

Sharpe Area Skin Care Party by: Amanda Hudgins

- Always show up at least 45 min before the Party is scheduled to start.
- If the hostess has already been at one of my parties I get there an hour early to do her followup/glamour appointment (then she is my assistant at the party). This allows me ample time to set up and do her make-up.
- I never go to the door with **all** my bags (you will look like a bag lady).
- Once you say hello....see where the class will be held....then go to the car and get your stuff. □ Set up the table and find the place where you are going to do the individual consultations.
- At skin care table, set up mirrors and trays at each seat along with profile card (& pen) and Beauty Book (under the profile card) directly below the mirror. Keep a Beauty Book for you to use or use the Show & Sell app. Put a mascara wand & lip gloss sample at top of each clear tray. Set cotton round next to tray & demo liquid foundation brush if you are using them with your guests. If you are using a Placemat Set Sheet, you will want to place that under each mirror. If you are using a Set Sheet that needs to be passed out, have the copies ready to go, so you can pass out at the end of the facial. You can find different types of set sheets on sharpearea.com, pinkprinting.com, or use the insert that comes in the Beauty Books in your Starter Kit.
- We demo the miracle set (comes in starter kit). On each tray, you will squirt cleanser (for their skin type), day solution, moisturizer (for their skin type), and foundation primer. These will be Holes 1-4 on the top row of the clear tray.
 - You will pass the Night Solution for them to feel on back of their hand. Microdermabrasion is passed to sample on their elbow, and the eye creams are talked about during presentation.
- Make sure that you have your sales tickets, Look Books, calculator, pen, date book, a copy of the set sheet you are using, and your product to sell by where you plan to do the individual consultations.
- Make sure to bring your Demo Liquid Foundations (TimeWise Matte-Wear). You will want to have all shades in Ivory, Beige, and Bronze separated (see Bootcamp #1) in their bags & labeled with stickers by undertone for easy matching.
- Bring a roll of raffle tickets to use during the presentation & raffle off a prize or two at the end after you share the Marketing Plan. (Holding the raffle until the very end keeps your guests long enough to hear marketing.)
- As Guests arrive, stripe test their foundation with your demo matte wear TimeWise foundations and squirt in their tray (the large hole on the right hand side of tray). Make sure to write the shade that matches them at the top of the profile card (anywhere), so you know at checkout what shade they are! Example: If the Beige 2 foundation disappears on their cheek & you decide that is their match, ask them to write “Beige 2” somewhere at the top of their profile card.

Opening:

Welcome....and Thank You for coming and giving your time tonight! I especially want to thank _____ for being my hostess. I think it is the ultimate compliment when someone invites you into their home and has all their closest family and friends over.

_____ has the opportunity to earn up to \$100 in FREE product tonight just for being the hostess! And you can help! (*At this time I hold up a copy of the \$100 free to party with me flyer & outline some of the opportunities*).

Now, just so you know....you too can earn \$100 in FREE product of your choice if you book your own girls night out pampering session. And that's not all....I will also come a little early to do your makeup and glamour appointment.... so when your friends show up you will be looking slammin good. I will tell you more about the hostess makeover later. But, just look at _____ doesn't her makeup look great!

"Does anyone here like free stuff?" (*everyone smiles & says "yes!"*) "Ok great! Well, I have some awesome things to give away before I leave tonight! I have these raffle tickets so throughout the evening if you answer a question or ask a question or even are just funny, I'll give you a ticket! At the end we will pull a few winners, how does that sound?! Ok great!"

"Now tonight, you'll get to experience some of the awesome Mary Kay skin care. Then at the end of the party I will get meet with you individually (*over there*) to answer any questions you have specific to your skin, book your glamour appointment and/or your own MK party, deliver any products you would like to take home tonight & give you your goodie bag. Then we will meet back here at the table to do our raffle drawing & I'll share with you a little bit more about Mary Kay as a business!"

Mary Kay Ash & MK Company:

"I've placed a beauty book next to your tray, so let's start by opening it to the first page where you'll see a photo of Mary Kay Ash."

"I always like to show this, because what I have found is that many people have heard of Mary Kay Cosmetics, but they did not know that Mary Kay was actually a woman!"

"Now, Mary Kay is no longer alive...but our company is stronger than ever! We just celebrated our 51st year!:"

Fun facts-

- There are over 3 million MK Beauty Consultants worldwide & we are now in over 33 different countries.
- MK is the #1 Best Selling Brand of Skin Care and Color Cosmetics, and has been for the past 16 years in a row.
- Also, there are more women making over \$100,000 a year in MK, than any other company in the US.

Satin Hands & Satin Lips:

"I want you guys to get to try one of our most popular products: Satin Hands!" (*Hold up 3 step Satin Hands in Peach*) "This is a hand softening treatment that you're going to LOVE! You'll only use this

product 1-3 times a week, not every day. Take off any rings you may have on. The first step is a Hand Softener. *(Walk around & squirt Hand Softener in each person's hand)* Rub this on the fronts & backs of your hands. It softens your hands to get that deeper exfoliation of the next step. It is also heat activated; can you feel it warming as you rub your hands together? And if you're wondering if this would feel great on your feet...it does!"

The Next step is the Peach Smoothie Scrub. *(Walk around & squirt peach smoothie scrub in each person's hand.)* This is available in Fragrance Free, but I bring the Peach for you to try because it's fun! Rub this in on the fronts & backs of your hands, too.

"Ok now we are going to play a quick game, this is a TICKET OPPORTUNITY! Everyone needs to rinse their hands & dry, NO SOAP! So, when I say GO we're going to race! There is a sink there in the kitchen & one down the hall in the bathroom...the first person back to their chair gets 5 tickets! Ready set GO! *(everyone races to rinse their hands & get back to their seats! You can give 5 tickets to first person back & 3 to the runner up, etc.)*

(Once everyone is back to their seat, walk around & squirt peach hand cream in their hands while saying:) This is the 3rd step of Satin Hands, the peach hand cream. Rub this in on the fronts & backs of your hands. This is a 24 hour hand cream & smells great! An interesting fact: You can actually wash your hands up to 16 times before you lose the moisture you get from doing Satin Hands just once! So if you know someone who washes their hands a lot: a new mom, someone who works in the medical field, works in food service, etc. this would be a great gift for them!"

"The next thing we are going to try is Satin Lips! This is like Satin Hands, but for your LIPS! *(Hold up the tubes)* This is something you would only use a couple times a week, not every day! Does anyone know why, for a ticket, our Satin Lips products are in white packaging when so many of our products are pink? YES! Because 50% of our users are MEN!

"Satin Lips is going to give you kissable, soft lips! Step 1 is a mask, so hold up your first finger, I'm going to come around & give you some of the lip mask to apply. *(Walk around & squirt some lip mask on each person's finger)* Rub this in on your lips. Now you can't make fun of your neighbor, because you look like you just ate a powdered donut too! Ok, once you get it rubbed in good, we are going to bring you a wet cloth to remove the mask with. *(Walk around with a plate with wet facial clothes from your starter kit on it for each person to take one)* The next step is the Lip Balm, so I'm going to come around & give you some of the Lip Balm on your finger *(Walk around & squirt lip balm on their finger)*. Now apply this to your lips. How do you lips feel? Kissably soft & smooth? Is anyone here addicted to chapstick, Carmex, Burt's Bees, etc? Well, the number 1 ingredient in those products is probably either menthol or alcohol. What do those things do? YES, dry your lips out! That's why if you're addicted you have one everywhere & you reach for it every 30 minutes! MK's Lip Balm doesn't have any drying agents so you are sure to get that 12+hour moisture & not need more every 30 minutes!"

Getting Started:

Tell your I story: Quick 30 seconds: The reason you joined MK & what you love most about the business.

As an Independent Beauty Consultant, I am a small business owner. So, when you purchase product from me, you are supporting a REAL person with dreams and goals....not just a big department store.

I want you to know that you are not just getting a product....you are getting ME!

Mary Kay is not just a one time buy....I can be your beauty consultant for life.

Now, look at your Beauty Book so you can see **pages 2 and 3**.

Our products are backed by a 100% satisfaction guarantee. This means that if you are not completely satisfied with your purchase MK will exchange or refund your purchase with no penalty to me or you.

Now turn to **pages 4 and 5** in the Beauty Book. We have product lines for all ages, but...

Turn to **pages 6 and 7**. What we are going to be using today is our TimeWise Miracle Set with Mary Kay. It works great for women of every age & skin type. That is why I contacted you prior to tonight to get your skin type, so the products in your tray are perfect for YOUR skin! We call it TimeWise because it saves Time & Turns back Time!

Oil Free Eye Makeup Remover

Before we get started, I want to get an idea...who here honestly, without fail removes your eye makeup every single night before bed no matter what??

Ok, I want to share a fact with you: We have microscopic bugs that live in our eyelashes called eye mites. If you don't believe me, you can google it! These eye mites feed on dried eye liner, eye shadow, and mascara while we are sleeping at night causing our eye lashes to be brittle & fall out. Have you ever noticed that your husband, brother, boyfriend, son, nephew, has amazing eye lashes?! That's because he's not sleeping in eye makeup! Hopefully!

(hold up product) Our Oil Free Eye Makeup Remover with Mary Kay is two-part silicone that you shake to activate. It is safe for sensitive skin & contacts. It is so important that you use a product specialized for your eye area, because our eyes are the first place we age as women!

I'm going to come around and give you some eye makeup remover on your cotton round by your tray...so hold it up for me. Even if you don't think you have eye makeup on, go ahead and try it with us. I want you to feel the texture...plus you may remove something you didn't know was there!

I give you cotton rounds to use with your eye makeup remover, because it will give you more bang for your buck versus using a cotton ball or washcloth that will soak up a lot of product before you ever get it to your eye area!

Now let me see your Cotton Rounds! The dirtiest cotton round gets tickets! *(Walk around & point out & reward dirty cotton rounds & give tickets)*

Skinvigate Brush

Ok, next I want to know...who honestly cleanses their face every morning & every night without fail?? Did you know that every time you miss that morning & night cleanse of your face you age the skin on your face 7 days????!! Say "7 days!" Ahhh, I know, crazy!

Has anyone ever heard of the Clarisonic or some other type of Skin Cleansing Brush? (*Hold up skinvigorate brush*) Mary Kay recently launched our Skinvigorate Brush! It is \$50 and comes with the brush, double AA batteries & 2 replacement brush heads! It is important to use a cleansing brush if you can when you wash your face morning & night to truly get a good cleanse. (*While you are talking, you can walk around with it on and let them feel on the backs of their hands*).

If you aren't able to use a cleansing brush, the next best thing is a white wash cloth. We are going to pass around a warm white wash cloth for everyone (*pass out on a plate*) to use today. Open up the wash cloth and dampen your face.

3 in 1 Cleanser

Now we are going to use the 3 in 1 cleanser. This is the first hole in your tray, so scoop it up and apply it all over your face avoiding your eye area because we already cleansed that with eye makeup remover. When you apply products to your face, try to go in an upward, outward motion- why would we tell you to rub upward & outward? Yes, to prevent wrinkles/work against gravity! You may notice your cleanser looking different than your neighbor's because it is customized to if you have more combination to oily skin or more normal to dry skin.

(*hold up the cleanser so they can see bottle*). Our 3 in 1 cleanser with Mary Kay does 3 things in 1 step! It cleanses, tones, and exfoliates! Feel the little beads in it? Using a washcloth or cleansing brush with the cleanser enhances the effects of the exfoliation!

Once you get the cleanser all rubbed in, you can remove with your washcloth.

Day Solution

The second hole in your tray is the Day Solution. Scoop that up and apply it all over your face in an upward outward motion. Make sure to avoid your eye area because our Day Solution has SPF 35. (*Hold product up*) Day Solution serves as a protectant, IT DOES NOT REPLACE YOUR MOISTURIZER. The Day Solution protects against burning & aging rays. We get some of the rays from the sun, but we also get aging rays from our computer screens, cell phones, etc. So it is important to use this product even if you are not going to be outside in the sun that day. It also works in conjunction with our.... NIGHT SOLUTION.

Night Solution

(*Hold product up*) Now you would never put day & night solution on your face at the same time. We use Day Solution because we are going to apply foundation, but I want you to get to feel the Night Solution! I am going to come around and give you a squirt on the back of your hand.

Our Night Solution with MK (*I talk while I am walking around with product squirting on back of their hands*) has collagen rebuilders in it, as well as fresh vitamins & minerals. At what age do you think we begin to lose the collagen in our skin? 15 years old! OMG I know! Crazy!

So the Day & Night Solution (*Hold both up together*) are like a PRONEWAL system. The Day is the PROTECT and the Night is the RENEW. Make sense?

So each morning & each night you cleanse your face! Then if it is Day time, you use Day solution next and if it is night time you use Night solution next! Easy Enough!

Age-Fighting Moisturizer

The 3rd hole in your tray is our age-fighting moisturizer, (*Hold product up while talking*) scoop this up and apply all over your face. Remembering to apply in an upward, outward motion. Our agefighting moisturizer with Mary Kay is also customized to your skin type & if you have more combination to oily skin or more normal to dry skin, which makes sense right?!

The biggest mistake my oily friends usually make is skipping their moisturizer! This confuses your skin & causes it to produce more oil because it didn't get the moisture it needed. Getting on a regular skin care routine that is customized for your skin type will make a huge difference in the texture and appearance of your skin!

So this is our basic miracle set! It literally will take you 2 minutes or less each morning & evening. Let's recap: (*Hold up products as you talk about them*).

Every morning and night you're going to do what now?? Cleanse! Right!

Then if it is day time you will use day solution & moisturizer & you're done! If it is night time you'll use night solution & moisturizer & you're done! See, so simple!

I like to think of it like this: (*hold up cleanser & moisturizer*) This is the Brush your Teeth set: Cleanse & Moisturize. What do you every morning & every night? Cleanse & Moisturize!

(*hold up day & night soln with cleanser & moisturizer*) This is the Floss your Teeth set: That extra step that makes all the difference if you take the time to do it!

Turn to **pages 8 and 9** in your Beauty Book. These are some of the other skin care lines we have with MK, I'll be happy to go over in more detail in your individually consultation if you are interested in one of these.

You can see our Volu-Firm Repair Set for women that are seeing more advanced signs of aging. You can see our Botanicals line, a more organic line for people with extremely sensitive skin. And our Clearproof Acne line for teens & adults with more acne-prone skin.

Turn to **pages 10 and 11** in your Beauty Book. Now we are going to do Foundation! Before we apply your foundation though, I want you to try our **Foundation Primer**.

Has anyone used a foundation primer before or heard of this? It is Hollywood's Best Kept Secret! What do you do before you paint a wall? Prime it! So we are going to prime your face before applying foundation. You can use foundation primer with any type of foundation (liquid, mineral, powder, etc). Scoop it up from the 4th hole of your tray & dab on forehead, chin, and each cheek & blend all over from there.

The Foundation Primer is going to serve as a sealant for your pores from your skincare. It is going to fill in all the cracks, wrinkles, scars, imperfections, etc. in your skin instead of filling that with your foundation!

You can use foundation primer even if you aren't going to use foundation! It gives you an even skin tone, helps control oil production throughout the day, & it feels great! Wouldn't you agree?

But if you do wear foundation, the primer is going to act as a Velcro for your foundation allowing it to last longer!

TimeWise Liquid Foundation

Ok, now we are going to apply your foundation. I matched your color when you came in today, if for some reason you don't like the color once you start applying it let me know!

How many of you wear a liquid foundation? What do you apply it with? Fingers? Sponge? Brush? So your fingers contain oils & bacteria. Sponges hold bacteria too & are unsanitary unless you use a new one every single day. But BOTH soak up your foundation before it ever gets to your face. You are wasting so much you could just cut your tube in half & throw it away!

Using a Liquid Foundation Brush can help your product last longer, give you more even application, and keep oils & bacteria from entering your pores.

Let me show you how to use a Liquid Foundation Brush to apply your foundation. Watch how I apply to "Susie" (*pick someone from the table to stand where everyone can see*).

(*Start applying to Susie while you talk & they watch*) When applying the foundation you want to brush downward to lay down the natural hairs we have on our face. You grab just a little dab on the tip of your brush & start in the middle of the forehead and brush down & out. You want to blend until this disappears before getting anymore on your brush. Keep going down & around your face using the tapered end of the brush to get around your nose & up under your eyes easily.

Now you get started when you feel ready & I'm going to come around & help you blend. (*walk around and compliment & help blend for a few minutes*).

Ok you guys look great! A few facts about this foundation: This is our TimeWise Liquid Foundation. It comes in a Matte wear & Luminous Wear. We like to give you this foundation to try today because it is our most popular & it has the most shades so we can get an exact right match to your skin. Then if you want to get the loose mineral powder, pressed powder, crème to powder, cc cream, medium coverage, etc. we know what you convert to in those other types of foundation. You can see in your Beauty Book some of the other types of foundation we offer with MK.

I also like you to try this because it is nice & light weight but still has great coverage, wouldn't you agree? It is sweat resistant, humidity resistant, & transfer resistant! Now we matched you based on what would disappear because we don't want anyone to know you are wearing foundation! The idea is that it looks natural. Like we all wake up this flawless! ☺

Microdermabrasion

Now turn to **pages 12 and 13** in your Beauty Book. Look at page 12. This is our microdermabrasion set with MK. (*hold up the set*). It has 2 steps: refine & replenish. I want you to feel these so I'm going to come around with Step 1 for you to apply to your elbow. Step 1 is gritty & sandy feeling. It is getting that deep exfoliation to your skin. You would only use Microdermabrasion a few times a week, not every day. You would apply Step 1 after using your cleanser, rub it in and remove it. I do it in the shower because it is easier to remove that way!

Then you would apply step 2 once you get out of the shower and leave it on. (*walk around and squirt step 2*). Our microdermabrasion set is \$50 and on average will last you about a year because it is not something you use every day. Microdermabrasion helps with fine lines & wrinkles, acne & blackheads, and reduces your pore size. This is a great supplement product to your daily Miracle Set. I like to think of this as the Whiten Your Teeth Set. Like the Cleanse & Moisturize was the Brush your Teeth, adding the Day & Night Soln was the Floss your Teeth & adding the Microderm. is Whitening your Teeth, make sense?

Eye Creams

Look at **Page 13**. I'm going to tell you about our 4 different eye creams with MK & I think after hearing about them you'll know which one is for you. But first, I want you to hold up what finger you think you use when applying products to your eye area...Ok, if you had your RING finger up, keep it up, you get a ticket! Does anyone know why we use our Ring finger? Yes, because it is the weakest finger!

- 1) Age fighting eye cream: this is geared for women in their 20s that are not yet seeing signs of aging or women with extremely oily eye lids
- 2) Firming Eye cream: I call this the push-up bra for your eyes! Because it firms, tightens, and lifts your eye area. Our firming eye cream has gotten many awards & is great for women in their 20s-40s that are beginning to see signs of aging in their eye area.
- 3) Indulge soothing eye gel: This product feels as good as it sounds. It has no age fighting benefits so you wouldn't want it to be your only source of eye cream, but it has cucumber & caffeine extract & is an instant puff reducer. You can also keep it in the fridge! This eye product is great for all ages, especially women who are big cryers or up late at night or early in the AM!
- 4) Volufirm Eye Cream: this is the Cadillac of all eye creams. It helps with puffiness, firming & lifting, as well as helping with dark under eye circles. It comes in the Volufirm Repair Kit but is also available for purchase individually. This eye cream is geared towards women in their 40s+ that are seeing advanced signs of aging in their eye area.

*(Flip through the Beauty Book pages while saying...)*As you flip through the next few pages you will see some additional supplemental products we have available.

Turn to page 18 and 19. These are some of our great COLORS with Mary Kay! These are the products we will go through at your follow up appointment, which you can schedule with me at our individual consultation! But you are going to get a little Dash out the Door look before you leave today, with mascara & lip gloss!

Mascara & Lip Gloss

Hold up the mascara wand at your tray! I am coming around to give you some of our Ultimate Black Mascara on your wand. *(walk around giving mascara on their wands & sharing these tips)* Never share your mascara with a friend.

Mascara should be replaced every 3 months.

Our Ultimate Mascara works to lengthen & volumize your lashes!

You also have a randomly chosen lip gloss sample at your tray. Open that up & use the applicator to try it out! To open the lip gloss sample: When looking at the front of the packaging, bend the right hand corner, opposite side of the color dot. Then peel the backing off. The name of the shade is written on the backing! Now, you may have never picked that color out for yourself but give it a try, you may love it!

Turn to pages 20 and 21. This outlines the ULTIMATE MIRACLE SET!

This is your MIRACLE SET plus EYE CREAM OF YOUR CHOICE plus the MICRODERMABRAISION SET. This is the MOST popular set in Mary Kay & the best bang for your buck!

“It's never too early or too late to start a great Skin Care Routine. Skin Care is a results-driven purchase. When you purchase skin care products you will see results.

I want to show you some of the most popular sets with Mary Kay that I personally recommend. (*pass out your set sheets and talk through a few of the sets outlined on the sheet. I use the 'Circle Set Sheet'*). I accept cash, check, credit/debit card, or a combination!

Ok, you guys look great! Now you can take a restroom break or grab a refreshment while I meet with each of you individually & get you your Goodie bag. Who's ready to go first? (*whoever says they are ready, I take with me to the individual consultation area*).

Individual Consultation:

Hi _____! Did you have fun? What did you learn today that was new? How does your skin feel? What was your favorite thing tonight?

Remember there are 3 things that you need to do at the individual consultation, in this order:

- 1. Book Parties/schedule follow up appointment*
- 2. Sell Product*
- 3. Give goodie bag*
- 4. Give a sincere compliment of why they would be good at Mary Kay*

First, you want to get a time on your calendar to see her again. I ask "Are you interested in having a few girlfriends over like _____ did tonight and earning free product?" (Tell her it is super simple, all she needs is a table and chairs and you do the rest. Plus, tell her that you would LOVE to do her makeover and glamour appointment. Coach her by letting her know that she needs at least 5 ladies there, who have never attended one of your skin care parties before, and that 5 is the minimum, but you love a party of 8-10. Get out your calendar and pick a date. Give her your hostess info with the date and time written on it.

Second, you want to deliver any product she wants to purchase. I say "So what would you like to take home tonight?" and be SILENT. Wait for her to say something. Then try to upsell or add on from there.

Third, Give her her goodie bag & thank her again for coming. Send her back to the party room with instructions to send the next person that's ready back to meet with you.

Remember, you will want to call/text the hostess 2 weeks before the party, and let her know that you will be calling her for a guest list in about a week so you can get in touch with her friends and ask them a few questions about their skin.

5 days before your party, get guest list for preprofiling. Preprofile ladies 3 days before the event, and then call the hostess the day before and make sure you have correct directions (this allows you to just touch base with the hostess one last time before the party).

***These dates are just an example of the timing. If the party is sooner, then you may not use this exactly. The goal is that you have regular communication with your hostess to keep her excited about

her party so she doesn't cancel. You also want to ask for the Guest List earlier than you actually need it, in case she delays in getting back to you. ***