

Shake Up your Make Up AGENDA

- **Welcome everyone to our shakeup your makeup- we are so excited that we get to spend our Wednesday night with you!**
- *Let's kick off our event by letting us know who invited you - post in the comments section*
- **INTRODUCE MYSELF briefly - SO I'm not such a stranger to you!**

- **At Mary Kay we actually believe that women don't need makeup or skincare to be beautiful, we believe that women are beautiful no matter what...**instead we use our products to enhance a women's beauty and confidence - some people believe that products cover up a women's face, we believe it enhances her , makes her shine and grows her confidence.
- **We know that you have options when you choose products and we're grateful** that you're
 - a) already loyal supporter of our brand & your Mary Kay GIRL or
 - b) that you're here today because you're open to learning more about what we have to offer.

- **We want you have a lot of fun tonight so we will be raffling off several super cute canvas makeup bags so make sure you comment lots and interact via our chat!** Your comments enter you into our raffle drawing! Your questions **ALSO** enter into our raffle! So post your questions throughout!
- We also want to educate you about **how to use products you love**, *how to cut out products that you aren't using* and how to replace products that don't make sense for you or are expired!

- Alright so grab your piece of paper - We're going to make this interactive
 - **Draw 4 boxes on your piece of paper just like this and divide into 4 categories: LOVE IT, LIKE it, Want to replace it, and don't even use it!**

At the end you'll snap a picture and send it to your beauty consultant for a free gift!

- **Today is the first of 2 appointments for you,** so I want you to be thinking of when in the next day you can do a quick **15 minute debrief** with your consultant over the phone or facetime to go over your sheet!

- **GO OVER when to clean out your Makeup sheet**

SHARE SCREEN

- **I am going to show you whats in my makeup bag for an Everyday look**, but then at the end I'll show you a sheet that gives you more details and shows sets of what I use for professional outings and more of a Date night look.
- We all have different lifestyles and what may work for me as a mom who owns a skincare & makeup business may not work for you!

LETS GET STARTED

- First I want you to pull out everything in your makeup bag and lay in on one of the boxes -
- **what in your bag do you LOVE?** These are the items you cannot LIVE without! COMMENT on our chat a couple of items in that box!
- **what in your bag do you just LIKE? these are the items you use because you have them but you're not even sure you like the color anymore or not sure it works for you!** comment on our chat a couple of items there.

- **What are the items that you're like OH MY i need to replace this!**
Add it to that pile! These are the items that are expired or so old you're not even sure how long you've had them! These are also the items that are the wrong fit, wrong shade, wrong tone, wrong all of it. **haha don't worry we've all been there!** comment longest product you've had - don't be shy this is a no judge zone!
- **What in your bag is never used? These are the items you got as a gift or free sample or purchased and now have no purpose!** Comment on whats in your buh bye pile

- (Show EVERYDAY color bag) - **if there is anything that you see that you like comment in our chat! We'll help you build your makeup bag at the end!**
- **My bag: CC Cream, Undereye Corrector, Concealer, liquid eye shadow, Bronzing Powder, Cheek Color, Finishing powder, Brow tint, mascara, lipstick!**

*** DO MY MAKEUP***

- **CC Cream** - color correcting, easy application, light coverage
(get feedback)
- **undereye corrector** - one color, peach tone covers blues and purples
under the eye
(get feedback)
- **concealer** - creamy formula that doesn't get into fine lines and wrinkles
(get feedback)
- **bronzing powder** - highlights and contours in ONE!
(get feedback)
- **cheek color** - chroma fusion is color for life - highly pigmented and adds
freshness to the face
(get feedback)

- **liquid eye shadow** - shimmer but not glitter - light beam is neutral and good for all skin tones! feels polished but not over done!

(get feedback)

- **brow tint** - adds volume and deposits color to fill the brow!

(get feedback)

- **translucent powder** - finishes off, wards off shine and keeps you looking fresh ALL DAY LONG

(get feedback)

- **ultimate mascara** - water resistant, smudge proof and instant glam

(get feedback)

- **matte lipstick** - gel technology, doesn't dry out lips and long lasting color.

(get feedback)

- OK now that I've showed you mine let's see yours!!! **SNAP a picture and send it to your beauty consultant!**
- **Tell you about a shakeup makeup special we have to help you refill your bag!**

SHOW SPECIALS

- **ALSO we want to help you earn some of those things you fell in love with for FREE!** How about sharing your little follow up sesh with your friends? Easy peasy and you can earn free product! If you're interested in having girlfriends join you comment FREE! in our chat!
- Alright last chance to win a super cute makeup bag!!!
- **If you had so much fun today and thought to yourself, I can totally learn to do this...Let me just quickly share**
- **That Mary Kay has been shaking up the skincare and makeup scene for 56 years.** In fact **our Founder Mary Kay Ash was the original Shake it up woman!** She totally disrupted the norms of the time and in

1963 started a company for women, by women...and because of that culture of innovation **Mary Kay continues to shake things up...**

becoming one of the first skincare companies to shift and answer the call to donate hand sanitizer for our current crises.

- **Creating all new completely digital platforms and pivoting in ways that I know will keep us relevant for the next 56 years and beyond...**

we'd love to help you get started with our \$30 e-start kit and get you going with a plan and your 50% discount! Curious? If you were to give this a try what would interest you the most? What needs the most shaking up in your life right now?

- **Cash** - extra income NOW ; a plan B or side hustle for now for-ever.
- **Community** - a tribe of fun women; a positive environment; & tons of support!
- **Culture** - love MK values of faith family career, go give, spread joy to others, you want to serve others
- Drop a comment in the chat....

- **RAFFLE MAKEUP BAGS and invite them to the MK KORS RAFFLE**

Paige who is running our raffles is going to reach out directly to grab your name, phone number and address so that we can get your gift to you!

- **YOUR MK CONSULTANT IS GOING TO REACH OUT NOW TO FOLLOW UP! :)**

THANK YOU FOR JOINING!

END