

BEING PROFESSIONAL

When you're describing our products, consider the adjectives that you use.

Wrong Word/Phrase	Right Word/Phrase
Greasy	Emollient/rich
Thick	Creamy or concentrated
Heavy/oily	Emollient or has extra moisture
Dry	Matte
Light (color)	Soft or muted
Dark (color)	Bold or striking
Harsh	Strong or effective
Watery	Lightweight
Has a smell	Added Fragrance

Can you see how the right word or phrase creates a positive impression of our products?

And if a customer is dissatisfied with our product for whatever reason, how we react to it with our words will make a big difference in how she perceives Mary Kay. The product does NOT "burn her face." Rather, she has a sensitivity to an ingredient in the product.

It's not that the customer "can't use Mary Kay." She simply hasn't yet found the right formula or colors.

The fragrance does NOT "stink on her" or "smell bad." Rather, she should "try something a little less or more floral (spicy, citrus, whatever)". Or "that fragrance doesn't really match your personality – why not try _____?"

Customers

When you're working with your clients in their color makeovers, the correct language is particularly important.

Every woman can be beautiful, and it's up to you to use the right words to show her how beautiful she can be.

When talking about her features, put them in the most flattering light. For instance, a face is full, not fat. If she has no discernible cheekbones, they are "recessed," not nonexistent. Skin is not blotchy; it is uneven. Skin is never "red"; it "has ruddiness." Skin is mature, not old. And "crepey" sounds better than "wrinkly".

If your customer has very small eyes, talk about what a great brow bone she has and how you'll use it for contouring effects. If her eyes are close together or far apart, you'll "create the illusion that they are farther apart or closer together." Lips are full or slender, not big or skinny.

Effective words to use when talking about color cosmetics include: lighten, soften, define, contour, lift, set off, re-texture, smooth, highlight. If a color you have chosen doesn't look quite right, DON'T say that the color looks bad on her! Rephrase it with a positive. For example:

"That color doesn't effectively bring out the blue in your eyes."

"I think a blush with a little more pink in it would complement your coloring better."

"Your eyes will look bigger with a deeper color for your contour."