

**Two top Mary Kay Independent Sales Directors** are making plans for every single week during the run of *Project Runway All Stars Season 3*. Here's how they're getting ready for the runway:



**Independent Executive  
Senior Sales Director  
Kali DeBlender Brigham**  
of Pensacola Beach, Fla.

Kali and her unit members plan to make the most of this opportunity by **hosting viewing parties each week**, complete with a beauty bar and hors d'oeuvres. Kali says, "This is one of the biggest things to ever happen with Mary Kay because so many women will be seeing *Mary Kay*® products in a whole new way. If Independent Beauty Consultants choose to capitalize on this then their businesses will never be the same."

Kali says these viewing parties will truly be a girls' night out, and she thinks her customers will return to her parties week after week to tune in to the show and the fun! During commercial breaks, Kali's going to turn down the volume on the TV and have her own commercials. She'll feature different skin care and color products each week so returning customers can get to know the entire line of *Mary Kay*® products.

Kali also plans to have an area where guests can play with the *Mary Kay At Play*™ products since this fashion forward makeup is a natural match to the concept of *Project Runway All Stars*.

***Dress for success!***

Kali intends to have fun dressing up and being trendy for her viewing parties. She's also going to encourage her guests to dress super cute or step out on a limb with their fashion choices, because as she says, "It's just us girls, and we're watching a fashion-forward show."

Kali explains, "Even though this is going to be tons of fun, it's an opportunity I take very seriously, and I think it's important for everyone to take advantage of it. Women want to have a reason to get together, and this is perfect. We'll be developing relationships and creating brand lovers."

**Independent Elite  
Executive Senior Sales  
Director, Amy Stokes**  
of Knoxville, Tenn.

Amy has been a big fan of *Project Runway* and *Project Runway All Stars* for years. She says, "They are some of my favorite shows because they're so inspiring. Over the years, I had always hoped Mary Kay could be the official sponsor and now I'm thrilled that it is. It's great publicity among our target markets."



Amy and her unit plan to **record the show and watch it at their Saturday guest events**. And they'll use *The Look* as a booking tool to invite guests. She explains, "My unit and I will look at the featured models and find the one who looks most like one of our customer. Then we'll invite her to the viewing party for a color makeover." Amy says the conversation will go something like this: "Mary Kay is the official Beauty Sponsor for *Project Runway All Stars Season 3*. I'd like to invite you to a viewing party and give you a color makeover to match this model's look" (then point to the model that looks like her, or if you're on the phone, describe her). This is a great way to not only get guests to come to your viewing party, but also to get *Mary Kay*® products on their faces!

***Viewing party game ideas!***

Amy also loves the idea of having viewing party games, and here are a couple she's planning to play with her guests:



1. Start with a wrapped prize and hand it off to a guest. Each time Mary Kay is mentioned throughout the show, the gift is passed. Whoever is holding the gift at the end of the show gets to keep the gift.

2. Have each guest write down her guess for the winner of the episode. Every guest who chooses the winning contestant wins a small prize or even a small discount on the purchases they make during the party.