

Party Set Up

Ask the Hostess where you'll be conducting the party. Set up a beautiful and organized table. Don't overdo it...sometimes less is more. You can use a pink or black tablecloth and put the roll-up bag in the middle if there is room.

Set up a tray for each person with the products they will be using ahead of time. Each person should also get a skin care class packet and a tool bag.

Set up your "office" where you'll be doing your 1-on-1 consultations at the end of the party. Have your products to sell, your date book, hostess packets, money bag, calculator, extra sales tickets, and team building packets and/or the hotline information all there. Remember during your 1-on-1 consultation to try to sit so your guest will have her back to the crowd. This keeps her from being distracted.

Before the Class Begins

As the guests arrive you can have them try the Microdermabrasion set on the back of one hand at the sink.

Microdermabrasion Set.

Microdermabrasion is a two-step process that we normally do on our faces to **deeply exfoliate** and make our skin appear more youthful. I'm going to have you try it on the back of your hand today! Go ahead and get the back of one hand wet, and I'm going to squirt the first step called "**Refine**" onto it. Massage that into your hand, then rinse and dry. There are actually **aluminum oxide crystals** in this product that get rid of all of the dead skin cells on the surface of your skin. We'll follow that up with the 2nd step, called "**Replenish**." This soothes the skin and softens it after the exfoliation process. It's best to do the 1st step of Miroderm in the shower – it's just easier to get all of the mircrobeads off of your face. Doesn't that feel good?

After microdermabrasion, encourage the guests to sit down and fill out their profile cards. As they fill out cards and others are still arriving, stripe test each person and write her foundation shade on the back of her profile card and put it in her tray.

Introduction

Hello, I want to thank you all for coming today! My name is _____ and I will be sharing a little more about myself in a bit, but first I would like to thank hostess's name for hosting a party. It's the greatest compliment that you can give me to introduce me to your family and friends, so I'm grateful that you gathered these women together today! And I want to thank each of you for coming – I know you are all busy and probably had a million other places you could be...so thanks for being here with us!

Let me tell you what to expect at tonight's appointment. **First, we are going to focus on skin care.** You are going to try our Timewise Ultimate Miracle Set, then we will do a little bit of color or a **“dash out the door” look** tonight while _____ (hostess's name) gets a full color look. You can choose to do your **color appointment** at our monthly advanced glamour class or at your own party like _____ (hostess's name). **Finally, I will meet with each of you individually for a few minutes** to answer any questions you may have and to see if there is anything you would like to take home with you today.

Ok, let's start with some introductions! I would love for you to tell me your **name, how you know the hostess and your favorite Mary Kay product** if you have one. (When one of the guests shares her favorite MK product it's the perfect opportunity to explain that if they are currently using MK products and have a consultant, and they are happy with the service they are receiving, they can make a purchase today to support the hostess but we don't ever “steal” customers so refer them back to their consultant.)

As I mentioned, my name is _____ and I have been building my Mary Kay business for _____ years. I will share with you some of my favorite parts of being a Beauty Consultant with Mary Kay a little bit later but let me tell you what it looks like to have me as your Beauty Consultant;

1. You, of course, get to try before you buy and all of our products have a 100% customer satisfaction/money back guarantee
2. I carry a full store of products and will deliver or ship your orders within 24 hours – and always with chocolates in your bags!
3. You get special invitations to events that my Unit has – and can even be a model for me!
4. You will receive a special discount for your birthday and I do have several “sales” during the year – my Holiday Open House is one of my favorites!
5. You will receive your own subscription to our glamour magazine – it's called the Look Book (show a copy of the current issue). I love this book and it will keep you up-to-date on the latest and greatest products. You know 4 times a year the seasons change, your skin changes, you need a new mascara, you need to clean your brushes and we have NEW products! So most of my clients just know that when they receive the new Look Book in the mail from me it's time for us to get together! In fact – I have several groups of women who just take turns being the Hostess each time the Look Book comes out! And being in Hostess means you get FREE products...

Would anyone want to see what hostess's name can earn for free tonight? I love helping people get their Mary Kay products free!

Go through your hostess program here!

Okay...let's get started. If you would like to follow along you can open up your Beauty Book. Mary Kay Ash was a visionary leader. She founded our company on the Golden Rule and emphasized the importance of giving back to others. She started this company almost 50 years ago to change the lives of woman and children. She realized people needed an opportunity to achieve financial success while balancing their lives putting God first, Family second and Career third.

Go ahead and turn to pages 4 & 5 in your beauty book and I want you to read about skin and what is happening with it in your age bracket and then the one you'll be heading into next! Read each statement. Any scary realizations? (: Tell me something you learned! My job is to help you look your skin look its best, no matter what your age! Just remember that it's always easier to prevent than it is to repair.

Okay...are you ready to get started with some products?

Put oil-free eye make up remover on one cotton pad.

Oil Free Eye Makeup Remover

The first product we'll use is **one of our best-selling products**, oil-free eye make up remover. Does anyone currently use this product? What do you love about it? It removes all eye make up, even waterproof mascara easily. It's safe for contact lens wearers, and leaves no greasy residue. And it even gets rid of eyelash mites!

Now, let's turn to pages 6 & 7 in your beauty book and let's talk about miracles! Anyone feel like your skin needs a miracle?

This skin care collection delivers 11 benefits you need for younger-looking skin. (You could have the hostess read the benefits.) The Miracle Set cleanses, exfoliates, freshens, moisturizes, protects, smooths, helps reduce fine lines and wrinkles, firms, softens, energizes and rebuilds! Whew! That's a miracle in just 4 products!

Collect wash cloths & get them wet.

TimeWise 3-in-1 Cleanser Let's start with your 3-1 cleanser. Go ahead and massage this product into your skin, avoiding the eye area, and I'll tell you about what this cleanser does. First, it comes in two formulas – one for normal to dry skin and one for combination to oily skin. In just one product, you're **cleansing, exfoliating and freshening** your skin!" It is very important that you remove the cleanser with a wash cloth for the best results. And we recommend that you wash your face twice a day – morning and night. I always tell my clients – even when you're really tired – please take the few minutes to wash your face at night...in fact...for every night you go to bed without taking off your make-up and washing your face you are adding 7 to 10 days to the life of your skin. I don't know about you – but I can't afford any extra days!

Pass out cloths & have them remove the cleanser.

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

Go ahead and put the day solution on one half of your face and the night solution on the other half of your face so you can feel them both while I tell you about them.

The **Day Solution** has an SPF 35 sunscreen, which protects the skin from both UVA and UVB rays. Does anyone know the difference? UVA rays cause aging and UVB rays cause burning. Day Solution contains a **full-spectrum sunscreen** that protects the skin from both! This product also **relaxes expression lines and softens the skin**.

The **Night solution** has these little beads in it called **Nutribeads**. They are filled with **vitamins and peptides** that tighten up your skin while we sleep. When the beads go through the pump they burst and you are putting fresh vitamins on your skin. These products in combination will help with fine lines, minimize the appearance of your pores and help with overall consistency and even scaring!

Normally, you would use the day solution in the morning after cleansing your face, then the night solution at night right after your cleanser!

TimeWise Age-Fighting Moisturizer

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

Firming Eye Cream

Let's finish our skin care regiment with TimeWise Firming Eye Cream. Does anyone know why you need a product specifically designed for the skin around your eyes? The skin under the eye is **1/3 of the thickness of the skin on the rest of your face**. You also don't have any oil glands under that skin, so it shows the signs of aging more quickly than any other area. It also helps with **dark circles and fine lines and wrinkles** around your eyes.

Go ahead and stipple this product with your ring finger under your eye and out in the area where we start to see crow's feet.

Before we move on, go ahead and turn to pages 8 & 9 in your beauty book. TimeWise is not our only skin care line. On page 8, you can see our **Botanical Effects** skin care products, which are great for anyone who isn't quite ready for age-fighting products or for anyone with very sensitive skin.

On page 9, you can see our **Acne-Fighters Set** for those with persistent or occasional acne breakouts. If you feel like you could use the benefits of one of these lines, we can discuss that at our individual consultation at the end and you could try those products at your **color appointment** too!

Satin Lips Set

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

Lip Mask

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

Referrals

While your Satin Lips Mask dries, I'm going to ask you to turn your customer profile cards over and we're going to play a little game! Grab your pens and your cell phones!

Does anyone have any friends or family members who could who are over-worked and under-pampered and could use a special gift? This is what I call my "Gift of Friendship" offer! I'm going to give you a few minutes to write down as many names and phone #s as you can of those women.

Then I will call and offer them a gift of friendship from you that is a \$10 gift certificate redeemable at their complimentary facial! AND, whoever writes down at LEAST 5 names and #'s the fastest gets a special gift from me! Ready, set, go?

Lip Balm

Okay, now, let's wipe your lip mask off with your wet cloths, and then put the second step on, the lip balm. This is what can replace your chap stick! You'll go from 40 applications a day to 2 or 3! Don't your lips feel so soft?

Okay, now let's talk about foundation!

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

While we let the primer set, I'd love to share a little of my Mary Kay story with you and to show you some pictures of my Mary Kay journey so far!

Share your dream book

Okay! Go ahead and turn to pages 10 & 11 in your Beauty Book. You can see on these pages that we have a large variety of foundations available in Mary Kay.

(Optional)

We're going to use our mineral powder foundation tonight because it's our best-selling foundation, but if you feel a liquid might be better suited for your skin, we can talk about that in your individual consultation at the end. It's also something you can try at your **color appointment**.

(Optional)

Today we are going to use our liquid foundation which I feel is the best we have, but if you feel you would rather have a powder foundation we can talk about that at your individual consultation at the end. It is also something we can try at your **color appointment**.

Mineral Powder

Go ahead and grab your brushes (or cotton balls), swirl them in the powder and then tap on the side of your tray to get rid of the excess product on your brush. Starting in the center of the face, work your way out in a circular motion and **buff the product into your skin**. It's always better to do several light coats of mineral powder than one heavy one.

OR

TimeWise Liquid Foundation

Go ahead and start in the middle of your forehead with the cosmetic sponge or brush and go down on your cheeks. A little goes a long way

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

Go ahead and turn to pages 12 and 13 in your beauty books, and we're going to review some of the products you've used.

On page 12, you see our **Microdermabrasion Set**, which you tried on your hand at the beginning. I like to think of it as satin lips for your whole face! Your face feels as soft as your lips do right now after using it!

Then on page 13, you see the **Firming Eye Cream** we used, along with several other eye products. If you struggle with puffiness or darkness, products like the **Eye Revitalizer** might be just what you need! We will try those at your **color appointment!**

On pages 14 and 15, you'll also see some more powerful anti-aging products if you're ready to take an extra step in fighting the aging process.

The **Serum + C** on page 14 on the far left is a product that **lifts and firms sagging skin**. After our bodies stop producing collagen – which is at about age 24 – our skin begins to sag. Our Serum +C is like a “collagen injection” and helps slow that process down!

The **Night Restore & Recover** is a product that you use at night only. Remember the night solution we used earlier with the nutribeads? The two together are your most powerful duo! This is a powerful night cream that enhances your regular skin care routine. Anyone who is super-concerned with aging should add this to her daily skin care routine.

And then page 15 features the two products in our line that fight uneven skin tone, discoloration and dark spots. One is **Even Complexion Essence**, a serum that you use in the morning and at night all over your face. Its partner product is **Even Complexion Mask**, which brightens the skin and also fades sun spots and discoloration.

I want you to know that as your consultant, I'm here to help you with ALL of your skin issues. If you are concerned or have something you want to fix about your skin, just let me know in your individual consultation and we can talk about what products would be most helpful for you.

Color - Dash Out the Door Look OR the color cards

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

Cream Eye Color

Beach Blonde on one side of a sponge tip applicator and Iced Cocoa on the other side

First, we're going to use a little cream eye color. Take the lighter color and put it under your eyebrow and then put the darker one on your eye lid and up onto your crease to meet the Beach Blonde.

Mascara

You can use either ultimate or lash love mascara.

Bronzer

Lip Gloss

If you want just a few testers, you can't go wrong with fancy Nancy, Beach Bronze & Berry Tart. Let the guests choose which shade they want to try. Scrape the product into the tray and they can use their fingers to apply.

Alright...you are all gorgeous!

(If you have time you may want them to tell each other what they like best about each other's look.)

Table Close

I'd like to close by thanking you all again for coming and showing you how you can take home the products you loved tonight. Go ahead and turn your books to page 20. You can write these prices next to the products.

First let me start with our awesome travel roll up bag. You can roll it up and it **fits perfectly into a bag or suitcase**, and then you can **hang it on the back of a bathroom door**. Many of my clients who don't have a lot of counter space in their bathrooms or who don't like a lot of clutter keep all of their products in this hanging bag. Each of the **pockets Velcro** off too! (have each of the three sets in the roll-up bag and take them out as you feature each set)

So let me share with 4 special sets today.

The first set I want to show you is the Cleanser and Moisturizer. This is the "**Basic Set**" and it retails for \$40.

The second set is the Cleanser, Moisturizer and the Day Night Solutions. This is our "**Miracle Set**" and it retails for \$90. With this set you get 1 item at 1/2 price. Most people get the Oil Free Eye Make Up Remover.

The third set has the Miracle Set plus the Microdermabrasion Set and the Firming Eye Cream. This is our "**Ultimate Miracle Set**" This is for the girl who wants it all – and it retails for \$175. You get your 1/2 price item and the awesome Travel Roll Up Bag for FREE when you purchase this set.

The last set is our **Foundation Set**, which is the Foundation of your choice, the Foundation Primer and the brush and that set is \$46.

And, of course, just like in all of the finer restaurants all of the items are sold ala carte. And I do accept cash, credit card, check or the “Husband Plan,” which is a little of each! (Smile!)

Now before I meet with each of you for just a few minutes individually I want to ask you to take back out your “Gift of Friendship” sheet for me. Turn them over and let’s quickly go through some of these questions together;

If you could please fill in your name, phone number and e-mail address that would be great.

The first question is did you have fun tonight? Everyone put YES! ☺

The second question is which of the skin care products did you enjoy the most? Was it the Microderm, the Day Night Solution...which ones?

Next, if money were no object, which set would you want to take home with you tonight? The Basic Set, The Miracle Set or the Ultimate Set?

The next question is when you have your follow-up appointment would you like to share it with a few friends and take advantage of my Hostess Program?

We invite customers to help us with training by being models at our meetings – would you be willing to come and be a model for me?

And the last questions is would you be willing to listen to more information about what I do? I am working towards my _____ share your goal_____ and I need practice sharing the facts about our Marketing Plan – I’ll even give you a free lipstick or lip gloss just for listening!

I will now meet with each one of you for just a few minutes individually...does anyone need to get going right away? Great! Just bring your packet and pen with you, and I’ll have you come with me to meet first!

Individual Close

Take her profile card and sales ticket

1. So, did you have fun tonight? (:
2. Which sets would you love to take home with you tonight? (Fill out sales ticket & fill order her order if you have product there).
3. If purchasing skin care, set up a time in the next few days to check in with her on her products.
4. If she does not purchase the skin care try to find out why...if it's the money explain how she can earn her skin care for FREE by being a hostess.
5. Would you like to do your color appointment at our monthly Glamour class or would you like to gather some girlfriends and get product for free? (Set up date and time for either one - give her a hostess packet and quickly go through it.)
6. I know this probably isn't something that would ever be for you, but would you be willing to listen to some more information about Mary Kay to help me reach my goal this month? FIRST, schedule the follow-up call or the face to face interview THEN, give her the hotline # and access code and instruct her to listen before the call.

Congratulations! You just completed a Full Circle Skin Care Class!
Total your sales and call your Director with your results! The best way to become a Master Consultant is to do a lot of skin care classes...and you are on your way!