE.
- ANTIOXIDANT-RICH SHEA BUTTER.
- JOJOBA BUTTER MOISTURIZES
- FRESH SCENT.



## Satin Lips/Gift of Friendship

Now you're going to try an all-time favorite in Mary Kay and you'll have the opportunity to earn more tickets with a fun game!

### Satin Lips

- Who has ever had dry/chapped lips?
- Lips have no moisture or oil glands
- Dry out with everyday activities (eating, drinking, talking, smiling)
- Most chapsticks/lip balms contain alcohol (become addictive b/c alcohol evaporates)
- Apply Satin Lips Mask
  - It's a sugar scrub that exfoliates the lips
- Remove Satin Lips Mask with a wet cotton round
- Apply Satin Lips Balm
  - Moisturizes lips up to 6 hours. It has shea butter and vitamins that are good for the lips.

### Gift of Friendship Game

- Who want to win some FREEBIES? **Everyone grab your cell phone.** (Pass out Fabulous Referral Game sheet) For every women that you can think of that is overworked and under pampered...just write her name and number down.
- For every 5 names you get a ticket and another ticket for everyone over 25 years of age. I will call or text them...whatever you'd like me to do. Make sure everyone is over 18 years of age.
- Gift of Friendship— These special women in your lives will be treated to a Pampering Package from me— compliments of YOU!
- (Take a selfie of you and each guest, so you can later text the pic to each referral)
- This is the greatest compliment you can give me is to share me with your friends and family.
- Just know that you were thinking of them puts a smile on your friends' faces and most women are super excited to book their free pampering packages! If they say "no", I'll thank them for their time and ask them to call and thank you for thinking of them.



GORGEOUS.

GLOWING.

*Glam!*

MARY KAY® CC CREAM  
SUNSCREEN BROAD SPECTRUM  
SPF 15\*

- PROTECTS SKIN FROM THE ENVIRONMENT.
- EVENS OUT SKIN TONE.
- CREATES A GLOWING COMPLEXION.

\*Over-the-counter drug product



## Foundation Primer

Next, we're going to use our foundation primer.

This product is like a magnet for your foundation. We like to call it the "pot hole filler" because it fills in imperfections and makes the skin look more flawless and smooth.

You only need a tiny bit of primer. A little bit goes a long way.

Take it with your fingers and massage it into your face in a circular motion.

## CC Cream

CC stands for "conceal and correct." This is like a fancy tinted moisturizer. It's lightweight but will even out your complexion and give your skin a beautiful finish. It also has an SPF 15 sunscreen in it.

Massage it into your skin like you would do a moisturizer.

\*\*If you want to have liquid foundation brushes for your customers to use, you can have them apply the CC cream with those as well.

**Try different foundations at your 2nd appt**

# Mascara OPTIONS

LASH LOVE®  
LENGTHENING MASCARA



MARY KAY  
ULTIMATE MASCARA™



LASH LOVE®  
WATERPROOF MASCARA



LASH LOVE® MASCARA



LASH LOVE  
FANORAMA® MASCARA



LASH INTENSITY®  
MASCARA



# Dash Out the Door

## Chromafusion Highlighter:

- Rub a cotton ball onto the Bronzer. Give everyone a cotton ball with bronzer on it and powder brush to apply bronzer, so it doesn't smudge.

## Fancy Nancy Lip gloss

- Use doe foot applicator or Q-tip to have everyone try the lip gloss.

## Mascara

- Use the mascara applicators to demo mascara.

We have an amazing mascara collection. If the one we try today isn't what you're looking for, we can try another option at your second appointment.

- **Ultimate Mascara** – If you want fuller, thicker lashes, this has a full-bristled brush. It thickens lashes.
- **Lash Love** – This has a skinny wand that separates lashes for more definition.
- **Lash Lengthening** – This is lash lengthening mascara that elongates lashes.
- **Waterproof** – Unless you're a tri-athlete, you don't need this. Unless you're swimming, you don't need it because all of our mascaras are water resistant.
- **Lash Intensity** – This is like using all of the mascaras together! It's multi-directional, thickening and lengthening lashes!
- **Fanorama** - Catch everyone's eye with a pair of ultrafluttery and fully fanned-out lashes. Use the three unique application zones – coat, comb and fan out – on the all-new brush to lift, separate and perfectly place each lash.



**HOW  
DO  
YOU  
FEEL?**

**BECAUSE YOU LOOK *amazing!***



# Compliment Time!

Now we're going to do compliment time.

Everyone pull your mirror out of your tray and hold it at arm's length – not really close because no one is seeing you that closely!

Tell us what you liked best that you tried today.

Now – SMILE!

Look around the table and everyone is going to tell you what they like best about your skin or look!

Let's start with \_\_\_\_\_!



SOME  
FABULOUS  
*options!*

# Table Closing

There are 3 different ways you can get your Mary Kay products.

1. You can be a consultant.
  - To become a consultant with Mary Kay:
    - Starting is easy and you have 3 fabulous start up options to choose from.
    - My favorite option is the pro start for \$125, in 2-3 days your kit will arrive with over \$400 of product, including many of the products you used today, supplies and training materials.
    - You can also start with the estart for \$35
    - AND you can add a sample package aka estart plus to either option!
    - You also get to be part of our Mary Kay family and access to some of the best training in the entire world.
2. If you love the product you used today but don't want to pay for them, you can get them for free.
  - Let's go over what our hostess is earning free tonight!
  - Wouldn't it be so fun if you could bring 5 friends with you to the cosmetic counter at the mall and they would give you free product? This is what you can earn free for simply gathering a few friends around your table.
  - Go through your hostess program.
3. Is to purchase product directly from me and to be one of my awesome customers.

thank you

*so much!*

MARY KAY®



1. Did you have fun tonight? There's only one answer and it starts with Y! Ha! Ha!
2. If money were no object, what sets would you love to have show up in your bathroom tonight?
3. At your second appointment, what would you most love to learn? Example – new color look, skin care supplements, smokey eye, contouring.
4. Would you like to do that second appointment alone or with friends?
5. I have a goal to get the opinion of 10 customers this month about our business opportunity. I am learning to share information about our business and I need a little bit of practice. All you have to do is watch a short youtube video and let me know what you think about it on the phone or for coffee. You can answer below YES, OK, or NO.
  - Yes – I am actually curious about MK so I would love to give my opinion.
  - Ok – I'll help you with your promotion and give my opinion, but I am not interested in joining MK
  - No – I am not interested in helping with your promotion at this time.

Count up your tickets! Whoever has the most wins our prize! Yayyy!

Who ended up with the free gift we were passing around?

Great! Okay (select one person who was really positive), can I take you first for our individual consultation?