

- Welcome everyone.
- Introduce yourself briefly & thank you for attending.
- Ask each to introduce herself and share something about herself.
- *Pg. 1 Beauty Book:* Mary Kay Ash founded our company in 1963 giving women an opportunity to achieve financial success while balancing their lives with their values and priorities. Mary Kay founded our business on the Golden Rule and still operates that way today. Mary Kay is financially strong & in business for over 50 years.

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- Mary Kay is represented in over 35 countries but with few exceptions, our products are made in the USA. Our research & manufacturing plant is state of the art, a **zero landfill site** as we are “**Pink Doing Green.**” Therefore, Mary Kay is **building a 100 Million Dollar research & manufacturing facility** just outside of Dallas, TX to support our future as we have grown to a **Top 5 Beauty Brand Worldwide.**

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- *Page 2 & 3 Beauty Book—*We are a company with a heart! Pink Changing Lives! Our Mary Kay Foundation gives back to two causes that were near and dear to Mary Kay Ash’s heart:
 1. **Funding Research Grants to find cures for cancers affecting women**
 2. **Putting an end to domestic violence** by partnering with organizations that offer domestic violence education, emergency relief and support for those abused. Mary Kay also sponsors a teen dating hotline where young people can text for help.

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- So when you wash your face with Mary Kay, you are supporting a company with a purpose & a woman owned small business which supports the economy in our community.

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- Mary Kay Cosmetics has fabulous color products as well as fragrance & body care. However, we are **known for** our fabulous **skin care**. How old you are is your business and how old you look is mine! At Mary Kay, we offer **skin care by the decade** since what your skin needs at 50 is different than what it needs in your 20ies & 30ies. I want to help you find a skin care program that you love so much that you will want to **#glowandtell** after you have used it for 21 days!

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- Ask “**Do you have products in your bathroom cabinets that you are not using?**”
- The **average woman has approximately \$300 of products that she is not using**. It was very important to Mary Kay, the lady, that any products just sitting around in your bathroom not be Mary Kay Products.
- That is why we have a **100% Satisfaction Guarantee**. If you are not happy with your Mary Kay products, you can exchange them or have your money refunded.

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- Mary Kay wants you to have products that you are enjoying, love and know how to use. This is why we **tweak in two weeks!** I promise that I will not follow you around but I will **keep you in my hip pocket for the your first two weeks...touching base with you in a few days** to see how all of your products are working for you initially and if we need to make immediate changes we can. Then I'll **see you again in two weeks for your Follow-up Experience** to check your progress.
- So at the end of our time together today, we will schedule a time for your **follow-up**.

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- AND GUESS WHAT ELSE WE GET TO DO AT YOUR **FOLLOW-UP? It's call a COLOR EXPERIENCE** (say very excitedly)!
- I want you to look around the table, do you notice that you all have different hair color, eye colors, face and lip shapes? So why would you think that we should all put our makeup on the same way?

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Point out the bottom right section of the profile card.

- Would you be **curious to know which eye colors would make your eyes pop?**
- Would you like to know the best **eye color application** for your **eye shape** and the **proper placement** of your **cheek color?** These are among the things I will be working with you on at your follow-up Experience.
- I will work with each **one individually at the end today to answer any questions & to make notes on your specific facial features.** Your follow-up Color Experience look will be designed with your particular facial features in mind.

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- I am going to **encourage you and offer you a huge incentive to think of 3-5 of your friends, family, neighbors, co-workers that you know will give you honest feedback to join you for your Color Experience.** So be thinking about who those special 3-5 will be for you.
- I will take your friends/family through skin care techniques like you will experience today, but the big reason I want you to invite them is to **provide you with honest feedback.**
- Your new look may be a complete change of colors and application for you. **I don't want just the two of us present for the reveal.**

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- You may be **unsure of the change as it may be very different** from your ordinary look. Having those couple of friends with us is certainly **valuable enough for me to offer you something special** just to get their feedback.
- While it might be fun to get back together and do your follow-up Color Experience together, unless you want to spend the night with me, I can only do one advanced color look at a time.

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- Today we are going to **learn about skin care** and work on a **perfect foundation match** for you. (Note: If put your face to bed PJ party, you can do Foundation Match at the Color Experience.)
- As we will be **focusing on colors and application at your Color Experience**, today you may
 1. Leave on your eye color and mascara and we will just add some cheeks and lips at the end or
 2. I will give you a basic look to apply.
- Our main focus today is to create a flawless canvas and make your skin feel fabulous and look radiant.

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- Just one more thing before we get started, part of my job is to **teach others about our incredible products** and the other part of my job is to **find others to teach about our products**. You or someone you know may be **looking for something extra—money, friends, tax breaks, or a fun business or all of the above**. I would love to invite you to join in a **Webinar** to learn more either for yourself or I would love you to have the information so you could be a talent. There is a special incentive of one item at 1/2 price just for listening.

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At Mary Kay we want to help you have good healthy skin by we introducing you to the skin care program that is most appropriate for your age range as well as provide solutions for things you would like to change about your skin.

There are many skin care regimens but we are going to target the one that is best for you!

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- *Page 4 Beauty Book* Tell me what happens when you go on a **camping trip** and leave your **electric toothbrush at home**? What do you brush your teeth with? Maybe your fingers?
- Well your fingers work the same way with your face, a **Cleansing Brush is 85% more efficient** in removing your makeup. A brush also **increases exfoliation, enhancing the absorption & effectiveness of your next skin care step**.
- You just **wet the brush and apply your cleanser directly on the brush**. (If available pass around just a brush head for them to feel.)

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Page 7 Beauty Book I want you to have a good understanding of the **necessary 5 skin care steps for good healthy skin**. Regardless of what brand of products you may be using, you will want to **make certain that your skin care regimen includes these 5 steps**. They are listed among the 11 benefits of our TW Miracle Set. Underline them:

1. **Cleanse**—You always want to cleanse your face to remove makeup and impurities before going to bed. Your skin does its repairing at night and **old makeup is NOT a good tool**. It has been said that you actually **age 13 days** for every night you sleep with your make-up on. 16

2. **Exfoliate**—Every **28 days new young skin cells grow** upward from the base of the pore and when **exposed to the air** at the skin's surface, **they die** and just simply **sit there clogging your pores**. Therefore, it is necessary to use something that is going to exfoliate away those dead skin cells that dull the skin.
3. **Freshen to tone the skin and refine the pores. Protect against germs** and bacteria from hands and phone.
4. **Moisturize or hydrate** for soft, smooth skin. Remember that your **skin does its repairing while you sleep**. Moisturizer is an **essential tool** in the **repairing process**. 17

5. **Protect** the skin from sun and environmental damage. Examples: If you cut open an **apple** leaving it on the table, what happens to it? Of course, it **turns brown**. And if you put **lemon juice, which is an antioxidant**, on the apple, it is **preserved**. If you can imagine **two barns in a field**. One is **painted and waterproofed and the other left natural**. Which one of those barns do you think will **mature more quickly**? Of course the **unpreserved one**! The **same free radicals in the environment whether inside or out that cause the apple to turn brown and the unprotected barn to age, will also age your skin, if not protected**. 18

Now we are going to look at the different options:

Page 9 Beauty Book **Botanical Effects**—This set provides good **healthy skin** care with **no anti-aging** benefits. Serves our pre-teens & young adults ages **16-24** who **don't yet need anti-aging** benefits and who **have no** issues with **acne**. It provides for the **1st four** of those things we just covered for healthy skin. The **5th would come from a sunscreen, Day Solution or Foundation Primer**. Botanical Effects comes in 3 formulas: Dry, Normal and Oily. *(Note: Only gets a brief mention if no one present falls into this group.)*

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Optional Clear Proof Deep Cleansing Charcoal Mask or Multi-Masking with the TimeWise Moisture Renewing Gel Mask

- **Clear Proof Deep-Cleansing Charcoal Mask** can absorb up to double its weight in pore-clogging impurities. While the skin has a natural exfoliating process sometimes oil, bacteria and impurities get trapped inside pores making them look larger. Activated charcoal acts like a magnet to unclog pores while instantly absorbing excess oil and reducing shine. This can be used by all skin types.
- **Moisture Renewing Gel Mask** gives your skin hydration. Sometimes your skin is well moisturized but feels and looks dry on the surface with lines being deeper because your skin lacks hydration. You can use this mask in the dry areas while using the charcoal mask in the more oily areas. (Multi-Masking) You can also sleep in the Moisture Renewing Gel Mask.

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Our next two sets are both **patented** for their **anti-aging benefits** and both **bear the Good Housekeeping Seal of Approval**. Does anyone know the significance of the seal? Good Housekeeping has **independent labs**. Any product bearing the Good Housekeeping Seal has **undergone rigorous testing** by Good Housekeeping to determine if they can **match the claims** being made by the company's manufacturer. If so, they will award the seal. That product is then **backed with a satisfaction money back guarantee for 2 years by Good Housekeeping**.

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Page 7 Beauty Book **TimeWise Miracle Set** delivers **11 age-defying benefits** including the 5 we underlined earlier with just 4 products. It carries the **TimeWise Patent** and the **Good Housekeeping Seal**. This set **is for women 24-49 with early to moderate signs of aging**. The set is easy and quick to use and comes in two formulas Normal/Dry and Combination/Oily. It includes a **3-in-1 Cleanser** which cleanses, exfoliates & freshens, a **Day Solution** to protect, a **Night Solution** which is a **Power Tool** for your skin to do its repairing at night and a **Moisturizer**. *(Brief mention if no one using.)*

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Page 18 & 19 Beauty Book **Ultimate Miracle Set** adds **two amazing products** for **enhanced benefits** to the TimeWise Miracle Set!

- **Microdermabrasion** helps your skin look younger beginning with the first use by **fighting lines and refining pores**. Most receive **instant gratification** as 60% of the women in the clinical studies saw a difference after using it just once and 80% saw a difference by the end of the first week. You will want to use **Step One in the shower** as your face must be **very wet**. **Massage it gently for 1-2 minutes** in a **circular motion avoiding the delicate**

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tissue around the eyes and lips. **Step One Refine** contains the very **same crystals** that are used in a **Dermatologist Office**. **Step Two Pore Minimizer** is unique to Mary Kay as it **smoothes, soothes and softens** the skin after the refining process and **reduces the appearance of pores**. You would apply this step after you have dried your face before your Day or Night Solution.

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Use **Pore Minimizer Step 2 AM & PM daily**. Use **Refine Step 1 only 2-3 times each week** just before Pore Minimizer. I caution you that using Microdermabrasion for immediate gratification **without using the Basic Steps is like going to the dentist every six months but not brushing your teeth in between.** *(Suggest letting them try Microdermabrasion on just one side of their face so they can see the difference in the two sides. Usually see a lift from around the circumference of the face between the chin and the ear and sometimes around the eye.)*

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- **Firming Eye Cream**—It is important to note
 1. There is very **delicate tissue** around the eye loosely attached so fluid will settle under the eye while sleeping
 2. There are **no oil glands around the eye (& throat)**
 3. There is **less fatty tissue around the eye than the rest of your face or body.**
 4. The eye muscle is the **most exercised muscle** of the body blinking 24,000 times daily so it gets lots of wear and tear.

The Firming Eye Cream is designed to reduce the lines around your eyes and add firmness around the eye area.

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Page 5 Beauty Book **TimeWise Repair Volu-Firm Set** for women **50+ or who have premature advanced signs of aging.** This set has both the **Patented TimeWise Complex** as well as the **Patented Volu-Firm Complex.** This set **holds the key to recapturing your youth.** *(Show Before & After Photos as well as a Price Comparison.)* We will use this set on just **ONE SIDE of your face.** We want to see if we can see the immediate lift that most see around the circumference of the face from chin to ear and sometimes around the eyes. *(Stand back from the mirror and observe the two sides before continuing to 2nd side.)*

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- Apply the **Cleanser** with **wet hands**. **Pearl size dot** would do both sides. More water, the more **suds**.
- **Lifting Serum**—1 pump per side to use on **face & throat**.
- **Volu-Firm Day SPF 30 & Night Cream** containers have a **pump-up system** so you will get the benefit of every drop. (Sample Day Cream on Face & Night on top of hand.) **Night Treatment with Retinol is a power tool for repairing skin at night.** *(1 full pump does both sides & throat.)*

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- **Volu-Firm Eye Renewal Cream** targets **deep lines, wrinkles, sagging skin, under-eye bags, puffiness** and **dark circles**. It also targets **dry skin** and **crepiness** in the eye area. Use **under the eye** as well as **on the eye lids and brow**. It also features a unique **massaging applicator tip** that is made of the same metal as an **Enswell--"End-Swell"** that is used in the boxing ring to reduce the swelling of eye injuries. Apply any eye cream inside the socket but **not close to the bottom lashes** as it could seep into the eye. It will go where it needs to go.

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Optional Page 14 Beauty Book:

Enhanced **TimeWise Repair Additions**

- **TWR Deep Wrinkle Filler**—Immediately **fills in Deep Wrinkles** & helps to improve their appearance over time—Between the **brow creases, crow's feet, smile lines, vertical lip lines, marionette lines**. *(Demo on the line of 1 thumb.)*
- **TWR Revealing Radiance Facial Peel**—**Glycolic Acid** removes dead skin cells from the skin's **top layer and the remaining under surface layers to reveal more radiant skin**.

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Page 16: Did you know that **9 out of 10 women struggle to find their perfect foundation match?** At Mary Kay, we work to help you find your **best shade** based on your **skin's undertone & surface skin tone**. We also **educate** you on all foundation types & formulas so you can **achieve the PERFECT FINISH!**

Let's first consider the **Foundation Prep** and some **application tools**:

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Foundation Primer with SPF 15—This product not only **provides SPF sun protection** but works on your face **like spackle on a wall filling in & reducing the appearance of pores, fine lines & wrinkles**. Applied **just before Concealer or Foundation**, it is a **lightweight gel that diffuses light**. It is **oil-free** & contains an ingredient that **absorbs excess oil** as an added bonus. It is for all skin types, including sensitive skin.

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Undereye Corrector—For anyone with **dark under eye circles**, you will love this corrector. It is peach which is opposite from purple on the color wheel and will cover up darkness. **Apply concealer or foundation on top of the Corrector by patting lightly**.

Perfecting Concealer—Can be applied on **top of Foundation on small spots and/or** brushed on with a **Mineral Powder brush under Foundation for larger areas of discoloration**.

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Liquid Foundation Brush—Liquid Foundation Brush allows you to build desired coverage, even around the curves of your face.

Synthetic bristles hold the perfect amount of liquid foundation, ranging from light to creamy formulas. They allow for a smooth precise application & won't absorb product. Brush shape blends foundation in hard-to-reach areas of the face. A brush is more hygienic than your fingertips. As it is synthetic, it can be **washed with your handsoap** at the **end of each application and will dry quickly**. Apply foundation to the **pad by the thumb on the top of your hand and put a little at a time on the brush working from the middle of the face out and downward with quick strokes**.

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CC Cream with SPF 15—CC Cream is an **easy out-the-door option** without that “made-up” look. Use Mary Kay® CC Cream when you only need lightweight coverage to create a natural day look for running errands or casual events.

- **UVA/UVB broad spectrum protection**
- **Provides lightweight coverage**
- **Oil-free moisturization for up to 10 hours**
- For all skin types
- Natural finish
- Suitable for sensitive skin

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Endless Performance Cream-to-Powder Foundation—Stays true and **appears fresh for 12 hours**. Your key to a **long-lasting, flawless finish**. For all skin types but **best for Normal/Combination Skin**

- **Controls shine and excess oil**
- **Heat- and humidity-resistant**
- Glides on as a lightweight cream to hide imperfections
- 2-in-1 formula evens out skin tone with the easy application of a cream and the matte finish of a powder
- **Transfer-resistant—Won't rub off or streak.**
- **Minimizes the appearance of pores**

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Mineral Powder Foundation—A weightless, **skin-perfecting** powder that **makes lines, wrinkles and other imperfections seem to disappear**. You get the coverage of a foundation with the comfort of a powder. For all skin types but not the best choice for dry skin

- **Buildable coverage** blends effortlessly and looks flawless when applied in a **circular pressing motion with the Mineral Powder Brush**
- **Long-wearing, transfer-resistant formula** won't fade away by mid-day
- **Controls shine** and imparts a natural matte finish.
- Suitable for sensitive skin

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TimeWise Matte-Wear Liquid Foundation--Best for Combination to Oily Skin **Age-fighting** foundation **infused with vitamin E** and a **blend of peptides**, the result is **skin that instantly looks firmer, younger and healthier, visibly reducing the appearance of pores, fine lines, wrinkles and skin imperfections.**

- Special microspheres work all day to **absorb oil and control shine** without a heavy makeup look or feel
- Gives skin a **long-lasting, matte finish**
- **Color stays true** hour after hour
- **Transfer- and humidity-resistant**
- Suitable for sensitive skin

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TimeWise Luminous-Wear Foundation--Best for Normal to Dry Skin

- **Age-fighting** foundation **infused with vitamin E and a blend of peptides**, the result is **skin that instantly looks firmer, younger and healthier**
- **Visibly reduces the appearance of pores, fine lines, wrinkles and skin imperfections** for skin that looks luminous, radiant and **immediately brightened as skin texture appears visibly improved**
- Moisturizing complex enriched with **skin-loving jojoba delivers lasting comfort and hydration leaving skin feeling moisturized all day**
- Gives skin a **long-lasting** luminous finish
- **Color stays true** hour after hour & **transfer- and humidity-resistant**

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We are going to **play a game** while I am matching foundations. I hope you have **already learned something new today** and have **had a good time**. The **greatest compliment** you could give me is to **refer me to your family, friends and circle of influence** who you believe would **enjoy a makeover** and a little **pampering!** Anyone with **skin qualifies** and you may even know someone who has a **ring around her face** that needs a perfect foundation match!

Play a Referral Game

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Demo **Translucent Powder**—Can be used on top of all foundations but Mineral Powder and optional with Crème-to-Powder

- Translucent, sheer & it's every woman's perfect shade
- One universal powder eliminates the need for shade matching
- Feels weightless, natural and velvety soft on skin
- Controls unwanted shine all day
- Provides a sheer, invisible finish on every skin tone to set foundation
- Formula contains light-scattering properties designed to help soften the appearance of imperfections for a skin-perfecting finish

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- I am going to **spend some time now with each of you individually** to answer questions and **& to make notes on your specific facial features** so I can compile your **perfect look** for your **Color Experience**.
- I have some **glamour look cards for you to play** with. I am going to put _____ in charge of the **Mascara because we don't double dip**. So when you get to that point, do let her know you are ready. If you left on your eye makeup, then you can **finish with your cheeks and lips**. If you **haven't reached your 20** (or whatever number you choose) **referrals** for a **half-price item**, you can finish that as well.

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- You have the **only skin you will ever have.**
You have a **choice to take the time to take care of it or allow time to take you.** Recap the Skin Care Sets. Explain the Set Sheet in the Beauty Book
- Do you remember in the beginning I said that I was going to offer you a **HUGE INCENTIVE to have those 3-5 friends** who you know will **give you honest feedback** to join you at your follow-up and Color Experience?

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So here it is: I **encourage you NOT to purchase any color products today as we really want to see what your Look reveals AND** as I am going to offer you **any or all of your Color/Glamour Products at half price at your follow-up appointment** if you take home **at least your Skin Care Set today** and have **3-5 adult friends who do not already have a consultant servicing them,** as we always respect other consultant's customers, to join you to give you their opinion & feedback of your new look.

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Individual Consultation: (Note: Set the place for the individual close with the hostess prior to the beginning of the class.) (Get below eye level or at least equal to eye level) (give up control.... can do this by lowering shoulder and tilting head, **looking in the RIGHT eye!** During class you are mostly above eye level...in control)

- Help her complete the questions on the profile card for her Color Look.

Ask the following questions and wait on her to answer.

- What did you enjoy most about today?
- What questions do you have?
- Tell me which set you would use if you had it on your shelf?
- Is that what you would like to take home today?

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If she says, "Yes" you say "Great". If she says "I can't do it all today."

You say "I understand & I want to help you have all you want. Tell me, what would your budget allow today and then I'll tell you how we can work on the rest of it." Don't say a word—wait on her to answer.)

Whatever she says, you say: **"That's a great choice! Are there any individual items that you may need prior to our follow-up appointment such as mascara, concealer or powder?"**

- Now, we need to **schedule your follow-up color experience** so we can tweak in two weeks & try your new look. Which 3-5 friends did you think of who would give you honest feedback and would enjoy some pampering? I would love to see you get your color and glamour products at half price! (Wait on her to answer.) (If necessary, remind her of those on her referrals sheet.)

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- If she says "Yes" (IT IS CRUCIAL THAT YOU GO AHEAD RIGHT NOW AND SET THE FOLLOW-UP DATE...) **Let's see today is ____ and I like to have you using the product around 7 to 10 days, so that would be the week of ____.** Would the first part of the week or the latter part of the week be best for you? ____ day or ____ day? ____ time or ____ time?" Let her know that you will be **touching base with her in 2 days** to see how her products are doing initially and you would like to get a list of those who will be joining her then so you can call them to ask them some questions about their skin so you can prepare. Determine the day you will call her and when and where the best time to reach her may be.

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- If she should say that she needs to check her calendar or with her friends, say **"I do understand but let's go ahead and schedule a tentative date that we think will work for us as I want you to have a convenient spot for you on my calendar. Then you just call me tomorrow if that ends up needing to be changed."** (This is called the tentative approach. It is far easier to change a date than it is to call them back and schedule a date!)
- If she says "No", let her know that you definitely want to have some other people around when she tries her look. **Invite her to come to your Success Training as a Model** so the other consultants can give feedback or have 1 time each month that you invite several who don't want to share to do makeovers together. Schedule her to come early before your next Success Training to do her follow-up and color look.

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- If you have observed some qualities that would make her a good consultant on your team say “Just one last thing, do you remember in the beginning that I said we were looking for new consultants to teach others about our products. I observed today that you (do your makeup well, have a great personality, or whatever makes you feel that she could be a great consultant) & I really do believe that you would be successful in a MK business. In fact, I’m quite sure of it. This may or may not appeal to you but I think you owe it to yourself to at least get the information. Is there any reason why we couldn’t get together over coffee and let me give you some information? (Alternatives: Is there any reason why you couldn’t jump on a 30-40 minute Webinar on Wednesday morning or evening and learn about the business opportunity? You would get to choose 1 item of your choice at half-price just for listening as you could be a talent scout if this didn’t appeal to you. (Put the Webinar Info in her hand.) Thank you for coming! I enjoyed being with you today!