

INITIAL SCRIPT...

Hey, _____!

I'm working on a Mary Kay project and wondered if you'd be willing to participate?

I'm hosting a skin care trial, and I'm initially looking for 30 ladies to participate. It's a 5-Day trial...you use the products I send exclusively for 5 days.

At the end, you fill out a questionnaire. If you love any or all of the products, you can purchase full-size products at a 15% discount as a thank you. No obligation to purchase! If not, you fill out the questionnaire and go back to your other products.

Would you consider being one of the trial participants?

SECOND CHANCE SCRIPT TO SEND TO CLIENT AFTER FIRST CONTACT WAS A NO

Hey, _____!

Checking in one last time. I'm just a few short of hitting my 30, and I wondered if you'd consider the 5-day Mary Kay Skin Care Trial? OR [I'm sending out my next batch of trials, and I wondered if you'd like to get in on it] It's all FREE and kind of like a little home spa experience. Let me know if I can include you!

SCRIPT TO SEND AFTER A YES RESPONSE.

I'm so excited! Let's see which of our 3 trial sets is best for you!

(Either send her the skin analyzer app link or send the following picture of the 3 skin care lines



SKIN ANALYSER APP
APPLE PHONE



SKIN ANALYSER APP
ANDROID PHONE



MESSAGE TO SEND DAY 0

Thank you for doing the MK Skin Care Trail with me! I can't wait to start tomorrow and get your opinion! Here are the details:

- Use products exclusively for 5 days as instructed and text or call with any questions.
- The products are very concentrated...a little goes a long way! You can probably get 2 uses out of each sample...am/pm. PRO TIP: use a straight pin or safety pin (that's alcohol swabbed so it's sterile) to stick in the samples to squeeze it out instead of tearing sample open.

I am so excited! Your trial has been ordered! Please text me as soon as you get it and I can get you registered and we can set your start date (trial goes from Monday - Friday),

Do you have a friend or 2 that might want to join you in the trial?

TWR INSTRUCTIONS TO SEND

AM STEPS:

1. Cleanse with Cleanser then rinse with water.
2. Apply Lifting Serum
3. Apply Day Cream.
4. Use the eye cream under eyes in the A.M. (Be sure to use your ring finger and lightly tap)

PM STEPS:

1. Cleanse with Cleanser then rinse with water.
2. Apply Lifting Serum
3. Apply Night Cream.
4. Use the eye cream under eyes and on brow bone. (Be sure to use your ring finger and lightly tap)

Save the Facial Peel sample to use after cleansing on Day 2 (AM or PM)



Day 2

REVEALING RADIANCE FACIAL PEEL

You're going to love this one! Use in morning or evening. Cleanse first and pat dry. Lightly apply product, avoiding the area around the eyes. No need to work it in--it sets up on top of the skin. Leave on 10-20 min. You may feel it tingle as it starts to work. Rinse thoroughly. You may wish to use a warm, wet facial cloth. Follow with your lifting serum, day or night cream, and eye cream.

What does this do?
Exfoliation is an important step in a good skin care routine to remove dead skin cells, improving skin texture and appearance. This "peel" uses glycolic acid to gently break apart the bonds of dead skin cells so you can rinse them away!

Exfoliation Magic!

TIMEWISE MIRACLE INSTRUCTIONS TO SEND

AM STEPS:

1. Lather Cleanser on damp skin then rinse with water.
2. Apply Antioxidant Moisturizer
3. Apply Daytime Defender Cream.
4. Use the eye cream under eyes in the A.M. (Be sure to use your ring finger and lightly tap)

PM STEPS:

1. Lather Cleanser on damp skin then rinse with water.
 2. Apply Antioxidant Moisturizer
 3. Apply Nighttime Restorer Cream.
 4. Use the eye cream under eyes and on brow bone. (Be sure to use your ring finger and lightly tap)
- On Day 2 after cleansing (AM or PM) use microdermabrasion. Use the Refine and mix with LOTS of water and massage face for 2 min. Rinse. Apply Pore Minimizer and follow with moisturizer and Daytime Defender or Nighttime Recovery depending on if done in morning or evening.

MARY KAY SKIN CARE SET REGIMEN INSTRUCTIONS TO SEND

AM STEPS:

1. Cleanse with Cleanser then rinse with water.
2. Apply Exfoliating Scrub (use every other day 2-3 times a week am or pm...Use on day 1 and 3)
3. Normally we would do Toner at this point but we don't have a way to do sample of it.
4. Apply Moisturizer.

PM STEPS:

1. Cleanse with Cleanser then rinse with water.
2. Apply Moisturizer

Save the Charcoal Mask to use after cleansing on Day 2 and Day 5.

BE SURE NOT TO USE MASK ON SAME DAY AS EXFOLIATING SCRUB...LEAVE A DAY OR TWO IN BETWEEN.

SCRIPT TO SEND DAY 1 - TIMEWISE MIRACLE REGIMEN CLIENT

Hey _____

Just a reminder tomorrow is Day 2...Microdermabrasion day! AM or PM is fabulous.

After cleansing, take refine step1 and mix with water and massage face for 2 minutes. Rinse. Apply Pore Minimizer and other miracle set steps like normal

SCRIPT TO SEND DAY 1 - TIMEWISE REPAIR CLIENT

Hey _____

Just a reminder tomorrow is Day 2...Revealing Radiance Facial Peel day! AM or PM is fabulous.

After cleansing and lightly patting skin dry, lightly apply the facial peel avoiding the area around the eyes. No need to work it in - it sets up on top of the skin. Leave on 10-20 min. You may feel it tingle as it starts to work. Rinse thoroughly. Follow-up with lifting serum, day or night cream and eye cream.

SCRIPT TO SEND DAY 4 – MARY KAY SKIN CARE CLIENT

Hey _____

Just a reminder tomorrow is Charcoal Mask day! AM or PM is fabulous.

After cleansing and lightly patting skin dry, apply a thin layer of the Charcoal Mask to your face, leaving out your eyes and lip area. Allow to set for 20 minutes and then rinse off.

Normally, you'd do toner next, but we don't have a sample of that step...Follow with moisturizer.

SCRIPT TO SEND DAY 6 TO ALL CLIENTS – AT THE END OF TRIAL

Thank you for participating in our Mary Kay 5-day Skin Care Trial study.

Please complete the quick questionnaire to let me know your opinion of the products that you used.



**SCAN for
SURVEY**

SCRIPT FOR A REFERRAL FROM A CURRENT CLIENT

Hey sweet lady, this is _____

I have a question for you! I've been asked by MK Corporate to participate in an ongoing skin care trial!

You won't qualify because you are a skin care client, BUT, who is in your inner circle that is responsible and a woman of her word that might participate?

For each referral that participates, you get \$10 off your next order. She also gets a discount for helping me and it's FREE to participate.

Who do you know?

SCRIPT FOR A REFERRAL FROM A FORMER CUSTOMER

Hey sweet lady, this is _____ with Mary Kay! How are you?

I know you participated in a Facebook party that we did back in the _____ with _____ (I have no idea about your exposure to Mary Kay outside of that) but, I'm working on a little project for our corporate headquarters and wondered if you'd be interested in participating?

I'm doing a skin care trial, and I need 30 ladies this month to participate! It's a 5-day trial...you use the products i send exclusively for 5 days. At the end, you fill out a questionnaire! If you love any or all of it you can purchase full size products at 15% off as their way of saying thanks, in addition you keep the items from the trial...if not you can fill out the questionnaire and go back to your other products.

Would you be willing to take the 5-day trial?

SCRIPT FOR A REFERRAL FROM A FORMER CONSULTANT

Hey sweet lady, this is _____ with Mary Kay! How are you?

I know you participated in a Facebook party that we did back in the _____ with _____ (I have no idea about your exposure to Mary Kay outside of that) but, I'm working on a little project for our corporate headquarters and wondered if you'd be interested in participating?

I'm doing a skin care trial, and I need 30 ladies this month to participate! It's a 5-day trial...you use the products i send exclusively for 5 days. At the end, you fill out a questionnaire! If you

love any or all of it you can purchase full size products at 15% off as their way of saying thanks, in addition you keep the items from the trial...if not you can fill out the questionnaire and go back to your other products.

Would you be willing to take the 5-day trial?

SCRIPT FOR A REFERRAL FROM A CURRENT CLIENT

Hey sweet lady, this is _____ with Mary Kay! I am a friend of _____!

She recently helped me with a project that I am doing with my company!

I'm an Independent Beauty Consultant with Mary Kay and I'm currently working on a skin care field trial with our company!

She suggested that you are a woman of your word and someone that can be counted on and that you might consider being a trial participant!

I initially need 30 ladies to participate. It's a 5-day trial...you use the skin care products i send exclusively for 5 days! At the end you fill our a questionnaire! If you love any or all of the products you can purchase full size products at 15% off as their way of thank ing you, plus you keep the product left from the trial...if not, you fill out the questionnaire and go back to your products you were using!

Would you be willing to be one of my trial participants? I know you're super busy so if I don't hear back from you, I'll try you again in a few days.