As they come in have guests remove eye makeup and do Satin Hands (**wait** to do the Hand Cream until end of party), have them fill out profile cards, match them foundation and place the right color in each persons cupcake holder.

Welcome – Front of Book. (Did you give on time drawing tickets?)

My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and I am sooo excited to teach you all about the latest and greatest in skin care and color cosmetics. I want to take moment and thank the hostess \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for having all here today! It is truly only by word of mouth referrals that we build our business and I have a gift to give you just for being amazing (pay a nice compliment) because without you I couldn’t do what I do, so thank you!! (Also say whatever she is getting for free for having everyone.) (example - ½ sets for each adult guest and Free Product. Strive for 5 – If she has 5 adults plus herself she gets 25% off her Glamour for a year and 25% off anything during her birthday month.) So now let’s meet everyone…… tell your name, what you do in your job and what you love best about your job.

Before we get started let me tell you a couple reason why I love doing Mary Kay and what we are going to today. #1 if I wasn’t doing Mary Kay I would not have met all of you today. The 2nd reason I love MK is because I came into MK \_\_\_\_\_\_\_\_\_\_\_\_\_ years/months/days ago to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. But what I have found that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (tell emotional I-story… show pictures of kids, trip, why…..) and because of each of you letting me borrow your face today I am one step closer to accomplishing my dream, so thank you!! The 3rd reason I love doing MK is because I am a part of one of the strongest pink Cadillac teams in the making in the southern MD area – so watch me tonight and if this anything that you think you might want to do then come and talk to me about it afterwards because I love doing MK. Now, what I am going to do today is introduce you the #1 selling brand of skin care and color cosmetics. I’m going to spend about 20 minutes of my time to teach you about skin care and then I am going to do just a little of glamour because its wayyy tooo much to do at the first appointment. So at your 2nd appointment you will actually get a customized glamour look. Alright, got any questions… let’s get started!!

1. A few reminders about skin; when working with your skin ALWAYS work in an upward outward motion. Gravity pulls down on our bodies 24 hours a day, it pulls down on our face, our boobs, and our butts, soo push it UP!!
2. We are going to work from your chin up today, but at home always remember to do your neck also. You can always tell the age of a tree by the rings around the trunk so don’t forget your neck. (SMILE)
3. When working around your eyes always remember to use your ring finger. Your ring finger is the weakest finger out of any of your fingers. Can everyone try to pint your ring finger out? It’s kind of difficult isn’t it? That’s because it contains the least amount of muscles than any of your fingers and the thinnest skin on your whole body is around your eyes. So that is the first place women tend to get wrinkles. The proper application is out on the lid (like applying eye shadow) and in under the eye. Now remember don’t get frustrated if you forget. It takes 21 days to create or break a habit so just keep reminding yourself of the correct application.

Who likes free stuff??? Well today you will have the opportunity to win free stuff two different ways. The first is anytime I say the word “party” and the first person to say the word “Queen” will get a ticket. Let’s practice, “party” (*point to them to say “queen”*). Ok, GREAT! And the next is anytime you ask me any questions about the product or the opportunity you get a ticket, because I am new and I am still learning, so if you stump me with one of your questions you will get 2 tickets. Great! Let me point out on the back of the profile card, there is a place for you to write your wish list, please write down ANY products you loved and get another ticket for each product u write. (*Throughout the class you may need to remember to encourage them to write things on the back of the profile card that they are loving!*)

Let’s go ahead and flip open our beauty books to the inside cover. This is a picture of Mary Kay Ash, who began this company 50 years ago with $5,000.00 of her life savings and 9 consultants. The company has grown to over 2 million consultants in 35 countries. Fueled by a passion for changing women’s lives, founder Mary Kay Ash opened the door for women to look and feel beautiful and to experience success on their own terms. Just so you know when you are doing business with a consultant in Mary Kay you are supporting both domestic violence and cancers that affect women through the MK Ash Foundation, a charitable foundation that has donated more than 48 million dollars since 1998.

Page 4 – Who wants the right SKIN CARE for any age? (RAISE your hand)

Page 5 - How old you are is YOUR business... how old you LOOK is mine! (This page explains what is happening with your skin at any age.)

What we will be doing here in the next 20 minutes will only take you a few minutes in the morning and a few at night. By a show of hands (raise your hand), how many of you are worth 3 minutes in the morning and 3 minutes at night?

Let’s get started! Looking at the tray in front of you, hole #1 is satin lip mask. Go ahead and rub it in small circular motions all around your lips. Your lips do not naturally exfoliate themselves so satin lip mask will do just that. We will let it dry and after we cleanse we will wash it off.

Page 6 & 7 - (this is where you will share the benefits of the skin care products, THEN, have them use it.) I am going to take you through the five essential steps now starting with the Time Wise 3-in-1 Cleanser. The 3-in-1 Cleanser comes in two formulas: one for normal to dry skin and one for combination to oily skin. It’s also available in a cleansing bar.

**Hold cleanser** -

This is the 3-in-1 Cleanser. It’s a cleanser, mask and toner all in one! By a show of hands, how many of you could get excited about saving time? How about bigger benefits?

How about saving $$? This cleanser is not designer to remove eye makeup because of its exfoliating properties, but we have a wonderful eye makeup remover which you got to try before the party started.

It is a proven fact if you don’t cleanse your skin at night it ages 12 days per every night you don’t cleanse. That’s pretty motivating isn’t it?

**Hold Microdermabrasion** – (if your doing microderm at a 2nd apt or spa party)

Then there is microdermabrasion. This is totally optional, but provides you with instant visible benefits.

This uses Aluminum Oxide crystals. The top, state of the art ingredients. A treatment like this would cost anywhere for $100 to $400 per treatment at a Dermatologist. You can Microderm as often as you would like. It is recommended at least 3 to 5 times per week. This is like sandblasting your skin. Step 2 replenish puts all the good vitamins and nutrients back into your skin to make it feel soft and supple. “As we mature our metabolism slows down, so does the renewal process of our skin. This forces our skin to produce newer younger skin cells.

Improves skins texture and reduces fine lines….we will get to try this at your next **PARTY**!! (if they forget

To say queen encourage them to do so.)

**Hold Moisturizer** –

This moisturizer gives you the combined action of 10 hours of hydration and accelerates your skin’s own natural renewal process for firmer, smoother, younger looking skin. It comes in 2 formulas to meet the needs of your skin type and both formulas are 100% oil free. There’s also a moisturizer with SPF of 35. Even if you have oily skin, it is important that you don’t add oil, but you need to add moisturizer.

These 2 products along with your protector, your Mary Kay foundation, are just like wearing deodorant and brushing your teeth… we hope everyone does that. ;-)

Now how many of you want the BEST SKIN POSSIBLE? (Raise your hand). Now do like this, (have them bend their index finger like they are squirting) and look at your neighbor and say, “That was easy”. Now say “I deserve it All!”

**Hold the Day/Night Solution** –

This is what takes your skin to its highest level of performance so you’re catching wrinkles at both ends with corrective and preventative maintenance. Wrinkles don’t stand a chance!

The Day Solution has SPF 25. Vitamins and nutrients that get your skin excited for the day! It also has calming peptides that relax expression lines and light diffusers to soften the appearance of lines and wrinkles. It allows your skin to work at its highest level of performance. Your skin says “WOOHOO!” Everyone say “WOOHOO!”

The Night Solution optimizes the skin’s renewal process, kind of like a high speed exfoliator for your skin, causing a chemical peel while you sleep. These Nutribead microcapsules you see, burst as you squirt them, helping to restore the signs of past sun damage, pock marks, acne scars and elasticity and firmness, which helps lines and wrinkles fade away. If you’re going to lay there you may as well be getting young… right??

**Are you ready to pamper your face? GREAT!**

**Apply cleanser –** After they apply cleanser you may ask them to flip their profile card over. Have them look at their skin closely in the mirror and then say, “write down any challenges you see with your skin, because what I see may not be what you see.. for instance; Pimples, blackheads, Whiteheads, Uneven Skin Tone, Wrinkles, Puffiness, age spots, sun spots… when they are done have them write the words “Amazing Skin”.. Then say, “If looking good, feeling good and Skin Care is Important to you write YES… if it’s not, write no… Pause... and then softly say, “Did everyone say yes?”... Good **you can all stay! ;-)**

**If your doing Microdermabarasion –** scrub the right side of their face with some water and rinse off at sink, dry and apply replenishing step.

**Apply Day Solution** on right side of face.

**Apply Moisturizer** on right side of face.

How does your face feel???...(have them write down any products they loved under wish list.)

At your next **PARTY** you can try any of our supplements you’d like to.

How many of you by show of hands use an eye cream?? Well your eye area is the thinnest skin in the body, so it breaks down the fastest. What is the difference between a grape and a raisin?? Exactly one lacks moisture. So a lot of times fine lines and wrinkles are caused just as a result of lack of proper hydration. SO go ahead and put your eye cream on and around your right eye using your ring finger. Ok…everyone is rubbed in. Who here uses Blistex, Chapstick, Carmax?? How many of you feel like you need it alllll the time?? That is because most of those products have menthol in it, which is an alcohol and can dry your lips out.

Page 8 – this is Skin Care on Steriods with Biomimetic Peptides, Hyaluronic Acid a topical humectant, Plant Stems Cells and Retinol. This skin care actually sends messengers to the skin making it respond as younger skin. (Show picture of Bonnie after 90 days.)

Page 9 – Talk briefly about the products. (show acne picture.)

Page 10 – These are all Mineral Foundations – from Liquid and Powder. The Liquid Foundation is equivalent to a Channel Foundation that you would pay $80 to $100. Demo or show foundation brush.

Let’s meet your perfect match and complete the 5 step recipe for healthier and more radiant looking skin. “Of course foundation is the final step in any good skin care routine. It helps protect your skin from the environment as it evens skin tone and covers flaws for a healthy, glowing look.” I like to use the analogy of two barns on the top of a mountain. One you left raw wood and one you put preservative on. Say you went back 20 years later…Which one is going to be in better condition? That’s right! That’s what the Mary Kay Foundation is doing, it is protecting you against all the yuck and toxins in the environment. It’s actually “good” for your skin.

Ladies, take your hands and feel your face. Can you see and feel a difference between your left and right sides? Just think if you can see and feel a difference in just one time, how great your skin will look and feel when you use it daily! Right now nothing you have on your face is makeup. Select concealer and foundation colors and have them write it on their profile card.

Now apply foundation primer on the right side of the face then foundation on the whole face.

**MARY KAY is like a box of CHOCOLATES… let’s see what YOU could get!! It is always my passion to share with m customers a little bit about the product and a little bit about why I am soooo excited…is that ok??**

**Ok! Everyone get out their purses we are going to play a game. I am going to give u a letter that represents something in Mary Kay and the first person to find something in their purse that begins with that letter gets a ticket….you ready??**

**C is for “CASH” (how we earn $$ in Mary Kay).** You could benefit from 5 main avenues of instant income:

**On the Face –** classes, facials, makeovers – takes 1-2 hours, average sales are $75 per person. How many could you hold each week?

**On the Go –** Quick 10 to 15 minutes with a friend/co-worker – just show and sell, great at school, on the ball field or dropping by to see a friend.

**Online –** Customers visit your web site (created for you by Mary Kay!). Website available to new consultants for only $25 for a year!

**On Paper –** Our Preferred Customer Program keeps us in contact with customers thru company mailings 8 different times during the year and in between as needed.

**On With The Show –** Gift Shows, Trunk Shows, Girls’ Night Out Party, Show & Tell, Spa Parties. It’s Girlfriend Time!

**H is for “HOURS” (flexibility).** Work when, where and how you want. No sales quotas to meet.

**O is for “OPPORTUNITY” (unlimited)** You are in business FOR yourself, you are never BY yourself. Ultimately, you make all of your own business decisions with the entire corporation behind you to support and provide you with benefits! Mary Kay is listed as one of the 10 best companies for women to work for in the United States. We are the #1 Selling Brand of Skin Care & Color Cosmetics.

**C is for “CAR”.** We refer to Mary Kay cars as our “trophies on wheels.” Consultants can win Chevy Cruze in 1-4 months. Directors can win choice of Chevy Equinox or Toyota Camry. Top Directors choose Cadillac CTS or SRX. Cash compensation is another option for car winners!!

**O is for “OODLES OF FUN” –** “Playing in Make-up” is fun and our training is conducted in an atmosphere of enjoyment and support.

**L is for “LOVE” (spirit of sharing)** Mary Kay began this company with the principles of the Golden Rule and putting God, first, family second & career third – allowing us to keep a balance in lives while developing a successful career.

**A is for “AWARDS” (and recognition)** Mary Kay believed in “praising women to success” and giving prizes that women would not go out and buy for themselves!

**T is for “TAX ADVANTAGES” (small business)** As a small business owner you may take advantage of many in home tax deductions. You may be eligible to write off a portion of your mortgage, utilities, telephone, office expenses, travel, car expenses, etc.

**E is for “ESTEEM” (personal growth)** In Mary Kay, we help build your self-esteem through step-by-step education and support which gives you the confidence you need to grow a profitable business. Our personal growth program is truly priceless and the most precious gift that Mary Kay has given me.

**S is for how we “START”.** Everyone starts the same way…..flip over your placemat. Fill out a Consultant Agreement; purchase your Started Kit for $100 plus tax & shipping. The Starter Kit has over $410 in products, demo items and training materials. Schedule Orientation and you Debut class with your Director/Sponsor

**On the left hand side of the bottom of your profile card please number 1-5 down underneath the date section:**

1. **Are you paid what you’re worth?**

Page 18 – Say, “Here you see our beautiful color Looks designed from the Top Dallas Based Make up Artists. At your next **PARTY** we will personalize your glamour look at your Check Up from the Neck Up Facial for your M&M Makeover—That’s, your Mineral and Advanced Makeover Appointment with your girlfriends.

Show and Romance the Brush Set.

1. Brush Set (show and possibly demonstrate on Hostess)
2. Show Bronzer as a cheek color and then as a powder – apply bronzer with large cotton ball
3. Cream eye color – use a sponge tip, dip in color on both sides to apply
4. Gloss – full size put on the tray
5. Mascara – dip each wand

Now we are going to play a game for some more door prize tickets, everybody get your cell phones out... on the back of the profile card and on the top right hand corner is the area for them to fill out friends/family.

The highest compliment you can give me is to refer me to your family and friends. They will receive a 60 second phone call/text for a pampering AND a $10 Gift Certificate from You, and it doesn’t even cost you a thing… or you can invite them to your Mineral Makeover Appointment.

So the first person to get to 10 names gets 10 more tickets.

She needs to be 18 years or older, have skin and be alive. ☺

Also a ☺ next to the ones who you feel could benefit from hearing out our career opportunity

READY, SET, GO! (Turn around and don’t watch them.)

When the first person gets to 10 names... give her 10 tickets and tell everyone else when they get to 10 they can get 10 tickets.

I’m going to clean up while y’all are doing that. (put away trash, trays, demo product, so everything can be cleared out for roll-up bag close – a confused mind does nothing! )

**I have a customized bag for each of YOU! Hand out a roll-up bag to each person!**

Let me introduce you to your girlfriend! (Unroll it and hold by the hangar) She has everything in it we did today and then some. How many of you (raise your opposite hand) buy stuff throw it in a bag or a drawer and can’t find it anymore?? The great part about this is that it has clear pockets so you don’t lose anything AND it clears up all the clutter on your bathroom sink! But THE BEST part is that the pockets rip off to take your products on the go!! (Dramatically rip off the pocket) Go through the create-a-roll up sets with them that are pasted in the back of the beauty book...explaining each set and if anyone liked particular products remind them of that.

You can see in the bottom right hand corner. When you select 4 sets you get the bag for free.  Set P, the Time-Wise Repair Set, counts as 4 sets and you will get the bag for free.  Or you can be a Cadillac Girls and select 6 sets for the price of 4.  Your consultant does take visa, MasterCard, discover, amex, check, cash, I also participate in the husband unawareness program....a little here, and a little there he'll never know how much you spent. (laugh…hahaha)

Go ahead and please complete the back of your profile card questions 8-10. (give wish list tickets) After you’re done I will be meeting with you all individually \_\_\_\_\_\_\_ (in another room ideally) because your skin care and finances are completely personal. Does anyone need to leave right away?? Great I will take \_\_\_\_ first, please come back regardless, I just want your feedback!! (If someone does have to leave, take that person first…if not call on the most excited guest by name to come back first after she is done filling out the back of her profile card.) Do the drawings and thank everyone for coming.

**Now follow the individual closing document to help you with your one on one close.**