

Before the Guests Arrive:

Coach the Hostess ~ Ask her to help by:

- Greeting guests and introducing them to you at the door
- Demonstrating Satin Hands with the guests
- Providing assistance during the class

Ask the Hostess: "Who is coming today that might be good at doing what I do?___ What about you?"

Beauty Book Cover

As Guests Arrive:

- Meet and greet each guest
- Have guests fill out their profiles
- Select foundations & powder
- Hostess does Satin Hands

Opening Remarks:

- **Introduce yourself and thank guests for coming**

"Welcome ladies and thank you for taking the time out of your busy schedule to be here today. I am _____ Independent Beauty Consultant with Mary Kay Cosmetics and I have been with the company for _____."

- **Thank hostess, present gift**

*I would now like to thank our hostess _____ for bringing us together tonight. I have a special thank you gift for you, in addition to all the wonderful products that you will be earning tonight for your hostess credit. I appreciate you so much!"

- **Have guests introduce themselves**

"Since you will be taking your makeup off in front of everyone we might as well get to know each other. Please say your name and how you know the hostess. Also if you have tried MK in the past, what your one favorite product would be."

- **Introduce Company**

"Ladies, I am so excited to be here tonight to share with you the Number 1 brand of skin care and color cosmetics in the nation for 9 consecutive years!! I love this product, and I love this company and I'd like to tell you a little bit about why I love it so..."

So let's start by opening our books to page 2.

Mary Kay offers me total flexibility, work when I want, no quotas, no territories, the #1 brand, unlimited earning potential, free cars & keeping my priorities in check with my faith, family and career in that order not to mention a company that was designed for women.

Now ladies, our biggest challenge is to get our customers to get past the “pink” thing and take a serious look at us as a career. We are a Fortune 500 company, considered one of the best companies for women to work for and there are more women earning over \$50K a year in MK than any other Company in the world! Plus we have over 100 millionaires! Now, that’s girls size pay!

And MK has always said that there is a new beauty consultant at every class. So who do you think that is today??

Well, watch me tonight and if this looks like something you would like to try, we can talk about it after the class.

Also, if you know someone who would make a great beauty consultant, **I have a special gift for referrals when she becomes an active beauty consultant.**

Well, enough about me, it’s time to pamper you!”

So let’s turn to page 5.

➤ **Read “Mary Kay Can Offer You:” (bottom of pg. 5)**

“So~ I want you to sit back, relax and enjoy yourself tonight. Remember, you are under no obligation to purchase anything, however, just in case you are tempted, I have everything with me today and I do take cash, check, and credit cards, and I even do creative financing! In case happen to find products that you just can’t live without, just circle them in the Beauty Book. It’s your guide, and you can take it home with you.”

Now, how many of you get excited about trying products before you buy them? Have you ever purchased cosmetics that just sat on a shelf or in a drawer? (flip hand up) Well, I want you to know that will never happen with MK because, as you just heard, we have a 100% satisfaction guarantee on all of our products. So, I want you to know right up front that I can save you time and money. Sound good?"

It is also my policy to always offer my customers two facials. The first one is today to introduce you to the products and to teach you how to take care of your skin. The second one is what I call your "Check-up Facial" to make sure that your products are giving you the results you want, to double-check the colors you selected, and also to give you the opportunity to try an advanced color look. So you will hear me refer to your 'Check-Up Facial' quite a bit at today's class. I like to schedule your check-up facial within 10-14 days of your initial facial. It's all a part of our 100% satisfaction guarantee. Remember, you'll never get stuck with something you don't love!"

➤ **Share Agenda**

Tonight we are going to have a 3-part class. First, we will spend most of our time today on our skin care ~ since we all know that a beautiful face begins with clean, fresh, healthy-looking skin. Second, we will do a basic color for lips and cheeks ~ just to introduce you to what MK has available. The third part is my favorite part, which is where I will allow a few minutes of my time for your individual consultation, since I know that your skin needs are personal, as well as your finances. Isn't that great!?

So, are you ready to roll up your sleeves and begin your pampering session?? Great!

Let's turn to page 6.

The 1st product that I want to share is our TW Skin Care System.

It was developed with 5 essential steps in mind:

Cleanse ~ twice a day to remove makeup and impurities.

Exfoliate ~ to remove dead surface cells that dull the skin.

Freshen ~ to refine pores as well as tone the skin

Moisturize ~ twice a day to hydrate the skin to help keep it soft and smooth

Protect ~ to protect your skin from environmental impurities.

- **Read “Simple Solutions Dramatic Results” (top of pg. 6)**

So, let's have everyone pick up your mirror and examine your skin's tone and texture. Pay special attention to the changes as we move along to each product.

- **Talk about chart on page 6.**
- **Read about 3-in-1 Cleanser (top of pg. 7)**

“Now let's apply the Cleanser. To cleanse, apply the cleanser evenly over your entire face, avoiding the eye area. Apply the cleanser in an upward, outward motion. Gravity is doing a number on us all the time, so we don't need to help it any!!

If you examine your cleanser carefully, you will notice blue specks and green specks. The blue specks are actually microbeads containing the vitamins, as you rub the cleanser on your skin, the beads will burst and the vitamins will go right onto your skin. The green specks are the bits of exfoliate. As you rub the cleanser on your face, these will not disappear.

When you are finished, remove the TW 3-in-1 Cleanser with your warm, wet facial cloth. Now feel your skin. Doesn't it feel soft, smooth and refreshed? See how easy it was to meet the first three essentials for healthy-looking skin?”

“If you prefer to cleanser using a facial bar, then you want to use the TW 3-in-1 Cleansing Bar. It’s oil-free and provides a refreshing lather best for normal, combination and oily skin.”

- **Read about Age-Fighting Moisturizer (bottom of pg. 7)**

Now let’s use the TW Age-Fighting Moisturizer. We’re only going to use it for now on the right side of your face. Don’t worry, you’ll apply it to the other side in a minute, but I want you to feel the difference in the two sides. Remember, apply it in gentle, upward, outward strokes.

Did You Know:

At Age: Where the Wrinkles Are:

- 20 No wrinkles
- 25 Forehead and laugh lines appear
- 30 Crows Feet develop
- 40 Permanent wrinkles from ears to neck
- 50 Nose, earlobes and chin creases form
- 55 Folds on neck begin to form
- 60 Mouth wrinkles deepen
- 70 Wrinkles overlap and criss-cross

So~ how about a miracle for those wrinkles!

Our revolutionary duo – the Day Solution with Sunscreen and Night Solution. These age-fighting products, along with the TW skin care, can help protect and renew your skin around the clock.

- **Read about The Winning Combination and The Miracle Set (pg. 7)**

Apply the Day solution to the left side of your face

Apply the Night Solution to back of hand

Apply TW Moisturizer on top of Day Solution on left side of face.

The TW 3-in-1 Cleanser, Age-Fighting Moisturizer, Day Solution and Night Solution make up our Miracle Set.

How does your face feel?

Which side do you prefer – the one with just the TW or the side with the Miracle Set?

Won’t you be excited to see the changes in your skin by your check-up facial?!

The Miracle Set will make the difference in how your skin looks at your next class reunion!!

- **Review Before/After Photo (pg. 7)**

Let’s turn to page 8

“Don’t forget about your teenage daughter, nieces, and friends. It’s never too soon to start taking care of your skin. Our Velocity Skin Care includes Facial Cleanser and Lightweight Moisturizer that’s right for all skin types. It is especially suitable for blemish-prone skin.”

Let’s finish our Skin Care by turning to page 10.

Page 8

Page 9
Blank Sheet

The final step in the MK skin care program is foundation. When you first arrived, we selected a foundation shade that looked great on you. Now it's time to apply your foundation.

Just dot it on, then lightly smooth it outward with your fingertips in sweeping strokes, carefully blending along your jawline. At home you may want to use a cosmetic sponge to apply and blend.

Notice how your foundation seems to almost disappear? That's how you know we've selected the right shade for you. If you decide that your foundation is not quite the right shade after you've used it for a few days, I would be happy to exchange it for a different one at your check-up facial.

Now we also have TW Dual-Coverage Powder Foundation which can be used alone for sheer coverage or as a pressed powder to set your foundation. We'll be using it as a powder today a little bit later in the class.

So~ this step completes our Miracle Set!

Just like the Satin Hands set at the beginning of the class was the foundation of youth for your hands, this is the fountain of youth for your face!

It is said that:

A woman at the age of 20 has the skin she was born with,
A woman at the age of 40 has the skin she is working with,
And the woman at the age of 60 has the skin she deserves!!

So, it's up to you how you want to look at that next class reunion!

So, that's it! These simple steps we've just completed are the same steps you'll follow at home. When using the Miracle Set, in the morning first apply the Cleanser, Day Solution, Moisturizer and foundation. At night, apply the cleanser, the Night Solution and the moisturizer.

Ok, Ladies, take a look in the mirror. Can't you see a difference after only one application? Can you imagine what your skin will look like using your complete system every single day?

➤ **TW Skin Care Close**

As I said earlier, everyone deserves good, fresh, healthy-looking skin and you can take all of these products home today, for only \$102.

With TW Skin Care having healthy, younger-looking skin couldn't be easier. However, we can customize your program with products that meet your individual needs and solve your specific concerns.

We have products that are like building blocks you add to your skin care routine, so let's take a look at them on **pages 12 & 13.**

Ok, now it's time for you to pick up your pen because you'll be writing key words on products to help you remember what they do.

➤ **So...let's look at the top picture. (pg. 12)**

We have three different night creams and one is right for you, if you need extra moisturization.

The [Advanced Moisture Renewal Treatment Cream](#) provides hydration for dry and normal skin as it helps improve the skin's resilience, elasticity and firmness. The product retails for \$25.

The [Nighttime Recovery System](#) is great for combination and oily skin, and helps minimize the appearance of fine lines. This sells for \$19.

The [Extra Emollient Night Cream](#) is for very dry skin and sells for \$11.

➤ **The bottom picture shows products for oily and blemish-prone skin.**

The [Oil Mattifier](#) controls oil for 8 hours, so on top of that picture write "**Shine Free**", and sells for \$15.

The [Acne Treatment Gel](#) is clinically proven to dry and clear blemishes – it is your life-saver if you experience blemishes. It sells for \$7.

The Oil-Absorbing Tissues sell for just \$5.

➤ **Classic Basic Skin Care**

Our classic basic skin care is featured on the top of page 13. If you just love the feel of a freshener or enjoy a pampering mask, ask me during your individual consultation

➤ **Our Lip Products are featured in the middle picture.**

These products are called our “Lip Savers Set.”

The [Satin Lips Set](#) gets rid of dry chapped lips. So, write “[Kissable Lips](#)” on top of that picture, and it sells for \$18

The [Triple-Action Lip Enhancer](#) keeps lipstick on longer and reduces fine lines and wrinkles. So write “[Stays On](#)” by that product, and it sells for \$15.

➤ **The last picture is our “Eye Deal Solutions” Set.**

Remember, our eyes tend to be the first place to wrinkle.

The [Indulge Soothing Eye Mask](#) is a pampering treatment for tired, puffy eyes and tired, computer eyes! It is cool and refreshing and contains cucumber extract. Write “[No Bags](#)” over that jar, and it retails for \$15.

The [Instant Action Eye Cream](#) is a moisturizer specially formulated for the delicate eye area. Write “[Eye Drink](#)” over that tube, and it sells for \$15.

The [Oil Free Eye Makeup Remover](#) is absolutely amazing. It is a non-greasy formula that removes all of your eye makeup in the swipe of a cotton ball. Write “[Must Have](#)” on that product, and it sells for \$14.

The [Triple Action Eye Enhancer](#) helps keep your eye shadow on and keeps it from creasing. It also reduces fine lines in the eye area... So write, “[No Lines – Great Shadow!](#)” on this product. It retails for \$15.

Feel free to circle any products that you could benefit from.

Now that you’ve tried our skin care and learned about the extra supplements that we offer, it’s time for a little color ~ **so let’s turn to page 15.**

As I mentioned earlier, tonight we are just going to try a basic lip and cheek color look.

➤ **“Face Race”**

So, tonight we are going to have a “Face Race” ~ pretend that you only have 5 minutes to get ready for work, so let’s see who wins.

Use the cotton ball for your cheek color and the applicator for your lipstick.

You will be able to take your glamour Look Card with you tonight, so you will be able to play with the eye colors at home.

At your check-up facial, I would be happy to customize an entire look especially for you.

Congratulations! _____ won the “Face Race!”

~ Present a small gift ~

Now, let’s complete your look by giving yourself a “flawless” finish. Gently apply the TW Dual-Coverage Powder Foundation to your face using downward strokes - to lay down any facial hairs.

Okay, time to check your mirrors and see how great you look. So everyone hold your mirror an arms-length away from you and say, “Umm! I look good!”

➤ **Compliment Time**

Now let’s go around the table and take a look at everyone’s skin and colors and say one thing that we like about her new look.

➤ **Group Table Close**

I have a feeling you're wondering how you can take home these products!

The exciting thing is that Mary Kay is the most cost-effective, prestigious line of cosmetics on the market today!

They are fast and easy to use and they provide the best possible benefits for your skin.

At the end of every class, everyone always has 2 questions:

- 1). How much is it? And
- 2). When can I get it?

Well, you'd be happy to know that I have everything with me tonight, so anything you purchase ~ you can take home with you now!

Plus schedule your Color 101 makeover.

Let's take a look at page 16.

Set 1 is our TimeWise Skin Care Set

The **TW Cleanser** cleanses, freshens, and exfoliates in one simple step, plus our **Age-Fighting Moisturizer** has properties clinically proven to hydrate for up to 10 hours. With **foundation**, this set starts at \$52.

Set 2 is our Day/Night Solution

Add up the benefits, which give you a 48% average reduction in the appearance of fine lines and wrinkles after 8 weeks of continued use! When added to the TW skin care set, you create the **Miracle Set** at \$102.

Set 3 is our Eye-Deal Solutions Set

This set goes a step beyond and targets the special needs of your eyes area. We all know how the delicate skin in our eye area is fragile and shows the first signs of aging. So, Mary Kay offers this set, which includes the **Instant-Action Eye Cream**, which moisturizes and increases skin firmness.

It includes the **Triple-Action Eye Enhancer**, which is a primer for eye shadow, and minimizes the appearance of fine lines and under eye circles.

The **Indulge Soothing Eye Mask** is a real treat – soothing the skin and reducing the appearance of puffiness.

Plus the **Oil-Free Eye Makeup Remover**, which removes even waterproof mascara without pulling or tugging. And it never leaves an oily film. This set is \$59.

Set 4 is our Lip Saver Set

Which will help you have that picture-perfect smile.

The **Triple-Action Lip Enhancer** helps lipstick resist feathering and bleeding while making fine lines less noticeable.

The **Satin Lip Mask** gently exfoliates dry lips.

The **Satin Lip Balm** moisturizes your lips for up to six hours. You can have this wonderful lip set for \$33.

Set 5 is our Color 101 Set

The **custom compact** is filled with the colors of your choice. It holds **3 eye colors, a cheek color, a lipstick and applicators**.

It is refillable, so you only purchase the compact once. Because when you run out of a color or simply want a different look, you just pop out and replace! Isn't that great?

Of course, the set also comes with your choice of eyeliner, lip liner, mascara and lip gloss.

This fabulous Color 101 set is \$101!

Set 6 is the Finishing Set

Because it completes your look. It includes your **concealer, loose powder and a retractable powder brush** – everything you need for that finished look. This set is \$32.

For the total, head-to-toe pampering, we have the **7th Set – our Day Spa Set**. Remember the **Satin Hands Pampering Set** you used at the beginning of our class?

Well, this set not only contains all of the Satin Hands products, but also our new **TimeWise Visibly Fit Body Lotion**. This fantastic lotion leaves your skin feeling like silk and hydrates for up to 10 hours!

It also has been shown to help reduce the appearance of cellulite and spider veins! The Day Spa Set is \$50.

You can create the winning combination of sets for a beautiful look. Start with the TW Skin Care and Foundation, then add your customized sets.

I can help you select the sets that meet your specific needs.

If you buy 2 sets, you get the 3rd set at ½ price.

Buy 3, get the 4th Free

Buy 4, get the 5th Free, plus 50% off any fragrance of your choice.

However, the ½ price set or Free set must be of equal or lesser value than the purchased sets.

Now, are you ready for my Hottest Deal of all???

~ Hold up the Travel Roll-Up Bag ~

This is my most popular set! I can barely keep them on my shelf! It has all seven sets, which is everything you tried and more!

This is for the woman who wants it all – and doesn't want to age another day! It's for the woman who wants people to think she's at the WRONG class reunion!

Pocket 1 has sets 1 and 2.

Pocket 2 has sets 3 and 4.

Pocket 3 has sets 5 and 6.

And pocket 4 has set 7.

The Travel Roll Up Bag retails for \$408, but today you can take it all home for only \$299. That's \$109 savings!

Do you realize that your skin can look and feel this great for less than a \$1 a day? ~

It is the cost of a can of pop or a cup of coffee a day.

I truly believe that every woman deserves to have good, fresh, healthy looking skin and deserves to look and feel her absolute best.

If you purchase this set, you also can purchase your favorite fragrance for 50% off.

~ Pass Out Tickets ~

These tickets have each item in the pockets itemized for your convenience. As you look over these sets and their prices, check all the ones you would like to take home with you.

You deserve the best; so don't let money become a factor when you are marking the sets you would like, because I will help you get what you want.

There are 4 ways that you can get your products.

- 1).** Cash or checks.
- 2).** MasterCard, Visa or Discover
- 3).** Payment plans – you can write a couple different checks, or you can pay part with a check and part with a credit card.
- 4).** The Smart Plan – you can schedule your own Mary Kay Class and receive products for a discount or even for FREE!

Be sure to write your name on the outside of your beauty book, so we know it's yours.

I've really enjoyed being here tonight and hope you have enjoyed it as well.

I would really value your opinion of the products you tried today.

So please take a couple minutes to answer the questions on the back of your customer profile.

(Hostess), this would be a great time to serve your refreshments.

As every pampering session, I like to meet with each of you personally to find out if you have any product questions and to personalize the sets you would like.

Is anyone in a hurry to leave?
The let me start with

_____.

Would you please bring your profile card and beauty book with you?