

Before-The-Party **CHECKLIST** (arrive 30 minutes early):

- Sincere Compliment to Hostess
- Ask her, “WHO” might be coming that would be good?
- Show hostess how to do “Satin Hands and Lips” on guests
- Set up Skin Care Party Table. (tray, mirror, place mat, name card & dry erase marker)
- Set up Individual consultation station away from table. (gold money bag, datebook, sales tickets, calculator, a look book to reference and product)
- As guests arrive, meet warmly with handshake & name.
- If not pre-profiled, have them fill out profile and hand them a pen. Shade match for CC Cream.



- **WELCOME GUESTS & THANK YOU'S (3-4 minute)**

Hi! I'd like to welcome everyone and thank _____ for hosting this party! I have a special gift for her (...) as a thank you for sharing her skin care class with you tonight! Everyone in Mary Kay is entitled to two free sessions. Tonight, we will focus just on skincare and I'll be sure to schedule a second appointment with you to check up on your skincare and do an advanced glamour consultation.



The first two ladies that book a class tonight can pick a free gift from the center of the table. When both are claimed we actually get to double _____ hostess credit. Do I have any takers?

Did you love the Satin Hands & Satin Lips you tried? I can't wait to get to show you some more!

Let's start with some introductions. Please share your name, what you do, and a little about your family.

It's so great to meet everyone and I'm glad you are here!

MARY KAY ASH (1 minute)

I'd love to tell you a little about our wonderful Mary Kay Ash. She was a real person who started this company over 55 years ago.



She wanted a company based on the Golden Rule and the Go-Give principles.

She believed that if a woman kept God First, Family Second, and Career Third, they could be truly successful.

Our headquarters are in Dallas, Texas and we are in nearly 40 countries worldwide now.

Mary Kay Ash passed away on Thanksgiving in 2002, but her dream company continues. She was voted the Greatest Female Entrepreneur in American History by Baylor University in 2004.

MAKING THE WORLD A BETTER PLACE (2 min.)



How many of you appreciate doing business with companies who are socially & environmentally responsible? Mary Kay is definitely a company who gives back!

When you wash your face with Mary Kay, you enable us to donate to Domestic Violence Shelters. Mary Kay and the Mary Kay Foundation has donated more than \$57 million so women & children can have a safe haven.

When you use Mary Kay products, you also support a company dedicated to fighting the many cancers that affect women. MK has donated over \$20 million to doctors and research to find a cure.

We also have a progressive corporate recycling program and have already planted more than 1 million trees.

YOUR I-STORY (2 minutes)

One of the things I love about the Mary Kay opportunity is that it allows women to create a business that fits around her life instead of having to live a life around her career.



I've been building my business for _____.

Prior to Mary Kay I _____.

I joined because _____.

What almost held me back was _____.

What I love most is _____.

Mary Kay Ash always said that at every party, there was a future Beauty Consultant. WHO do you think that might be at this gathering? (*just laugh & say...*) Well, you never know. Watch me today to see if this is something YOU would like to have fun with!

WHAT SETS MARY KAY APART (1 minute)



Did you know Mary Kay spends millions of dollars and conducts hundreds of thousands of tests each year to ensure our products meet the highest standards of quality, safety & performance? In fact, MK spends more money on Research & Development than any other cosmetic company!

Mary Kay has millions of loyal customers around the world because we consistently deliver the benefits women want at great prices. It's one thing when somebody buys a product once—it's another thing when they keep coming back! I admit it's **ADDICTIVE!**

We have a 100% Satisfaction Guarantee so you are never stuck with products you can't and won't use. We offer convenient service – you get ME to spoil you with great on-the-spot delivery & expert advice. You also try our products out with a free fun makeover so that you don't end up with a **Cosmetic Graveyard** in your bathroom drawer because of **Buying Mistakes!**

YOUR SKIN (1 minute)

We have a saying in MK: “How old you ARE is your business, but how old you LOOK is mine!”



Taking great care of your skin with our Mary Kay Timewise Products only takes about 2 minutes a day—you don’t have to LIVE in your bathroom to be beautiful! The average person spends 24 hours a day growing old...Doesn’t it make sense to take 2 minutes a day to look your best and feel more confident at any age?

Go ahead and take a good look at your skin in the mirror. Feel your cheeks. We’re excited about what you’ll experience in the next 30 minutes.

I’m excited to show you the Best Skin Care Products on the Market today at one of the best prices. You can buy a more expensive skin care, but you can’t get a BETTER skin care. You don’t have to purchase a thing today, but if you find something you love, I offer on the spot delivery so you don’t have to wait! MK is one of the least expensive of all the quality brands. Ounce per ounce our customers are always amazed at what they save in comparison!

There are 5 ESSENTIAL STEPS to GREAT SKIN CARE:
(like 5 food groups necessary for a healthy diet).



5 ESSENTIAL STEPS to
GREAT SKIN CARE:

- 1) CLEANSE
- 2) EXFOLIATE
- 3) FRESHEN/TONE
- 4) MOISTURIZE
- 5) PROTECT

MARY KAY

- 1) CLEANSE – 70% of skin problems can be helped by using a good cleanser. The other 30% comes from “that time of the month”, hormones, stress, medications, etc.
- 2) EXFOLIATE – you have about 2 billion dead skin cells all over your body. On your face, give a dull, dingey look. If you don’t get it off, all you’re doing is cleansing DEAD skin, moisturizing DEAD skin, and then covering up DEAD SKIN!
- 3) FRESHEN/TONE – restores pH balance (so face doesn’t look orange), makes your pore pattern appear smaller, and finishes full cleansing.
- 4) MOISTURIZE - Grape. V. Raisin 12 Hours
- 5) PROTECT - against UVA/UVB and pollutants. Put layer of protection on – not just for makeup reasons. Non-comediogenic!

TIMEWISE MIRACLE SET 3D SET OVERVIEW (3 minutes)

TIMEWISE[®] MIRACLE SET 3D[™]
BRIEF-**AKI** THROUGH THREE-DIMENSIONAL APPROACH
TO SKIN AGING



Our Timewise Miracle Set works most powerfully together as a set to deliver younger looking skin for all skin types including sensitive skin. It's chemically designed to work best together (which prevents what we like to call “Chemical Warfare” on your face from happening – you know a little of ‘this’ and a little of ‘that’. Many of us can be considered guilty of the “Hodge Podge Syndrome”. We have the Good Housekeeping Seal of Approval on our Timewise 3D Miracle Set – it's a 3rd party endorsement of our products.

Did you know that 20% of visible skin aging and problems comes from the natural aging process and 80% from things like UVA rays, air pollution, smog, car exhaust, lack of sleep, stress, smoking and diet? WE can take responsibility for that 80%!!!

Mary Kay's 3-D approach means:

- 1) DEFENSE against age accelerating free radicals (the unstable molecules that damage healthy cells in the body and are toxic!) Antioxidants fight free radicals.
- 2) DELAYS look of premature aging with UVA/UVB protection and exclusive patents that combine encapsulated res-ver-a-trol, vitamin B3, and peptides.
- 3) DELIVERS visible improvement in 4 weeks against such things as fine lines, wrinkles, resilience, luminosity, smoothness, softness, and overall healthy appearance. You should even see and feel a BIG improvement TODAY!

The 1st step in good skincare is to **cleanse**.

TIMESWISE AGE MINIMIZE 3D
4-IN-1 CLEANSER



We are going to start with the eyes by using the oil-free eye makeup remover. Did you know the skin around your eyes is the thinnest and most delicate? Oil Free Eye makeup Remover is THE BEST on the market today. We sell 7x more of our brand than the 2nd leading eye-makeup remover on the market. It conditions & softens while it removes even eye mites that love to deposit on your eyelashes. It gently removes even waterproof eye makeup without tugging, pulling, or rubbing. Shake, apply to cotton ball, and swipe gently.

Next we are going to cleanse the face with one easy step that does 4 things at once. It cleanses, exfoliates, freshens, and even brightens! You would have to go out and buy 3 other products to accomplish what our one amazing cleanser accomplishes. I promised to save you time & money, didn't I? This does it!!!! If you're not in the habit of washing your face before bed, please think twice before using your pillow case as a wash cloth. There's so much dirt and pollution sitting on your skin from throughout your day that you want to clean off dirt (even if you don't visibly see it). Think about what dirt gets on your windows or glasses each day! (apply.....) Don't you feel fresher and better already????

Just to Review – we have already completed 3 of the 5 steps in Basic Skin Care in one easy product – 30 seconds! Check!

Is it OK if I pause our BASIC SKIN CARE set for a little extra “spa-like pampering & treatment?”

The MICRODERMABRASION SET –

Dramatically improves skin texture, makes pore pattern appear smaller, improves look of fine lines and wrinkles, and is an extremely gentle exfoliant.



The cleanser with exfoliant gets off the surface dead skin cells, but the microderm is like the DEEP CLEANER that polishes even smoother like fine sand paper. We'll apply a little to ONE SIDE OF YOUR FACE on your cheek ONLY and you can compare. It gives immediate visible benefits, It is used in addition to the BASIC SKIN CARE SET ONLY once or twice a week. Do it on Mondays and Thursdays – those were “trash days”. Great to use in your shower.

This product contains the same ingredients used in expensive spa microdermabrasion facials. If you were to make an appointment and go in to a local spa, they would use the same crystals and apply it with a brush like our skinvigorate brush, and easily charge over \$100 for a SINGLE TREATMENT. With our microdermabrasion set, you can get about 30 at-home simple treatments in the privacy of your own home at your convenience, save a LOT OF MONEY, and not have to wait hours to apply more facial products & go out in public. Remember, just apply to one side of your cheek for now so we can compare. AHHHHHHH... Now rinse off and apply our Pore Minimizer that replenishes and conditions your skin as we continue our Miracle Skin Care Set! SO SOFT.....

Brighter. Smooth!

DAY & NIGHT CREAM

The 4th essential skin care step – is to MOISTURIZE.

Now we're going after that dirty word called WRINKLES!!

If you had a grape and you took out all the moisture, what would you end up with? A RAISIN!!! Well, we get to decide every day if we would prefer to look like a well hydrated grape or a shriveled up raisin!!!

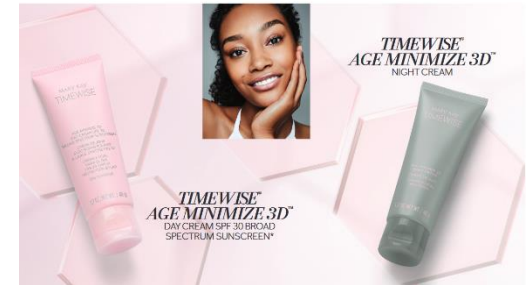
MK's Day Cream has SPF 30 Broad-spectrum Sunscreen. Fights UVA and UVB rays (UVA rays cause Aging and UVB rays burn). If you have SPF sensitivities, we do have a day cream without SPF.

This product hydrates for up to 12 hours. Even oily skin needs HYDRATION. Lock in the water, not create more oil. Go ahead and put this on ½ your face

This GREY tube is our 3D Night Cream. (can apply to elbow). Did you know your skin rebuilds its reserves at night which is why sleep is so important? Even if you don't get the sleep you desperately need, you can ensure getting an extra boost of antioxidants so your skin looks healthier and more radiant in the morning. Put our Japanese Apricot extract and Vitamin B3 to work for you! I guarantee the cheapy brands don't lock in your moisture for 12 hours, feel this soft, and contain innovative ingredients like Vitamin B3!

Remember: GRAPES or RAISINS!!!

GET DAILY PROTECTION
AND NIGHT TIME RENEWAL.



EYE-CREAM! (2 minutes)

Did you know the 3 areas that are the first to show your age? Hands, your neck, and your EYES!!!



Eyes have thin and fragile skin. Also blinking constantly, so wearing down elasticity and showing fatigue quicker. Eye Cream is a must to guard from premature aging at your most looked at feature! Special formula safe for around the eye area with thin tissue. Helps prevent undereye puffiness, undereye circles, fine lines and wrinkles, and additionally brightens! Let's make it look like you got an extra 2 hours of sleep!

Gently pat with ring finger (called Stippling) so as not to tug and pull. Pat underneath the one eye and along your brow bone (like a big "c" around your eye –not just on the lid and all around!)

This eye cream is guaranteed to make your skin feel intensely moisturized, smooth, and improve the texture. You don't have to wait long to apply eye makeup either. Use morning and night to ensure 24 hour moisturization!

How does your skin look & feel now?

(GET REFERRALS)



While your moisturizer is settling in, can I take a second for one of my favorite parts? I love to ask who do you know might enjoy being treated to a MK makeover as well. One of the highest compliments you can pay me is to refer me to friends. Hopefully you're having a ton of fun. I know the average woman today knows about 250 people. That's the average guest list for a wedding and the average "show-up" at a funeral. Is there any reason why you couldn't share at least 10 names of friends/families who you think MAY enjoy this or at least be nice if we were to get together? If I do call them, I promise to just ask if they'd enjoy a makeover and not bother them. I won't bug your friends or say "Hey Jennifer thinks you need this!" it just helps me continue to build my business & connections and I am grateful. Whoever refers the MOST people in the next 1-1/2 minutes will get "this" special gift. (wrapped & tempting)

"On your mark, get set, go!" (start timing for 1-2 minutes). Look at Suzie go—she already has 4 names.... Who do you know that lives in your neighborhood? Have mutual kids on the soccer team? Just had a baby? Could use some cheering up or pampering? Anybody getting married? Anybody who REALLY needs some help with skin care? A fun girls night out? Special attention?

Thanks so much for giving me a vote of confidence! Let's move on!

Now that your skin has been perfectly pampered, let's give it a flawless foundation and finish with PROTECTION.

Foundation is the final step in any good skin care routine. It protects your skin from the environment and provides an even skin tone and helps cover flaws.

Did you know that about 20% of your skin tends to be uneven or blotchy. Unfortunately, people don't look at the 80% and say "wonderful"---they tend to focus in on the flaws and the see the 20% of imperfections first. So.... Let's create a flawless look so it looks even and pleasing like a beautiful canvas.



Before we do, let's apply a foundation primer. This will enhance the foundation benefits and extends the foundation's wear. I love it because it feels like VELVET on your skin. Think of it as a "safe spackle" for your face that fills in the imperfections and holes and then acts like a magnet to give your foundation more staying power... Like helps extend it for 9 hours! WOW! It also has an SPF of 15. Do you know that I've heard of men who use this product for the SPF and to make their complexions look better? Doesn't that feel great?

To apply our CC Cream today, we will use our liquid foundation brush. The synthetic bristles provide easy application and seamless blendability. Don't brushes make all the difference in applying paints with ease & beauty? Think of finger-painting v. using brushes!!?!

Our CC Cream is one of MK's many foundation options. We have medium coverage foundation, matte & luminous liquid foundations and even mineral powder & cream to powders! TODAY, we are using our CC Creams to keep it easy. At your individual consultation or second follow-up facial, I may recommend something with more coverage or a more exact shade customized for you. Use the color on your tray and apply with the brush to just half the face for a moment to compare. At this point, you want to finish off with a downward motion with your brush to lay the facial hairs down. We've fought gravity enough for one day. Can you see a difference from 1 side to the other? (PAUSE – Have them lift up their mirror and look)

What adjective would you use to describe your face right now? Now let's catch up the other side of your face.

Before we move on to applying some glamour steps, let's review the BASIC STEPS we have just performed. Remember, PROPER SKIN CARE is THE MOST IMPORTANT part of your confidence and a great first impression.

No one will know 20 years from now what eye colors or blusher you wore, but they will know at a moment's glance if you took good care of your skin.

If you don't take the time, time will take YOU! Let's get the compliments and keep the confidence we so deserve!

Our Basic 5 STEPS included the Cleanser, Day & Night Cream to Moisturize, and our protection step of CC Cream. This little 3 step program which covers the 5 essential skin care needs, will keep you looking younger and healthier for years to come.

Its designed to come together to guarantee results. It's also less expensive when purchased together v. one at a time. We know that just buying a cleanser with someone else's moisturizer or foundations that don't have the SPF or ingredients that MK does will not ensure the recipe works as well. That's why we have enjoyed our reputation for excellent skin care for over 55 years and intend to keep it up!

Our Basic Set comes for only \$89 which is fantastic for a quality skin care. You can buy a more expensive skin care, but you can't get a better one. This is about 75 cents a day – less than the cost of a cup of coffee a day or a BIG MAC attack a week and I guarantee it is better for you! This is about a 4 month supply when used daily & conservatively as I have instructed you. Think of it as your basic facial wardrobe. Just as you put money into haircare or toothcare, please don't forget your best asset and facial features! You can easily get a new hairdo or wardrobe, but you can't easily replace your face as time goes on. It's sad that some people spend more money for special products to clean their floors, then then do their faces. Aren't you worth a dollar a day!?



At your follow-up appointment, we're going to do a checkup from the neck-up to make sure that your skin care set and products are working GREAT for you!

At your second session, I will also customize your glamour colors, teach eyeliner, lipliner tricks, highlighting, or other fun techniques to get a full gorgeous glamour makeover. Did you know that those who take time to apply skin care and glamour generally earn 17% more than equally skilled women who don't? They give a better impression of confidence & self-assurance.



For the sake of time, I will be doing a simple splash of color to brighten your gorgeous natural looking face. I am using some basic colors that look great on most everybody so if you don't get your favorite colors tonight, know the best is yet to come but I didn't send you home "naked faced!" *(laugh)*

We'll be trying out some easy cream eye shadows just to highlight the eyes, adding a lipgloss for some color on those "sexy lips" and applying mascara for now.

This can be a "dash out the door look" even for the busiest of women! It's just an appetizer for what's to come next! *(apply your dash out the door glamour)*

OK – Compliment time! Fluff up your hair, hold your mirror out at arm's length because this is how people see you, and take a good look in the mirror.

What looks the nicest about your skin care & very basic glamour tonight? What feels or looks different? *(go around with each)*

It's been a lot of fun and I see the MK Miracle working its magic on all of you! I love to hear the compliments flying and see the big smiles on your pretty faces!

Now, this is one of my favorite parts: I get to tell you how our MK comes and how you can take it home. It's our specials. I'm always looking for a good bargain!

Our First set is the BASIC SKIN CARE SET. If nothing else, this is a must-have for clean and youthful looking skin. It includes the 5 sets to a great skincare routine. This set comes for only **89**. Sold separately this set would retail for **110** so you save **\$21** dollars for starting today.

3D MIRACLE BASIC SET



Age Minimize 3D 4-1 Cleanser
Age Minimize 3D Day Cream
Age Minimize 3D Night Cream
Foundation of choice
(or Age Minimize 3D Eye Cream)

VALUE: Break it down
22.25 per month
0.74 per day!

Purchase a Set and be my Preferred Customer:

- 100% Satisfaction Guarantee
- Advanced Glamour Appointment
- Receive a Look Book Every 3 Months
- Eligible for Sales and Birthday Savings
- Fast and Free Shipping
- Beauty Tips & Updated Consultations
- Personalized Service


Ask me about my Payment Plan

Our second special tonight is the ULTIMATE 3D MIRACLE SET. It's great because it provides the essential age fighting skincare PLUS the deep clean and the eye cream! This set has the Timewise Miracle Set 3D, Microdermabrasion, and your foundation. This set comes for only **149**. Sold separately this set would retail for **185**. So you save **\$36** dollars.

ULTIMATE 3D MIRACLE SET



Age Minimize 3D 4-1 Cleanser
Age Minimize 3D Day Cream
Age Minimize 3D Night Cream
Foundation of choice

Age Minimize 3D Eye Cream
Microdermabrasion Set

VALUE: Break it down
29.87 per month
0.99 per day!

The last set is our best deal by far. It's our most popular starter set because you can have it all and look your best with everything we tried tonight!

This set includes: The Timewise Miracle Set 3D complete set with the microdermabrasion, Foundation, Primer, Foundation Brush, Dash Out the Door Glam, the oil free eye makeup remover and the travel roll-up bag ...

This set normally retails for **311**, but today its only **245**. That's a savings of **\$66 dollars**. (which is fantastic for a full set of skin care and color products designed to work together!) It comes with a satisfaction guarantee, and an extra bonus of me as your personal consultant. Let me show you this **MUST HAVE BAG!** This is the kicker. Look at how easily it organizes, how it swivels and keeps the full set at your fingertips, easily transportable, and keeps it off your bathroom counter at eyes length if you choose to hang it over the bathroom door. As I said, this set comes for only **245**. Which is only **\$1.59 a day**. That's less than a cup of coffee.

We accept cash, check, Mastercard, Visa, Discover, and even a payment plan. If you found something you love, I'll help you find a way to get it.

Here's a sheet to make it simple (Hand them closing sheet). Take a moment to circle which set was your favorite. The Basic Set, The Ultimate Set, or the "I Deserve it All" Set?



I'm ready for those individual consultations. Is there anybody who has to leave early so I can take you first?

Then how about _____ and _____? Great

Hostess, this would be a good time to pull out those refreshments and look over my amazing Before/After Glamour Books.

This page pictured is facing the customers to close them out.

