

# Beautiful Bride Party Tips



## Here Comes the Bride

Bridal season is here - and no matter how large or small the event, every bride wants to look stunning.

So it's the perfect opportunity to reach out to existing and prospective customers and book Beautiful Bride Parties.

You don't have to be a wedding expert to show brides-to-be how to look and feel their best. After all, you've got all of the tools you need (like the on-line Virtual Makeover tool - with a variety of gorgeous looks!, eCards eVites Party Planner, the Personal Beauty Profiler, Party Packs and more) to make their inner and outer beauty shine when the big day arrives.

### Suggested Supplies

- Foundation Finder Tool
- Compact , Compact Pro and Compact Mini for display
- Cosmetic Display Tray
- Face Cases (mirrors & trays)
- Facial Cloths
- Cosmetic Sponges
- Oil-Free Eye Makeup Remover
- Color Cards
- Lipstick Caddy
- Sponge Tip Applicators
- Color Samplers (pre-profile the bride for color selections)
- Cotton Balls

### Goal of the Beautiful Bride Party

Help the bride and bridesmaids find their perfect look for the big day.

#### Booking Dialogue

“Hi Carol! I’m so excited to hear about your engagement! I would love to help you pick out your color look for the big day. While we’re at it, you could get your bridesmaids together too and I’ll help all of you find a look and give you application tips!”

#### Party Prep

1. Go to Product Central on Mary Kay InTouch® and click on the All About Color button on the home page.
2. Download and print the documents you would like to have on hand at the party. Suggestions would be Color Shade Charts and application tips.
3. Suggest the bride visit the Virtual Makeover on your Mary Kay® Personal Web Site and try out the bridal feature.
4. To create a special atmosphere at the party, find out what the bride’s wedding colors are and decorate your display table with those colors.

#### At the Party

1. Place a Color Checklist and a Face Case at each guest’s seat.
2. Allow guests to experiment with Mary Kay® Mineral Color to create their favorite look. Color Cards will allow guests to choose a pre-selected look. Encourage guests to use the checklist to mark what they want to take home.
3. Help guests with application tips and suggestions for what they may need for the event like:
  - a. Mary Kay® Waterproof Mascara
  - b. Beauty Blotters® Oil-Absorbing Tissues
  - c. Mary Kay® Sheer Mineral Pressed Powder
  - d. Mary Kay® Concealer
  - e. Mary Kay® Compact, Compact Pro or Compact Mini
  - f. Mary Kay® Crème Lipstick
  - g. Mary Kay® Nourishine Plus® Lip Gloss