

*These are the words that I use when I do a facial or a class.
I have cut these pages out and attached with double stick tape over the words in the flip chart.*

Introductions:

Text in Green is for a facial, rather than a party.

Before we begin, name, please tell me...

- A little bit about your **Family**
- What is your **Occupation**?
- Have you ever used **Mary Kay before**?

Let's get our party started!

Introductions: I'd love to get to know each of you better. Please share a little about yourself. I'd like to know...

- Your **Name**
- A little bit about your **Family**.
- What your **Occupation** is.
- If you've ever used **Mary Kay before**?
- And **how** you know the **hostess**.
- Now tell me **one thing** you'd like to learn about tonight or an issue you've been having with your skin.

Hostess

- I'd like to welcome everyone here today and especially thank name for being our hostess. (Present Hostess Gift)
- **Hostess Credit**
 - Now I'd like to share what she gets **for being a hostess**.
 - I want you all to relax and have fun because there is no purchase required.
 - Just for sharing me with her friends, our hostess can receive **\$75 in products for only \$35**. That's \$40 in FREE products.
 - But, if you're **tempted**...and I know you will be...I have most of the products with me and you can take them home and begin using them right away.
 - I take **Visa, MC, Discover, Check, Cash, and Creative Financing!**
- She can **also earn**: (explain Hostess flyer and any contests).

- Now I'd like to introduce you to **Mary Kay Ash**.
- I've placed a **Beauty Book** next to your tray, so let's start by **opening it to the first page** where you'll see her photo.
- **Fueled by a passion** for changing women's lives, **Mary Kay opened the door** for women to look and feel beautiful and to experience success on their own terms.
- Mary Kay **founded the company** on the **Golden Rule** and has always encouraged us to give back to others.
- In fact, did you know that when you **host a Mary Kay party**, you're **partying with a purpose?**
- You're supporting a company that does good by caring about the environment, fighting domestic violence and cancers that affect women.
- **Did you know** that Mary Kay has a **corporate recycling program** and looks for ways to be green?
- For instance, **when the company updated its color packaging**, Mary Kay Inc reduced waste by 55 percent on all refills sold around the world!
- We do **no animal testing** and we're committed to utilizing **alternative methods** to substantiate the safety of our ingredients and products.

(I Story): Now I'd like to tell you a little bit more about me.

3

- **Before I became a consultant I...** (what is/was your occupation?)
- **I became a consultant because...** (tell why you joined.)
- **What I love most** about being a consultant is...
- **Watch what I do today.** If what I do looks like fun to you, then ask me about it after our party.
- I'd love to **share** with you **how we make our money.**

- And, speaking of money, **Mary Kay** can offer women the chance to earn just a little fun money, or the opportunity to earn executive pay. Plus consultants get the privilege of purchasing their own products **at cost!**
- A career with Mary Kay also offers **self-confidence**, knowing we can be the CEO of our own business.
- How would you like a **free car?**—A Chevy Malibu is the first one you can earn, and of course everyone has heard of the famous pink Cadillac.
- This career also offers **advancement**—you can choose to move up to an executive position if and when you want to.
- And, you get to **be your own boss!**
- And, of course, we can't forget **recognition**...They dangle lots of bling in front of us, and we **love it!**

(show the picture from the Star Consultant prize brochure that you're working for)

Right now, I'm **working for this prize**, and all I have to do is **90 faces** in the next three months and I can win this. So, **thank you** for allowing me to count you as **one of my faces!**

- If you **don't already have a consultant serving you**, let me tell you why you will love the products and having ME as your personal beauty consultant.

4

- Here's what **I offer** each of my clients...
 - A **complimentary magazine subscription** to **The Look** every three months which includes FREE samples of HOT NEW products. (show one)
 - **Do you like to shop online?** I have a **website** where you can shop **24/7**.
 - I offer **free shipping and delivery**, which includes my gift-giving services!
 - Did you put your birthdate on your profile card? I offer a **birthday discount** in the month of your birthday.
 - I also want to **bring the makeup counter** to you so you can play with the hottest trends in makeup every season!
 - So I offer an **update makeover every season** or whenever you have a **special occasion**, such as proms, weddings, reunions, etc.
 - As you can see, I'm not looking for a **one-time sale**.
 - I hope you will jump into my customer base and stay there! I want us to be friends for a long time.
 - This is the **first of two facials**. Mary Kay asks us to give you a check-up facial in a week to 10 days to check your progress and **give you a personal makeover session**, so please be thinking of a date that will work for you.

Now...let me ask you a question...

- If I could show you a product that would **(take YEARS off your face)** (or **keep you** looking gorgeous for years), take **minutes off** your time, and has a **100% money back guarantee**, could you get excited?

OK...pull your hair back with (clippies, headbands)

5

- Now, I'd like you to **pick up your mirror** and take a close look at your skin.

Think about this:

- **How old you are** is your business, **but how old you look is mine!**
- Aren't you excited to know that what we'll be doing over the **next 30 minutes** will only take you about **3 minutes in the morning and 3 minutes in the evening**? You'll see results in three days, three weeks, and even three years that you'll love!
- **I can't wait to see your results** when we get back together for your **check-up facial**.
- And, isn't it great that our product **costs less** per day than a **cup of coffee** or a **can of pop**?
- Now...let me ask you a question...If you were told that you'd have **beautiful skin for the rest of your life** if you would just **drink a can of pop every day**, you'd probably think that would be **worth the money**, right?

Turn in your book to page 4. Do you mind reading out loud?

- Read **Beauty at Any Age** on p. 4.
- **Women** in their **20's** tend to engage in **risky behavior** like tanning and using a hodge-podge of products, which will affect their skin down the road.
- Women in their **30's** begin to see **signs of aging**, cellular turnover slows down, exfoliation becomes very important, and sagging begins
- **40's**—There's more **noticeable wrinkles**, **sagging**, **dark spots** and **discolorations**.
- **50's**—Our skin's **support structure** decreases causing an **increased rate** of sagging and the need to boost collagen, plus, exfoliation becomes even more important to rid the skin of dead skin, so that moisturizers are more effective.

The Miracle Set

- Please turn to page 6.
- **No matter what your age**, there is one easy system with 11 age-defying benefits.
- Beautiful skin begins with the TimeWise Miracle Set.

- Slide your tray to the side, and let's take turns reading each of the 11 benefits of the Miracle Set on the placemat. (if not using the Skin Care Class placemat from MKConnections, then just read the 11 on p. 7)

- Now take a look at the **statistics** on page 7. Could you get excited about these?
 - 83% had a reduction in fine lines and wrinkles
 - There was up to a 25% improvement in skin elasticity
 - 100% had softer, more supple skin
 - There was a 46% improvement in more even skin tone
 - **Isn't that great??**
 - Doesn't it give you confidence in our product, knowing that we are the **only cosmetic company** that has had their skin care system, **as an entire set**, clinically tested!
 - And we have just recently received the prestigious **Good Housekeeping Seal of Approval**, because our product performs as advertised!
 - Plus, our product has been proven to help even those with **rosacea**.

Can you see why we call it **The Miracle Set**? It's because of that clinical data!

- These are the products we're going to sample today. **When these products are used together, you get fabulous results!**
- **The Miracle Set™** is the **foundation** for all skin care for every woman at every stage in her life.
- So, isn't it great to know that, if you're **not on the Miracle Set now**, you're never too **young**, nor are you ever too **old** to start.
- (Starting someone as early as 20 is not too soon.)

(optional) **“Do you have eye makeup you need to remove?”** (Oil-Free Eye Makeup

7

Remover —show the need to shake the bottle and then squirt on cotton balls for those who need to remove eye makeup)

- You must **shake the bottle** to mix the two layers of ingredients.
- It removes waterproof mascara easily and is safe for contact lens wearers. It leaves no greasy residue..
- **Don't you love** how quickly and gently it works?
- (You could demo on back of your hand by marking with an eye liner pencil and wiping it off with the Eye Makeup Remover.)

“Are you ready to see the **Miracle Set in action?”**

- Pat water onto your face from your little **Dixie cup**. Pretend that cup is your bathroom sink.
- **Now apply the 3-in-1 Cleanser** in a circular motion moving up and out.
- **Massage the cleanser** until most of the beads have dissolved so you get all the **benefits of the botanicals** inside those beads.
- Add water if you need so you get a lather.
- Do you know what **I LOVE about our cleanser! It's a 3 in 1!** It knocks out three of those 11 **age-fighting benefits** in one step—cleanse, freshen, and exfoliate.
- Can you feel the **microbeads that are exfoliating** all the dead skin cells?
- Then, in those little beads that are dissolving as you massage, there are **botanicals that tone.**
- And of course, it is **cleansing and removing your makeup**, too!
- Doesn't it feel **great?**
- (Get wet washcloths)
- **Remove** your cleanser with the wet facial cloth. (offer to rinse washcloth a second time)
- **Doesn't your face** feel soft, smooth and refreshed?
 - The creamy formula has **extra moisturizers** for dry skin.
 - The clear formula has **special cleansers** to remove excess oil.
- Our cleanser also comes in a **bar form** if you like **suds**.
- Plus we have a skin care program for teens and those with problem skin called **Velocity**.
- At your **checkup facial**, we'll make sure we've selected the right formula for you.

Take Before Picture!!

Night Solution: (Apply to 1/2 Face)

- Now, please **draw an imaginary line** down the center of your face and apply Night Solution to just one side.
- We'll call this your **pampered side** for the rest of the facial.

Now this is going to blow your mind! By **age 20**, you have **started losing the collagen** in your skin. That's why you need **Night Solution!**

- **Did you know** that collagen gives your skin it's firmness and tightness?
- It's very important that you use a formula **to renew that collagen** that you've been losing for **however many years!** You want NO saggy skin, right??
- Night Solution **delivers collagen-enhancing peptides** to restore elasticity and firmness to your skin and helps **fade deep lines and wrinkles.**
- The beautiful beads **burst open** as you dispense them through the pump to deliver **fresh, highly effective antioxidants** that help your wrinkles and lines fade away.
- And if you don't have any wrinkles, it will help keep you from getting any!

Day Solution: (Apply to same 1/2 Face on **top of Night Solution**)

- Even though you won't normally apply **Day Solution** on top of Night Solution, I want you to today, so that you can experience both products.
- It's a **full-spectrum sunscreen** with **SPF 25** that protects you from both UVA and UVB rays.
- Did you know that a lot of sunscreens on the market **are not full-spectrum?** It's very important that you use one that protects from both the UVA-**aging rays** and the UVB-**burning rays.**
- But Day Solution is not only about SPF. Isn't it great that it also contains **calming peptides** that make any lines and wrinkles you now have **less noticeable.**
- Can you see why we call the Day and Night Solutions the **Super Heroes** of Mary Kay? Truly, they are your **Fountain of Youth!**

Age Fighting Moisturizer

- The next product in the Miracle Set is **TimeWise Age-Fighting Moisturizer**. You'll apply this product to both sides of your face in an upward and outward motion.
- Did you know that a **lack of firmness** is caused in part by the **loss of moisture**? What's the difference between a **grape** and a **raisin**?
- This moisturizer, which is oil-free, gives you the combined action of **10 hours of hydration**, plus **powerful antioxidants**.
- It creates a **protective barrier**, which keeps the **good things in** and the **bad things out!** You will love it!
- Don't worry, the **combo/oily formula** actually helps to prevent shine for those of you with oily skin.
- OK, you now have the **Miracle Set on one side—your pampered side—**and just the **TimeWise Cleanser and Moisturizer** on the other.
- Feel the two sides of your face. **Can you feel the difference?**
- OK, now turn in your Beauty Book to **page 10**. "Do-It-Yourself Spa Treatment."
- Please read the paragraph on that page.

Turn in your flip chart to page 11.

- In a recent survey **9 out of 10 women** wished that someone would **help them find the perfect foundation match.**
- And **58% of women** who wear foundation are **not confident** that they are wearing the perfect foundation.
- Does that **sound like you?** Well, I'm here to help!!
- Mary Kay offers **six types** of foundation in more than **60 shades**, so you can get the flawless look you want in the perfect color.
- To find your perfect foundation, you want to ask yourself three questions...
 - **What do you want your foundation to do for you?**
 - Do you want it to be age-fighting, add moisture, or control oil?
 - **What's your skin type?**
 - Are you dry, oily, or somewhere in between?
 - **What's the foundation finish you would like?**
 - Do you want your finish to be matte? Luminous? Or natural?
- At your check-up facial, we'll make sure you have answered those three questions and have the perfect formula of foundation for you.
- But, today, we are going to be using just (our new liquid foundations and mineral powder foundation)
- My main purpose is to help you find the perfect color match for you.
- We're **going to begin** by applying Mary Kay's **Foundation Primer** to 1/2 your face—your pampered side. The primer is perfect under every type of foundation and it fills imperfections so foundations glide on smoothly and gives you a flawless look.
- Now, **how does your face feel?** Don't you love how soft and smooth it is? Can you **feel the difference** in the **two sides of your face?**
- (Do Satin Hands now.)
- Now turn in your Beauty Book to page 14.

Turn to Flip Chart p 12

Microdermabrasion Set

- Pat a little **water** on the **back of one hand** and
- Massage with **Step 1: Refine** (for 1 minute or less. Explain that you massage for 1-2 minutes when you do it on your face)
 - Spas and doctor's offices charge over \$100 for one treatment.
 - You'll get **30 to 40 treatments** from this set for only **55**.
- Wipe off with your facial cloth and apply **Step 2: Replenish**
 - **Compare hands**.
 - See how smooth your skin is? The more you use it, the better the results! **Can you see how**, without the barrier of dead and dry skin cells, your moisturizers are more effective?
- Take a look at the results on page 10. After just **one week** of use:
 - 85% saw improvement in skin texture—that's **smoother skin!!**
 - 73% saw a reduction in fine lines—Yea!! **Less wrinkles!**
 - 71% saw smaller-looking pores—I've heard it over and over...women complain that their pores are too large! So, this makes your **pores appear smaller!**
 - It's good for large pores or small ones; It helps with blackheads and acne, dry, flaky skin, fine lines and wrinkles.
 - It's an all-over incredible product! By far, one of my favorites!

Eye Cream read p. 11—Firm, Brighten and Fight

- Every woman needs an **eye cream** to help with dark circles, moisturizing, firming, and minimizing fine lines and wrinkles around the eyes.
- You have a choice between **Firming Eye Cream** and **Age-Fighting Eye Cream**.
- TW Targeted-Action **Eye Revitalizer** helps with **puffy eyes and dark circles**.
- **Indulge Soothing Eye Gel**—increases moisture by **130%** and reduces under eye puffiness.
- Apply **Firming Eye Cream** (or Age-Fighting Eye Cream) under the eye on the pampered side.

Satin Lips—(Massage lips with Lip Mask, wipe off with facial cloth. Apply lip balm with finger.)

- **Kiss Dry Lips Goodbye**—treat your lips to the Satin Lips Set for exfoliating, smoothing, and moisturizing bliss.
- The **Lip Mask** provides gentle and effective **exfoliation** of the dry **chapped skin** on the lips.
- The **Lip Balm** moisturizes for up to **six hours**.
- Page 12: **TimeWise Replenishing Serum+C**
- Page 13: **Even Complexion Power Pair**
- **Turn** in your Beauty Books back to **page 8—A Flawless Finish for Every Face**.

Turn back to flip chart page 10

Color

- At your **Personal Makeover Session**, I'll **create a look** just for you.
- Pretend you have just five minutes to get your face on before leaving for work!
- Just follow the instructions on your card. I like the **classic application**.

Color

- At your **Personal Makeover Session**, I'll **create a look** for you like I did for the hostess.
- I'll be helping _____ with her look while you guys have a **Face Race**.
- Pretend you have just five minutes to get your face on before leaving for work!
- Just follow the instructions on your card. I like the classic application.

Get ready, set, go!

Doesn't my job look fun?

- I want to take just a minute to **share** with you a **couple of facts** about the company.
- Isn't it wonderful that Mary Kay Ash **founded the company** on the concept of the **Golden Rule**—Do unto others as you'd have them do unto you.
- She also set our priorities as **God first, Family second, and Mary Kay third**. She taught that when these priorities are in order, everything works, and out of this order, nothing works.
- **I hope you've been watching what I do**. If you think you might want more information about a career with Mary Kay, talk with me later.
- I have a packet of information I would like to send home with you
- (or I'd love to answer your questions.)

Turn to **page 16** in your Beauty Book—Custom Fit for Your Skin

- Read the page.
- On page 17 you'll see the order of application for your morning and evening routines.
- Let's take a moment to **review the application steps and prices**. (Show the products as you explain. Line them up in order of use.)
 - **Tonight**, when you go home, you'll first **cleanse**,
 - Then apply **Night Solution**,
 - And then apply **Moisturizer**
 - And finish off with an **eye cream**. You're done.
 - In the **morning**, you'll again **cleanse** your face, but this time apply **Day Solution**, and then **Moisturizer**, finish off with an **eye cream**, and you're done!
 - Easy! Three minutes, tops!
 - **Two or three times per week**, add the **Microdermabrasion set** right after cleansing and before day or night solution.
 - I keep an extra cleanser in the shower and do microderm in the shower.

Table Close

14

- Take out your clippies (or headband) and fluff up your hair.
 - Hold your mirror out at arms length, which is where the world sees you, and say: **“Ummm, I look good!!”**
- **It's compliment time!** Please take a look at **yourself** and share what you **like best** about your look.
- **It's compliment time!** Please take a look at **someone else** and share what you **like best** about her look.
- OK, everyone always **wants to know 3 things**:
 - How do Mary Kay products come?
 - When can I get them?
 - How much are they?
 - I keep a **full inventory** of all the products, so anything you want I probably have in stock and you can begin using it immediately.
 - **Turn in your book to page 18: Experience a miracle Every Day**
 - The **Miracle Set** includes the **TW Cleanser and Moisturizer** plus the **Day and Night Solutions**. This set is **90 plus the cost of your foundation**. You save \$10 by buying the products as a set.
 - When you **add** the **Microdermabrasion** and **Eye Cream**, you have the **Ultimate Miracle Set** and it begins at **\$171, plus the cost of foundation**. (Age Fighting Eye Cream is only \$26, compared to Firming Eye Cream at \$30)
 - **Now let me show you this fabulous Roll-up Bag!!**
 - It hangs up on your bathroom door, the pockets peel off, and nothing spills out! And, best of all, it rolls up for traveling!!
 - Pass out closing sheet with specials and explain.

Closing

- Now, I'd like you to **close your eyes**. I want you to imagine **you're going into your closet** to find a special outfit you wore for a special occasion. Imagine taking it out and laying it on the bed. How much was it? Keep your eyes closed and go back to your closet and get...
 - All the accessories that go with it—shoes, handbag, pantyhose, jewelry. Lay them out on the bed, too. Now, add it all up! How much did the outfit and all the accessories cost?
 - What's your total? Was it \$100? \$200? \$300? More?
 - Now, open your eyes. In the last year, how many times have you worn that outfit?
 - OK, let's put that price into perspective because that outfit is going to sit in your closet about 364 days a year!
 - But you'll wear these Mary Kay products **EVERY DAY!** And what's the first thing people see when they look at you? Your face, of course!
 - That's why **skin care is the best investment** we can make in our appearance.

For a facial, go to page 16.

- OK, if you'd please take your **sales ticket and fill out the top**—your name, address, etc, we'll use those tickets in a bit for a drawing.
- Also, write down on your ticket any sets or products that you wish to purchase today.
- I've enjoyed being here today. I hope you've had fun.
- I would really **value your opinions** about the Mary Kay products you've tried. Please take a few minutes to answer the questions on the back of your profile (or opinion poll).
- I'll meet with each of you to see how I can help you with your purchases.
- Does anyone have to leave early? OK...let's start with you. Bring your Beauty Book and your profile card.
- We'll be back in a minute.
- (Hostess), this would be a great time to serve refreshments.

Have your products, calculator, datebook, hostess packets, and recruiting literature all together where you want to sit and do private consultations with each customer.

Private Consultation (with each person, privately) Ask her...

16

- “Did you have **fun**?”
- “How does your **skin feel**?”
- “What was your **favorite part**?”
- “**Are you as excited** about the way your **skin looks** and **feels** as I think you are?” (nod your head)
- “Well, **you know your situation** a whole lot better than I do, whatever works for you is fine with me.”
- “Would you prefer to **splurge** and **take advantage** of our **Create-A-Roll-Up** and choose four sets, or do you need to be **more conservative** and **just begin** with the **Miracle Set**?” (Don’t talk until she does. Give her time to think.)
- (Fill out ticket.)
- “Is there anything else you’d like to purchase today?” (remind her of all the items she tried today)

- “**How would you like to handle it?**” (credit card, cash, or check?)
 - (While she is getting her money out, sack up her products.)
 - (Complete the transaction.)

- “If you could get **any sets for free**, what additional items would you want?”
 - (write them down on her profile card so you have a wish list for hostess credit)

- “We need to **set the date** for your **check-up facial**.”
 - “Which is better for you?”
 - “During the week or on the weekend?”
 - Tuesday or Thursday? 7 or 7:30? (always narrow it down by a choice of two things)
 - “It’s just as easy for me to do 4 or 5 faces at once. Is there any reason why you couldn’t share your **check-up facial time** with a few of your **girlfriends**?”
 - Give her a hostess packet.

- “Would you, in your wildest dreams, ever consider **doing something like Mary Kay**?”
 - I think you’d be great?
 - Would you like to take some information home with you?
 - Let me ask you this, would you be willing to hear how we make our money over a cup of coffee?
 - Set up a time after the party or within the next 24 hours to go over the marketing information.