

The background of the page is decorated with several large, vibrant pink roses and numerous loose pink petals scattered across the white surface. The roses are in various stages of bloom, showing detailed petal textures. The petals are soft and delicate, adding a romantic and elegant feel to the design.

GET THE PARTY STARTED!

To begin your party setup, flip the page.

The Before-the-Party Checklist should face you and the
Satin Hands® Pampering Set photo should face the guests.

MARY KAY®



PAMPERING
AND MARY KAY
**GO HAND
IN HAND.**



Tip: As you set up for Skin Care Class, place this flip chart so this side is facing you. Then, as you flip forward, your guests will see beautiful pictures and you will see the dialogue page.

Set Up & Welcoming Guests

1. **Set up the table** with Miracle Set, CC cream, Cleansing Brush, mirrors, trays, washcloths or the cloths in the MK starter kit and profile cards.
2. **Set up your “1-on-1 office”** away from the table for individual closing consultations– money bag, calendar, sales tickets, calculator & product.
3. **Greet each guest** as she arrives with a hand shake and repeat her name.
4. **Demo Satin Hands** on each guest as they arrive, smile, massage their hands and get to know them a little. Or, you may have them try microdermabrasion on the back of the hand, explaining it as they sample it. This gives you a chance to really connect with each person.
5. After guests experience Satin Hands or Microdermabrasion, have **guests fill out customer profile cards.**



LET'S PARTY!



Welcome & Introductions

Hi everyone, my name is _____. Thanks so much for being here today! First, I want to say thank you to _____(the hostess)_____. I love ____ (something you love about her)____. I have a big goal of _____ and she has agreed to help me with that. I'm so thankful for your support (look at her).

How do your hands feel? Incredible, right?

Well now we're going to make your face feel as good as your hands, but before we start, **I would love to meet everyone!**

Let's go around the table do quick introductions – tell me your name, and what makes you awesome in this world (and you can't say your kids...all moms are automatically awesome)!



GET READY FOR SOME FUN!

Our Agenda for Today

Ok I want to share with you what we are going to be doing today/tonight.

- **First, I am going to tell you a little about me**
- **Next, a little about Mary Kay, the company**
- **Then you are going to try AND fall madly in love with our skin care. In Mary Kay we do everything in 2 appointments: skin care and then a fabulous customized follow up color appointment.** We do this for 2 reasons, 1. If I tried to show you skin care AND color in one appointment, it would take hours and you would hate me. 2. What makes makeup look great is great skin! Doesn't matter what you are using, if your skin looks bad, your makeup won't look as good. Plus if you decide to start on our skin care, I check back to make sure you are having awesome results.
- **Then I will give you the chance to earn a little free product...**
- **Next I will tell you about the Mary Kay opportunity and**
- **Finally, I will meet with each of you one on one** right over there to write down your favs you tried today and to show you how you too can get a TON of free products right over there.

Fast, fun and Easy!



“IF YOU THINK YOU CAN,
YOU CAN.
AND IF YOU THINK YOU CAN'T,
YOU'RE RIGHT.”

- MARY KAY ASH

#MyMKLife



Very Quick I Story About You

2-5 minutes MAX. Practice and time yourself.

Sample

I have been building my business for _____(if under a year say “less than a year”) Before MK (a line or two about your life before) – show a picture of you before MK. I never saw myself doing Mary Kay because_____

But the more I learned about the business, I was attracted to Mary Kay because_____ What I have enjoyed the most (or accomplished) is_____

The reason I work my MK business is (THE WHY)_____ & my current goal is_____

Write yours out and just tape in over this section.

(This part of the Mary Kay party is probably the most important part. Sharing WHY you chose MK is critical to the connection you have with those at the table. Practice this part with your Recruiter or Sales Director prior to your party if possible. Think about why you would be in Mary Kay for life. Make them laugh, make them cry.)



MARY KAY IS...

- #1 SKIN CARE & COLOR COSMETICS CO. IN THE USA TODAY, #5 IN THE WORLD
- DEBT FREE
- NO ANIMAL TESTING
- USA MADE
- GOD 1ST, FAMILY 2ND, CAREER 3RD

About the Company

Can anyone here guess how old Mary Kay, the company is? (Go around and get a guess from every person, give the winner a little sample or candy). We are in our 53rd year!

Mary Kay was a real person, a woman before her time.

We are still a family owned company but have grown to be a multi BILLION DOLLAR COMPANY in more than 37 countries around the world.

#1 skin care company and the #1 color cosmetics company in the United States today and #5 in the WORLD.

Debt free with the priorities of God 1st, family 2nd, career 3rd.

Our products are manufactured in the USA and we do not do any animal testing. We were the 1st cosmetics company to ever sign with PETA agreeing to test on people, not animals.

The Mary Kay Foundation supports the fight against cancers that affect women and donates \$20,000. to 100 women's shelters annually. (Check to see if your shelter is a recipient of the grant)

When you shop with us YOU make a big difference in a lot of ways.

SKIN CARE LINES



MIRACLE SET

Fights early to moderate signs of aging, 11 age-defying benefits



REPAIR SET

Fights advanced aging & contains retinol



CLEAR PROOF BOTANICALS

Fights acne!

Simple, no anti-aging
Great for sensitive skin

Ok, are you guys ready to get started with some amazing skin care? IN Mary Kay we have 4 incredible skin care lines, Botanicals, Clear Proof, our Miracle set and our Repair set.

I want to tell you briefly about each one -

Botanicals

This is our formula for anyone with very sensitive skin and/or for young women who don't need the anti-aging benefits of the Miracle Set or Repair yet but want to start using great skin care. It's our clean and green line.

Clear Proof

This is our incredible acne fighting line. Super powerful but not as drying and harsh as other lines on the market today. Results are fast and amazing!

Miracle Set

Our main age-fighting set, which comes in both normal to dry and combination to oily. This is our most popular formula. For women who are starting to see or are wanting to prevent moderate signs of aging. It's what you will have a chance to experience today.

Timewise Repair Volu-firm Set

This is our prestige line for more advanced signs of aging. This is for women who would like to turn back time, or for those who are just a little more high maintenance. It is the most powerful anti aging product line we have.

No matter what brand you use it is important that you use the entire line, no bits and pieces. Our line is formulated to be most powerful when working together and you can add in pieces from the other lines because they are formulated at the same PH levels and can be "mixed and matched" for the perfect combination for YOU! Ask me if you need further customization.

Today you are going to be experiencing our best selling, most popular line: the Miracle set...You guys ready for a Miracle?



CLEANSE

TIMEWISE[®]

3-in-1 CLEANSER

**CLEANSE, EXFOLIATE
AND REFRESH TO
REVEAL YOUNGER
LOOKING SKIN**

Let's Get Started

Ok lets get started. There are 5 things we should be doing to our face every single day. Who can guess what those are (ask them to answer). Cleanse, tone, exfoliate, protect & moisturize...3 of those steps are right here in this cleanser. It will cleanse, exfoliate and tone! That's the 3 in 1.

Pick up your cleanser with your fingers and massage it up and out onto your face. Then we'll pass the cleansing brush around and you can use it with your brush head. Then remove your cleanser with your wash cloth. (if you don't have the brush just talk about it until you get one)

3-in-1 Cleanser:

This Cleanser comes in two formulas – one for normal to dry skin and one for combination to oily skin. Do you feel the beads in your cleanser? With those beads in just one product, you're cleansing, exfoliating and toning your skin. How does your face feel?

SKINVIGORATE BRUSH



- Removes makeup 85% better than cleansing by hand.
- Boosts the absorption of your next skin care step.
- Starts improving skin's appearance immediately.
- Softens the appearance of lines and wrinkles.



Skinvigate Cleansing Brush

(Have your hostess gather disposable washcloths and Skinvigate brush heads and get them wet. Ask each guest which formula she'd like to try and squirt cleanser.) Start with a fun question -

Did you ever spend the night at your girlfriends house when you were young and forget your toothbrush? Then you used your fingers to try and clean your teeth? Well, that's kind of what it is like to clean your face without a cleansing brush!

Using a cleansing brush gets your face 85% cleaner than just using your fingers or a washcloth. That's a really big difference.

When you have really powerful cleansing like this, it also allows skin care to penetrate the skin even more.

You can feel an immediate difference.

Now wipe your face with your cloth. Doesn't your skin feel amazing?

DAY & NIGHT SOLUTION



Day & Night Solutions:

The next two products you're going to try are our **TimeWise Day & Night Solutions**. I always say that these two are married, as they work together to fight the signs of aging in your skin. These are NOT moisturizers...they're age-fighting products.

Go ahead and put the Day Solution on your face and the Night on your neck so you can feel them both.

The **Day Solution** has an SPF 35 sunscreen, which protects the skin from both UVA and UVB rays. This product also relaxes expression lines and softens the skin. The **Night solution** has these little beads in it called Nutribeads. They are filled with vitamins and peptides that fight aging while we sleep. You can literally feel the night solution tightening and working, it's like chocolate, it gives you immediate satisfaction.

These are the **protector and corrector** of your face. Like a husband and wife.

MOISTURIZE

Reduces the appearance of fine lines and wrinkles, and hydrates for up to 10 hours.

MARY KAY

timewise

age-fighting moisturizer

hydratant contre
le vieillissement

loción humectante
facial intensiva

3 FL. OZ. / 88 mL

Timewise Age-Fighting Moisturizer:

Question for the group -

Do you know the difference between a raisin and a grape...its moisture! **Moisturizing is one of the single most important things we can do to our face.** Like our cleanser, it comes in two formulas, normal to dry and combination to oily. It reduces the appearance of fine lines and wrinkles and **hydrates for up to 10 hours** (that is what makes this a high quality product, it moisturizes for 10 hours rather than 1-2 hours like many products on the market today). Go ahead and smooth your moisturizer up and into your skin. Doesn't that feel great?

EYE CREAM

TIMEWISE[®]

FIRMING EYE CREAM

IMPROVES FIRMNESS,
BRIGHTENS, PROVIDES
INTENSE MOISTURIZATION
PLUS MINIMIZES FINE LINES
AND WRINKLES.



Firming Eye Cream

The next product I want to show you is our TimeWise Firming Eye Cream. Have you ever noticed that the **1st place women will show signs of premature aging is around the eyes?**

- **Skin is thinner (only 1/4 as thick as anywhere else on the face)**
- **Fewer oil glands directly under your eyes (why teens have no acne there)**
- **We retain moisture under the eyes (puffiness)**
- **Facial moisturizers have plumping qualities in them. You don't want that under your eyes. You want a product specifically made for the eye area.**

CC CREAM

- Delivers 8 benefits in 1 step.
- Lightweight coverage for a natural, flawless-looking complexion.
- Suitable for all skin types.



CC Cream

If foundation and moisturizer had a love child, this would be the result...our **Complexion Correction Cream**! It's a perfect combination of a lightweight moisturizer, light coverage foundation, SPF15 and so much more.

It evens out your skin tone, reduces redness, moisturizes and gives you a natural light weight coverage. You will fall in love!

PRODUCT REVIEW



MIRACLE SET



SKINVIGORATE
BRUSH



FIRMING
EYE CREAM



CC
CREAM

Review of Products

- Ok lets have a quick review of what we just did.
- Cleanse your face morning and night
- with your incredible Skinvigorate cleansing brush and your 3-in-1 cleanser.
- Add in your Day or Night Solution
- Top it all off with your incredible moisturizer.
- Then don't forget your eye cream and add CC cream if needed. How does your skin look and feel? Pull out your mirrors, hold them up and get a good look at your skin, beautiful isn't it?!



WHO DO YOU KNOW?



Hand Out the “Who Do You Know” Document

(this file is found on dawnbarton.com under consultants - MK Party.)

Who wants to win some FREEBIES?! The greatest compliment you can give me is to share me with your friends and family. And this is the perfect time because I am starting my new _____ (fall/winter/spring/summer) portfolio and I am looking for fresh faces!

These are the types of women I am looking for:

(Hand out referral sheet. Have the women read aloud a few of the descriptions -- they can point out anyone at the table that already fits those!)

Now that you know who I'm looking for, it's time to grab your cell phone and see who fits these descriptions. I will text them with huge compliments from you and will give them a \$25 gift certificate to use at their complimentary pampering session -- all as a gift from you!

I am going to set my timer for 3 minutes and play some tunes on my phone. Every who completes her sheet gets a gift from me and the first person done gets two gifts!!!

Ready, Set, Go!

- WE EARN 50% ON EVERYTHING WE SELL BUY FOR \$1, SELL FOR \$2.
- WE MAKE THE MONEY AT THE TIME OF THE SALE, NO MAILINGS A MONTH LATER
- NO TERRITORIES AND NO QUOTAS.
- WE TRAIN YOU EVERY STEP OF THE WAY
- FAIRYTALE PRIZES



The Mary Kay Opportunity

Now **I want to tell you a little bit about the Mary Kay opportunity.** I think a lot of people understand how doctors and teachers make their money, but very few people understand and know about Mary Kay Cosmetics so I share it with everyone. It may not be for you and that's totally OK, but I love to share the facts about our opportunity

- 1. We earn money 2 ways in MK - 50% on everything we sell. We buy for a dollar, we sell for 2. We can also choose to build a team if we want, and we earn money every single time our team members order!**
- 2. We make the money at the time of the sale. We don't have to wait on our earnings!**
- 3. Consumable products- 80% of 1st time buyers become repeat buyers!**
- 4. No territories and no quotas!**
- 5. Prizes and perks - cars, trips, jewelry and more!**
- 6. We teach you how to do this business step by step, no experience necessary!**

Whether you do this as a hobby, a small business or a big time business. its ok with us and we love you wherever you are! Why not give it a try, what do you have to lose?

START SOMETHING

Beautiful

YOUR STARTER KIT

\$318
OF FULL SIZE
PRODUCTS!



ONLY \$100

PLUS APPLICABLE TAX & SHIPPING

small investment

BIG REWARDS



RETAIL-SIZED PRODUCTS & SAMPLES

TimeWise® 3-In-1 Cleanser (Normal/Dry)
TimeWise® 3-In-1 Cleanser (Combination/Oily)
TimeWise® Age-Fighting Moisturizer (Normal/Dry)
TimeWise® Age-Fighting Moisturizer (Combination/Oily)
TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35*
TimeWise® Night Solution
Mary Kay® Oil-Free Eye Makeup Remover
Mary Kay® CC Cream SPF 15* in Very
Mary Kay® CC Cream SPF 15* in Light-to-Medium
Mary Kay® CC Cream SPF 15* in Medium-to-Deep
Mary Kay® CC Cream SPF 15* in Deep
Mary Kay® CC Cream SPF 15* in Very Deep
Satin Hands® Pampering Set in White Tea & Citrus
Mary Kay® Ultimate Mascara™ in Black
Blue Eyes Look Cards (10)
Hazel/Green Look Cards (10)
Brown Eyes Look Cards (10)

LITERATURE & EDUCATIONAL ITEMS

Welcome Card
Starter Kit Bag
Date Book
Skin Care Party Flip Chart Pages With Binder
Laminated Place Cards (4) & Laminated Satin Hands® Pampering Set Instructions for Use Card (1)
Laminated Place Mats (4)
Sales Tickets (30)
Customer Profiles (30)
Start Something Beautiful® Magazine
Start Something Beautiful® DVD
Miracles Happen Book
Ready, Set, Sell! Inventory Options for New Independent Beauty Consultants Brochure
Steps to Success Brochure
The Look Catalog (10)



TOOLS

Starter Kit Bag
Face Cases (4)
Disposable Trays (30)
Disposable Facial Cloths (30)
Dry Erase Markers (4)
Disposable Mascara Sample Wands (30)
Disposable Sponge-Tip Applicators (30)

How Do You Join Mary Kay?

So how do you join? It's just one hundred plus tax and shipping to join Mary Kay. Takes about 3 minutes to sign up and we can do it right now. Join today and in about 2-3 days your starter kit will arrive in a big pink box with this tote and ALL of these incredible items you see here, over \$446. dollars in full size products! It's like the greatest Groupon EVER and includes everything you need to begin your Mary Kay business.

QUEEN OF EVERYTHING A \$237 VALUE for **\$189**

- Miracle Set
- Skinvigorate Brush
- Firming Eye Cream
- CC Cream
- Roll Up Bag



THE PRINCESS SET A \$115 VALUE FOR **\$99**

- Miracle Set
- CC Cream



DISCOVER
WHAT YOU
LOVE!

BASIC SET A \$66 VALUE for **\$60**

- Cleanser
- Moisturizer
- CC Cream



Starter
Kit
\$318 Value
for
\$100



Our Special Deals for Today

Who loves a great deal? For today only I am offering these fabulous deals just for you! I have 3 special sets for you to choose from.

- **Our 1st set is the QUEEN OF EVERYTHING, a \$237 value for just \$189 including everything you see here PLUS our super fabulous roll up bag.**
- **Our PRINCESS SET is a \$115 value for just \$99 and includes the Miracle set and the CC Cream.**
- **The Basic Set is a \$66 Value for only \$60.**
- **Of course you can always choose to join us for \$100 and receive \$446 in full size products too!**



*Now,
Let's
Shop!*

CLOSING YOUR PARTY

And that's it ladies, how do you feel? Are you loving your skin? Thank you so much for being here tonight and helping our hostess earn lots of free products! Make sure you ask me how you can earn yours too.

I am going to go ahead and move over here and meet with whoever needs to leave first. Thanks again for an incredible time!

Grab the person that wants/needs to go first. Take her to your "1 on 1 office" area to close each guest. Individually use the "how to close your party" questions.

HOW TO DO AN INDIVIDUAL CLOSE

Move to an area away from the table.

- Did you have a good time? (smile and nod)
- How does your face feel? (touch face)
- What questions do you have?
- Which set do you want to splurge on? Queen, Princess, basic or did the Starter Kit sound like the best deal?
- (be quiet and let her purchase)
- Follow up with: What else would you like to take home?
- For your second appointment did you want to try more skin care like Microdermabrasion or the facial peel OR did you want to do a color makeover?
- If she says yes, then ask - What would be best? Week or Weekend? Beginning of the week or end? Day or evening? Then set the date.
- What most girls do is share their appointment with some friends (hold up referral sheet) should we see which of these girls can join us? You can earn free products!
- If she doesn't order the starter kit: There's just one more thing, I have been asked to have 5 gals watch a MK video/do a quick sharing call and give me their opinion, would you be one of my 5? I'll give you a free gift for saying yes!

If she says yes, share the link of your director/nationals video.
Ask your Director for Video Links.