

BEAUTY BOOK SKIN CARE CLASS SCRIPT (REVISED BY SHERI ON 11/12)

Party Set Up

Ask the Hostess where you'll be conducting the party. Set a beautiful table. You can use a pink or black tablecloth and put the roll-up bag in the middle if there's room.

Set up a tray for each person with the products they will be using that night ahead of time. Each person should also get a foundation brush and a skin care class packet containing a facial cloth, mascara wand, 2 cotton pads, a customer profile card, a sales ticket and a pen.

You can use your sets sheets as placemats or you can put them inside your packet for each guest. Some consultants even laminate them with the hostess program on the back and re-use them!

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

Before the Class Begins

As guests arrive, have them try the microdermabrasion set on the back of one hand at the sink.

Microdermabrasion Set.

Microdermabrasion is a product we normally use 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 **alumina crystals** in this product that polish the surface of your skin removing dead skin cells. We'll follow that up with the 2nd step, called "**Replenish**." This soothes the skin and softens it after the exfoliation process. Doesn't that feel good?

After microdermabrasion, guests can sit down and fill out their profile cards. As they fill out cards and others are still arriving, stripe test each person with mineral powder foundation, shake powder into the large oval in her tray, and write her shade on the back of her profile card. *Optional: have hostess do satin hands in the event of lag time AFTER the microderm demonstration.



Introduction page 1

Hello, my name is _____ and I will be sharing a little about myself in a bit, but first I would like to welcome everyone and thank hostess's name for hosting this party. It's the greatest compliment you can give me to introduce me to your closest family and friends, so I'm grateful that you gathered these women today. Thank you.

Let me tell you what to expect at today's appointment. **First, we are going to focus on skin care.** You are going to try our Timewise(TW) Ultimate Miracle Set before playing with a little bit of color. You will be doing a **"mini color" look** today while hostess's name gets a full color look. You can choose to do your **color appointment** at one of my local events or at your own party like hostess's name. **Finally, I will meet with you individually** to answer any questions and to help you find what you are looking for.

Ok, now let's start with introductions! Share your **name, how you know the hostess, & one thing you are excited to learn about skincare today.**

Now, would anyone want to see all hostess's name can earn for free today for being our fabulous hostess? I love helping people get their Mary Kay products free!

Go through your hostess program here!



Open Your Book to the 1st Page: page 2

Mary Kay Ash was a visionary leader. She founded her Company on the Golden Rule and emphasized the importance of giving back to others. That’s why Mary Kay is changing the lives of women and children around the world every day.”

Mary Kay Ash realized people needed an opportunity to achieve financial success while balancing their lives with their values and priorities. Mary Kay said, My priorities have always been God first, family second and career third. I have found that when I put my life in this order, everything seems to work out.” More than 2 million women in more than 35 countries worldwide have embraced the opportunity, making Mary Kay one of the largest direct sellers of skin care and color cosmetics. As a MK Independent Beauty Consultant, I am a business owner. So when you purchase from me, you are helping support a local, small business which is backed by a global company.

I Story:

I began my Mary Kay business in...

I started because...

I love it because...

Looking for women like you! “Mary Kay teaches us that at every class there is a new Beauty Consultant. And we’re also looking for talent scouts! I offer a \$50 in free product for anyone you refer to me who becomes a Consultant. Write your **REFERRALS** on the back of the Profile Card for a shopping spree!”



page 4



page 5

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! 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!

Mention 100% guarantee on page 5.

Ready to get started with some products?

Oil Free Eye Makeup Remover (ONLY use Oil Free Eye Makeup Remover when doing COLOR)

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

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



page 6



page 7

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. 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.

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. Today you'll be using the formula that is

suiting for your skin type. Do you feel the beads in your cleanser? With those beads in just one product, you're **cleansing, exfoliating and freshening** your skin!" *have a squirt bottle filled with water to squirt in hand and mix with combination to oily cleanser for easier application. A patented complex in TW cleansers reduce fine lines and wrinkles by accelerating the skin's natural renewal process.

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 serums.

Go ahead and put the day solution all over your face and the night on one elbow. 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. 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 stimulate collagen to smooth and firm the skin while we sleep. As we continue the class, check your elbow to see how soft it becomes from this one treatment.

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 all over your face. Doesn't that feel great? This TW Moisturizer reduces fine lines and wrinkles by accelerating the skin's natural renewal process. A dream humectant blend keeps skin moist.

Firming Eye Cream.

Let's finish our skin care regimen 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 very thin and delicate with very few oil glands. Thus resulting in the signs of aging quicker than any other area on our face. The power of collagen enhancing peptides build and restore. While the soothing botanical extracts and brightening agents result in a more even skin tone.

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.



page 8

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.



page 9

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.

Is anyone here challenged with dray, peeling, chapped lips? Let's talk about a solution it's called Satin Lips! Many of the common products on the market actually have a drying agent in them which causes us to "need" them much more frequently than necessary.

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! Trust me the results are great! (: (smile)

Referrals.

While that dries, go ahead and 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 3 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 a complimentary facial! AND, whoever writes down at LEAST 5 names tonight gets 1/2 off any one item! Whoever writes down the MOST names and #s gets an additional special gift* from me! Ready, set, go? (gift value no more than \$3 wholesale. ie: eye shadow)

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. The balm has an invisible barrier to keep your lips hydrated for up to 6 hours.



page 10



page 11

Turn to Page 10 and 11 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.

- Perfects skin while it enhances foundation benefits and extends wear.
- Oil absorbing and light diffusing for skin perfecting benefits

- Broad spectrum spf 15
- Reduces appearance of pores, fine lines, wrinkles and other skin imperfections.

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!

Optional Team Building Game (see last page) or share your Dream Book.

Okay! You can see on these pages that we have a large variety of foundations available in Mary Kay. We're going to use our liquid formula tonight so I can find your perfect match!, but if you feel a mineral powder or even a tinted moisturizer 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**.

Mineral Powder or Liquid Foundation.

Using Liquid – I give them a ¼ of the cosmetic sponge to apply, hostess can use primer and liquid brush

*If using Mineral - Go ahead and grab your brushes, 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.*

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?



pages 12 and 13

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!**



pages 14 and 15

On pages 14 and 15, you'll also see some more powerful anti-aging product. Who's ready to take an extra step in fighting the aging process? Here are products to do just that; Serum +C which packs a boost of vitamin C, The Night Restore & Recover complex activates collagen production at night & lastly, the Even Complexion products which fight uneven skin tone.



pages 16 and 17

Please turn to page 16 & 17 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.



page 18



page 19

Please turn to page 18 & 19 Let's move on to our "mini color 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 an upcoming color event OR we'll do your color look when you are the hostess at your own party!

Cream Cheek Color.

Scrape a little in trays with spatula. Sheer Bliss for Ivory/beige skin. Cranberry for dark beige/bronze skin. Take your finger and smooth this color over your cheekbone from apple to hairline. You don't need a lot.

Only include when doing a Dash Out the Door Color Look.

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 an upcoming color event OR we'll do your color look when you are the hostess at your own party!

Cream Eye Color.

Scrape a little in trays with spatula. Beach Blonde for ivory/beige skin. Iced Cocoa for bronze/ebony skin.

First, we're going to use a little cream eye color. Take your finger and smooth this color all over your eye lid, from your lash line up to the crease. You don't need a lot.

Mascara.

You can use either ultimate or lash love mascara.

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. *Hold up a color card and mention. "At your color appointment we will treat you to a customized mineral color makeover.



page 20



page 21

Please turn to Page 20 & 21 So here is a quick summary of all the great products we used today! Our TW Miracle Set + the Microdermabrasion and the TW Firming Eye Cream! Mary Kay's Ultimate in Skin Care Set!

Okay, now before I walk you through some of our other sets, let's do a little clean up. Go ahead pile all of your garbage on top of your tray. (If you use skin care class packets, have them put garbage into the empty clear bags). Then, after your garbage is out of the way, you can go ahead and snap your mirror flat into the tray and pass those and your foundation brushes this way. Find your pen and your "Spectacular Sets" sheet and pull that out for me!

Great! Did everyone have fun today? Super!

Before I meet with you individually, I'd like to show you some of our "spectacular sets" so that you know how to get the best deal on your product purchases today.

Spectacular Sets Sheet

I'd like to close by showing you how you can take home the products you loved today. Go ahead and pull out your "Build a Bag" place mat and a pen.

I'll 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!

There are 3 specials explained on the bottom right of your placemat.

Let's start with our **Cadillac Set**. You can circle **ANY 6 sets on this sheet and get them for only \$299**, your 7th Set at 1/2 price AND you'll get your **roll-up bag FREE!!**

With this set, you can get just about **\$100 in FREE product!**

The 2nd set is our **Queen Set!** Select any **4 sets and get them for just \$199** and also get your **travel roll-up bag FREE!** With this set, you can get just about **\$75 in FREE product!**

Finally, we have the **Princess Set!** Choose any **2 sets for just \$99!** With this set, you can get just about **\$20 in FREE product!** **My suggestion is to always start with a Skin Care Set and build your MK sets from there!**

I do accept cash, credit card, check or the "Husband Plan," which is a little of each! (Smile!)

!!!!IMPORTANT!!!! Let's put the prices in perspective – **TARGET CLOSE! Or Closet Close!** (See Meg's video training)

Last but not least, I'm going to have you flip over your profile card and write the numbers 1-3 somewhere on the back!

#1 - Did you have fun tonight? You have to say yes or I won't let you leave! (:

#2 - Which of the sets would you love to start with tonight - you can list them all there and when I meet with you individually, we'll see which specials might be best for you!

#3 - As I told you at the beginning, I'm working right now to do (*# of career talks you need to do this month*) career talks this month as I work toward (*your goal right now - shades of sharing, red jacket, car, directorship, etc*). I'd love to have you count as one of those, whether this is something you'd ever consider or no. Remember, I need both yeses and nos as I work toward my goal! If you'd be willing to help me out by listening to some information about Mary Kay, I'll give you 1/2 price off of any one item in our catalog. If you'd be willing to help, go ahead and write "yes" by #3. If you aren't interested in MK, but you'd help me reach my goal this month, you can write "ok" and If you'd rather not, write "no." (pout a little here ☺)

Okay, great! Now it's time for our individual consultations. 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.

If purchasing skin care, set up a time in the next few days to check in with her on her products.

3. Would you like to do your color appointment at our local event or would you like to gather some friends and get product for free?

Set up date and time for either one!

Give hostess packet.

4. It part of my job to share Mary Kay's marketing plan with 100% of my customers. I know it may or may not be for you, but the bottom line is I get credit when you listen. 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. THEN, give her the hotline # and access code and instruct her to listen before the call.

I'd like to share a few reasons why women choose to start their own businesses with Mary Kay and we are going to play a fun simple game! I have a fun prize for the winner! So pull out your purse and put it on your lap!

M-Money In Mary Kay we have the opportunity to make unlimited amounts of money. The average consultant makes between 25-35 dollars an hour. You earn money by building a team and selling a wonderful product.

*I have a ticket for whoever has the **biggest bill in their purse**. (Money bill -100, 50, 20, 10, etc).

A-ADVANCEMENT ANOTHER REASON WOMEN JOIN MARY KAY IS TO GROW THEIR BUSINESS AT THEIR OWN PACE. YOU CAN MOVE UP WHEN YOU WANT IN MARY KAY. NOT WHEN SOMEONE RETIRES, LEAVES, OR GETS FIRED.

*The 1st person that pulls something out of their purse **starting with the letter "A" wins a ticket**.

R-RECOGNITION MARY KAY FELT THAT WOMEN WERE NOT RECOGNIZED ENOUGH FOR DOING A JOB WELL DONE SO SHE PROVIDES WOMEN THE OPPORTUNITY TO EARN DIAMONDS, CARS, AND GREAT PRIZES JUST FOR DOING THEIR JOB WELL.

*The 1st person that pulls something out that has been given to you for **doing a job well done**. (TIP if they need an idea: Look in your wallet, you having something in their I'm sure for a job well done! "Driver's license, CPR card, a picture of their children... Brainstorm for ideas.)

Y-YOUTHFUL MARY KAY TEACHES HER SALES FORCE HOW TO STAY ON THE CUTTING EDGE OF BEAUTY AND SKIN CARE; WE IN TURN PASS IT ON TO YOU, OUR CUSTOMERS. WHEN YOU LOOK GOOD, YOU FEEL GOOD AND WHAT A GREAT WAY TO KEEP "THE FOUNTAIN OF YOUTH" IN YOUR LIFE!

*I have a ticket for the 1st person who pulls something out of their purse that **helps them to feel young!**

K-KEYS IN MARY KAY WE HAVE THE OPPORTUNITY TO EARN FREE CARS. YOU CAN EARN THE USE OF A CHEVROLET MALIBU, CHEVROLET EQUINOX, TOYOTA CAMRY OR PINK CADILLAC OR EVEN TAKE ADVANTAGE OF THE CASH COMPENSATION PROGRAM. MARY KAY ALSO PAYS A PERCENTAGE OF YOUR INSURANCE AND ALL OF THE TAX AND TITLE FEES.

*A ticket goes to the person with the **most KEYS** in their possession.

A-ATTITUDE MARY KAY HELPS A WOMAN TO HAVE "ATTITUDE" AND NOT IN A BAD WAY!! HELPING WOMEN TO GAIN SELF-CONFIDENCE AND SELF-ESTEEM IS WHAT IT'S ALL ABOUT. MARY KAY HAS BEEN THE BEST SELF-IMPROVEMENT COURSE THAT I'VE EVER HAD.

*The 1st person that pulls out **something that makes them feel good**. (It is fun to watch what they may find... aspirin, chocolate, pictures, money, lipstick...)

Y-YOUR OWN BOSS WOMEN CHOOSE TO START THEIR OWN BUSINESS WITH MARY KAY TO BE THEIR OWN BOSS. TO SET THE HOURS THAT THEY CHOOSE AND TO WORK WHEN THEY WANT TO AND NOT WHEN SOMEONE ELSE TELLS THEM TO. (I USUALLY RELATE SOMETHING PERSONAL ABOUT WHAT THAT HAS MEANT TO ME AND MY FAMILY.)

*The 1st person that pulls out an **item you have been given from your boss**. If you are your own boss, something you have from yourself.