

Flip Chart “Sticky Notes”

Cut out these “sticky notes” and tape them into your flip chart to help you with transition sentences for the pages.

Her Life

Welcome to Party (thank hostess) and Introductions:

- Name
- Occupation
- Ever tried Mary Kay before?
- How do you know the hostess?

Before we try the products, I want to tell you

- a little about Mary Kay, the woman,
- a little bit about our company,
- and a little bit about me.

Did you know Mary Kay was a real woman? How many of you knew that **Betty Crocker** wasn't real? **Good cookies, but fake girl!**

(Read words in black panel on left.)

Career Car Program

You probably have heard of our famous **Pink Cadillac**, right?

But you may not know that we also have the option of earning all these other cars, too!

Not only does Mary Kay

- **lease** the car for us,
- but she also pays the **tags**,
- **taxes**,
- and much of the **insurance!**
- With a car being the **2nd highest bill** in a household, this is a huge benefit for anyone!

Social Responsibility

Today, you're not only supporting me, **a local business owner**, but you're also supporting a company that does good.

It's why we say we **“Party with a Purpose”** and we **“Get Cute for a Cause.”**

Read rest of page and the next one.

Pink Doing Green

So, all of us can be involved in **Pink Doing Green**.

- It starts with the company using **high quality, safe ingredients** from the Earth.
- Most of our products are made in Dallas TX in our own manufacturing plants that have the **zero-landfill** designation, which means nothing goes to the landfills! Everything is reused and recycled!
- They even send us our products packed with **peanuts made from cornstarch and potato starch**, so they melt when they get wet, unlike Styrofoam.
- **You can be involved, too**, by recycling all of the product bottles & tube, & using our refillable and recyclable compacts, & by giving me your caps and cases, so I can send them in to plant trees!

Why I Began My Mary Kay Business

So now that you know a little bit about **Mary Kay, the company**, and **Mary Kay, the woman**, I'd like to tell you a **little bit about me**.

Why do you want a Mary Kay Consultant

If you don't already have a consultant serving you, let me tell you **why you will love having ME** as your personal beauty consultant.

Hostess program

I want to again **thank** _____ for **being our hostess** today.

- This is our **FREE Product Program**, which _____ is taking advantage of today.
- Since you'll want to have your Personal Color Appt, you may want to **enroll in** the Free Product Program to get items from your **Wish List for FREE!**
- You're not obligated to purchase anything, so just relax and have fun.
- But, if you're **tempted**...and I know you will be...

Hostess program continued

I have most of the **products with me** and you can take them home and begin using them right away.

- I take
 - Cash, checks, and all major credit cards
 - Or...the **Vegas plan**.
 - A little cash, a little credit and no one ever knows what went down here today!

Best Seller

Who has eye makeup to remove?

Skin Care for Every Age

- We have **Skin Care for Every Age or Need**:
- **Botanical Effects**—from as young as 12 to about 25
- **TimeWise Miracle Set**—from about 25 - 49.
- From the ages of **25 - around 35**, you may have **early signs of aging** and the Miracle Set is perfect.
- From about **35 - 50**, you'll probably have **moderate signs of aging** and will want to use some of our skin care supplements to target certain concerns. We have amazing "**science in a bottle!**"
- The **TimeWise Repair** set is for those women with **advanced signs of aging**—usually **50 and older**.
- **Clear Proof Acne System** is for **anyone** who experiences breakouts. You may not struggle with acne, but you most likely know someone who does. **If you need anti-aging products**. But still have breakouts, you can use some of these products with our other sets.

(Turn to Pore Purifying Serum page)

TimeWise Repair

The Night Treatment with Retinol is "botox in a box."

How many of you know some overworked, stressed out, under appreciated, never take time for themselves women who deserve some pampering.

While we are letting the Satin Lips Mask do it's thing, why don't we give the gift of pampering. In fact, let's make it a game. Go get your cell phones.

On the back of your profile card on #11, write the names and phone numbers of up to 7 girls who deserve a free pampering session and makeover. The first one to 7 wins a prize.

On your mark, get set, go.

Finish with Lip Balm and then Lip Gloss.a

Does More....Fewer Steps

(If they are going to sample the Miracle Set...)

Today, you'll be using the Miracle Set, but when you find you're targeting a ton of concerns with multiple products, you'll know it's time to move to the TW Repair Set.

The TimeWise Miracle Set is the only four step system on the market today that delivers these 11 age-defying benefits. (read them and benefits)

Miracle Set

Notice the Good Housekeeping Seal of Approval. Mary Kay tested this system and made the claims we see here. The Good Housekeeping company retested it to try to disprove these claims.

And the fact that they couldn't give us the stamp of approval—our products do exactly what they say they will do.

Power Up Your Skin Care Routine

For those of you with **skin care concerns**, such as **dark spots or crow's feet**, you'll find the **problem solvers** on these two pages.

These are the **supplements** that work with any of our skin care sets to help **fight the signs of early to moderate aging**.

(use their profile card to refer them to the concerns they marked on the card.)

Pore-Purifying

The **Pore-Purifying Serum** is a "miracle-worker!!"

- Not only will it give **added punch** to the Acne System, but it is for anyone at any age who suffers from occasional acne.
- It works with all of our skin care sets.
- It also helps **minimize the appearance of pores** and reduces shine.
- It's used right after cleanser and toner. If you're not using a freshener, then you apply it right after cleanser.

Foundation Page

Today we are using _____ foundation.

As you can see, we offer **6 types of foundation**, so at your **Personal Color Appointment**, you are welcome to **try a different one**, if you like.

Take picture after foundation for Virtual Makeover!

Dash Out the Door

- At your **Personal Color Appointment**, I'll have a **special color** look that will be created just for you. But today, I want you to pretend that you have just **five minutes** to get your face on before you have to **dash out the door!**
- Point out the glamour samples they'll be using.
- So, five minute to Dash out the Door. It's a Face Race! Get ready, get set, go!
- Eye Color
- Cheek Color
- Mascara (you give them wand with mascara on it. No double dipping!)
- Satin Lip Mask
- The Gift of Pampering Referral Game
- Lip Gloss

Candy Craze

It's time for a Candy Break! I'd love to share some of my favorite reasons women crave Mary Kay. Pay close attention because we'll have a quiz in just a moment.

These candy bars each represent a different aspect of my business. Let's see how many you can guess.

OK...it's Candy Quiz time!

- Pass out quizzes and collect. Draw for prize.

Private Consultation

Private Consultation

- 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 (in back of beauty book) so you have a record of them.
- **Are you as excited** about the way your skin looks and feels as I think you are?
- 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**

Private Consultation (continued)

- 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 or whatever skin care set they used). (Give her time to think.)
- (Fill out ticket.)
- Is there anything else you'd like to purchase today? (remind her of all she tried)
- How would you like to handle it? (CC, cash, check)
 - (Sack up products while she is getting her money out.)
 - (Complete the transaction)

Private Consultation (continued)

- .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 Personal Color Appointment** with a few girlfriends?
- (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?

Private Consultation (continued)

- 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.)

AND/OR

- **Listen for a Lip Gloss.**
 - Would you like to **listen for a lip gloss**?
 - **Which** of these ladies would you like to listen to?

Private Consultation (continued)

- (**write down** the phone number and extension number on her paper work so that she has it)
- **Will you be able to listen** yet this evening or tomorrow?
- If you **call me after you've listened**, I'll ask you a couple questions about what you learned and make sure you get your lip gloss.