

Lash Love Party Tips

Supplies

- Mascara Placemats
- Oil-Free Eye Makeup Remover
- Cotton Balls
- Face Cases (mirrors)
- Sponge-tip applicators
- Mary Kay® Compacts
- Mary Kay® Mascara Products**
- Mary Kay® Mineral Eye Colors
- Mary Kay® Eyeliners
- Mary Kay® Brow Tools



**Mary Kay® Lash Love Mascara, Mary Kay® Ultimate Mascara, Mary Kay® Lash Lengthening Mascara, Mary Kay® Waterproof Mascara, Mary Kay® Lash & Brow Building Serum, Mary Kay® Lash Primer

Goal of the Lash Love Party

Help guests find the Mary Kay® Mascara that best fits their lifestyle or the lash look they want to achieve.

Booking Dialogue

“Hi Susan, I’ve got something new I’d love to get your opinion on. Mary Kay has launched two new amazing eye products. The **Mary Kay® Lash & Brow Building Serum** and the **Mary Kay® Lash Primer**. Why don’t you get some friends together and we’ll have a “**Lash Spa Party**” where we can pick everyone’s perfect mascara and play with colors? Then I’ll show you how to get thicker and fuller-looking lashes.”

Party Prep

1. Go to Party Central on Mary Kay® InTouch® and click **Party Tools**. Here you will find the Lash Spa Party placemat that showcases our whole wardrobe of fabulous mascara and other lash products. You may want to have them laminated.
2. Send the **Lash Spa Party Beaute-Vite**, also located on Party Central.
3. Consider sending guests a link to the **E-Catalog** on your Personal Web Site.

At the Party

1. Set up a “**Mascara Bar**” that features the wardrobe of mascaras.
2. Provide a **Lash Love Party placemat** for each guest.
3. Walk guests through all of the mascara formulas; focusing on the benefits and the look that each creates.
4. Once guests have chosen their favorite, allow them to play with the fabulous **Mary Kay® Brow Tools**.
5. Talk to guests about how to build their lashes and brows with the **Mary Kay® Lash & Brow Building Serum** and condition lashes with the new **Mary Kay® Lash Primer**.