



Skin Care

MARY KAY



MARY KAY



Objectives

Upon completion of the Skin Care Workshop, you will be able to:

- Recommend the appropriate product line for your customers' needs
- Share characteristics of each Mary Kay® product line
 - Benefits and ingredients found in Mary Kay® products
 - Marketplace need driving the line's existence
 - Target customer

Let's look at the objectives for this workshop. Upon completion, you will be able to:

- *Recommend the appropriate product line for your customers' needs*
- *Share characteristics of each Mary Kay® product line with your customers*
 - *Benefits and ingredients found in Mary Kay® products*
 - *Marketplace need driving the line's existence*
 - *Target customer*



Outline

- Five Steps to Good Skin Care
- The Importance of Customized Skin Care
- Mary Kay® Options
 - TimeWise® Skin Care
 - Botanical Effects™ Skin Care
 - Velocity® Skin Care
 - Mary Kay® Acne-Fighters Set
 - Mary Kay® Facial Cleansing Cloths
 - MKMen®

In today's workshop, we will talk about:

- *The five steps to good skin care.*
- *The importance of customized skin care.*
- *And, the characteristics of each of the Mary Kay® product lines. You will learn about the benefits and ingredients found in the products, the marketplace need for the line's existence, and who the target customer is.*



Five Steps to Good Skin Care

QUESTION: *What are the five steps to good skin care?*

ANSWER:

- Cleanse
- Exfoliate
- Freshen
- Moisturize
- Protect

What are the five steps to good skin care?

They are: Cleanse, Exfoliate, Freshen, Moisturize and Protect.

It takes more than one product to achieve beautiful skin. As part of a daily skin care regimen, the five steps work together to reinforce the benefits of one another. They work with skin to keep it looking healthy and vibrant!



Importance of Customized Skin Care

- Everyone's skin type is different.
- Ask questions to get to know your customer's skin type and beauty preferences before making a skin care recommendation.
 1. How does your skin feel when you wake up in the morning?
 2. How about halfway through the day?
 3. What do your pores look like?
 4. What is your least favorite season for your skin?
 5. What one skin care item do you always carry with you?

As you begin to get to know your customers, you will learn that everyone's skin type is different. This is why customized skin care is so important. Using skin care products that are designed specifically for a person's skin type is just what skin needs to look its best!

It is important to ask questions to get to know your customer's skin type and beauty preferences before making a skin care recommendation. Some good questions to get you started are:

1. *How does your skin feel when you wake up in the morning?*
 - a. *Tight and uncomfortable, like it's stretched over my face.*
 - b. *I can't wait to wash it to get all of the overnight grease off.*
 - c. *About the same as it always does, smooth and neither shiny nor dry*
2. *How about halfway through the day?*
 - a. *Tight again – I feel like I could use more moisture.*
 - b. *Greasy, oily or shiny*
 - c. *A few spots are oily or dry, but it still feels pretty smooth all over.*
3. *What do your pores look like?*
 - a. *What pores? I don't notice them anywhere.*
 - b. *HUGE! I see them everywhere, especially around my nose and on my cheeks.*
 - c. *I can see them in certain places, like around the t-zone, including my nose and chin.*
4. *What is your least favorite season for your skin?*
 - a. *Winter – my skin gets so chapped and dry it hurts!*
 - b. *Summer – my faces is so greasy, it feels like my makeup is melting!*
 - c. *Every season has different challenges.*
5. *What one skin care item do you always carry with you?*
 - a. *A small bottle of face lotion for itchy or tight spots.*
 - b. *Blotting papers or powder for shine-reducing touch-ups.*
 - c. *Depends on the season. In the summer I may carry powder. In the winter I sometimes carry a moisturizer.*

If your customer answered: Mostly a: Their skin type is dry. Mostly b: Their skin type is oily. Mostly c: Their skin type is normal.



Mary Kay® Product Lines

Customized Skin Care

- TimeWise® Skin Care
- Botanical Effects™ Skin Care
- Velocity® Skin Care
- Mary Kay® Acne-Fighters Set

Other Skin Care Options

- Mary Kay® Facial Cleansing Cloths
- MKMen®

You can offer several lines of Mary Kay® customized skin care, all of which achieve the five essential steps. You will first learn about the following product lines today:

- *TimeWise® Skin Care*
- *Botanical Effects™ Skin Care*
- *Velocity® Skin Care*
- *Mary Kay® Acne-Fighters Set*

Then, you will learn about other skin care options that can also meet the needs of your customers.

- *Mary Kay® Facial Cleansing Cloths*
- *MKMen®*

MARY KAY



TimeWise® Miracle Set®

A premium collection of age-fighting products that work together to deliver younger-looking skin with fewer lines and wrinkles, improved suppleness and more even skin tone.



7

Because they work together to maximize the age-fighting benefits, be sure to tell your customers about the Miracle Set®.

At the heart of the TimeWise® product line, this premium collection of age-fighting products work together to deliver younger-looking skin with fewer lines and wrinkles, improved suppleness and more even skin tone.



TimeWise® Miracle Set®

- Meets consumer demand for age-fighting products that help reduce the visible signs of aging
- Delivers the **advanced age-fighting** benefits your customers want for younger-looking skin
- Meets the needs of normal-to-dry or combination-to-oily skin with two formulas

Mary Kay created the TimeWise® Miracle Set® to meet consumer demand for age-fighting products that help reduce the visible signs of aging. The demand for age-fighting cosmetics is at an all-time high!

TimeWise® products deliver the advanced age-fighting benefits your customers want for younger-looking skin.

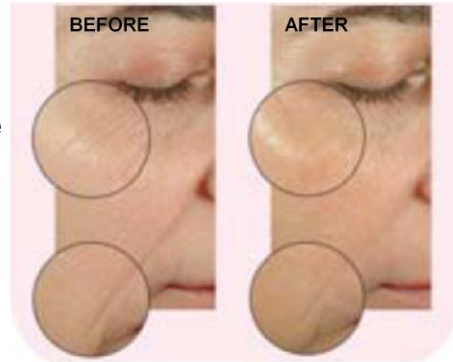
It comes in two formulas to meet the needs of normal to dry or combination to oily skin. You'll notice that the line on the back of the package are color-coded to make it easier to identify the products. Pink is for normal-to-dry skin, lavender is for combination-to-oily skin, and platinum is for all skin types.



TimeWise® Miracle Set®

Benefits of Miracle Set® as seen by a dermatologist in a 12-week clinical study:

- 83% had a reduction in fine lines and wrinkles.
- Up to 25% improvement in skin elasticity.
- 100% had softer, more supple skin.
- 46% improvement in more even skin tone.



Your customers will love what they see! Consider sharing these amazing results with them!

As seen by a dermatologist in a 12-week clinical study:

- *83% had a reduction in fine lines and wrinkles.*
- *Up to 25% improvement in skin elasticity.*
- *100% had softer, more supple skin.*
- *46% improvement in more even skin tone.*

Let's take a look at the individual products that make up the Miracle Set®.



TimeWise® Miracle Set®

Target Customer

- Customers who want a daily age-fighting skin care regimen that is customized to deliver younger-looking skin.
- Younger customers who want to prevent the signs of aging from occurring.
- Customers who want a skin care program that is customized for their skin type – normal to dry or combination to oily.

Who are your target customers for the TimeWise® Miracle Set®?

- *As you may have already guessed, customers who want a daily age-fighting skin care regimen that is customized to deliver younger-looking skin.*
- *Younger customers who want to prevent the signs of aging from occurring.*
- *Customers who want a skin care program that is customized for their skin type – normal to dry or combination to oily.*

The information you learn today about the TimeWise® Miracle Set® can be found in the fact sheets available on Product Central on InTouch®. There is even great information on the packaging of each TimeWise® product. Be sure to reference those as you begin to introduce your customers to this amazing set.



TimeWise® Miracle Set®



TimeWise® 3-in-1 Cleanser and TimeWise® 3-in-1 Cleansing Bar

- Cleanser comes in Normal/Dry or Combination/Oily
- Cleansing beads in Cleanser remove dead skin cells through exfoliation



First is the 3-in-1 Cleanser. TimeWise® 3-in-1 Cleanser comes in a normal-to-dry formula or a combination-to-oily formula. The cleansing beads from the 3-in-1 Cleanser remove dead skin cells through exfoliation.

The TimeWise® 3-in-1 Cleansing Bar is another cleansing option within the TimeWise® product line. It's ideal for customers who want the benefits of TimeWise® skin care, but in a lathering bar. The soap dish is great for home or travel, too!



TimeWise® Miracle Set®

*TimeWise® Age-Fighting Moisturizer and
TimeWise® Age-Fighting Moisturizer
Sunscreen Broad Spectrum SPF 30[†]*

- Normal/Dry or Combination/Oily
- Dream humectant blend keeps skin moist



[†]Over-the-counter drug product

TimeWise® Age-Fighting Moisturizer is also available in a normal-to-dry formula or a combination-to-oily formula. A dream humectant blend in TimeWise® Moisturizer keeps the skin moist. A humectant is an ingredient that helps skin retain moisture.

There is also TimeWise® Moisturizer Sunscreen Broad Spectrum SPF 30[†] for those who want a moisturizer that protects from UVA/UVB rays.

*The TimeWise® 3-in-1 Cleanser and TimeWise® Age-Fighting Moisturizer contain a patented** complex that reduces fine lines and wrinkles by accelerating the skin's natural renewal process.*

[†]Over-the-counter drug product

** U.S. Patent No. 6,496,126 and other patents pending



TimeWise® Miracle Set®

TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35†

- Calming peptides help relax expression lines
- UVA and UVB sunscreens help protect skin from sun damage



†Over-the-counter drug product

TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35 †contains calming peptides to help relax expression lines, while UVA and UVB sunscreens help protect the skin from sun damage.

†Over the counter drug product



TimeWise® Miracle Set®

TimeWise® Night Solution

- Vitamins and antioxidants, combined with collagen-enhancing peptides, help fade away deep lines and wrinkles



TimeWise® Night Solution contains vitamins and antioxidants, combined with collagen-enhancing peptides, that help fade away deep lines and wrinkles. Nutribeads® microcapsules are even more vitamin-packed into this powerful product!



Botanical Effects™ Skin Care

- Draws on the power of botanicals to leave skin feeling balanced
- Helps promote healthy skin with an exclusive botanical complex featured in every product
- Then each formula is personalized with additional botanicals specific to the needs of your skin type
- Completely customizable for a regimen perfect for each customer



Introducing Botanical Effects™ Skin Care!

Taking care of your skin should be simple. Easy. Tailored to you. Botanical Effects™ Skin Care is a simple regimen designed to help your skin achieve a healthy balance – whether it's dry, normal or oily.

Botanical Effects™ Skin Care draws on the power of botanicals to leave dry, normal and oily skin feeling balanced and revitalized. Every product in all three regimens features our special botanical complex to help promote healthy skin. Then each regimen is personalized with additional botanicals specifically chosen to give your skin type the benefits it needs.

Just cleanse and hydrate morning and night to reveal radiant-looking skin. Add the mild, gentle freshener for an added feeling of clean and refreshed skin. Or choose the mask to deep clean and revitalize skin. It's completely customizable. So you can help your customers design the regimen that's perfect for them.

With benefits like these, women see great results.



Botanical Effects™ Skin Care

My skin looks healthy!

That's what **nine** out of **10** women said after using Botanical Effects™ Skin Care in an independent consumer study*.

Here's what else they had to say:

- 88% said it leaves skin feeling nourished
- 86% said it revitalizes skin
- 83% said it enhances skin's natural beauty
- 80% said it leaves skin looking radiant

*Results reported during an independent one-week consumer study.

Look at these numbers. There is no denying that women love new Botanical Effects™ Skin Care.

Nine out of 10 women said that their skin looked healthy after using the regimen. 88% also said that it leaves skin feeling nourished, 86% said it revitalizes skin and 83% agreed it enhances skin's natural beauty. 80% also said it leaves skin looking radiant.

Pretty impressive! Now let's see which botanicals help provide these beautiful results.



Botanical Effects™ Skin Care

The Target Customer

Botanical Effects™ skin care is primarily for the woman who:

- Wants a personalized approach to skin care and isn't yet concerned about the signs of aging
- Wants to feel good about how she cares for her skin while caring for the planet without sacrificing quality, value and results
- May be sensitive to certain ingredients

In addition, customers who:

- Currently use Classic Basic® products



Botanical Effects™ skin care is primarily for the woman who:

- *Wants a personalized approach to caring for the basic needs of her skin and isn't yet concerned about the signs of aging*
- *Wants to feel good about how she cares for her skin while caring for the planet without sacrificing quality, value and results*
- *May be sensitive to certain ingredients and needs products that are hypoallergenic and have been tested for sensitive skin*

In addition, your customers who currently use Classic Basic® products will love this updated, fresh approach to customized skin care. With all the same product forms available plus formulas that feel fabulous and cater to her skin's needs, your Classic Basic® customers are sure to want to try it for themselves.

Since this customer wants to feel good about her skin care, let's take a look at the packaging. It's just another way she can feel even better about her purchase!



Botanical Effects™ Skin Care

Exclusive Botanical Complex

This complex includes two nourishing botanicals that benefit all skin types:

- **Silymarin** (milk thistle) - a powerful antioxidant that helps defend against environmental damage while helping to calm and soothe skin.
- **Luo Han Guo** - known to contain potent antioxidants and also believed to help promote healthy skin.



The exclusive botanical complex, contained in every product in all three regimens, features silymarin and Luo Han Guo – each of which adds its own strength to this new skin care line. Silymarin (milk thistle) is a powerful antioxidant that helps defend against environmental damage while helping to calm and soothe skin. Luo Han Guo, also called the “longevity” fruit, is known to contain potent antioxidants and also believed to help promote healthy skin.

Now that you have seen the core complex, I’m sure you want to know more about the specific botanicals included in each regimen. So let’s check out the dry regimen first.



Botanical Effects™ Skin Care

Dry Skin Craves

- **Flax seed extract** – a rich source of fatty acids
- **Sea kelp extract** – important for moisturization



Flax Seed



Sea Kelp



Two main ingredients help deliver just what dry skin craves.

Flax seed is one of the richest plant sources of omega-3 fatty acids, which are known to help moisturize and help relieve dry skin of discomfort. The second botanical is sea kelp extract. A type of sea algae, sea kelp is a known source of vitamins, minerals and fatty acids important for moisturization and skin balance.



Botanical Effects™ Skin Care

Normal Skin Craves

- **Frangipani flower extract** – helps protect against environmental stressors
- **Water lily extract** – important for healthy skin



Frangipani Flower



Water Lily



This formula contains two of its own specific botanicals that normal skin craves.

First is frangipani flower extract. This exotic flower is known for its calming and soothing benefits and is an antioxidant that helps protect against environmental stressors. The second botanical ingredient is water lily extract. An antioxidant, the water lily is reported to be a source of minerals that are important for healthy skin.

It is easy to see how these botanicals work well with normal skin.



Botanical Effects™ Skin Care

Oily Skin Craves

- **Kanuka extract** – kanuka is known for its purifying benefits
- **Guava extract** – a known source of salicylic acid



Kanuka



Guava



The two botanicals in this regimen offer the benefits that oily skin craves.

First is kanuka extract. Sources of this botanical extract are well known for their purifying benefits that may help prevent pores from becoming clogged. The second botanical extract comes from the guava, a known source of salicylic acid – an exfoliant shown to slough away dead skin and help unclog pores to reduce surface oil.

You can see the benefits these botanicals offer oily skin.



Botanical Effects™ Skin Care

There are four products in each formula:

- **Cleanse** – gently cleanses without stripping essential elements
- **Hydrate** – absorbs quickly and leaves skin feeling balanced
- **Freshen** – nondrying formula gently removes excess residue from skin
- **Mask** – gently removes impurities as it revitalizes skin; removes easily with water



We'll start with Cleanse. It gently cleanses without stripping essential elements.

Cleanse Formula 1 helps restore dry skin's natural balance, leaving it feeling smooth, hydrated and nourished. Skin looks refreshed. Formula 2 for normal skin gently removes makeup and impurities, leaving skin feeling clean and soft. And the nondrying formula leaves skin looking healthy. Formula 3 is a corrective cleanser that purifies oily skin and helps cleanse pores. It removes and helps control excess oil without drying and leaves skin feeling clean as it reduces shine.

Hydrate absorbs quickly and leaves skin feeling balanced.

Formula 1 for dry skin is moisture-rich and leaves skin feeling comforted. It helps maintain skin's moisture level and makes skin feel supple and resilient. The non-greasy Formula 2 leaves normal skin feeling hydrated. Skin looks healthier and feels nourished and refreshed. Formula 3 for oily skin provides balanced hydration while controlling excess oil, leaving skin with a beautiful matte finish. It's also non-greasy and leaves no oily residue.

Freshen has a nondrying formula that gently removes excess residue from skin.

Freshen Formula 1 restores dry skin's natural balance, leaving it looking radiant and healthier. It also helps calm and soothe skin and gives it a soft, smooth feeling. Formula 2 improves the texture of skin, leaving a soft matte finish. Skin looks healthier and feels refreshed and ready for the moisturizing step. Formula 3 removes excess oil without drying skin and minimizes the appearance of pores. It also clarifies skin and helps cleanse pores.

Easily removed with water, Mask gently removes impurities as it revitalizes skin.

The Formula 1 Mask gently exfoliates as it improves skin texture. It replenishes hydration so dry skin looks smooth and feels renewed. Formula 2 for normal skin deep cleans while gently exfoliating skin, restoring it's radiance. It adapts to your skin's needs leaving it looking healthier and feeling nourished. Formula 3 helps cleanse pores and refine their appearance. It absorbs and controls excess oil while leaving skin looking clarified and fresher.



velocity® Skin Care

Although anyone with dry to oily skin can use Velocity® products, they were created with the younger skin in mind, which can sometimes tend to be oily and blemish-prone.



Introducing Velocity® Skin Care!

Although anyone with dry to oily skin can use Velocity® products, they were created with the younger skin in mind. Younger skin can sometimes tend to be oily and blemish-prone.



velocity® Skin Care

Target Customer

- Customers of all skin types, who may want a time-saving approach to skin care
- Younger customers and teens with oily or blemish-prone skin

Who are your target customers for Velocity® products?

- *Customers of all skin types, who may want a time-saving approach to skin care.*
- *Young women and teens with oily or blemish-prone skin.*

Younger skin tends to be more oily and blemish-prone. The cleanser contains propylene glycol, which is a humectant that helps reduce moisture loss and condition skin. Additionally, the moisturizer contains oil-absorbing ingredients that help control excess oil.

For more information regarding Velocity® products, refer to Product Central and the fact sheets available on InTouch. There is even great information on the packaging of each Velocity® product!



velocity® Skin Care

- Velocity® Facial Cleanser cleanses, exfoliates and freshens in one step
- Velocity® Lightweight Moisturizer works fast to smooth and soften
- Both feature the light and fruity scent of the Velocity® fragrance



The Velocity® Facial Cleanser cleanses, exfoliates and freshens in one step!

The Velocity® Lightweight Moisturizer works fast to smooth and soften!

Both feature the light and fruity scent of the Velocity® fragrance!



Mary Kay® Acne-Fighters Set

- Your customers looking for an acne solution can now purchase four popular Mary Kay® products in a new convenient bundle called the Mary Kay® Acne-Fighters Set.
- Velocity® Facial Cleanser, Mary Kay® Blemish Control Toner Formula 3†, Velocity® Lightweight Moisturizer and Acne Treatment Gel† have been combined to give your customers a system that can combat mild to moderate acne.



†Over-the-counter drug product

26

Velocity® skin care is great for younger skin, but some women also have mild to moderate acne they would like to combat. The Mary Kay® Acne-Fighters Set is a great regimen for those women. If your customer is under the care of a dermatologist for their acne, you might want to have them discuss these products with their doctor to make sure they feel comfortable including these products in their skin care regimen.

The Mary Kay® Acne-Fighters Set is packaged in a convenient bundle and includes Velocity® Facial Cleanser, Mary Kay® Blemish Control Toner Formula 3†, Velocity® Moisturizer and Acne Treatment Gel†.

†Over-the-counter drug product



Mary Kay® Acne-Fighters Set

Target Customer

- Customers with mild to moderate acne
- Customers with blemish-prone skin

Who are your target customers for the Mary Kay® Acne-Fighters Set products?

- *Customers with mild to moderate acne.*
- *Customers with blemish-prone skin.*

Remember, not all women that have mild or occasional acne are in their teens or twenties. This set can also help women with adult onset acne or those that have very oily skin and are prone to occasional acne break outs.



Mary Kay® Acne-Fighters Set

There are four products in the set:

- **Velocity® Facial Cleanser** – This multitasking product deep cleanses, exfoliates and tones to refresh.
- **Mary Kay® Blemish Control Toner Formula 3[†]** – Helps reduce the number of blackheads and acne pimples
- **Acne Treatment Gel[†]** – Penetrates pores to eliminate most blackheads and pimples, and helps prevent new blackheads and pimples from forming.
- **Velocity® Lightweight Moisturizer** – Lightweight formula works fast to smooth and soften skin.



[†]Over-the-counter drug product

28

Velocity® Facial Cleanser is a multitasking product that deep cleanses, exfoliates and tones to refresh. It contains antioxidants plus botanicals known for their calming and soothing properties. Apply to damp face and neck in a gentle, circular motion every morning and evening. Rinse thoroughly with water. Avoid contact with eyes.

Mary Kay® Blemish Control Toner Formula 3[†] helps reduce the number of blackheads and acne pimples. It contains 2% salicylic acid acne medication. It helps prevent new acne pimples. Use as part of a daily regimen in the morning and evening.

Acne Treatment Gel[†] penetrates pores to eliminate most blackheads and pimples, and helps prevent new blackheads and pimples from forming. 5% benzoyl peroxide kills acne bacteria within the pores and on the surface of the skin. To apply, after cleansing and using the Blemish Control Toner Formula 3[†], cover the affected area with a thin layer one to three times daily.

Velocity® Lightweight Moisturizer has a lightweight formula that works fast to smooth and soften skin. Suitable for blemish-prone skin. Apply to clean face and neck in the morning and the evening.

[†]Over-the-counter drug product



Mary Kay® Facial Cleansing Cloths

- Cleanses, exfoliates and tones in one easy step
- Botanical-enriched formula gently removes dirt, oil and makeup, leaving your skin feeling clean and soft
- Formulated for dry to oily skin



Mary Kay® Facial Cleansing Cloths cleanse, exfoliate and tone in one easy step.

The exclusive, botanical-enriched formula gently removes dirt, oil and makeup, leaving skin feeling clean and soft.

And they are formulated for dry to oily skin types.

Mary Kay® Facial Cleansing Cloths are perfect for carrying in a bag, briefcase or tote to use whenever you want a fresh face. Just a little water releases the rich lather.



mkmen[®] Skin Care

Features targeted products designed to combat the signs of aging and improve the look and feel of a man's skin!



The MKMen[®] product line features targeted products designed to combat the signs of aging and improve the look and feel of a man's skin!

Did you know that, globally, men have become increasingly concerned with their appearance? age-fighting grooming products are purchased by men of all ages and occupations! You'll also be excited to know that men's grooming sales are up sharply. This is according to Datamonitor, a leading global market research firm.



mkmen[®] Skin Care

- MKMen[®] Face Bar begins the process to help reduce the visible signs of aging and restore the look of younger skin
- MKMen[®] Moisturizer Sunscreen Broad Spectrum SPF 25[†] provides UVA and UVB protection to help shield skin from the harmful rays that may cause premature aging of skin

[†]Over the counter drug product



MKMen[®] Skin Care includes:

- *MKMen[®] Face Bar begins the process to help reduce the visible signs of aging and restore the look of younger skin.*
- *MKMen[®] Moisturizer Sunscreen Broad Spectrum SPF 25[†] is the key, age-fighting product for men's skin care. It provides UVA and UVB protection to help shield skin from the harmful rays that may cause premature aging of skin.*

[†]Over the counter drug product



mkmen® Skin Care

When MKMen® Face Bar and MKMen® Moisturizer Sunscreen Broad Spectrum SPF 25[†] are used together:

- Reduces the appearance of fine lines and wrinkles
- Restores the look of younger skin
- Leaves skin feeling smooth and soft
- Leaves skin looking healthy



[†]Over the counter drug product

32

When MKMen® Face Bar and MKMen® Moisturizer Sunscreen Broad Spectrum SPF 25[†] are used together, the results are amazing!

- *Reduces the appearance of fine lines and wrinkles*
- *Restores the look of younger skin*
- *Leaves skin feeling smooth and soft*
- *Leaves skin looking healthy*

Be sure to use what you've learned today, as you share the products with them. You can refer to Product Central, facts sheets and the product's packaging for more information.

[†]Over the counter drug product



Challenge

- Try at least one of the product lines you learned about today if you haven't already.
- Call and share information about any one product line with at least five people you know.
- When you share the product with these five people, offer samplers and follow up in two days to get their opinion.

The most effective learning occurs when you put into practice what you've learned.

Try at least one of the product lines you learned about today if you haven't already. That way, you can share the benefits with your customers first hand.

Call and share information about any one product line with at least five people you know. And while you are sharing this information, why not offer product samplers and let them know you will be calling in two days to see how they like the product. When you follow up two days later, ask if they would be interested in purchasing the full size product. Be sure to follow up two weeks later to make sure they are still happy with their product and see if they need any other products at that time.



Happy Selling!

Remember Mary Kay's words...



"We have a quality product – one that we can sell with complete honesty and integrity. You can be assured that the product you sell to your customers is at the top of the state of the art of the cosmetics industry."

Remember Mary Kay's words: "We have a quality product – one that we can sell with complete honesty and integrity. You can be assured that the product you sell to your customers is at the top of the state of the art of the cosmetics industry."

With this in mind, use the information you learned today to serve your customers in the very best possible way.