

- Satin Hands:** 1. Apply and work in Hand Softener. *You could have guests try Satin Hands as they arrive or do it all together at the beginning of the class.*
2. Apply Hand Scrub, then rinse.
3. Apply Hand Cream.

Introductions:

Text in green is for a facial, rather than a party.
Jump down to the green line and begin below.

Before we begin, Name, please tell me...

- A little bit about your **Family**
- What is your **Occupation**?
- Have you ever used **Mary Kay before**?

Let's get our party started! Didn't you just love Satin Hands??

- You'll be trying other incredible products in just a minute!

Introductions: But first, I'd love to get to know each of you better. Please share a little about yourself. I'd like to know...

- Your **Name**
- A little bit about your **Family**.
- What your **Occupation** is.
- If you've ever used **Mary Kay before**?
- And **how** you know the **hostess**.
- Now tell me **one thing** you'd like to learn about tonight or an issue you've been having with your skin.

Hostess

- I'd like to welcome everyone here today and especially thank _____ for being our hostess. (Present Hostess Gift—Mini Compact or other beautifully wrapped gift such as a PCP gift.)

Hostess Credit

- Now I'd like to share what she gets **for being a hostess**.
- I want you all to relax and have fun because there is no purchase required.
- Just for sharing me with her friends, our hostess can receive **\$75 in products**

for only \$35. That's \$40 in FREE products. Plus lots of other free and half price items are possible!

- So, just relax, but, if you're **tempted**...and I know you will be...I have most of the products with me and you can take them home and begin using them right away.
- I take **Visa, MC, Discover, Check, Cash, and I can even help with Creative Financing!**

Begin Facial from here

Company, Mary Kay, and Me

- **Before we try some more products**, I want to tell you a little bit about **our company**, a little bit **about Mary Kay Ash**, the woman, and a little bit **about me**, so I'm not a stranger to you. **Turn to page 2 in your books.**
- Mary Kay **started the company** in **1963** and her motto is **"Enriching Women's Lives."** She wanted women to have the opportunity of contributing to their household **income** and still have **flexibility**.
- Mary Kay has earned many **prestigious awards**. My favorite: She was named the **#1 entrepreneurial woman in American History**—just to give you an idea of the impact she has had on our global economy.
- And today, you're not just supporting **me, a local business owner**, but you're also supporting **a company that does good**.
- So now that you got an opportunity to know a little bit about Mary Kay, the company and Mary Kay, the woman, **let me tell you a little bit about me**. I'm also going to share with you the **six reasons women start a Mary Kay business**. A lot of people wonder how you ever start a Mary Kay business.
- The **number one** motivating factor for me starting my Mary Kay business was **extra money**. I don't know what your need for extra money might be, whether you're single, single again, have expenses with your kids, but for me, my goal is to **(buy a home)**. And so I need that additional income in order to buy a home. So, I think the **best way to make some extra money**

Cut each page and tape it into your Beauty Book Instructor's Guide. This gives you a full, word for word script for a party or facial. When you are comfortable, use only the Outline that can be found on my website under Training/Classes/New Party Procedure. You get a new Instructor's Guide with each set of Beauty Books. For all the flyers and items to hold a great party, go to www.donnabayes.com/milliondollar1/id741.htm.

is to party, right? I get paid to party and I love hanging out with you guys today! This is so much **fun!** So, **money is definitely a motivating factor.**

- And the **second reason** why women start a Mary Kay business is the **recognition.** Guys! I can't even begin to tell you about all the fun stuff I've earned from Mary Kay the company and from my Unit Sales Director! It has been so much fun! And this is a **picture** of the ring I'm going to win on the Seminar stage this year. I'm going to **pass it around.** I'm so excited! I just love, love, **love all the thank yous** I get from Mary Kay the company. If I could describe in one word the way they make me feel, it would be **"adored."**
- And the **third reason** why women start a Mary Kay business is **self-confidence.** Prior to my Mary Kay business, I (was very shy, didn't wear makeup, etc). I'm going to pass around a picture of me before my Mary Kay makeover and after my makeover. **I think that when you look good, you feel good, right?** So I'm learning how to do my makeup and I'm taking better care of my skin and truly, this has made a difference in my self-confidence level. **So I love who I'm growing into.**
- **Another reason** why women start a Mary Kay business are the **cars.** I'm sure you've seen some Mary Kay cars on the road. Well, I want to be driving one of those cars, so **my goal, of course, is to earn the use of a Mary Kay Career Car.**
- **Another reason** why women start a Mary Kay business is the **advancement.** I love that in Mary Kay there is **no glass ceiling.** I can **move up as quickly** as I want.
- The **last reason women start their Mary Kay business** is to **be their own boss!** I love being my own boss! I'm the **president and CEO of my own company!** I absolutely love it! No one can lay me off. I love setting my own schedule, the flexibility, and I'm building a business for my future.
- So, now that you've gotten to know me a little bit better and have gotten to know why women would start a Mary Kay business, **are you ready to try some of the products?**

What I Offer

- If you **don't already have a consultant serving you,** let me tell you why you will love the products and having ME as your personal beauty consultant.
 - Here's what **I offer** each of my clients...
 - A **complimentary magazine subscription** to **The Look** every three months which includes FREE samples of HOT NEW products, and a cool Gift With Purchase offer. (show a copy of The Look)
 - **Do you like to shop online?** I have a **website** where you can shop **24/7.** There's also a virtual makeover where you can play with color and hair styles.
 - I offer **free shipping and delivery,** which includes my gift-giving services! Do you need to get a birthday gift out? No problem! I'll ship it for you and make you look good!
 - And speaking of birthdays, did you put your birthdate on your profile card? I offer a **birthday discount** in the month of your birthday.
 - I also want to **bring the makeup counter** to you so you can play with the hottest trends in makeup every season!
 - So I offer an **update makeover every season** or whenever you have a **special occasion,** such as proms, weddings, reunions, etc.
 - As you can see, I'm not looking for a **one-time sale.**
 - I hope you will jump into my customer base and stay there! I want us to be friends for a long time.
 - This is the **first of two facials.** Mary Kay asks us to give you a check-up facial in a week to 10 days to check your progress and **give you a personal makeover session,** so please be thinking of a date that will work for you.
- Please turn to **page 4. Now...let me ask you a question...**
- If I could show you a product that would **keep you** looking gorgeous for years **or take YEARS off** your face, take **minutes off** your time, and has a **100% money back guarantee,** could you get excited?
 - (Read page 4 to the group.) Want the right skin care for any age? Let me guide you!

When you talk about reason two, recognition, you're talking about Star Prizes, Queen's Court prizes, as well as all the little monthly prizes you can win. Either pick a ring from the year-long Queens Court of Sales contest or a quarterly prize from the Star Consultant brochure and show that picture. What you talk about, you'll bring about and your customers will want you to earn it and will help you! They will be your cheerleaders if you share the goal with them!

Consistent use of a multistep skin care regimen from Mary Kay is essential for achieving and maintaining healthy skin and a younger-looking you! Whether you want powerful age fighters, a fresh and simple skin care approach or targeted products for your specific needs Mary Kay has skin care solutions for every age!

- Have them note the guarantee on p 5.

OK...pull your hair back with (clippies, headbands)

- Now, I'd like you to **pick up your mirror** and take a close look at your skin.

Think about this:

- **How old you are** is your business, **but how old you look is mine!**
- Aren't you excited to know that what we'll be doing over the **next 30 minutes** will only take you about **3 minutes in the morning and 3 minutes in the evening?** You'll see results in three days, three weeks, and even three years that you'll love!
- **I can't wait to see your results** when we get back together for your **check-up facial.**
- And, isn't it great that our product **costs less** per day than a **cup of coffee** or a **can of pop?**
- Now...let me ask you a question...If you were told that you'd have **beautiful skin for the rest of your life** if you would just **drink a can of pop every day**, you'd probably think that would be **worth the money**, right?

Turn in your book to page 6.

We're going to be trying the **Miracle Set**, so take a look at those numbers on page 6 so you understand **why we call the Miracle Set...the Miracle Set!**

Results from a dermatologist after a 12-week clinical study found...

- 83% had a reduction in fine lines and wrinkles
- Up to 25% improvement in skin elasticity.
- 100% had softer, more supple skin
- 46% improvement in more even skin tone

And on **page 7** you see the **11 age-defying benefits** of the Miracle Set:

Cleanse, Exfoliate, Freshen, Moisturize, Protect, Smooth, Help reduce

fine lines and wrinkles, Firm, Soften, Energize, and Rebuild.

- Doesn't it give you confidence in our product, knowing that we are the **only cosmetic company** that has had their skin care system, **as an entire set**, clinically tested?
- And we have just recently received the prestigious **Good Housekeeping Seal of Approval**, because our product performs as advertised!
- Plus, our product has been proven to help even those with **rosacea**
- So, isn't it great to know that, if you're **not on the Miracle Set now**, you're never too **young**, nor are you ever too **old** to start.
 - (Starting someone as early as 20 is not too soon. Before 20, you might suggest the Botanical Effects program.)

Cleanse

(optional: only if doing eye makeup) **"Do you have eye makeup you need to remove?"** (**Oil-Free Eye Makeup Remover** —show the need to shake the bottle and then squirt on cotton balls for those who need to remove eye makeup)

- You must **shake the bottle** to mix the two layers of ingredients.
- It removes waterproof mascara easily and is safe for contact lens wearers. It leaves no greasy residue..
- **Don't you love** how quickly and gently it works?
- (You could demo on back of your hand by marking with an eye liner pencil and wiping it off with the Eye Makeup Remover.)

"Are you ready to see the Miracle Set in action?"

- Pat water onto your face from your little **Dixie cup**. Pretend that cup is your bathroom sink.
- **Now apply the 3-in-1 Cleanser** in a circular motion moving up and out.
- **Massage the cleanser** until most of the beads have dissolved so you get all the **benefits of the botanicals** inside those beads.
 - Add water if you need so you get a lather.

You might choose to have your guests cleanse their faces, but leave their eye makeup on because you're only focusing on skin care at the first facial, leaving glamour for the check-up facial. In that case, demo the Oil-Free Eye Makeup Remover on the back of your hand by drawing a line of eyeliner and then removing it with a cotton ball. For you Dixie Cup, I've found those clear plastic punch cups that they use at weddings work best. They are great for both water and another for mineral powder.

DonnaBayesScott2012

- Do you know what **I LOVE about our cleanser!** **It's a 3 in 1!** It knocks out three of those 11 **age-fighting benefits** in one step—cleanse, freshen, and exfoliate.
- Can you feel the **microbeads that are exfoliating** all the dead skin cells?
- Then, in those little beads that are dissolving as you massage, there are **botanicals that tone..**
- And of course, it is **cleansing and removing your makeup**, too!
- Doesn't it feel **great?**
- (Get wet washcloths)
- **Remove** your cleanser with the wet facial cloth. (offer to rinse washcloth a second time. Be sure to remember whose wash cloth is whose.)
- **Doesn't your face** feel soft, smooth and refreshed?
 - The creamy formula has **extra moisturizers** for dry skin.
 - The clear formula has **special cleansers** to remove excess oil.
- Our cleanser also comes in a **bar form** if you like **suds**.
- **Turn to page 8 and 9.** We have a skin care program called **Botanical Effects** for those of you who want a simple skin care program and you aren't concerned yet about age-fighting or you have sensitive skin. On page 9, you'll see our **Velocity** program for young teens and those with problem skin.
- At your **checkup facial**, we'll make sure we've selected the right formula for you.

Take Before Picture!! If doing before and after pics.

- **Turn back to page 6.**

Night Solution: (Apply to 1/2 Face)

- Now, please **draw an imaginary line** down the center of your face and apply Night Solution to just one side.
- We'll call this your **pampered side** for the rest of the facial.
- Now this is going to blow your mind! By **age 20**, you have **started losing the collagen** in your skin. That's why you need **Night Solution!**

- **Did you know** that collagen gives your skin it's firmness and tightness?
- It's very important that you use a formula **to renew that collagen** that you've been losing for **however many years!** You want NO saggy skin, right??
- Night Solution **delivers collagen-enhancing peptides** to restore elasticity and firmness to your skin and helps **fade deep lines and wrinkles**.
- The beautiful beads **burst open** as you dispense them through the pump to deliver **fresh, highly effective antioxidants** that help your wrinkles and lines fade away.
- And if you don't have any wrinkles, it will help keep you from getting any!

Day Solution: (Apply to same 1/2 Face on **top of Night Solution**)

- Even though you won't normally apply **Day Solution** on top of Night Solution, I want you to today, so that you can experience both products.
- It's a **full-spectrum sunscreen** with **SPF 35** that protects you from both UVA and UVB rays.
- Did you know that a lot of sunscreens on the market **are not full-spectrum?** It's very important that you use one that protects from both the UVA-**aging rays** and the UVB-**burning rays**.
- But Day Solution is not only about SPF. Isn't it great that it also contains **calming peptides** that make any lines and wrinkles you now have **less noticeable**.
- Can you see why we call the Day and Night Solutions the **Super Heroes** of Mary Kay? Truly, they are your **Fountain of Youth!**

Age Fighting Moisturizer

- The next product in the Miracle Set is **TimeWise Age-Fighting Moisturizer**. You'll apply this product to both sides of your face in an upward and outward motion.
- Did you know that a **lack of firmness** is caused in part by the **loss of**

moisture? What's the difference between a **grape** and a **raisin**?

- This moisturizer, which is oil-free, gives you the combined action of **10 hours of hydration**, plus **powerful antioxidants**.
- It creates a **protective barrier**, which keeps the **good things in** and the **bad things out!** You will love it!
- Don't worry, the **combo/oily formula** actually helps to prevent shine for those of you with oily skin.
- OK, you now have the **Miracle Set on one side—your pampered side—**and just the **TimeWise Cleanser and Moisturizer** on the other.
- Feel the two sides of your face. **Can you feel the difference?**
- OK, now turn in your Beauty Book to **page 12**. "Do-It-Yourself Multitasker."

Microdermabrasion Set

- **Read page 12.** "The TimeWise Microdermabrasion Set includes the key exfoliating ingredient used by dermatologists and follows up with a nourishing serum to fight fine lines, refine pores and deliver beautifully smooth skin immediately—and in the comfort of your own home! You can experience these results after just one week.
 - 85% saw improvement in skin texture.
 - 73% saw a reduction in fine lines
 - 71% saw smaller-looking pores"
- OK...we're **not going to be using this fabulous product on your face today**, but I do want you to try it on the **back of one hand**.
- Pat a little **water** on the **back of one hand** and
- Massage with **Step 1: Refine** (for 1 minute or less. Explain that you massage for 1-2 minutes when you do it on your face)
 - Spas and doctor's offices charge over \$100 for one treatment.
 - You'll get **30 to 40 treatments** from this set for only **55**.
- Wipe off with your facial cloth and apply **Step 2: Replenish**
 - **Compare hands.**
- See how smooth your skin is? The more you use it, the better the results!

- **Can you see how**, without the barrier of dead and dry skin cells, your moisturizers are more effective?

Page 13—On this page you'll find age-fighting eye enhancers to fight fine lines around the eyes.

Eye Cream —Every woman needs an **eye cream** to help with dark circles, moisturizing, firming, and minimizing fine lines and wrinkles around the eyes.

- You have a choice between **Firming or Age-Fighting Eye Cream**.
- **Indulge Soothing Eye Gel**—increases moisture by **130%** and reduces under eye puffiness.
- TW Targeted-Action **Eye Revitalizer** helps with **puffy eyes and dark circles**.
- Apply a tiny bit of **Firming Eye Cream** (or Age-Fighting Eye Cream) under the eye on the pampered side.

Satin Lips—(Massage lips with Lip Mask, wipe off with facial cloth. Apply lip balm with finger.)

- **Kiss Dry Lips Goodbye**—treat your lips to the Satin Lips Set for exfoliating, smoothing, and moisturizing bliss.
- The **Lip Mask** provides gentle and effective **exfoliation** of the dry **chapped skin** on the lips.
- The **Lip Balm** moisturizes for up to **six hours**—great for all night wear.
- **Page 14-17:** (just make them aware of all these products you aren't trying today)
- **Turn** in your Beauty Books back to **page 10—Flawless Finishes**
- **Have someone read page 10.** Tell them which foundation they'll be trying.
- We're **going to begin** by applying Mary Kay's **Foundation Primer** to 1/2 your face—your pampered side. The primer is perfect under every type of foundation and it fills imperfections so foundations glide on smoothly and gives you a flawless look. You can read about it at the bottom of page 11.
- **Find foundation match and apply to both sides of the face.**
- With liquid foundation, powder with Sheer Mineral Pressed Powder samplers.

- Now, **how does your face feel?** Don't you love how soft and smooth it is?
Can you **feel the difference** in the **two sides of your face**?

Color—page 18-19

- At your **Personal Makeover Session**, I'll **create a look** just for you.
- Show the **Mini Compact** (filled, if possible or the picture on p 18)
- Optional:** For everyone who schedules her check-up facial with me to-day, you'll receive a FREE mini-compact at your check-up facial. You can fill it with one item for each friend over 21 you have join you for a makeover at your check-up facial.
- Pretend you have just five minutes to get your face on before leaving for work!
- Just follow the instructions on your card. I like the **classic application**.

Color-page 18-19

- At your **Personal Makeover Session**, I'll **create a look** for you like I did for the hostess.
- Show the **Mini Compact** (filled, if possible or the picture on p 18)
 - Optional:** For everyone who schedules her check-up facial with me today, you'll receive a FREE mini-compact at your check-up facial. You can fill it with one item for each friend over 21 you have join you for a makeover at your check-up facial.
- I'll be helping hostess with her look while you guys have a **Face Race**.
- Pretend you have just **five minutes** to get your face on before leaving for work!
- Just **follow the instructions** on your card. I like the classic application.
- Get ready, set, go!**
(if you have done a color look from Intouch for your hostess, including the printouts, then you can work with her while the others do their own color.)

Review

- Let's take a moment to **review the application steps and prices**. (Show the products as you explain. Line them up in order of use.)
 - Tonight**, when you go home, you'll first **cleanse**,
 - Then apply **Night Solution**,
 - And then apply **Moisturizer**
 - And finish off with an **eye cream**. You're done.
 - In the **morning**, you'll again **cleanse** your face, but this time apply **Day Solution**, and then **Moisturizer**, finish off with an **eye cream**, and you're done!
 - Easy! Three minutes, tops!
 - Two or three times per week**, add the **Microdermabrasion set** right after cleansing and before day or night solution.
 - I keep an extra cleanser in the shower and do microderm in the shower because your face needs to be wet when you scrub with the Step 1.
 - And don't worry! I'll give you a little **order of application card** you can keep in your bathroom!

Table Close

- Take out your clippies (or headband) and fluff up your hair.
- Hold your mirror out at arms length, which is where the world sees you, and say: **"Ummm, I look good!!"**

- It's compliment time!** Please take a look at **yourself** and share what you **like best** about your look.

- It's compliment time!** Please take a look at **someone else** and share what you **like best** about her look.

Under Business Tools/My Customers on Intouch, you can enter each new customer, and then complete the Profile Quizzes, so that you can determine a special Color Look for your customer for her check-up facial. You can print off Order of Application cards at my website at www.donnabayes.com/orderofapp.pdf. I would give one to each person who purchases skin care, marking the items she purchased.

- OK, everyone always **wants to know 3 things**:
 - How do Mary Kay products come?
 - When can I get them?
 - How much are they?
- I keep a **full inventory** of all the products, so anything you want I probably have in stock and you can begin using it immediately. (or tell when they'll receive them when they pay that night.)
- **Turn in your book to page 20: Everyday miracles for a younger-looking you.**
 - The **Miracle Set** includes the **TW Cleanser and Moisturizer** plus the **Day and Night Solutions**. This set is **90 plus the cost of your foundation**. You save \$10 by buying the products as a set.
 - When you **add** the **Microdermabrasion** and **Eye Cream**, you have the **Ultimate Miracle Set** and it begins at **\$171, plus the cost of foundation**. (Age Fighting Eye Cream is only \$26, compared to Firming Eye Cream at \$30)
- **Now let me show you this fabulous Roll-up Bag!!**
 - It hangs up on your bathroom door to keep everything off your bathroom counter top, the pockets peel off to throw into a gym bag, and nothing spills out! And, best of all, it rolls up for traveling!!
 - (Pass out closing sheet insert that came with the beauty books.)
 - These are some of our most popular sets.
 - I offer the **FABULOUS travel roll-up bag FREE** when you purchase **\$200 or more** in products!

Closing

- Now, I'd like you to **close your eyes**. I want you to imagine **you're going into your closet** to find a special outfit you wore for a special occasion. Imagine taking it out and laying it on the bed. How much was it? Keep your eyes closed and go back to your closet and get...
- All the accessories that go with it—shoes, handbag, pantyhose, jewelry.

- Lay them out on the bed, too. Now, add it all up! How much did the outfit and all the accessories cost?
- What's your total? Was it \$100? \$200? \$300? More? How much?
- Now, open your eyes. In the last year, how many times have you worn that outfit?
- OK, let's put that price into perspective because that outfit is going to sit in your closet about 364 days a year!
- But you'll wear these Mary Kay products **EVERY DAY!** And what's the first thing people see when they look at you? Your face, of course!
- That's why **skin care is the best investment** we can make in our appearance.

For a facial, go to Private Consultation on next page.

- OK, if you'd please take your **sales ticket and fill out the top**—your name, address, etc, we'll use those tickets in a bit for a drawing. (Don't forget!)
- Also, write down on your ticket any sets or products that you wish to purchase today.
- I've enjoyed being here today. I hope you've had fun.
- I would really **value your opinions** about the Mary Kay products you've tried. Please take a few minutes to answer the questions on the back of your profile (or opinion poll).
- I'll meet with each of you to mark down on page 22 and 23 all the products that you tried today.
- Does anyone have to leave early? OK...let's start with you. Bring your Beauty Book and your profile card.
- We'll be back in a minute.
- (Hostess), this would be a great time to serve refreshments.

Have your products, calculator, datebook, hostess packets, and recruiting literature all together where you want to sit and do private consultations with each customer.

I like to offer a drawing (beautifully wrapped PCP gift) for having everyone fill out a ticket, even if it is just the top portion. Once they begin filling out the top, they will naturally keep working on the ticket and put down some items they want to purchase. You can complete the ticket and add to it during the private consultation. It just helps them begin the process of ordering. But, before they leave, be sure to have that drawing from all the sales tickets, whether they purchased anything or not.

Private Consultation (with each person, privately) Ask her...

- “Did you have **fun**?”
- “How does your **skin feel**?”
- “What was your **favorite part**?”
- “Great! Let me take a minute to **mark all the products** you tried today, including your colors, so you have a record of them to take home.” Mark page 22 and 23.
- “**Are you as excited** about the way your **skin looks** and **feels** as I think you are?” (nod your head)
- “Well, **you know your situation** a whole lot better than I do, whatever works for you is fine with me.”
- “Would you prefer to **splurge** and **take advantage** of our **Free Roll-Up** and choose a few sets, or do you need to be **more conservative** and **just begin** with the **Miracle Set**?” (Don’t talk until she does. Give her time to think.)
- (Fill out ticket.)
- “Is there **anything else** you’d like to purchase today?” (remind her of all the items she tried today)
- “**How would you like to handle it?**” (credit card, cash, or check or combination of all?)
 - (While she is getting her money out, sack up her products.)
 - (Complete the transaction.)
- “If you could get **any sets for free**, what additional items would you want?”
 - (write them down on her profile card so you have a wish list for hostess credit)
- “We need to **set the date** for your **check-up facial**. And I have that free mini-compact for you when you schedule it within a couple of weeks.”
 - “**Which is better for you?**”
 - “During the **week** or on the **weekend**?” This week or next?
 - Tuesday or Thursday? 7 or 7:30? (always narrow it down by a choice of two things)
 - “It’s just as easy for me to do **4 or 5 faces** at once. Is there any reason why you couldn’t share your **check-up facial time** with a few of your **girlfriends**?”
 - “Remember, you get **one free item** to fill your compact for each guest who is over 21.”
 - Give her a **hostess packet**.
- “I have one more thing to ask you. Would you, in your wildest dreams, ever consider **doing something like Mary Kay**?”
 - I think you’d be great?
 - Would you like to take some information home with you?
 - Let me ask you this, would you be willing to hear how we make our money over a cup of coffee?
 - Set up a time after the party or within the next 24 hours to go over the marketing information.

OR

- **Listen for a Lip Gloss!**
 - Offer a free Lip Gloss to everyone who will stay another 15 minutes and listen to a YouTube video of the marketing talk.
 - Put your phone on speaker and let everyone listen at one time.
 - <http://youtu.be/YU9vfTjNQqE> (NSD Stacy James)
 - Bookmark the call on your phone so it is always ready.