

Most importantly, HAVE FUN with your guests!

As your guests arrive, have your hostess do Satin Hands with them so you can shade match each and have their foundation ready to go when you get to that part.

- **Welcome the guests**
- **Thank the hostess (promote what she is earning for FREE today)**
- **Introductions**

Thank you everyone for coming! I'm so glad that you're here. Thank you [hostess' name] for deciding to share a part of your evening with me and for sharing your friends

I'm going to start our intros with you if that's alright. I'll have each of you say your name, something you'd like to learn more about today – and if you were stuck on a desert island and you could only have one make-up item with you (like mascara or lipstick or eyeliner -) what would it be. My name is _____ and if I was stuck on a desert island, the makeup item I couldn't live without is _____. (Let the guests introduce themselves)

- **Fast Fun Facts**

Now let me tell you about Mary Kay -- Did you know that Mary Kay was a real person?



Fifty Years of Beauty
Celebrating all that *One Woman Can*™ be



She started this company 50 years ago. She has a “rags to riches” American success story -- She built her faith based company which is run by women for women into a multi-million dollar company. Mary Kay donates millions of dollars each year to support the prevention of domestic violence and support research of cancers that affect women.



- **Talk briefly about your 2 reasons for starting your business**

There are many reasons people choose a MK business. I never thought I would do something like this because _____ but my top 2 reasons I started were _____ and _____. My favorite thing so far is _____ and right now I'm working towards (goal) _____ so thank you again for being here today because you are helping with my goal!

Now let's get started pampering you!



- **Eye Makeup Remover explanation and demo on the back of the hand (pass a liner around so they can draw a line on the back of their hand) or if they have eye make up on, they can use it on their eyes**

Our eye makeup remover is the absolute BEST! It is the best-selling eye makeup remover in the entire world. Notice how it has 2 parts, one to remove waterproof make-up and the other to remove the rest. Shake it before you use it. Everyone loves it because it removes your eye makeup gently without pulling on that fragile skin around your eyes. And it does not leave a greasy after-feel!



- Give them a brief overview of the Miracle Set they are getting ready to try

Who is ready for a miracle? OK great! Take the washcloth and moisten your entire face. You are getting going to be treated today - the ONLY 4 step system in the market today that delivers 11 age-defying benefits.

Cleanses	Exfoliates	Freshens	Energizes	Hydrates
Smooths	Visibly Firms	Softens	Protects	Renews

Reduces the appearance of fine lines and wrinkles

Miracle Set



1. **3-in-1 Cleanser.** Now you can apply a small amount of the 3-in-1 Cleanser over your entire face in upward motions because we don't want to give gravity any help! Also when you are at home remember to do your throat area as well because it seems to age even faster than your face. The cleanser you are using is the 3 in 1 cleanser. It not only cleanses, it exfoliates and removes dead skin cells and reduces fine lines and wrinkles by accelerating the skin's renewal process. Plus it is a freshener. That's why it's called 3-in-1!



- 2. Day Solution** –It's a lightweight anti-aging serum NOT a moisturizer. Contains a Broad Spectrum SPF 35 but it is silky and light-weight. It has peptides that relax expression lines. Our miracle set is also endorsed by the skin cancer foundation so you know it's good. This is our protection step, it protects from the sun and pollution. All day, protect, protect, protect. (If you want, you can have them apply this to just one half of their face so they can feel the difference)



- 3. Night Solution** – (squirt on the back of your guests hands) this is the partner to Day Solution because your skin has different needs during the day than it does at night. The beads contain anti-oxidants and vitamins. The little beads keep the anti-oxidants and vitamins fresh until they go through the pump when they are crushed and released. This allows you to get the freshest version of the antioxidants and vitamins. They would lose their potency without the beads to protect them. These ingredients enhance new collagen production to smooth and firm the skin. This repairs your skin at night. It repairs past sun damage, fine lines, discoloration, past acne scarring, etc. So it's all night, repair, repair, repair.



4. Age-Fighting Moisturizer – Have them rub all over the face except the eye area.

This moisturizer provides 10 hours of hydration and accelerates the skin's natural renewal process.

Even if you are super oily, you still **MUST** moisturize. Your skin doesn't know how to make moisture, it only knows how to make oil, so if it needs moisture, it will make more oil!

This moisturizer is customized for your skin type but both formulas are oil free. The normal/dry formula gives the perfect amount moisture without feeling sticky or heavy and the combo/oily formula helps control oil throughout the day. It offers 10 hours of hydration so it is perfect for using morning and night.

----- **Close the miracle set --**

Now let's just do a quick review of the miracle set.

Morning you are going to use cleanser, day solution and moisturizer.

Evening you are going to use cleanser, night solution and moisturizer. Just a few minutes a day will be a great investment in your skin's future!



5. **Microdermabrasion** (on the elbow or tattoo for demo) Use the mini gift set for demo. Also have water available- a fine spray mist bottle works great.

Refine - This first step is a physical exfoliator that reduces the appearance of fine lines and gently refines skin's texture as it removes surface dead skin cells and build-up from pores.

The second step – the **Pore Minimizer** goes beyond skin texture to tighten the look of pores. With pores cleared of build-up and dead skin cells, Pore Minimizer works immediately to reduce their appearance. And the results get better over time. The Pore Minimizer nourishing serum helps calm and comfort skin.



6. Optional Satin Lips. Who here has a problem with dry lips? (Raise hand) Well, we know what that is from right? Too much kissing! We'll start with the lip mask. Gently rub it on your lips, removing all the dead skin cells. After you feel you have removed all the dead skin cells, go ahead and remove the mask with your wash cloth.

Now we are going to apply the satin lip balm. The lip balm gives your lips 6 hours of moisture. It is so moisturizing it is classified as an over the counter drug! Doesn't that feel good?



7. Firming Eye Cream – Instruct them to use their ring finger and to pat underneath the eye area without rubbing (that creates sagging bagging and dragging).

This Firming Eye Cream lightens, brightens, firms and reduces fine lines and wrinkles all in one! The eye area is the first place you begin to show the signs of aging, so it's important to start using an eye cream even before you have fine lines. If you don't have fine lines now, they are coming....and they bring friends! Our Firming Eye Cream gives intense moisturization, minimizes fine lines and wrinkles, and minimizes darkness under the eyes. It also helps with elasticity and firms up the area around the eye



8. Optional Foundation primer -- Now we are going to try foundation primer. Apply this over your face, avoiding the eye lids and lips. *(While they are applying, then read the info)* Foundation Primer acts as an invisible “buffer” that not only fills in imperfections, but also acts like a “magnet” to give your foundation real staying power. It is a lightweight gel glides on. It is formulated to diffuse light which helps reduce the appearance of fine lines, wrinkles and pores. Plus, the formula is not only oil-free, but also contains an ingredient that absorbs excess oil as an added bonus. It also provides sun protection with an SPF of 15! Don't you love the way it feels?



9. Optional Concealer – Go ahead and apply the concealer anywhere you feel you need extra help. Under your eyes, perhaps you have a blemish or some redness. Concealer is the secret to flawless even toned skin.



10. Now it's time for **foundation**. Mary Kay has many foundation options. Today we are using _____ (*either liquid and/or mineral powder or CC cream.*)

CC Cream "Complexion Corrector," acts like makeup to instantly correct complexion imperfections while formulated like skin care to help nurture skin's beauty tomorrow. So remarkably lightweight, you'll look naturally flawless as if wearing nothing at all. Has an SPF of 15

Timewise Age-Fighting Liquid: This contains high pigment so a little goes a long way...start by dotting on one cheek and blending to make sure we got the shade correct. Your skin will instantly look firmer and younger.

Mineral Powder: Best to buff the powder on in small circles to get it adhere to the skin. It provides buildable coverage that blends effortlessly.

All are layerable meaning you can add more to a certain area and it will still match.



Beauty of Friendship Game: (You can either use tickets or offer a small gift for everyone who does it)

Have guests turn to the back of their profile card.

“Anyone here like to get things for FREE? With this game, everyone has a chance to get something for free. This is a game from the heart, called the Beauty of Friendship. Mary Kay’s mission is to enrich women’s lives and would you agree with me that women don’t take enough time for themselves today?”

The “Beauty of Friendship” program allows you to offer your friends a pampering time along with a gift certificate. The gift certificate costs you nothing (I cover the cost). But I present the gift certificate in your name. Isn’t that a great idea?

It’s also the greatest compliment you can pay me – sharing me with your girlfriends. Aren’t you all enjoying your time here so far??? It’s a “win – win” for everyone!

Here’s how it works. On the back of your profile card there is a section that says, “Give your friends the gift of a complimentary facial. Please list friends who would enjoy some extra pampering.” So let me explain what I do so that you know that I am not going to bother your friends, ok?

I call them or text them and say, I have a free make-over and “Beauty of Friendship” gift certificate from your friend _____ who recently had a make-over with me. Then I will ask them if it sounds like something that they think they would enjoy. 99% of the time they are so excited! If they say no, I want you to know that I thank them for their time and throw away their information. All I ask is that they are over 18 years old and in the area.

So here we go you can use your cell phones. Go ahead and grab your cell phone for names & numbers and the first person to fill in 7 names will win 7 tickets. Everyone who fills in at least 3 names will receive 3 tickets! Ok, I am going to give you 2 minutes to see how many names you can write down.



Purse Game

- **Purse Game: This game is a FUN way of sharing how your business works which will better help your customers support you, make you proficient at sharing the marketing plan & can result in new team members!**

Ask -- WHO LOVES GAMES? Let me share with you why I love the Mary Kay opportunity. It's been said that a woman today should have a dual-income plan in place, or a Plan B, your main income, plus another income source, one that you have control over. Most jobs today aren't guaranteed, and oftentimes a woman needs additional income to help support herself and her family, or to have a little extra for a vacation, pay off debt or student loans, a home, and so on.

Most Mary Kay consultants today work another full or part time job. I believe Mary Kay is the BEST opportunity today for women because of the unlimited income potential and because we can work it around our busy work and home schedule.

At every appointment, I share how my business works, because I never know who is looking for a fun and flexible Plan B or may know someone who needs an extra \$100-\$200 a week of extra income. So to do that, we're going to play the purse game."

Explain the game: "Everyone get your purse/bag out. Go ahead and peek through it and do a mental inventory of what you've got in there. I'm going to say a letter. The first person to pull out something from their purse that starts with that letter gets a ticket for our prize drawing!

The first real letter is M...go!

Wait until someone finds something that starts with M. Then give them a ticket.

M – Money. The M in Mary Kay stands for Money. We have 2 different ways we make our money:

1) Sell the product (50% commission)

Make-overs, on the go, catalogs, on your personal website

2) Team building

Mary Kay is not multi-level, we all make the 50% on what we sell, but Mary Kay pays you a finder's fee for every new consultant that you add to our company – anywhere from 4 % to 26% of what they order for as long as you're in the company!

The next letter is P (Philosophies)

1) God first, family second, career third

2) We live by the Golden Rule

3) No territories

The next letter is R (Rewards and Recognition)

The letter R in Mary Kay stands for Rewards and Recognition - Jewelry, Quarterly Prizes, and Cars!

The next letter is F

Fun, freedom, flexibility and friendships

Now I'm going to give you a chance to fill in the gaps and ask questions so you can get more tickets. I know a Mary Kay business is probably something you've ever thought about, but if you were to think about joining, what would you want to know about how it would work for you? Or what questions about the business do you think people ask us?

First person to ask a question gets 2 tickets. Go! If no asks, you could always suggest free cars, how much it costs to get started etc. Answer questions, but don't let it carry on for too long.

Answer questions and give a ticket for each question.

Do a drawing or 2

Color Look

Now let's do our color look. I suggest a dash out the door look -

1 cream eye shadow

Bronzer on cotton ball

Mascara

Choice of 2 lip glosses

Right before they finish up their lips -- Deal or No Deal (Have 6-8 envelopes put together that each say "Deal" on them. You can put a slip in each envelope that has a Mary Kay product on it that they will win ex: Mineral Eye Shadow, Eye liner, Concealer, Brush...etc.)

"OK Ladies!! It's time to give some free products away!! We are going to play another fun, quick game, but first, let me share with you a little bit how Mary Kay works.

We pride ourselves on our great customer service. I am interested in being your Beauty Consultant for life, so not only do you get your first appointment, but you get your second follow-up appointment to pamper you even MORE!

How many of you have heard of the game 'Deal or Not Deal'? We are going to play it right now—All you have to do is decide if you want the deal or not and you will get whatever is inside of one of these envelopes.

If you take the deal, you agree to get a couple of friends together for make-overs, just like we are doing today (you can do it here or at your home, or my studio in Oakdale) When 3 or more of your friends join you, you can earn lots of FREE and discounted products! It's that easy! So let's play!"

Explain that when a guest says Deal, you will all clap and cheer. Once the guest takes the deal, she will open the envelope to see what she has won. You will keep the envelope and at the individual close, you will write down her free gift on her profile card, take the slip back, put it in the envelope and she will get the gift when her party holds.

Start with the most enthusiastic guest and say: "Sue—Deal or No Deal?"

Compliment Time

“Now we come to one of my favorite parts---compliment time. What I want you to do now is hold your mirror out at arm’s length. Nobody gets closer than that unless they have their eyes shut and their lips puckered. 😊 Then I want you to tell me what you like best about your look and your friends can say what they like best about your look.

Group Close

This is a free make-over, but sometimes people are tempted, so please let me show you how our sets come.

Give everyone a set-sheet. Review what is in each set.

Now I’d like to meet with each of you individually, because finances might not be a big deal to you, but sometimes they are to your friends, and I like to respect that. Does anybody need to get going right away?

Individual Close

Did you have fun?

What did you learn new or different?

Were you thinking of starting with everything you tried, or maybe just a couple sets?

Write up her order

Booking

It’s always fun to get a couple friends together and earn free products at the same time, plus you’d be helping our hostess _____ earn an extra free gift. *Can I show you how our hostess program works?*

Have sheet ready. Go over the program.

When should we schedule your party --- A week night or a weekend?

Sharing

One more thing, _____ I’d love to share some information on Mary Kay as a business for you. I’m not sure, if it would be something that you’d consider for yourself or not, but I’d love to give you this brochure.

Have packet ready



Repair Set SCC

1. **Volu-Firm Cleanser** – Have them dot all over their face and rub gently up and out avoiding eyes. This cleanser not only cleans your face but also revitalizes, renews and maintains the moisture balance.
2. **Volu-Firm Lifting Serum** – Rub this between your fingertips and gently rub on your face. Helps lift and firm skin and promote skin resilience. It is the magic of the set as it contains live plant skin cells and helps recover the firmness of youth.
3. **Day Cream** – Rub this between your fingertips and gently rub on your face. This is your daytime moisturizer. It helps restore skin's youthful cushion while minimizing skin's reaction to external irritants.
4. **Night Cream** – (demo on the back of the hand) this is your nighttime moisturizer but it is so awesome I want you to be able to try it! It contains RETINOL! Retinol sinks into the lower levels of the skin and stimulates the collagen and elastin. This causes the skin to look smoother and feel firmer with a healthy glow.
5. **Eye Renewal Treatment Cream** – Show the metal tip so all can see. This metal is called ZAMAC and it is what boxers use to take away the puffiness after a fight. At home, you will put the eye cream on with this but today you will use your ring/princess fingers and pat it on. This all-in-one eye cream targets deep lines, sagging skin, under-eye puffiness and dark circles. It reawakens tired eyes and gives them a lifted look.



Mary Kay Botanical Effects Skin care offers a simple regimen for all skin types. It is perfect for anyone who may not yet be ready for age-fighting products or anyone with sensitive skin.

Step 1 is the cleanse step. It gently cleanses without stripping the skin of essential elements.

Step 2 is the Mask. It gently removes impurities as it revitalizes skin and removes easily with water.

Step 3 is the Freshen step. This is a non-drying formula that gently removes excess residue from the skin.

Step 4 is the Hydrate step. It absorbs quickly and leaves skin feeling balanced.

Items to pack for your party

Tickets

Hostess gift

Little prizes for game

If you are doing a prize for 2 bookings, have that on the table

Deal or no Deal envelopes

Satin hands set

If you pre-profiled guests, and told them you'd have a gift for them