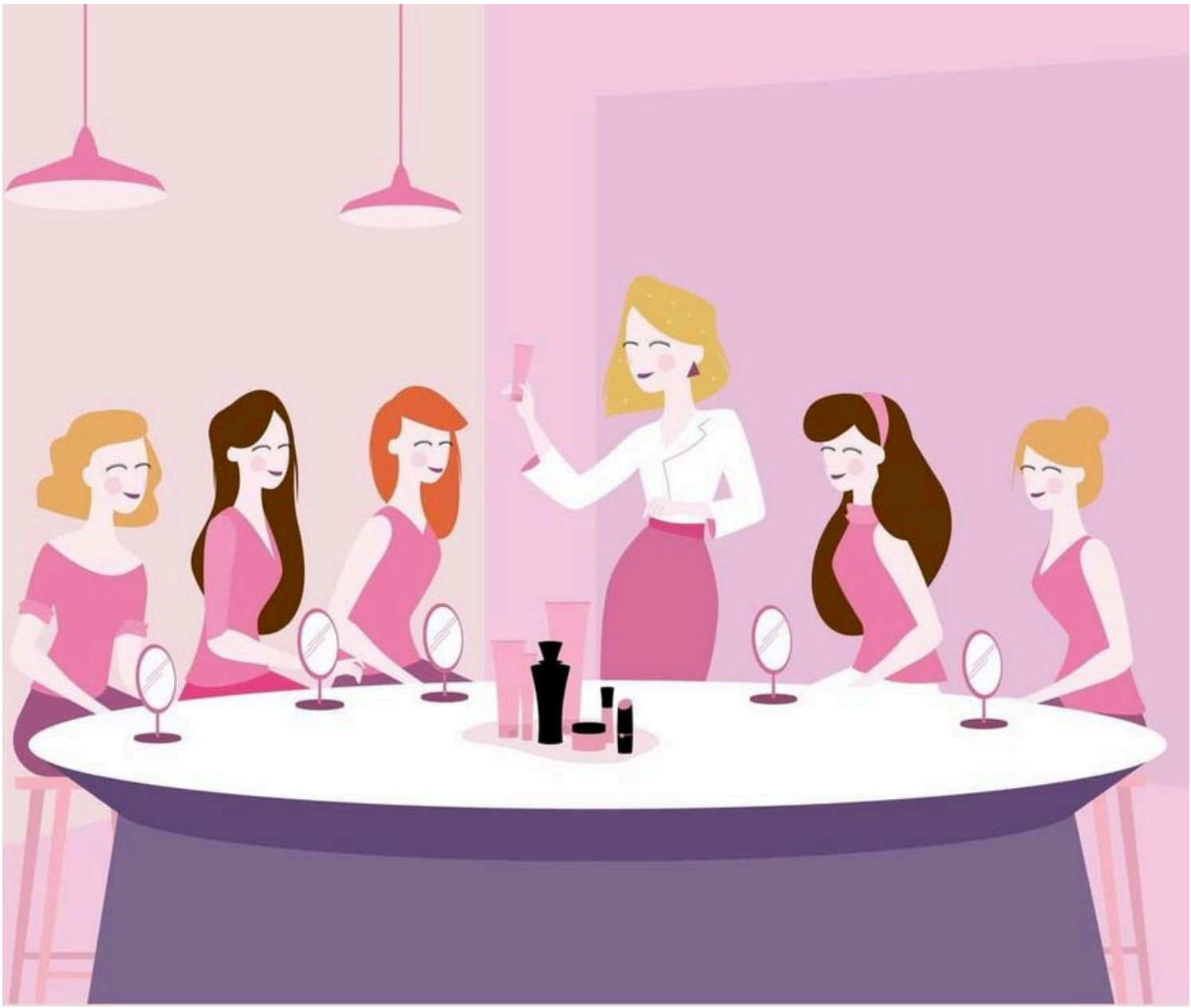
skincare class playbook

working full circle



the purpose

This playbook is a step-by-step, hands-on guide designed to help you work your Mary Kay appointments full circle: demonstrate the products, close the sale, share the Mary Kay business opportunity, and book the follow-up appointment.

This is a real-time reference to use when you see faces and it is also a tool that will allow you to practice the necessary skills to be a successful Mary Kay beauty consultant. Over time, as you use this guide, you will build your skills while gaining confidence and success in the process!

Please know that this is simply a guide and you are encouraged to add your own personality & flair to your appointments as you grow in your confidence & skills.

Most importantly...be authentically **YOU**, have fun & remember that one of our greatest assignments as Mary Kay beauty consultants is to make people feel important. As you head into your appointments, think of this quote from Mary Kay Ash, “People don’t care how much you know until they know how much you care.”

the goals

The following are the goals to work towards at each party:

- average $100 per face
- at least 1/3 of the guests buying skin care sets
- 2+ new parties booked
- 2+ interviews booked, hostess is one of them
- 1+ new team member

Offer value with our Concierge Beauty Service:

- A personal beauty consultant that gets to know you & what products will work best for your skin and the colors that look best on you!
- Access to in person &/or virtual beauty experiences ranging from Skincare 101, foundation matching, color analysis to fully customized dermocosmetic solutions!
- Access to your beauty consultant for personalized questions, recommendations and targeted solutions for you!
- Product education & updates on all the newest tips and trends in the beauty industry!
- VIP access to monthly special deals at 50% discounts!
- Discounts during your birthday month!
- Free product opportunities, samples & gifts with purchase!
- New Look book mailed to your home quarterly to showcase the hottest new products for the season - includes a sample for you!
- Thoughtful follow-up and check-ins to ensure you are having the best experience with your products plus quick & simple refills when needed!
- 100% satisfaction guarantee on all products so you can shop with confidence!

find your averages

Mary Kay is mathematical not magical. There is power in numbers. The more appointments you hold, the more success you will have. The Mary Kay basics are: book appointments, coach the hostess/guest(s), sell the products, and share the business opportunity...then do it again! Once you master these basics, you will be able to do anything you want with your business, so DREAM BIG!

Then, once you know your personal averages, you will be able to set and track goals knowing EXACTLY the numbers you need to hit your goals!

Mary Kay AVERAGES are...
1 out of 10 people book appointments
1 out of 5 people join your team when you share the business opportunity with them
Sell $100 per face when you complete a POWER START (55-60 faces in 30 days) = $5,500-$6,000

*If your personal business numbers do not align with the MK averages, then you and your sales director will dive in together to examine and strengthen each of these areas.

To find your averages, you need to do a POWER START which means you have a goal to put products on 55-60 faces in 30 days.

POWER START TRACKING

TOTAL SOLD	TOTAL SKINCARE SETS SOLD	TOTAL NEW RECRUITS	TOTAL REFERRALS

CIRCLE THE HOSTESSES

	NAME	$ SOLD	SCS SOLD	# REFERRALS	INTERVIEWED
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					

2 COMPLETED SHEETS IS A POWER START

how to get a booking

First things first.. where are you going to find your 55-60 faces? Who do you know? First, look at your FRANK list. Friends, relatives, associates, neighbors, kids (who do you know from your kids connections?) Other ways to to find someone to book are...

- referrals
- facial box / fish bowl
- vendor events
- warm chatting
- honoring working women
- leads in everyday life
- booking from bookings
- social media

It is easiest to book a one on one appointment first and then have them bring friends, which means you just turned an individual facial into a party!

Hi, _____, I'm so excited! I just started my own Mary Kay Business*! Part of my initial training is to get the opinion of our products from 60 women in my first 30 days. I have _____ or _____ available. Which would be better for you? GREAT! Also, since I need 60 practice faces do you think you could invite a few girlfriends to join you to help me reach my goal of 60 faces? I'll have a great gift for you as a thank you!!! I really appreciate you supporting the launch of my new business!

*if you aren't a new consultant insert your goal in place of starting a Mary Kay Business.

Use the following Customer Call Sheet to track your booking attempts.

CUSTOMER CALL SHEET

Track how many phone calls you make and how many appointments you book.



Fill in contact name.

Put a slash mark when you leave a message.

Put an "X" when you speak to someone.

Put a horizontal line when you send a text.

Fill in when you book an appointment!

Independent Beauty Consultant

Date

MARY KAY

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coaching & pre-profiling

You will want to be prepared for your appointment and have an idea of the needs for guest faces. Here are some questions to ask to have the best products prepared. If they answer these questions they are confirming they will be there! Best to do this as soon as you get their contact info. If this is a 1 on 1 appointment this is a great time to encourage her to add friends and turn it into a party where she gets hostess credit.

**You'll also want to confirm the appointment the day before

TEXT OR CALL EACH GUEST WITH THESE QUESTIONS

- What kind of skin do you have? Normal, Dry, Oily or Combination? (This is so you know which skincare to do and have in travel roll up bags to sell)

- If you could wave a magic wand in front of your face and change one thing about your skin, what would it be?

- What do you currently use for skincare?

- Have you ever tried Mary Kay before? If so, when & with who?

preparing for payment

Be prepared to take all forms of payment at your facials! These are forms I recommend having set up. You can choose which you want to accept!

- Stripe (set up on InTouch to accept customer orders on My Shop)***
- Square App to process credit cards (get referral link from recruiter or director)***
- Venmo
- Cash App
- Facebook Pay
- PayPal
- Separate Checking Account (this will help you stay organized and keep your Mary Kay money separate)

***Stripe & Square are necessary.**
The rest are optional, but highly encouraged so you can accomodate all payment preferences.

what's in your demo roll-up bag

MIRACLE SET



pouch 1
cleanser n/d + c/o
moisturizer n/d + c/o
nighttime recovery
daytime defender
eye cream

pouch 2
oil free eye make-up remover
micellar water
charcoal mask
satin lips set
microdermabrasion set

pouch 3
foundation primer
cc creams
mask applicators
liquid foundation brushes

pouch 4
ultimate mascara
5 lip gloss shades

what's in your starter kit bag

AVAILABLE ON MARY KAY INTOUCH

- disposable facial cloths
- mirrors
- clear tray inserts
- sales tickets
- profile cards
- look books
- pride points sheets



NOT AVAILABLE ON MARY KAY INTOUCH

- placemats
- product tray liners
- cotton rounds
- doe-foot applicators
- sponge-tip applicators
- mascara wands
- plastic bowls
- pens
- raffle tickets
- booking gifts
- referral gifts
- hostess gift (if applicable)
- closing sheets
- marketing sheets
- fabulous referral sheets
- hostess resources

what's in the filled roll-up bag

MIRACLE SET

Place a filled bag in front of each guest set-up with the appropriate skin care formula and cc cream for them per the pre-profiling.

Put their name on a tag and tie it to the handle or you can choose to tie different color ribbon to the handle to identify the formula. Pink for normal/dry and purple for combo/oily.

POCKET 1 add products to complete the Duchess Collection: 4-in-1 cleanser, antioxidant moisturizer, daytime defender & nighttime recovery

POCKET 2 add products to complete the Princess Collection: eye cream & microdermabrasion plus set

POCKET 3 add products to complete the Queen Collection: oil free eye makeup remover, micellar water, foundation primer, foundation brush and cc cream

POCKET 4: this is the pocket you will add any addition products purchased from the Spa Bar, etc.

facial set up



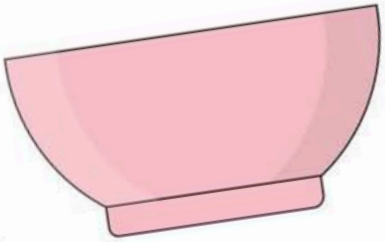
MIRACLE SET

At each seat, you'll want to have:

- filled travel roll-up bag
- pen
- beauty profile card
- mirror with clear tray insert
- product tray liner
- cotton round (2)
- mascara wand
- doe-foot applicator
- disposable facial cloth(s)
- bowl of warm water
- mask applicator
- liquid foundation brush







tray set up

timewise miracle set

Satin Lip Scrub

Satin Lip Balm

skincare set ->

4-in-1 Cleanser

Antioxidant Moisturizer

Daytime Defender

Nighttime Recovery

Foundation Primer

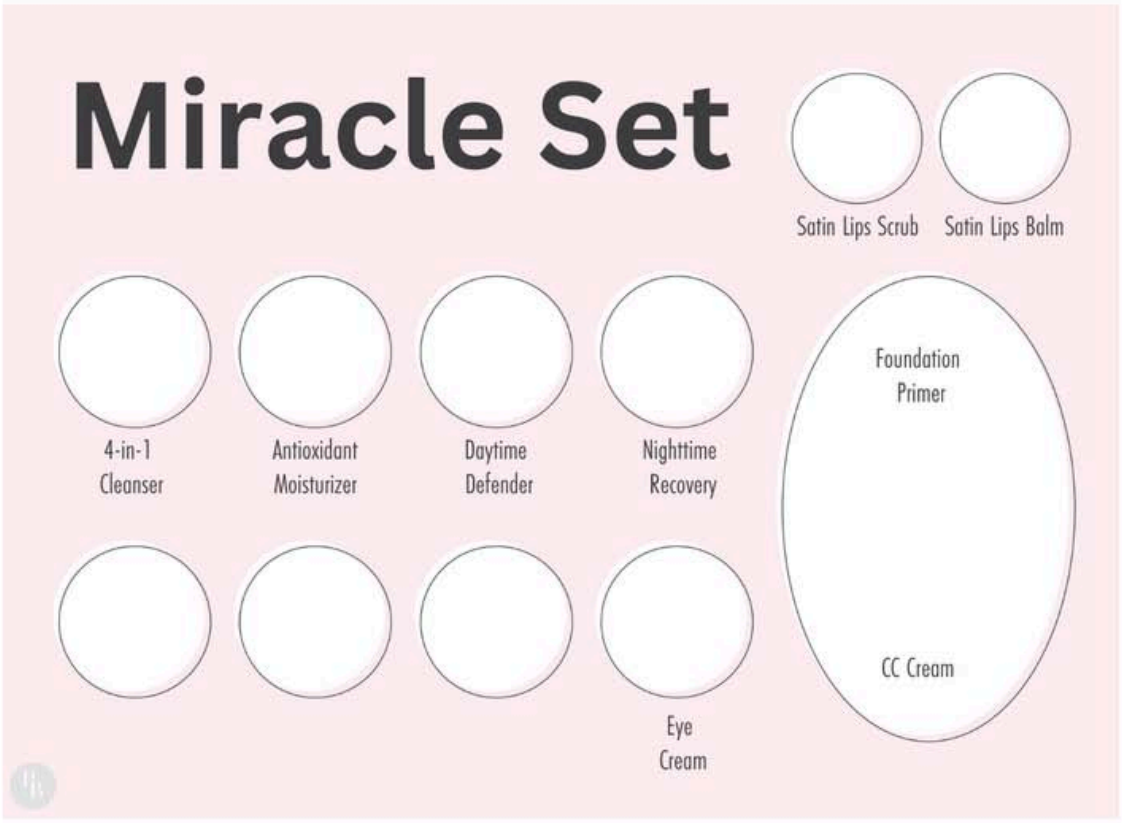
CC Cream

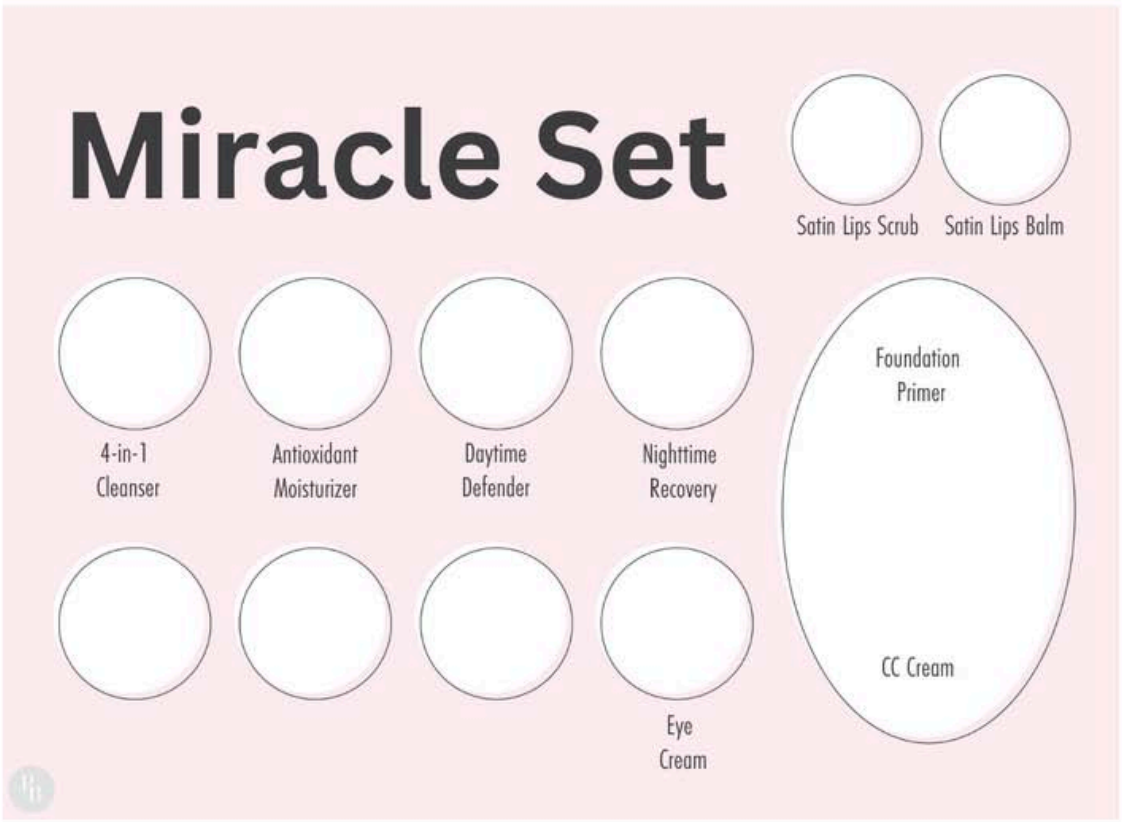
add ons —>

Eye Cream

<-- makeup circle

You can print these product tray liners to put inside of your mirrors underneath the clear tray inserts.





arrival + set up

Arrive to your party 30+ minutes before the starting time to get set up like the previous pages instructs so it runs smoothly and you are prepared, ready and confident to run a successful professional skincare class. Pre-fill the trays based on the pre-profiling questions so you are ready for your guests. Add a filled roll up bag at each place with their skincare set formula.

Set up a space away from the table where you can meet one on one with each guest to do an individual close at the end of the party. Have your datebook highlighted with available appointment times, sales tickets, Look books, a calculator & a pen in this space.

At the end of the table where you will be sitting, display the products in their demonstration order. This will be visual for the guests to see the products and help you stay on track and remind you of the order of application.



As guests start arriving, guide them toward the table & draw their attention to their customer profile card and have them start by filling out the personal information and skin care questions on the front side only for now.

get to know guests & affirm hostess

Once it's time to start the party, you will kick it off.
**note if this is a 1 to 1 or 2-3 guests it will be much more casual and personable. If there is space to sit down at the table with your guests, do it!

Introduce yourself, thank guest(s) for being there and thank the hostess (if there is one). This is where you can give the hostess a gift. (Show that the hostess gets spoiled) My hope is that you will have fun and learn how to take care of your skin.

Go around the room and ask their name & what they do when they aren't at a Mary Kay party. If there is a hostess, also ask them how they know the hostess and to share one word to describe what they love about her.

Lastly, ask guests where they normally go to buy their skin care, makeup, body care, etc. when they run out?

Then say, "The reason I ask where you normally go to buy cosmetics is because I know you have a million options to choose from. So why would you choose Mary Kay when you can go anywhere else?

So I'm going to share some PERKS with you that you get IF you choose Mary Kay!"

- ME as your beauty consultant
- Access to in-person and virtual beauty experiences
- On the spot delivery or customized shipping
- Product education and the latest on tips and beauty trends
- VIP access to my special deals
- Special deal during your birthday month
- Free product opportunities, samples and gifts with purchase
- A new Look Book with a free sample mailed to your quarterly
- Follow up and check-ins
- 100% satisfaction guarantee

flow & i-story

FLOW: (Share the flow for the time you have together) I'm going to share about me, Mary Kay the company that started nearly 63 years ago, and what makes Mary Kay & our products different. We will go through having you try some skin care and a quick dash out the door color look. I'll also share a little bit about the Mary Kay opportunity. We will go through the roll up bag in front of you. There are also some specials you will be offered for being here today. When we are done with the class I will meet with you each individually to go over your personal needs. (point to the location that you have set up to meet individually). When this is happening you are more than welcome to try a spa hand treatment (share where that is set up). I will have a small gift for everyone who books their check up facials (second appt).

I-STORY: Share why you said yes to Mary Kay, what you did prior to Mary Kay or what you currently do in addition to your Mary Kay business, 1 or 2 of the most unexpected things that came out of your Mary Kay starter kit and what you are excited about and working for in your Mary Kay business.

TIP: Mary Kay Ash always said there was a future beauty consultant at every table. Who do you think that might be?

our founder

A little bit about our rich 63 year history and founder Mary Kay Ash!

- Mary Kay Cosmetics was started by Mary Kay Ash on September 13th, 1963
- She started the company because she felt there was not an opportunity for women to be paid what they are worth around the priorities of God first, family second and career third
- She spent her career in direct sales and was retired and planning to write a book on what she'd do differently.....and right there on a legal pad of paper - she created the dream opportunity that became Mary Kay Cosmetics. The business plan and opportunity was chosen first - then cosmetics and skincare were chosen as the products because she knew women could relate to that and if you change a woman's confidence you can change generations!
- We are still a family Owned and Debt Free company - Mary Kay Ash's grandson Ryan Roger is our current CEO
- Mary Kay Ash started with 9 friends in Texas and now Mary Kay is in over 40 countries around the world
- Mary Kay started with a model that would help empower women to run their own businesses and teach women how to properly take care of their skin and ensure they could replicate it in their own bathrooms for consistent results!
- We are # 1 in direct sales for skincare and color in the world!

why choose Mary Kay

LASTLY...have you ever stopped to think where your profits go when you shop at (insert names of stores they mentioned above)? .... probably not! But I want you to know exactly where your dollars go IF you choose Mary Kay.

- You are supporting a real-life, woman-owned small business in your community...that's me! Right now you're helping me to (share your current goal here) and I am SO grateful!
- You're supporting thousands of American jobs (between manufacturing plant in Dallas, TX & our distribution centers)
- No animal testing
- MK follows the European Union (EU) banning nearly 1,700+ ingredients where the FDA in the US only bans 11!
- We make all our own products which is rare in the cosmetic industry
- We are a top 5 global manufacturer
- The R3 manufacturing plant is known for it's cutting edge manufacturing, innovation and massive product capacity (can produce up to 1 million products per day)
- You're supporting a company that is environmentally friendly – we just planted our 1 millionth tree from recycling our packaging & we have a 0% landfill policy at our manufacturing plant
- Supporting the Mary Kay Foundation that has donated over $100 million dollars to support research for cures for cancers affecting women & domestic violence shelters across the country.

So yes, there are a million options to choose from to buy your skin care, makeup, & body care...but when you choose Mary Kay, you get a concierge beauty experience and your dollars truly make a difference!

about skincare

Before we dive into the skin care today, I wanted to share with you the 5 important things that are recommended you do morning & night to have your best skin:

- Cleanse
- Exfoliate
- Tone
- Moisture balance
- Protect

Doing these steps to your face twice a day is very important!

Morning:
To remove sweat, oil, and bacteria that accumulate overnight, as well as remnants of evening skincare products. This routine cleanses pores, refreshes the skin, and creates a clean, "blank canvas" for applying daily products like sunscreen and serums. It also makes a difference when applying makeup.

Night:
To remove daily buildup of dirt, oil, makeup, and environmental pollutants, preventing clogged pores, acne breakouts, and premature aging. It allows skin to repair itself during sleep, facilitates better product absorption, and reduces inflammation, leading to healthier, brighter, and younger-looking skin.

products they try

OIL-FREE EYE MAKEUP REMOVER:

(apply to cotton round & have each guest use even if they have no eye-makeup on)

- Shake it to activate it
- Gently removes mascara, eyeliner, & anything waterproof
- Safe for sensitive eyes, even contact wearers
- Conditions & disinfects your lashes
- #1 eye makeup remover on the market for decades



MICELLAR WATER:

(apply to cotton round & have each guest use even if they have no makeup on)

- We always sweep before we mop, so let's do the same with our skin
- Micelles act like magnets to draw out oils and impurities
- This can be used as a quick cleanse (better than nothing) or the first step of a double cleanse
- Helps break down & remove makeup



TIMEWISE MIRACLE SET OVERVIEW:

- Goal: to prevent premature skin aging while improving radiance, skin texture & overall appearance
- Focuses on the ABCs of skin care: Antioxidants, Brightening & Collagen
- Defends free radicals from harming your skin & works overtime to protect your skin from environmental stressors like UV rays, blue light & pollution
- This is important because aging is caused from 80% environmental factors & ONLY 20% from genetics
- Comes in 2 formulas: combo/oily + normal/dry and is suitable for sensitive skin



TIMEWISE 4-IN-1 CLEANSER:

- Does 4 things in 1 step!
  1. Cleanses to remove makeup, dirt & impurities
  2. Gently exfoliates to remove dead surface cells (gentle enough to use 2x/day)
  3. Refreshes skin
  4. Brightens – skin looks visibly brighter
- Combo/oily gel-based breaks down excess oil without stripping the skin
- Normal/dry cream based cleanses the skin while keeping the skin hydrated
- like a probiotic, puts in the good and cancels out the bad



CHARCOAL MASK:

***Have them use the mask applicator to apply the charcoal mask



- This is a deep-cleansing, pore-declogging mask
- Activated charcoal works like a magnet to unclog pores & pulls 2x its weight in dirt, oil, & impurities to the surface to be wiped away!
- Can be used all over OR just on blemishes as a spot treatment. Will help with large pores, oily skin, breakouts, skin discoloration & overall cleansing of the skin.
- Use 2/3x a week for 15-20 minutes
- Tell them they'll have the opportunity to earn the mask applicator free later!*



WHILE MASK IS DRYING DO MARKETING QUESTIONS FOR TICKETS & GIVE A GIFT. GIFT COULD BE A ½ OFF ITEM OR A DISCONTINUED ITEM EVERY QUESTION GETS 1 TICKET.

Every guest gets the marketing sheet at this time and this is when you are going to explain that by them asking questions, it will help you with your leadership training. They can ask any questions pertaining to the Mary Kay business side of things.....not products. See next page for marketing sheet!

*see referrals section for details

start your success story with MARY KAY

3 FORMS OF INCOME

Sales
50%Commission at Beauty Experiences, Reorders, Online & On-the-go

Career Car
Career Carwithinsurance or Cash Compensation

Team Build
4% - 36% commission
a.k.a. "Love Checks"
no glass ceiling



CHEVY TRAX or $425/mo.

CHEVY EQUINOX or $525/mo.

PINK CADILLAC or $925/mo.

PINK ESCALADE or $1,500/mo.

YEARLY SALES ESTIMATES

Average beauty experience with approximately:
4 guests | $100 per guest | $400+in total sales
Average Reorders Per Customer Annually = $200

1 SHOW PER WEEK (2 - 4 HOURS)

1 show@$400weekly salesx 50weeks = $20,000/yr
200 customers x $200 reorders = $40,000/yr
= $60,000/yr
50% Profit = $30,000/yr

3 SHOWS PER WEEK (6 -12 HOURS)

3 shows@$400weekly salesx 50weeks = $60,000/yr
600 customers x $200 reorders = $120,000/yr
= $180,000/yr
50% Profit = $90,000/yr

5 SHOWS PER WEEK (10 - 20 HOURS)

5 shows@$400weekly salesx 50weeks = $100,000/yr
1,000 customers x $200 reorders = $200,000/yr
= $300,000/yr
50% Profit = $150,000/yr

WHAT ARE THE PERKS?

FINANCIAL
- Average part-time consultant can make $4 - $30K/year
- Full-Time Directors can generate $3K - $20K/month
- Average NSD is an official Mary Kay Millionaire
- Family Security Program provides income after 65 as NSD
- Tax deductions for business supplies, car mileage, travel
- U.S. tax laws benefit business owners

FREEDOM + FLEXIBILITY
- Ahome business makes a great PLAN B
- Enjoy flexible working hours
- Enjoy the freedom of being your own boss
- Transform your life and reach your dreams
- Increase your influence and finances
- Write your own paycheck

FORMATION
- God 1st,Family 2nd, and Career3rd
- Mary Kay's mission– EnrichingWomen's Lives
- The Golden Rule way of life
- Become the best version of yourself
- Gain people and business skills
- Positively impact others + your community
- Discovering what 'more' God created you for

FUN + FRIENDS + FRILLS
- No quotas/territories puts the focuson relationship building
- Weekly recognition fills your cupand fuels your dream
- Earn while you learn w eekly @training studio with your guests
- Travel to fun inspirational, tax deductible Mary Kay events
- Be a part of a team and fall in love with creating wins
- Friends are always fun, especially with no drama-mamas
- Diamonds, 5-star luxury trips, cash and other prizes await

125 FOR YOUR PROSTART

PROSTART KIT



$400+ RETAIL PRODUCTS

+ WEBSITE SAMPLES & BIZ TOOLS

A LIFE WITH MORE CHOICES IS ONE STEP AWAY! THANK YOU FOR YOUR TIME & FEEDBACK!

SATIN LIPS SHEA SUGAR SCRUB:

- Gently exfoliates your lips
- Helps to heal, rejuvenate, polish & smooth your lips
- Lip color will perform much better
- Made with natural sugar crystals, shea butter & sunflower oil (rich in vitamin E)
- Lip scrub treats the problem (dead skin) while many lip products simply cover up the problem



SATIN LIP SHEA BUTTER BALM:

- Deeply moisturizes the lips and leaves them feeling nourished!
- Shea butter contains omega 3's that help maintain the skin's natural moisture barrier & when protected, moisture is less likely to escape!
- Contains shea butter (rich in vitamin A&E) and jojoba butter which mimics oils that are naturally produced by our body to help moisten & protect the skin!



MICRODERMABRASION PLUS SET:

*****Demo on back of one hand to see difference**



- Helps improve skin texture, fine lines, & pores to look smaller
- Advanced exfoliator that is used 2-3 times a week to remove dead skin cells & build-up from pores
- Removing dead surface cells helps all of your other skin care products work better because they aren't trying to work through layers of dead skin
- Contains key ingredients used by dermatologists so you're getting spa-grade ingredients for a fraction of the cost
- Rinse with water in the shower & follow up with the pore minimizer which comforts skin & reduces the appearance of pores

"Belief in success is the one basic and absolutely essential ingredient in successful people. Believe you can succeed and you will."

Mary Kay Ash

EXPLAIN CHARCOAL MASK, HAVE THEM LOOK AT IT & THEN TAKE IT OFF!

Black dots = dirt, oil, and impurities getting pulled out by the activated charcoal like a magnet.

White dots = active breakout being pulled to the surface to get out quickly.

TO REMOVE: hold your wet towel on the face for 15 seconds, and then wipe to remove.

ANTIOXIDANT MOISTURIZER:

****if night time - do the night recovery first**

- A lack of moisture is the #1 leading cause of wrinkles (think about grapes vs raisins – only difference is moisture)
- Hydrates for 12 hours, so use morning & night to keep skin moisturized 24/7
- Antioxidants provide environmental protection against free radicals
- Lightweight + absorbs quickly
- Leaves skin soft, radiant, & with a healthy glow
- Supports skins critical needs while reducing look of fine lines and wrinkles, & improving skins firmness.
- Comes in normal/dry or combo/oily formulas



EYE CREAM:

***Tap under and around the eye gently with ring finger (weakest finger)

- The eye area is fragile, doesn't produce its own moisture, and is very thin...so that area will show aging first
- Improves multiple signs of aging & fatigue...like fine lines, wrinkles, dullness, firmness, and texture.
- Brightens eye area
- Algae extract helps prevent puffiness & reduce the pigment that contributes to dark circles.
- Apply morning + night.



Which eye cream is right for you?

FIRMING EYE CREAM
is like a training bra!
Great place to start ~ improves firmness, brightens, provides intense moisturization

TIMEWISE EYE CREAM
is like a sports bra!
You get more support, helps fight age & fatigue, brightens the eye area & contains algae extract to help prevent puffiness

REPAIR EYE RENEWAL CREAM
is like a push up bra!
Lifts & tightens, targets deep lines & sagging skin, reduces dark circles & puffiness, immediately doubles skin hydration & moisture



DAYTIME DEFENDER:

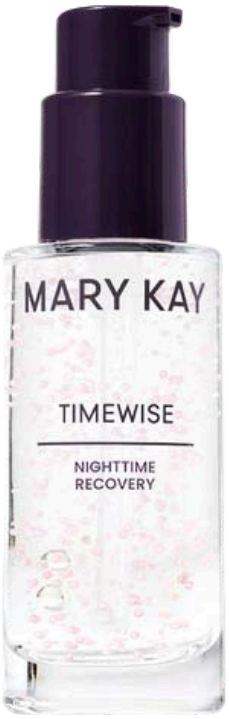
Apply on the back of the hand for a night appointment. Apply on top of moisturizer for day appointment.



- contains SPF 30 and protects the skin from UVA/UVB damage
- sun is the #1 cause of visible aging so SPF is critical to have younger looking skin
- it's a chemical not a physical SPF...so it absorbs UV rays, converts them to heat then releases them to protect the skin.
- Contains prickly pear extract to help strengthen skin's moisture barrier – keeping good things in & bad things out
- Improves the look of uneven skin tone & reduces appearance of fine lines
- Apply in morning daily on top of moisturizer

NIGHTTIME RECOVERY:

Apply on the back of the hand for a day appointment. Apply under moisturizer for night appointment when no makeup is applied.



- Your skin rebuilds its reserves at night after being depleted all day.
- Provides chamomile extract for a soothing calm effect while you sleep, so skin looks well rested in the AM.
- Promotes calmness & neutralizes stressors to keep premature skin aging in check
- Nutribeads - blend of vitamins + resveratrol and as they dispense. they burst in the pump for a fresh dose to the skin every use.

Skincare wrap up

Let's recap skin care in an easy way so you remember how to take great care of your skin in your own bathroom, whether you're using Mary Kay skin care or not...

Okay, so your cleanser & moisturizer are like your toothbrush & toothpaste. Think about it – even if you're lazy, tired, running late, or not even leaving the house...you STILL brush your teeth every day, right?! And just like you'd never use a toothbrush without toothpaste on it, you don't ever want to use a cleanser without a moisturizer...so this is your BASIC SET. If you don't do anything else to your skin...these are your essentials, morning & night.

Next, you have your daytime defender with SPF 30 & your nighttime recovery. These are like your floss & mouthwash. Just like a dentist will tell you that flossing daily is super important, a dermatologist will tell you that SPF daily is a must, even when it's cloudy outside, even when you can't see the sun in the sky, and even if you have more melanin in your skin. Then your nighttime recovery is like mouthwash....just like mouthwash keeps your mouth fresh at night & helps to kill bacteria, nighttime recovery is working overtime to help your skin repair itself while you sleep. So SPF & vitamins are next in importance after cleanser & moisturizer when it comes to skin care.

Then, when you add on products like the Microdermabrasion Plus Set...this would be like a whitening treatment. Just like you can see an immediate difference when you whiten your teeth, you can see an immediate difference in your skin when you use Microdermabrasion. (Couldn't you?!) BUT it's important to note that you wouldn't want to use Microdermabrasion without cleansing & moisturizing first...because that would be like whitening your teeth but never brushing them. It doesn't work that way, right?! :)

So I hope this helps you remember how to take great care of your skin once you leave here today! Okay, so what was your favorite item you've tried so far? (go around the room and have them answer)

referrals

Okay! So now we are going to switch from skincare to makeup and while we do, we are going to do something fun! I'm going to give you a chance to earn a FREE gift* so get excited!

Pass out the fabulous referral sheet to each guest. The best compliment you can give me is a referral! So grab your phones & I'm going to give you the opportunity to offer a free pampering session to 10 or more people. So if you write down the names and numbers of 10 people nominating them to get a free pampering session just like you are today, you'll get a gift! Think of women who you know would LOVE some pampering like you got today, women who deserve some pampering, the ones who do everything for everyone else, etc. and I'll message them and tell them their friend Suzie Q nominated them for a pampering session & gifted them a $10 gift card and ask when they want to redeem it! Super simple & a win-win for everyone!

During this time start transitioning into makeup > keep yourself busy! Clean up the table by getting rid of the water + towel. Keep busy so they write names & numbers! Do not talk or hold conversations with guests during this time.

*Gift idea: they can get 50% OFF the mask applicator with 10+ names given and or get it FREE with 20+ names. They can use the back to add more names. **FABULOUS REFERRAL SHEET ON NEXT PAGE**

Other gift ideas if you don't want to use the mask applicator idea. Could simply be a sample they aren't trying today, half-priced item, a neutral eye shadow, beauty blotters, hand cream, past limited-edition product or a discontinued product you want to move off your shelf. Could be something that comes in a set that you can break up into multiple gifts.

Fabulous REFERRAL GAME

It was such a joy to get to know you today! I would love the opportunity to pamper some of your friends.

	Name	Phone	Over 25
1.			☐
2.			☐
3.			☐
4.			☐
5.			☐
6.			☐
7.			☐
8.			☐
9.			☐
10.			☐
11.			☐
12.			☐
13.			☐
14.			☐
15.			☐
16.			☐
17.			☐
18.			☐
19.			☐
20.			☐

Your Name: _____ Date: _____

makeup application & education

FOUNDATION PRIMER:

- Preps the skin for foundation.
- Makes your makeup last longer.
- Fills in any cracks, creases or crevices.
- Contains SPF 15. Silicone-based



CC CREAM: ("COMPLEXION CORRECTOR")

- natural coverage foundation aka the "no makeup makeup look" - apply with liquid foundation brush
- 5 heat-activated shades so the color flexes to match your skin
- Neutralizes redness & uneven skin tone along with hydrating your skin
- Gives lightweight coverage + color correction & an extra layer of sun protection with spf 15



makeup application

ULTIMATE MASCARA:

- Apply with the disposable wand
- Builds up lashes to look big, bold & dramatically full
- Tested by an opthalmoligist (so it's safe for sensitive eyes)
- Mascara should never be shared with **anyone** & should be replaced every 3 months because of bacteria build-up



LIPGLOSS:

- Apply with a doe-foot applicator
- Nonstick - packed with vitamins to moisturize your lips.
- If a big party, I give them Fancy Coral or a similar neutral shade (bc picking a lip color can add on a lot of time to a party).



table close

Consultant Notes: This next step is the most important part of the facial. You have to close everyone out. You will do a group close with everyone together first by asking them a series of questions to answer on the back of their profile card and then you'll take each person to the one on one spot you set up before the party so you can close their orders and answer any questions they have.

Group close to say aloud to the whole table below...

Take your profile card and turn it over on the back. In the square that says "For Consultant Use Only", write down numbers 1, 2 & 3.

You're not obligated to purchase anything, BUT if you DO want anything, I have some deals that I offer you as a "thank you" since you did take time to be here with me today. These deals are for today only & you can't find them online. Please know I so appreciate your support of my small business so this is my way to say "thank you"!

table close

Pass out the closing sheets. Show your filled travel roll-up bag with the Queen Collection. Romance the bag! Let them know they have the same filled roll-up bag in front of them.

DUCHESS COLLECTION (products in pocket 1)
Briefly share what's in it and let them know this is a great place to start.

- **Miracle Set** $150 today - $166 retail value!
- **Repair Set** $209 today - $256 retail value!

PRINCESS COLLECTION (products in pocket 1 & 2) Briefly share what's in pocket 2 added to what is in pocket 1.
This set saves you more money and includes the travel roll-up bag at 50% off!

- **Miracle Set** $199 today - $270 retail value!
- **Repair Set** $309 today - $382 retail value!

QUEEN COLLECTION (products in pockets 1, 2, & 3)
Briefly share what's in pocket 3 added to what is in pocket 1 & 2.
.This set saves you even more money and includes the travel roll-up bag for FREE!

- **Miracle Set** $299 today - $370+ retail value!

So you're getting $71 FREE and you can also pick 1 spa product at 50% off to go with it! That will go in the 4th pocket.

- **Repair Set** $409 today - $522+ retail value!

So you're getting $99 FREE and you can also pick 1 spa product at 50% off to go with it! That will go in the 4th pocket.

table close

Okay so remember in the square that says "For Consultant Use Only", you wrote numbers 1, 2 & 3? Here are those questions...

Question #1:
If money were no object, which bundle would you get today? The Duchess Collection, the Princess Collection or the I want everything Queen Collection? I understand money is an object but this is a quick way to create a wish list & get an idea of what you'd love to have. When you start with a skincare set tonight, you can choose one of my bundles (see next page) at 50% off when you share your second appointment with 4 or more friends. This is in addition to hostess credit.

Question #2:
For your second appointment, would you like that on a weekday, weeknight or weekend?

Question #3:
My final question is about the Mary Kay business opportunity! Remember we talked about this while you had the charcoal mask (facial peel) on.

A = **A**bsolutely sign me up! I can't wait to get started!
B = **B**uy me a cup of coffee, I have some questions!
C = I'd like to be a happy **C**ustomer and see who I know that this oportunity may be good for!

bundle specials

When they start with a skincare set, they can choose one of these bundles at 50% off when they share their second appointment with 4 or more friends. (you bring it to them wrapped pretty to their second appointment) *These are just some ideas

Bundle 1 - Perfect Palette

Customize your perfect palette with your choice of 6 eye colors & 2 cheek colors

Retail ~~$116~~ **$58**





Bundle 2 - Flawless Face

Undereye corrector, concealer, translucent powder and finishing spray

Retail ~~$82~~ **$41**



Bundle 3 - Dermo Bundle

Pick your choice of one Clinical Solutions Booster & Dynamic Wrinkle Limiter

Retail ~~$98~~ **$49**



table close

“Thank you all so much for your time. It has been great and I hope you all had as much fun as I did!”

So now is my favorite part where I get to meet with each of you individually so I can help customize things just for you!

When you’re ready, bring your beauty profile card and the travel roll-up bag in front of you so I can go over them with you.

Consultant Note:
Pick the person who said they need to leave right away or the one that seems the most excited to go first.

IMPORTANT!

This is where you’ll go to a separate location that you set up at the beginning of the party – a couch/table whatever, off to the side of the party table to close each guest individually.

During this time, have the other guests try Satin Hands and/or use the skin analyzer app for a scan if no make-up was used during the party,

individual close

Start off by thanking them so much for coming & ask them a couple of relational questions first like, “Did you have fun today? How does your face feel? What was your favorite product?”

1. **Look at number 1, and say “**I see you wrote down the _____ set … now I know money is an object, but is that what you’d like to start with today? **Wait for their answer and give product recommendations if needed. Then take their funds FIRST and get the sale!** If they can’t purchase today, ask them if they’d like to earn products for free by sharing their follow up appointment with friends?

2. **For the second appointment - finalize a date on the books or at least a tentative date on the spot! If not, the booking will likely not happen. Say, “**Okay, let’s get a tentative date set for your follow up appointment & we can always change it if we need to - but what’s best for you? Weekdays or Weekends? etc. Book her giving 2 choices until you nail it down.

3. I**f they said A** that they want to join, help them fill out the agreement on the spot. DO NOT DO IT LATER. Open up the agreement link on your device and send her phone the code. Once she gives it to you, fill out the form (not her) - you do it with her. **If their answer was B,** schedule her for a chat with you, her, and your director for training for you and to help her get any questions answered. Find a date and time and loop your director in. The call will take 10 minutes. BOOK IT ON THE SPOT TO BE HELD WITHIN 24 HOURS. **If their answer was C,** and they want to be a happy customer, ask if they would like to be invited to future events and let them know about the $50 in free products for being a talent scout for you. For each person she brings to you that signs up to be on your team, she chooses $50 in free products from you as a THANK YOU!

end of party checklist

- Check everyone out
- Give everyone their products
- Track what you need to get to people
- Clean up
- Close out hostess with rewards she has earned. etc.

"Pretend that every single person you meet has a sign around his or her neck that says, 'Make me feel important.' Not only will you succeed in sales, you will succeed in life."

Mary Kay Ash

after party

NEW CUSTOMER FOLLOW UP + CONNECTION

Add the customer profile card information on InTouch under myCustomers. You can also log their orders in here to keep track of their ordering history. Add them to your Mary Kay Facebook group if you have one.

Follow up with 2+2+2 (2 days+2 weeks+2 months) and make sure they are added into your customer group to stay current on product releases, specials and updates.

BOOK THE REFERRALS

SCRIPT:
Hey (referral name)! This is (your name), your sweet friend (customer name) gave me your number & nominated you! I have a favor to ask of you, but I want to make sure I have the right number first!
-let them respond

Oh great! Okay, so I am working on pampering 30 women this month and your friend thought you would love this as much as she did! Its free and easy and she gifted you a $10 gift card, would you want to be one of my faces?

FOLLOW UP WITH NEW HOSTESSES FROM PARTY

Connect with your confirmed ladies that said they would host from the party. Make sure date, time, and location is completely verified. Coach them. Important step for a successful party!

Build Your Beauty Bag

Anti-Aging Skincare

MOST POPULAR

QUEEN Collection — $299

$370+ VALUE



BEYOND ULTIMATE TIMEWISE MIRACLE PLUS SET
- 4-1 CLEANSER
- ANTIOXIDANT MOISTURIZER
- DAYTIME DEFENDER
- NIGHTTIME RECOVERY
- EYE CREAM

MICRODERMABRASION SET
- REFINE + PORE MINIMIZER

+OIL-FREE EYE MAKEUP REMOVER
+MICELLAR WATER
+FOUNDATION PRIMER
+CC CREAM & FOUNDATION BRUSH

BONUS!
FREE TRAVEL ROLL-UP BAG ($40 VALUE) AND CHOOSE ONE SPA PRODUCT BELOW 50% OFF!

PRINCESS Collection — $199

$230 VALUE



BEYOND ULTIMATE TIMEWISE MIRACLE SET
- 4-1 CLEANSER
- ANTIOXIDANT MOISTURIZER
- DAYTIME DEFENDER
- NIGHTTIME RECOVERY
- EYE CREAM

MICRODERMABRASION SET
- REFINE + PORE MINIMIZER

HALF-PRICE!
ADD THE TRAVEL ROLL-UP BAG ONLY $20 ($40 VALUE)

DUCHESS Collection — $150

$166 VALUE



TIMEWISE MIRACLE SET
- 4-1 CLEANSER
- ANTIOXIDANT MOISTURIZER
- DAYTIME DEFENDER
- NIGHTTIME RECOVERY
- EYE CREAM

GOOD HOUSEKEEPING · 100% Satisfaction Guaranteed

Spa Bar



$58 — DYNAMIC WRINKLE LIMITER



$70 — RETINOL 0.3



$50 — NOURISHING OIL



$26 — CHARCOAL MASK



$24 — HYDRATING CREAM MASK



$14 — MASK APPLICATOR



$38 — CC CREAM & LIQUID FOUNDATION BRUSH



$38 — SATIN HANDS PAMPERING SET



$44 — HYDROGEL EYE PATCHES



$26 — SATIN LIPS SET



$38-$40 — MASCARA & LIP GLOSS SET



$22 — OIL FREE EYE MAKEUP REMOVER



$18 — MICELLAR WATER

skincare class playbook

REPAIR SET version!

This part of the skincare class playbook is our other popular skincare regimen for demo! This may be a good set to invest in and start using in facials IF ....

- you have a lot of women that are focused on reversing aging or struggle with fine lines + wrinkles!

This is the Cadillac of all our skin care regiments! Anyone over the age of 25 could be a candidate for this regimen.

Lets dive in on what to say and how to use the Repair Regimen!

what's in your demo roll-up bag

REPAIR SET



pouch 1
foaming cleanser
lifting serum
day cream
night treatment
eye renewal cream

pouch 2
oil free eye make-up remover
micellar water
facial peel
satin lips set
dynamic wrinkle limiter

pouch 3
foundation primer
cc creams
mask applicators
liquid foundation brushes

pouch 4
ultimate mascara
5 lip gloss shades

what's in the filled roll-up bag

REPAIR SET

Place a filled bag in front of each guest set-up with the appropriate skin care formula and cc cream for them per the pre-profiling.

POCKET 1 add products to complete the Duchess Collection: forming cleanser, lifting serum, day cream, night treatment and eye renewal cream

POCKET 2 add products to complete the Princess Collection: deep wrinkle filler and facial peel

POCKET 3 add products to complete the Queen Collection: oil free eye makeup remover, micellar water, foundation primer, foundation brush and cc cream

POCKET 4: this is the pocket you will add any addition products purchased from the Spa Bar, etc.

facial set up



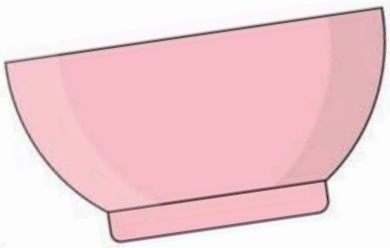
REPAIR SET

At each seat, you'll want to have:

- filled travel roll-up bag
- pen
- beauty profile card
- mirror with clear tray insert
- product tray liner
- cotton round (2)
- mascara wand
- doe-foot applicator
- disposable facial cloth(s)
- bowl of warm water
- mask applicator
- liquid foundation brush







tray insert

Satin Lip Scrub

Satin Lip Balm

skincare set ->

Cleanser

Lifting Serum

Day Cream

Night Cream

Foundation Primer

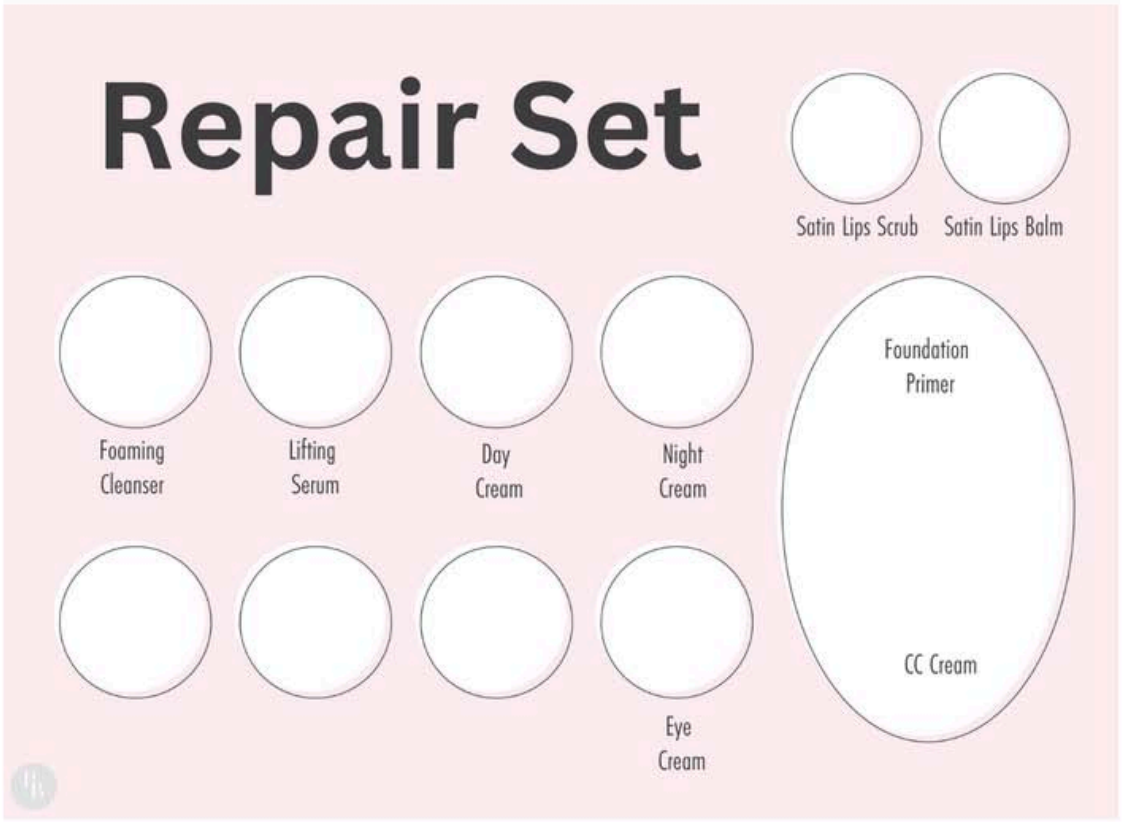
CC Cream

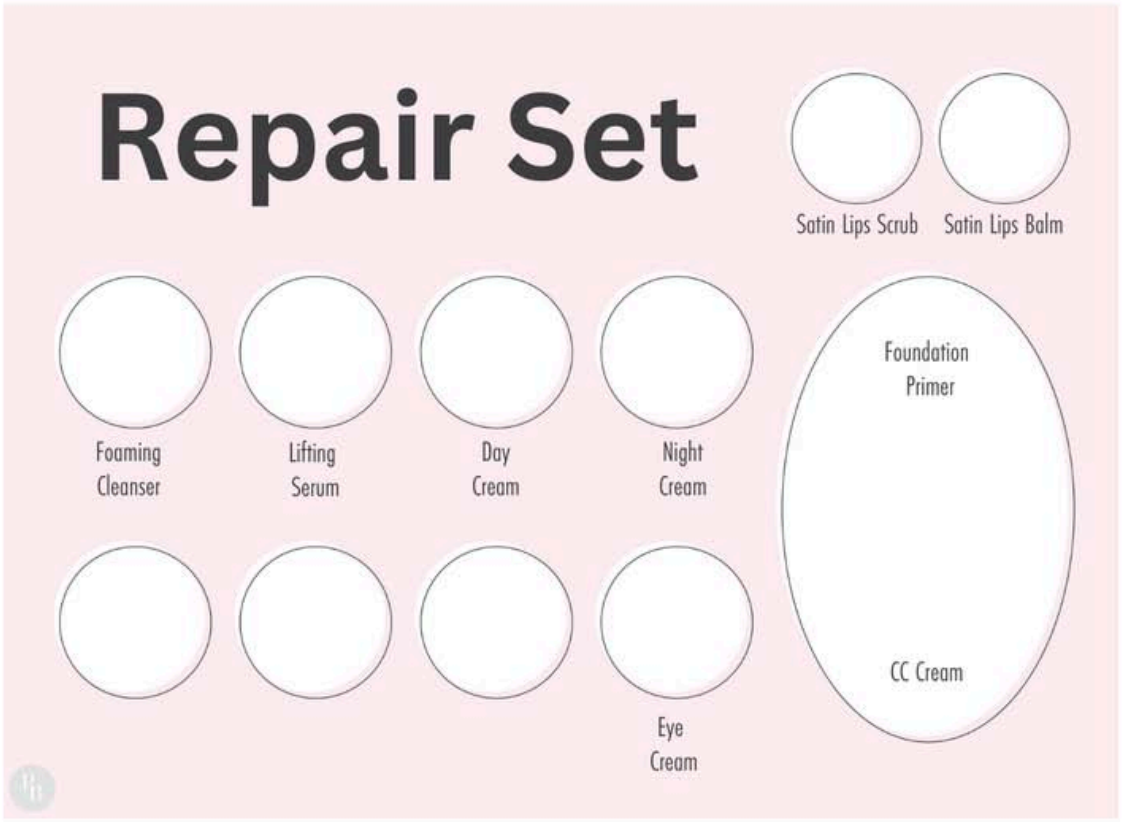
add ons —>

Eye Cream

<-- makeup circle

You can print these product tray liners to put inside of your mirrors underneath the clear tray inserts.





timewise repair application

TIMEWISE REPAIR SET:

- A skincare regimen created to reverse the signs of aging!
- Every product is suitable for sensitive skin & is fragrance free!
- Contains plant stem cells and peptides (proteins) that makes up the Volufirm Complex in each product.
- Reduces look of deep lines and wrinkles.
- Restores a lifted appearance.
- Recaptures the look of youthful skin.
- If you want to look like you've had work done to your skin or ARE currently having work done, this is for you!



FOAMING CLEANSER:

- Removes dirt, oil, makeup & impurities without stripping skin or leaving it tight and dry
- Lathers luxuriously and hydrates skin
- Revitalizes, renews, maintains moisture balance.
- Helps prepare your skin so other products absorb better
- Use morning & night



REVEALING RADIANCE FACIAL PEEL:



**Apply to clean skin like a face mask and have them remove with warm water after 10-15 minutes.

- Can be used up to 2 times per week.
- Contains glycolic acid which removes dead skin cells on the outer layer of skin first.
- Then this exfoliating ingredient also works below the surface to break apart the bonds connecting thousands of other dead skin cells so they can be released for fresher skin cells to take their place.
- By increasing the rate of dead skin cell elimination, it enhances your skin's own renewal process for a rejuvenated look.
- You might feel a little "tingle" like sensation which is normal! This means you're dry and dead skin cells are being exfoliated!
- Tell them they'll have the opportunity to earn the mask applicator free later!*



WHILE MASK IS DRYING DO MARKETING QUESTIONS FOR TICKETS & GIVE A GIFT

Every guest gets the marketing sheet at this time and this is where you are going to share that this helps you with your leadership training.

See next page for marketing sheet!

*see referrals section for details

start your success story with MARY KAY

3 FORMS OF INCOME

Sales
50%Commission at Beauty Experiences, Reorders, Online & On-the-go

Career Car
Career Carwithinsurance or Cash Compensation

Team Build
4% - 36% commission
a.k.a. "Love Checks"
no glass ceiling



CHEVY TRAX or $425/mo.
CHEVY EQUINOX or $525/mo.
PINK CADILLAC or $925/mo.
PINK ESCALADE or $1,500/mo.

YEARLY SALES ESTIMATES

Average beauty experience with approximately:
4 guests | $100 per guest | $400+in total sales
Average Reorders Per Customer Annually = $200

1 SHOW PER WEEK (2 - 4 HOURS)

1 show@$400weekly salesx 50weeks = $20,000/yr
200 customers x $200 reorders = $40,000/yr
= $60,000/yr
50% Profit = $30,000/yr

3 SHOWS PER WEEK (6 -12 HOURS)

3 shows@$400weekly salesx 50weeks = $60,000/yr
600 customers x $200 reorders = $120,000/yr
= $180,000/yr
50% Profit = $90,000/yr

5 SHOWS PER WEEK (10 - 20 HOURS)

5 shows@$400weekly salesx 50weeks = $100,000/yr
1,000 customers x $200 reorders = $200,000/yr
= $300,000/yr
50% Profit = $150,000/yr

WHAT ARE THE PERKS?

FINANCIAL
- Average part-time consultant can make $4 - $30K/year
- Full-Time Directors can generate $3K - $20K/month
- Average NSD is an official Mary Kay Millionaire
- Family Security Program provides income after 65 as NSD
- Tax deductions for business supplies, car mileage, travel
- U.S. tax laws benefit business owners

FREEDOM + FLEXIBILITY
- Ahome business makes a great PLAN B
- Enjoy flexible working hours
- Enjoy the freedom of being your own boss
- Transform your life and reach your dreams
- Increase your influence and finances
- Write your own paycheck

FORMATION
- God 1st,Family 2nd, and Career3rd
- Mary Kay's mission– EnrichingWomen's Lives
- The Golden Rule way of life
- Become the best version of yourself
- Gain people and business skills
- Positively impact others + your community
- Discovering what 'more' God created you for

FUN + FRIENDS + FRILLS
- No quotas/territories puts the focuson relationship building
- Weekly recognition fills your cupand fuels your dream
- Earn while you learn w eekly @training studio with your guests
- Travel to fun inspirational, tax deductible Mary Kay events
- Be a part of a team and fall in love with creating wins
- Friends are always fun, especially with no drama-mamas
- Diamonds, 5-star luxury trips, cash and other prizes await

125 FOR YOUR PROSTART

PROSTART KIT



$400+ RETAIL PRODUCTS
+ WEBSITE SAMPLES & BIZ TOOLS

A LIFE WITH MORE CHOICES IS ONE STEP AWAY! THANK YOU FOR YOUR TIME & FEEDBACK!

SATIN LIPS SHEA SUGAR SCRUB:

- Gently exfoliates your lips
- Helps to heal, rejuvenate, polish & smooth your lips
- Lip color will perform much better
- Made with natural sugar crystals, shea butter & sunflower oil (rich in vitamin E)
- Lip scrub treats the problem (dead skin) while many lip products simply cover up the problem



SATIN LIP SHEA BUTTER BALM:

- Deeply moisturizes the lips and leaves them feeling nourished!
- Shea butter contains omega 3's that help maintain the skin's natural moisture barrier & when protected, moisture is less likely to escape!
- Contains shea butter (rich in vitamin A&E) and jojoba butter which mimics oils that are naturally produced by our body to help moisten & protect the skin!



LIFTING SERUM:

- AKA spanx for your face!
- Visibly firms & lifts
- Tightens the appearance of sagging skin and gives facial contours a firmer look.
- Boosts moisture by 61% to support a smoother looking texture
- When applying, focus on the "triangle of youth." This includes the cheeks, jawline, and neck.



DYNAMIC WRINKLE LIMITER:



- No needle alternative to relax the appearance of expression lines!
- Shown to be 76% as effective as needle injection treatments.
- Designed to target and reduce fine lines on forehead, extend crows feet and lines between brows, “11’s”.
- Botanically powered with electric daisy extract which is known to be natures botox. Apply morning and night under the moisturizer!

DAY CREAM with SPF 30:

(put on back of the hand if a night appointment)

- Helps to protect against UVA/UVB damage which is so important since the sun is a major cause of visible aging
- Helps restore skin’s youthful cushion, evens skin tone & supports firmer, smoother skin
- Formulated to help minimize skin reaction to external irritants.
- Increases skin moisture for 12 hours.



NIGHT TREATMENT with RETINOL:

(put on back of the hand if a day appointment)

- Retinol is the gold standard of anti-aging & this is a retinol-infused night treatment
- Helps improve the advanced signs of aging
- Helps reveal radiant looking skin and skin tone that appears more even.
- Retinol stimulates collagen production, which means your skin will look firmer, smoother & more youthful!



EYE RENEWAL CREAM:

- Targets deep lines, sagging skin, under-eye puffiness and dark circles.
- Immediately doubles skin hydration and increases skin moisture for 12 hours.
- Customized applicator tip is designed to help stimulate microcirculation and help reduce puffiness.

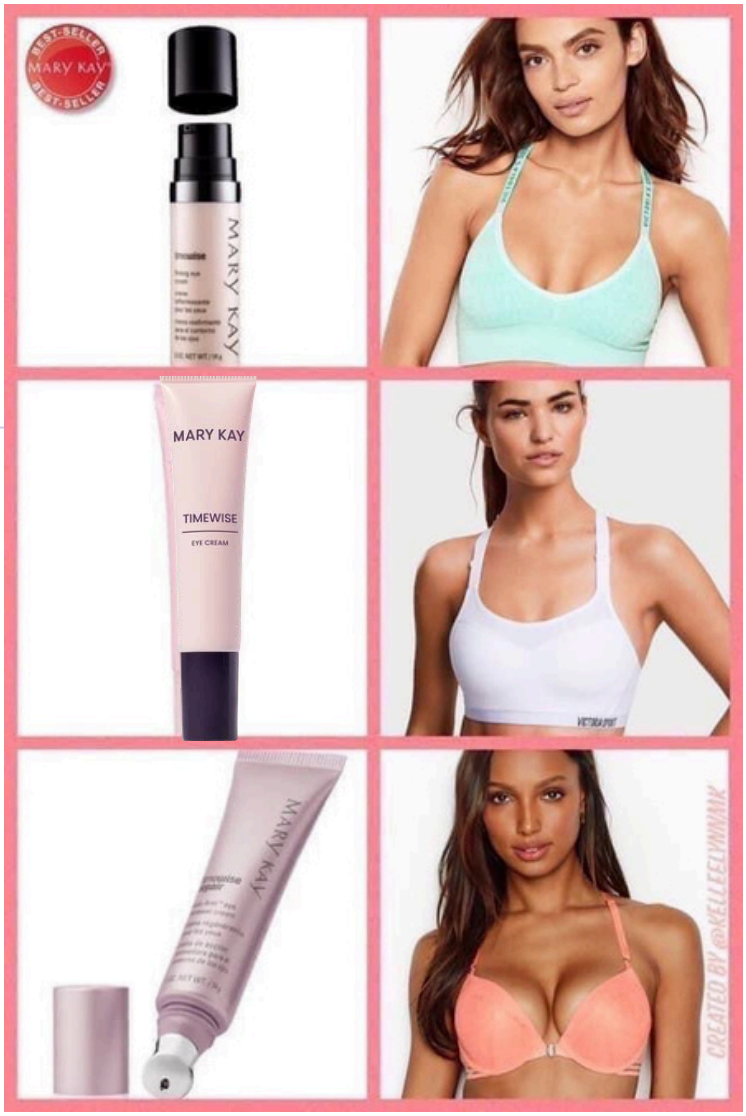


Which eye cream is right for you?

FIRMING EYE CREAM
is like a training bra!
Great place to start ~ improves firmness, brightens, provides intense moisturization

TIMEWISE EYE CREAM
is like a sports bra!
You get more support, helps fight age & fatigue, brightens the eye area & contains algae extract to help prevent puffiness

REPAIR EYE RENEWAL CREAM
is like a push up bra!
Lifts & tightens, targets deep lines & sagging skin, reduces dark circles & puffiness, immediately doubles skin hydration & moisture



kw

Build Your Beauty Bag

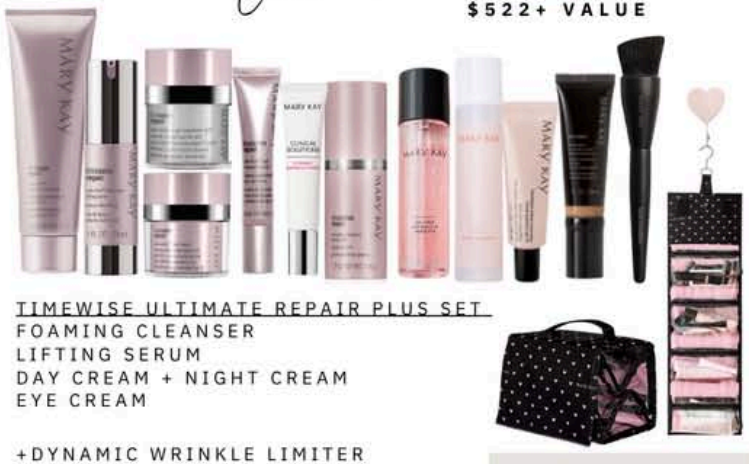
Advanced Anti-Aging Skincare

MOST POPULAR

QUEEN Collection

$409

$522+ VALUE



TIMEWISE ULTIMATE REPAIR PLUS SET
FOAMING CLEANSER
LIFTING SERUM
DAY CREAM + NIGHT CREAM
EYE CREAM

+DYNAMIC WRINKLE LIMITER
+RADIANCE FACIAL PEEL
+MICELLAR WATER +OIL FREE EYE MAKEUP REMOVER +FOUNDATION PRIMER +CC CREAM & FOUNDATION BRUSH

BONUS!
FREE TRAVEL ROLL-UP
BAG ($40 VALUE)
AND CHOOSE ONE
SPA PRODUCT BELOW
50% OFF!

PRINCESS Collection

$309

$382 VALUE



TIMEWISE ULTIMATE REPAIR SET
FOAMING CLEANSER
LIFTING SERUM
DAY CREAM + NIGHT CREAM
EYE CREAM

+DYNAMIC WRINKLE LIMITER
+RADIANCE FACIAL PEEL

HALF-PRICE!
ADD THE TRAVEL
ROLL-UP BAG
ONLY $20
($40 VALUE)

DUCHESS Collection

$209

$256 VALUE



TIMEWISE REPAIR SET
FOAMING CLEANSER
LIFTING SERUM
DAY CREAM + NIGHT CREAM
EYE CREAM

GOOD HOUSEKEEPING

100% Satisfaction Guaranteed

Spa Bar



$50	$70	$50	$26	$24	$14	$38	$38	$44	$26	$38-$40	$22	$18
DEEP WRINKLE FILLER	RETINOL 0.3	NOURISHING OIL	CHARCOAL MASK	HYDRATING CREAM MASK	MASK APPLICATOR	CC CREAM & LIQUID FOUNDATION BRUSH	SATIN HANDS PAMPERING SET	HYDROGEL EYE PATCHES	SATIN LIPS SET	MASCARA & LIP GLOSS SET	OIL FREE EYE MAKEUP REMOVER	MICELLAR WATER