What is the beauty experience and why the beauty experience?

There is an uprise of restorative events, med spas, and people having experiences.

Women want to feel beautiful.

Now this doesn't take the place of the skin care party it is just enhancing the skin care party with more of a experience feel.

Why is MK different that any other experience or company?
Mary Kay experience is - PERSONALIZED, LAUGHING, CONNECTION, RELAXATION,FREE,ETC.

Our economy is changing. Retail store are shutting down.
Amazon and other apps like insta cart are taking over. People want convenience!!

So we have the BEST experience, it is FREE, we are trained and are fun!

So Words and verbiage to book these Beauty Experiences:
Instead of PARTY..... Say, "Beauty Experience"
2nd App..... Say, 2nd MK Experience
I have Beauty In Home Treatments
We have a charcoal experience
A Repair treatment
A dermabrasion treatment
Spa like treatments
Facial Peel experience

Use key words like...
Your face will be radiant, vibrant, anti-aging, and the ultimate relaxation at home.

If someone says, oh I tried MK before, you would say, oh you have to try the NEW Mary Kay experience.

Product tho have on hand:
Facial peel
Repair
Moisture mask
Charcoal mask
Foot and leg energizer
Satin hands
Satin lips
Dermabration
C squares

Candles
Spa music
Sparkling juice
Plastic champagne fluits

Warm towels (bring mini crock pot or use microwave) Hot coca bar Cucumber slices Fruit in water (You want to create a FANCY experience)

Games: While mask is drying
Ask have you ever?
Pass mints or mascara

You want to book experiences from current bookings.

Packages:
Bronze- 1/1
Silver- 3
$40 free $75 for $35
Gold: 5 people
$100 for $35
Platinum- 8
$120 for $35

Words to say:
Which package would you like?
I would love for you to experience one of our treatments.
Who would you want to invite?
Say, Most people love the platinum package.

It's all about the way it is presented.

Platinum Beauty Experience Outline

Tina Frantz

1. Set up : candles lit, sparkling juice poured on a tray, spa music playing, towels warming, trays set up: cleanser, specialty product , moisturizer, satin lips, soothing eye gel, pedicure lotion, cucumbers, 2 wash cloth, Q=tip, cotton ball, eye makeup remover, place mat, (no place mats – place clip boards at end)
2. Welcome to the platinum Beauty experience : relax in her chair , take shoes off, place head bands on, pull hair back – agenda –
3. Introduction and toast – name – how you know hostess and one nice thing you love about her? Raise a glass to the coolest lady at the table tonight
4. Begin with our luxury cleanser – as you wash your face glide your fingers upward and outward as you massage your skin with our whipped foaming face wash. You may wipe it off now and we can start our treatments.
5. Treatment: begin with the hostess and explain her treatment and how everyone will have a chance to book an experience if they would like to try this new treatment. Have anyone doing the Korean mask do foot lotion first. Then proceed with explaining the different treatments that each person chose.
6. Once treatments are in place pass the mints around giving everyone a handful. Play would you rather, then have you ever. Then have you heard : bring in Mary kay facts (mrscab) right keep the ,mint , wrong pass the mint, whoever has the most mints wins a gift. Then apply the satin lip treatment.
7. Once twenty minutes are up have them rinse there face and lips, apply moisturizer, lip balm, and indulge soothing eye gel.
8. Around the table and ask them what they liked best about the experience?
9. Ask for referrals – have $25 off a beauty treatment and beauty session. Whoever has the most gets a gift.
10. Hand out clipboards with dry erase markers – and explain the beauty DIY packages and how they come and what the cost is.
11. Explain our different experience packages they can book at the individual consultation
12. Serve food and start consults.
13. Clean up and thank hostess.

The Beauty Experience Packages

Platinum

Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu for you plus 8 girlfriends!
*Hostess receives a free trial of the new Korean treatment Biocellulose Mask.

Gold

Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu for you plus 5 girlfriends!

Silver

Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu for you plus 3 girlfriends!

Bronze

Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu just for you.

THINK PINK SOFTWARE

Satisfaction Guarantee

Mary Kay Inc. stands behind its products sold by Mary Kay Independent Beauty Consultants. If for any reason you are not completely satisfied with any Mary Kay® product purchased from an authorized Mary Kay Independent Beauty Consultant, it will be replaced without charge, exchanged or the full purchase price refunded following its return to your authorized Mary Kay Independent Beauty Consultant.

Beauty Experience

The NEW Mary Kay...

We now bring the SPA to you!

Choose your Treatment

DIY Spa-Like Treatments in your home

In-Home Treatments

Radiant & Vibrant Skin with just 1 Treatment

The "Facial Peel" Experience

The Deep Cleansing Charcoal Experience

Dermatologist-tested & Salon-grade Microdermabrasion Treatment

Radiant. Vibrant. Luxurious.

Ultimate Relaxation in the Comfort of Your Home

Anti-aging Treatments

Classic Mary Kay • FREE & in your home
FREE Products for sharing your experience with your friends

The Beauty Experience by Mary Kay

Reserve Your Beauty Experience **TODAY!**

Packages

Platinum
Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu for you plus 8 girlfriends!
*Hostess receives a free trial of the new Korean treatment Biocellulose Mask.

Gold
Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu for you plus 5 girlfriends!

Silver
Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu for you plus 3 girlfriends!

Bronze
Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu just for you.

Treatment Menu

Microdermabrasion Deep Exfoliating & Pore Minimizing Treatment

Get the look of polished, younger skin and significantly smaller pores with this two-step system.

- *Immediately, skin looks younger, and pores look smaller.*
- *Dramatically improves skin's texture.*
- *Visibly improves the look of fine lines.*
- *Makes skin high definition-worthy.*

Deep Cleansing Charcoal Mask Treament

Triple-action charcoal mask acts like a magnet to deep-clean pores.

- *Activated charcoal acts like a magnet to unclog pores.*
- *Formula is clinically shown to instantly absorb excess oil and reduce shine.*
- *79% of men and women agreed: "Skin looks clearer" after use.*
- *Extracts of rosemary and peppermint deliver a fresh scent to awaken your senses.*
- *Revel in the gentle cooling sensation as you smooth the formula across your skin.*

Treatment Menu

Skin Revealing Glycolic Facial Pel

Thanks to the power of glycolic acid, skin's own natural renewal process is enhanced as younger-looking, more radiant skin is revealed.

- *See clinically tested results in two weeks!*
- *Skin looks brighter.*
- *Skin texture is significantly improved.*
- *Fine lines and wrinkles look reduced.*
- *Skin tone looks more even.*

Lifting Bio-Cellulose Mask Treatment

See a visible lift in just two weeks* with this luxuriously innovative, Korean beauty-inspired mask. Great to use before special occasions!

After a single use:
- Mask increases skin moisture levels for 24 hours.
- Skin is visibly more radiant, soft and smooth.

After two weeks of use:
- Skin looks lifted and firmed.
- Skin is younger-looking.
- Skin appears more luminous.

After four weeks of use:
- The appearance of fine lines and wrinkles is reduced.
- Leaves skin visibly more radiant after the very first use.
- Clinically shown to increase skin's moisture levels for 24 hours

The Beauty Experience

Treatment Menu

Microdermabrasion Deep Exfoliating
Pore Minimizing Treatment

Moisture Renewal Gel Mask

Deep Cleansing Charcoal Mask Treatment

Skin Revealing Glycolic Facial Peel

Lifting BioCellulose Mask Treatment
($10 per person)

The Beauty Experience

Treatment Menu

Microdermabrasion Deep Exfoliating
Pore Minimizing Treatment

Moisture Renewal Gel Mask

Deep Cleansing Charcoal Mask Treatment

Skin Revealing Glycolic Facial Peel

Lifting BioCellulose Mask Treatment
($10 per person)

The Beauty Experience

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The Beauty Experience

Treatment Menu

Microdermabrasion Deep Exfoliating
Pore Minimizing Treatment

Moisture Renewal Gel Mask

Deep Cleansing Charcoal Mask Treatment

Skin Revealing Glycolic Facial Peel

Lifting BioCellulose Mask Treatment
($10 per person)

Have You Ever?

Pick 10-20

- Been on the radio or on television?
- Stayed awake for an entire night?
- Gone sky diving, bungee jumping, or para-sailing?
- Talked on the phone for more than two hours?
- Gone an entire winter without shaving your legs?
- Gotten in trouble at school or at church?
- Helped someone who was in danger?
- Drank soda pop, laughed, and had it come out your nose?
- Regifted something that you received as a gift?
- Had your cell phone ring at an embarrassing moment ?
- Sung karaoke, or did a lip-sync song?
- Paid for a stranger's meal or drink, without them knowing it was you?
- Stayed in your pajamas all day long?
- Climbed a tree, or went up on a roof and couldn't get down?
- Done a belly-flop off a diving board?
- Held a butterfly or another insect in your hand?
- Found a wallet or a money that someone dropped?
- Lied to get something cheaper than it was?
- Won a contest and received a prize?
- Talked your way out of getting in trouble?
- Taken a picture of your face on a Xerox machine?
- Seen an actual tornado (not on TV or in a movie)?
- Been water skiing or snow skiing?

Have You Ever ... Funny Version

Check all of the circles that have happened to you. Be thinking of two or three "Have You Evers…" that you would be willing to share with the group.

- Been showering and had someone throw ice water on you?
- Tried to burp the alphabet?
- Been in an earthquake or a tornado?
- Gone skinny dipping?
- Fallen down the stairs?
- Lied about not doing something you were suppose to do?
- Swam in ice cold water?
- Eaten frog legs, or some other strange food?
- Toilet-papered someone's house?
- Done something dumb while camping?
- Faked being sick so you could stay home or come home from school or work?
- Pretended to speak a foreign language you don't know?
- Gone on a "bad" blind date?
- Have you ever made up a story to get out of a traffic ticket?
- Made a prank phone call?
- Eaten a whole cake or a pizza yourself?
- Seen the same movie more than twice at a theater?
- Played a trick on someone, or had someone play a trick on you?
- Skipped a class or a whole day of school?
- Sung in the shower or on the toilet?
- Locked your keys in the car, or have been locked out of your house?
- Spied on your neighbors?
- Shared food with your dog or cat?
- Dyed your hair, and it didn't turn out well?
- Been sky diving or scuba diving?

Most Popular Mary Kay Sets

1. MIRACLE SET 3D
COUNTS AS 2 SETS

4-in-1 Cleanser
Day Cream SPF 30
Night Cream
Eye Cream

$110

2. MICRODERM PLUS SET

Microdermabrasion
Refine
Pore Minimizer

$55

ULTIMATE MIRALCE SET - COMBINE SET 1 & 2 FOR $165!

3. FINISHING SET

Choice of Foundation
+ Foundation Brush
Foundation Primer

$54

4. MULTIMASKING

Deep Cleansing
Charcoal Mask
Moisture Renewing
Gel Mask

$55

5. EYE CARE SET

Oil-Free Eye Makeup Remover
TimeWise Firming Eye Cream
Indulge Soothing Eye Gel
OR Undereye Corrector

$63

6. SATIN SET

Satin Hands Pampering Set
Satin Lips Set

$58

7. DASH OUT THE DOOR SET

Cream Eye Shadow
Bronzer
Nourishine Plus
Lip Gloss
Mascara

$62

8. SKINVIGORATE CLEANSING BRUSH

Removes makeup 85% better than cleansing by hand.

$50

9. TIMEWISE REPAIR
COUNTS AS 4 SETS

Foaming Cleanser
Lifting Serum
Day Cream SPF 30
Night Treatment
with Retinol
Eye Renewal Cream

$205 *Save $39!*

10. BOTANICAL EFFECTS

Cleansing Gel
Moisturizing Gel
Refreshing Toner
Invigorating Scrub

$54

11. CLEAR PROOF

Cleansing Gel
Acne Treatment Gel
Blemish Control Toner
Oil-Free Moisturizer

$45

12. MEN'S LINE

Daily Face Wash
Shave Foam
Advanced
Eye Cream
Facial Hydrator
SPF 30

$78

Personalize your Roll-Up Bag!

CHOOSE ANY 4 SETS AND RECEIVE A FREE ROLL-UP BAG + PREFERRED CUSTOMER STATUS!

$199

Start your Success Story

WITH MARY KAY FOR ONLY $100!

LITERATURE & EDUCATION MATERIALS

Date Book
Flip Chart Pages With Binder
4 Laminated Place Mats & Name Cards
Laminated Satin Hands Directions
"Start Something Beautiful" DVD
"Start Something Beautiful" Magazine
Miracles Happen
Ready, Set, Sell!
Steps to Success Brochure
10 Current issues of The Look

RETAIL SIZED PRODUCTS

TimeWise 4-in-1 Cleanser - N/D & C/O
TimeWise Day Cream
SPF 30 - N/D & C/O
TimeWise Night Cream - N/D & C/O
TimeWise Eye Cream
Translucent Loose Powder
Oil-Free Eye Makeup Remover
Ultimate Mascara – Black
5 CC Creams
White Tea & Citrus Satin Hands Set

TOOLS & SAMPLES

Starter Kit Bag
Four Dry-Erase Markers
Four Face Cases
30 Disposable Trays
30 Disposable Facial Cloths
30 Sales Tickets
30 Customer Profile Cards
30 Mascara Sample Wands
30 Sponge-Tip Applicators
10 Blue Eyes Look Cards
10 Hazel/Green Look Cards
10 Brown Eyes Look Cards

A $394 RETAIL VALUE

+ OVER $100 IN TOOLS & SAMPLES

Plus applicable tax & shipping.

What Women Want!

WHY DO HIGH ACHIEVING WOMEN START A MARY KAY BUSINESS?

PEOPLE

What would it be like to surround yourself with really great people of excellence? The women in Mary Kay are visionaries, passionate, and others-focused.

MONEY

50% profit made from selling the products, which is the highest direct sales commissions in the U.S.
Team building commissions, along with a lot of bonuses and extra perks, give women earning potential that is very hard to match, which is why Mary Kay produces the most women around the world earning six figures and higher!

SELF CONFIDENCE

There is no better personal growth plan for a woman than Mary Kay!
Women build confidence in a positive environment. If you want to build a better life, you often need to better who you are. Women in Mary Kay become stronger in other areas of life as a result.

CHALLENGE

Imagine being rewarded for your hard work. Yes, it's challenging. Women in Mary Kay get to do quality work that stretches and grows them into stronger people. Women find it's also very rewarding when they empower other women.

CAR

Earn a FREE Chevy Cruze in less than a year working your business 10 hours a week. Directors can ear a Chevy Equinox, Ford Fusion, or the prestigious pink Cadillac! Plus, 85% of car insurance, tax, title and license fees are paid for by Mary Kay. What would it be like to have no car payment?

ADVANTAGES

What could flexibility do for your family? Women in Mary Kay have the opportunity to advance/promote themselves at their own pace, while holding strong to their values and beliefs.

You Deserve it All!

Roll-Up Bag
$35

Skin Care Sets

Set 1 $110

Counts as 2 sets!

Miracle Set 3D

Set 2 $54

Botanical Effects Set

Set 3 $205

Counts as 4 sets!

TimeWise Repair Set

Set 4 $45

Clear Proof Set

Supplements

Set 5 $46

Multimasking

Set 6 $63

Soothing Eyes Set

Set 7 $65

Facial Peel

Set 8 $55

Microdermabrasion

Set 9 $58

Satin Duo

Set 10 $80

Vitamin C

Foundation & Glamour

Set 11 $48-52

♥Undereye Corrector
♥Brush OR Blending Sponge
♥CC Cream OR Liquid Foundation

Flawless Face

Set 12 $55

Brush Collection

Set 13 $45-48

Lash Primer, Mascara, Brow Tint

Love My Lashes

Set 14 $68-71

♥One Blush
♥Three Eye Colors
♥One Lip Color

Color Me Happy

TODAY'S DEALS & STEALS!

Queen of Everything
Any 6 Sets
$299

Princess of Quite-a-Lot
Any 4 Sets
$199

VISA MasterCard AMERICAN EXPRESS DISCOVER

Studio29

The Beauty Experience Opinion Poll

Name: _____ **Date:** _____ **Beauty Consultant Name:** _____

Phone Number: _____ **E-Mail:** _____

1. Did you find your Beauty Experience enjoyable? _____

2. What differences do you see/feel in your skin?

_____ Reduction in fine lines & wrinkles
_____ Softer
_____ Smaller Looking Pores
_____ Younger
_____ Evened-out Skin Tone
_____ Smoother

3. If money were NO object, which set would you prefer?

_____ The Repair or Ultimate Set with free rollup bag (& two @ 1/2 price from the spa bar)
_____ The Miracle Set (& one @ 1/2 price from the spa bar)
_____ The Basic Set (& 1/2 price perfectly matched foundation)
_____ The Simple Spa Set (one extra @ 1/2 off)

4. Which package would you like for your second beauty experience?

___ Platinum ___ Gold ___ Silver ___ Bronze

5. These are some of the reasons other women have chosen to be Mary Kay consultants. Which ones appeal to you?

_____ Excellent income for part-time work and advancement opportunities.
_____ Improve self-confidence and gain recognition for achieving goals.
_____ Earn the use of a car.
_____ Set my own flexible schedule.
_____ Owning my own business and enjoying tax benefits.
_____ Company priorities of faith 1st, family 2nd, & career 3rd.
_____ Gain new friends.
_____ Unlimited earning potential (YES! You CAN make $100,000+ in leadership!).
_____ Assisting others in looking their best and discovering their full potential.

6. Is a career with Mary Kay something you would ever consider for yourself? ___ Yes ___ Maybe ___ No

7. With the information you have about our company, please place a mark next to the sentence that best describes you:

_____ This sounds great and I think it might be for me!
_____ I'd love to hear more! Send me home with some information today!
_____ Sounds wonderful, and I know just the person who would be great!
_____ Thanks, but I'd rather remain a loyal customer!

8. On a scale from 1-10, with 1 being you would NEVER consider becoming a consultant & 10 being you are ready to order your starter kit, where do you stand? 1 2 3 4 (no 5's allowed) 6 7 8 9 10

THINK PINK SOFTWARE

Basic Beauty Bar (1-3 FACES) Text to BOOK – Coach to HOLD – Close for RESULTS

UPON ARRIVAL

Take them to the kitchen sink for Satin Hands then show them to their seat with their mirror, tray. Instruct them to fill out their profile card.

PREP SKIN

1. **Remove all makeup with Eye Makeup remover and a cotton round**
2. **Cleanser**
3. **Moisturizer + Vitamin C Serum –** this needs about 5 min to absorb into the skin before foundation is applied so use this time to connect and get to know everyone at the table then introduce yourself (2 min I-Story)

COLOR

Foundation Primer / Foundation applied with brush / Undereye Corrector / Cheek Color / Cream Eye Color / Eye Liner sample / Translucent Powder / Mascara / Sugar Lip Scrub (gather referrals while this sets) then balm followed by Lip color (each guest picks their own)

guests use the same mineral brush she applied her foundation with to apply cheek color and translucent powder

REFERRALS

Here's your chance to earn a FREE gift from me wile your lip scrub sets! *Grab your cell phone and your pen!* (Have them turn their profile cards over to #9) *I want you to think of a few women in your life who you absolutely LOVE and are grateful for! When you write down their name and number I will send them a text message offering a FREE mascara as a gift from YOU. Fill out all 15 spaces and get a FREE gift from me☺ (or $10 off your favorite product) (or favorite product ½ price etc…)*

GROUP CLOSE

Go around the table and have everyone say what they like best about the person next to them. Review Set Sheet or LOOK Book have them circle their fav products. Share any "specials" you have, for ex: FREE Travel Roll Up Bag with any purchase of $199 +

CLOSING QUESTIONS ON THE BACK OF THE PROFILE CARDS

1) Have them complete numbers 6, 7 & 8
2) Consider offering a "take-home" gift if she books her 2nd Beauty Experience that night
3) Write the word "YES" in the Pink Box below if you would be willing to give your opinion of the MK business opportunity on a scale of 1-10 for a shot at our Kate Spade giveaway! It literally takes less than 5 min!

INDIVIDUAL CLOSE…..SELL first…..THEN book…..THEN recruit…..in that order!!!

1. *Did you have fun? What products are you most comfortable starting with tonight?* Keep asking what else until she stops ordering.
2. For your 2nd Beauty Experience is during the week or weekend better for you? Always give her two options until she narrows down the time and day
3. Follow up on the business opportunity RIGHT THEN depending on what she put on her profile card……LEAD HER TO HER NEXT STEP!!! If she's not ready to sign on the spot then give her a team building flyer and Invite her to hear more about the MK opportunity ASAP via 3-way Career Survey or Coffee with your director!

Advanced Beauty Bar (Hostess + 3 friends) Text to BOOK – Coach to HOLD – Close for RESULTS

UPON ARRIVAL

Take them to the kitchen sink for Satin Hands then show them to their seat with their mirror, tray. Instruct them to fill out their profile card while you match their foundation. Have the full MK Brush Collection perfectly clean and ready for the hostess to use at her seat.

PREP SKIN

1. Remove all makeup with Eye Makeup remover and a cotton round
2. Cleanser
3. Moisturizer + Vitamin C Serum – this needs about 5 min to absorb into the skin before foundation is applied so use this time to connect and get to know everyone at the table then tell your 2 min iStory (pg 13 of the flip chart) Give them a chance to ask any questions about the MK business to earn tickets for the door prize drawing!

COLOR

Foundation Primer / Foundation applied with brush / Undereye Corrector / Eye Primer / Individual Color Card customized to eye color / Eye Liner sample / Translucent Powder / finishing spray / Mascara / Sugar Lip Scrub (Gather referrals while this sets) then balm followed by Lip color (Pre-select 5 shades then let each guest picks their own)

***guests use the same mineral brush they applied their foundation with to apply cheek color and translucent powder. Sponge tip applicator for mineral eye color application ***

REFERRALS

Here's your last chance to earn tickets for the door prize drawing! *Grab your cell phone and your pen!* (Have them turn their profile cards over to #9) *I want you to think of a few women in your life who you absolutely LOVE and are grateful for! When you write down their name and number I will send them a text message offering a FREE mascara as a gift from YOU. Get one ticket for every name. (or $10 off your favorite product) (or favorite product ½ price etc…)* (Then draw for door prize)

GROUP CLOSE

Go around the table and have everyone say what they like best about the person next to them. Review LOOK Book have them circle their fav products. Share any "specials" you have, for ex: FREE Travel Roll Up Bag with any purchase of $199 +

CLOSING QUESTIONS ON THE BACK OF THE PROFILE CARDS

1. Have them complete numbers 6, 7 & 8
2. Consider offering a "take-home" gift if she books her 2nd Beauty Experience that night
3. Write the word "YES" in the Pink Box below if you would be willing to give your opinion of the MK business opportunity on a scale of 1-10 for a shot at our Kate Spade giveaway! It literally takes less than 5 min!

INDIVIDUAL CLOSE…..SELL first…..THEN book…..THEN recruit…..in that order!!!

1 *How does your skin feel? What products are you most comfortable starting with tonight?* Keep asking what else until she stops ordering.
2 For your 2nd Beauty Experience is during the week or weekend better for you? Always give her two options until she narrows down the time / day
3 Follow up on the business opportunity RIGHT THEN depending on what she put on her profile card…….LEAD HER TO HER NEXT STEP!!! If she's not ready to sign on the spot then give her a team building flyer and Invite her to hear more about the MK opportunity ASAP via 3-way Career Survey or Coffee with your director!

Expert Beauty Bar (Hostess + 5 or more friends) Text to BOOK – Coach to HOLD – Close for RESULTS

UPON ARRIVAL

Take them to the kitchen sink for Satin Hands then show them to their seat with their mirror, tray. Instruct them to fill out their profile card while you match their foundation. Have the full MK Brush Collection perfectly clean and ready for the hostess to use at her seat.

PREP SKIN

1. Remove all makeup with Eye Makeup remover and a cotton round
2. Cleanser
3. Moisturizer + Vitamin C Serum – this needs about 5 min to absorb into the skin before foundation is applied so use this time to connect and get to know everyone at the table then tell your 2 min iStory (pg 13 of the flip chart) Give them a chance to ask any questions about the MK business to earn tickets for the door prize drawing!

COLOR

Foundation Primer / Foundation applied with brush / Undereye Corrector / Bronzer / Cheek duo + Highlighter / Translucent bake over highlight / Cream eye color / Eye Liner sample / Lash Primer / Mascara / Dust off Translucent powder / Finishing Spray / Sugar Lip Scrub (Gather referrals while this sets) then balm followed by Lip color (pre-select 5 shades and let each guest picks their own)

guests use sponge tip applicators for eyes and the same mineral brush they applied their foundation with to apply bronzer, cheek color and translucent powder

REFERRALS

Here's your last chance to earn tickets for the door prize drawing! *Grab your cell phone and your pen!* (Have them turn their profile cards over to #9) *I want you to think of a few women in your life who you absolutely LOVE and are grateful for! When you write down their name and number I will send them a text message offering a FREE mascara as a gift from YOU. Get one ticket for every name. (or $10 off your favorite product) (or favorite product ½ price etc…)* (Then draw for door prize)

GROUP CLOSE

Go around the table and have everyone say what they like best about the person next to them. Review LOOK Book have them circle their fav products. Share any "specials" you have, for ex: FREE Travel Roll Up Bag with any purchase of $199 +

CLOSING QUESTIONS ON THE BACK OF THE PROFILE CARDS

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2. Consider offering a "take-home" gift if she books her 2nd Beauty Experience that night
3. Write the word "YES" in the Pink Box below if you would be willing to give your opinion of the MK business opportunity on a scale of 1-10 for a shot at our Kate Spade giveaway! It literally takes less than 5 min!

INDIVIDUAL CLOSE…..SELL first…..THEN book…..THEN recruit…..in that order!!!

1. *How does your skin feel? What products are you most comfortable starting with tonight?* Keep asking what else until she stops ordering.
2. For your 2nd Beauty Experience is a weekday or weekend better for you? Always give her 2 options until she narrows down the time / day
3. Follow up on the business opportunity RIGHT THEN depending on what she put on her profile card……LEAD HER TO HER NEXT STEP!!! If she's not ready to sign on the spot then give her a team building flyer and Invite her to hear more about the MK opportunity ASAP via 3-way Career Survey or Coffee with your director!

Bronze *Spa Experience* (1-3 FACES) Text or Call to BOOK – Coach to HOLD – Close for RESULTS

UPON ARRIVAL - Take them to the kitchen sink for Satin Hands then show them to their seat with their mirror, tray. Instruct them to fill out their profile card.

START FACIALS –

1. **Cleanser all over and remove leaving their eye makeup alone**
2. **Skinvigorate brush = pass around for both to feel on back side of their hand**
3. **Microdermabrasion = all over (avoid eye and lip area) then remove**
4. **Day Solution on backside of one hand / Night solution on backside of other**
5. **Moisturizer then Eye Cream (followed by optional Soothing Eye Gel)** this needs about 5 min to absorb into the skin before foundation is applied so use this time to connect and get to know everyone at the table then tell your 2 min iStory (pg 13 of the flip chart)
6. **Sugar Lip Scrub then balm**

FOUNDATION - Everyone applies Primer all over then foundation with a mineral foundation brush

REFERRALS – Here's your chance to earn a FREE gift from me! *Grab your cell phone and your pen!* (Have them turn their profile cards over to #9) *I want you to think of a few women in your life who you absolutely LOVE and are grateful for! When you write down their name and number I will send them a text message offering a FREE mascara as a gift from YOU. Fill out all 15 spaces and get a FREE gift from me☺ (or $10 off your favorite product) (or favorite product ½ price etc…)*

GROUP CLOSE – Review LOOK Book have them circle their fav products. Share any "specials" you have, for ex: FREE Travel Roll Up Bag with any purchase of $199 +

CLOSING QUESTIONS ON THE BACK OF THE PROFILE CARDS

1) Have them complete numbers 6, 7 & 8
2) Consider offering a "take-home" gift if she books her 2nd Beauty Experience that night
3) Write the word "YES" in the Pink Box below if you would be willing to give your opinion of the MK business opportunity on a scale of 1-10 for a shot at our Kate Spade giveaway! It literally takes less than 5 min!

INDIVIDUAL CLOSE…..SELL first…..THEN book…..THEN recruit…..in that order!!!

1. *How does your skin feel? What products are you most comfortable starting with tonight?* Keep asking what else until she stops ordering.
2. For your 2nd Beauty Experience is during the week or weekend better for you? Always give her two options until she narrows down the time and day
3. Follow up on the business opportunity RIGHT THEN depending on what she put on her profile card……LEAD HER TO HER NEXT STEP!!! If she's not ready to sign on the spot then give her a team building flyer and Invite her to hear more about the MK opportunity ASAP via 3-way Career Survey or Coffee with your director!

Silver *Spa Experience* **(Hostess + 3-4 friends)** Text or Call to BOOK – Coach to HOLD – Close for RESULTS

UPON ARRIVAL - Greet everyone individually and "make them feel important." Take them to the kitchen sink for Satin Hands then show them to their seat with their mirror, tray. Match their foundation/CC Cream while they fill out their profile card.

Welcome – Thank the hostess and talk about the free product she is getting for sharing her appointment with friends

START FACIALS –

1. **Cleanser =** all over and remove leaving their eye makeup alone
2. **Skinvigorate brush =** pass around for everyone to feel on back side of their hand
3. **Microderm –** all over then remove
4. **Charcoal Mask =** While it dries say, *"I want to get to know each one of you so I'm going to go around the table and have you tell me a little about you."* Name, how you know the hostess, what you like to do when you're not here hanging out with us… then Share YOUR 2 minute i-story (pg. 13 of the flip chart) give them a chance to earn tickets for asking you any question about the MK Business opportunity then have them
5. **Day Solution on backside of one hand / Night solution on backside of other**
6. **Have them remove their masks, apply Moisturizer/Repair Lifting Serum, then Eye Cream (followed by optional Soothing Eye Gel)**

FOUNDATION- Everyone applies Primer all over then foundation with a mineral foundation brush

REFERRAL GAME – While Sugar Lip Scrub sets Time to earn some TICKETS*!!! Grab your cell phone and your pen! While your sugar lip scrub sets, We're going to play a game!* (Have them turn their profile cards over to #9) *I want you to think of a few women in your life who you absolutely LOVE and are grateful for! When you write down their name and number I will send them a text message offering a FREE mascara as a gift from YOU. You'll get a ticket for each name and number you put down …READY…SET…GO!!! (or $10 off your favorite product) (or favorite product ½ price etc…)* [When you're done have them apply lip balm and draw for a door prize!

GROUP CLOSE – Review Set Sheet or LOOK Book have them circle their fav products. Share any "specials" you have for ex: FREE Travel Roll Up Bag with any purchase of $199 +

CLOSING QUESTIONS ON THE BACK OF THE PROFILE CARDS

1. Have them complete numbers 6, 7 & 8
2. Consider offering a "take-home" gift if she books her 2nd Beauty Experience that night
3. Write the word "YES" in the Pink Box below if you would be willing to give your opinion of the MK business opportunity on a scale of 1-10 for a shot at our Kate Spade giveaway! It literally takes less than 5 min!

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2. For your 2nd Beauty Experience is during the week or weekend better for you? Always give her two options until she narrows down the time and day
3. Follow up on the business opportunity RIGHT THEN depending on what she put on her profile card……LEAD HER TO HER NEXT STEP!!! If she's not ready to sign on the spot then give her a team building flyer and Invite her to hear more about the MK opportunity ASAP via 3-way Career Survey or Coffee with your director!

Gold *Spa Experience* (Hostess + 5 Friends)

UPON ARRIVAL - Greet everyone individually and "make them feel important." Take them to the kitchen sink for Satin Hands then show them to their seat with their mirror, tray. Match their foundation/CC Cream while they fill out their profile card.

Welcome – Thank the hostess and talk about the free product she is getting for sharing her appointment with friends

1. **Cleanser =** all over and remove leaving their eye makeup alone
2. **Skinvigorate brush =** pass around for everyone to feel on back side of their hand
3. **Microderm –** all over then remove
4. ***Beauty Treatment of their choice*** **=** Charcoal, Peel or Gel Mask….While their treatments set say, *"I want to get to know each one of you so I'm going to go around the table and have you tell me a little about you."* Name, how you know the hostess, what you like to do when you're not here hanging out with us…then, share YOUR 2 minute i-story (pg. 13 of the flip chart) give them a chance to earn tickets for asking you any question about the MK Business opportunity
4. **Day Solution on backside of one hand / Night solution on backside of other**
5. **Have them remove their masks, apply Moisturizer & Eye Cream (optional Soothing Eye Gel overtop)**

FOUNDATION- Everyone applies Primer all over then foundation with a mineral foundation brush

REFERRAL GAME – While Sugar Lip scrub sets…Time to earn some TICKETS*!!! Grab your cell phone and your pen! While your sugar lip scrub sets, We're going to play a game!* (Have them turn their profile cards over to #9) *I want you to think of a few women in your life who you absolutely LOVE and are grateful for! When you write down their name and number I will send them a text message offering a FREE mascara as a gift from YOU. You'll get a ticket for each name and number you put down …READY…SET…GO!!! (or $10 off your favorite product) (or favorite product ½ price etc…)* [When you're done have them apply lip balm and draw for a door prize!]

GROUP CLOSE – Review LOOK Book have them circle their fav products. Share any "specials" you have for ex: FREE Travel Roll Up Bag with any purchase of $199 +

CLOSING QUESTIONS ON THE BACK OF THE PROFILE CARDS

1. Have them complete numbers 6, 7 & 8
2. Consider offering a "take-home" gift if she books her 2nd Beauty Experience that night
3. Write the word "YES" in the Pink Box below if you would be willing to give your opinion of the MK business opportunity on a scale of 1-10 for a shot at our Kate Spade giveaway! It literally takes less than 5 min!

INDIVIDUAL CLOSE…..SELL first…..THEN book…..THEN recruit…..in that order!!!

1. *How does your skin feel? What products are you most comfortable starting with tonight?* Keep asking what else until she stops ordering.
2. For your 2nd Beauty Experience is during the week or weekend better for you? Always give her two options until she narrows down the time and day
3. Follow up on the business opportunity RIGHT THEN depending on what she put on her profile card……LEAD HER TO HER NEXT STEP!!! If she's not ready to sign on the spot then give her a team building flyer and Invite her to hear more about the MK opportunity ASAP via 3-way Career Survey or Coffee with your director!

Platinum *Spa Experience* (Hostess + 8 or more Friends)

UPON ARRIVAL - Greet everyone individually and "make them feel important." Take them to the kitchen sink for Satin Hands then show them to their seat with their mirror, tray. Match their foundation/CC Cream while they fill out their profile card.

Welcome – Thank the hostess and talk about the free product she is getting for sharing her appointment with friends

1. **Cleanser =** all over and remove leaving their eye makeup alone
2. **Skinvigorate brush =** pass around for everyone to feel on back side of their hand
3. **Microderm –** all over then remove
4. ***Beauty Treatment of their choice*** **=** HOSTESS gets Bio-Cellulose Mask**…..GUESTS** get charcoal, peel OR Gel mask…..While their treatments sets say, *"I want to get to know each one of you so I'm going to go around the table and have you tell me a little about you."* Name, how you know the hostess, what you like to do when you're not here hanging out with us…then, share YOUR 2 minute i-story (pg. 13 of the flip chart) give them a chance to earn tickets for asking you any question about the MK Business opportunity
5. **Day Solution on backside of one hand / Night solution on backside of other ….** (both can be done while mask is still drying)
6. **Have them remove their masks, apply Moisturizer & Eye Cream (optional Soothing Eye Gel overtop)**

REFERRAL GAME – While Sugar Lip Scrub sets…Time to earn some TICKETS*!!! Grab your cell phone and your pen! While your sugar lip scrub sets, We're going to play a game!* (Have them turn their profile cards over to #9) *I want you to think of a few women in your life who you absolutely LOVE and are grateful for! When you write down their name and number I will send them a text message offering a FREE mascara as a gift from YOU. You'll get a ticket for each name and number you put down …READY…SET…GO!!! (or $10 off your favorite product) (or favorite product ½ price etc…)* [When you're done have them apply lip balm and draw for a door prize!]

FOUNDATION- Everyone applies Primer all over then foundation with a mineral foundation brush

GROUP CLOSE – Review LOOK Book have them circle their fav products. Share any "specials" you have for ex: FREE Travel Roll Up Bag with any purchase of $199 +

CLOSING QUESTIONS ON THE BACK OF THE PROFILE CARDS

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The "NEW" MK Beauty Experience Verbiage

Beauty Experience Packages

The NEW Mary Kay

We now get to offer ...

Bringing the spa to you

Choose your treatment

DIY spa-like treatments in your home

In home treatments

Radiant & vibrant skin with one treatment

The "facial peel experience"

The deep cleansing charcoal mask experience - opens your senses

Dermatologist-designed & salon-grade microdermabrasion treatment- deep exfoliation & leaves the skin radiant

Radiant, vibrant, luxurious

Ultimate relaxation in your own home

CLASSIC Mary Kay -›› free & in your home, free products for sharing your experience with friends

Anti-aging treatments

Spa treatment in your own bathroom

The "Platinum package" is the ultimate experience & what most people do

INDULGE IN A
MARY KAY BEAUTY BAR
experience

Expert

Vitamin C Skin Prep + Professional Color Experience featuring Highlight & Contour session, Lash Spa and expert foundation matching for you and 5 girlfriends

Advanced

Vitamin C Skin Prep + Professional Color Experience featuring makeup artistry tips, custom color eye palette PLUS expert foundation matching for you and 3 girlfriends

Basic

Vitamin C Skin Prep + Professional Color Experience featuring everyday Beauty routines, fun and simple color mastery skills PLUS expert foundation matching

INDULGE IN A
MARY KAY BEAUTY BAR
experience

Expert $100 GIFT CARD FOR YOU TO SPEND

Vitamin C Skin Prep + Professional Color Experience featuring Highlight & Contour session, Lash Spa and expert foundation matching for you and 5 girlfriends

Advanced $50 GIFT CARD FOR YOU TO SPEND

Vitamin C Skin Prep + Professional Color Experience featuring makeup artistry tips, custom color eye palette PLUS expert foundation matching for you and 3 girlfriends

Basic FREE GIFT FOR YOU

Vitamin C Skin Prep + Professional Color Experience featuring everyday Beauty routines, fun and simple color mastery skills PLUS expert foundation matching

INDULGE IN A
MARY KAY BEAUTY
experience

Platinum

Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu for you plus 8 girlfriends!
*Hostess receives a free trial of the new Korean treatment Biocellulose Mask.

Gold

Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu for you plus 5 girlfriends!

Silver

Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu for you plus 3 girlfriends!

Bronze

Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu just for you.

INDULGE IN A

MARY KAY BEAUTY *experience*

Platinum $100 GIFT CARD FOR YOU TO SPEND

Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu for you plus 8 girlfriends!
*Hostess receives a free trial of the new Korean treatment Biocellulose Mask.

Gold $75 GIFT CARD FOR YOU TO SPEND

Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu for you plus 5 girlfriends!

Silver $50 GIFT CARD FOR YOU TO SPEND

Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu for you plus 3 girlfriends!

Bronze FREE GIFT FOR YOU

Experience luxurious pampering which includes a cleansing facial, spa hand & lip treatment, expert foundation matching and an additional selection off the treatment menu just for you.

JOIN ME

For an at-home Spa Experience

ASHLEY'S HOME

SUNDAY JAN 21ST @ 1 PM

Treatments include: Deep-cleansing facial, spa hand and lip sugar treatment, Spa-grade Microdermabrasion, expert foundation matching and your choice of Moisture-Renewing Gel Mask, Charcoal mask treatment or alpha-hydroxy facial peel!

JOIN ME

For a Beauty Bar Experience

Treatments include: Vitamin C Skin Prep, Sugar Lip Scrub, Professional Foundation matching and on-trend color application techniques

JOIN ME

For an at-home Spa Experience

Treatments include: Deep-cleansing facial, spa hand and lip sugar treatment, Spa-grade Microdermabrasion, expert foundation matching and your choice of Moisture-Renewing Gel Mask, Charcoal mask treatment or alpha-hydroxy facial peel!

2017 Record Checklist

Income
❑ Sales tickets (including Customer Delivery Service – CDS) ❑ Form 1099-MISC ❑ Income Advisory Statement ❑ Monthly Commission Statement ❑ Bank deposit slips and statements
Inventory/Product Sales
❑ Consultant order forms ❑ Packing Slips/Invoices from product orders (including CDS) ❑ Non-business use records ❑ Copies of money orders, cashier's checks, credit card receipts for product purchased ❑ Year-end inventory counts ❑ Record of product given as gifts ❑ Non-recovered sales tax
Business Use of Your Home Expenses
❑ Repairs and maintenance receipts ❑ Insurance premiums ❑ Mortgage interest ❑ Rental payments ❑ Painting and roof repairs receipts ❑ Real estate taxes ❑ Utilities
Automobile Expenses
❑ Business mileage log ❑ Gas receipts ❑ Repair bills ❑ Tires, oil, supplies, etc. ❑ Lease payments ❑ Car insurance payments ❑ Registration fees ❑ Interest on car loan ❑ Parking fees and tolls ❑ Personal property tax ❑ Cost of vehicle for the depreciation deduction
Business Travel Expenses
❑ Lodging ❑ Meals ❑ Transportation ❑ Cleaning and laundry expenses ❑ Business calls ❑ Tips related to above expenses

Business Meals and Entertainment
❑ Meals ❑ Entertainment
Other Business Expenses
❑ Advertising ❑ Proof of bad debts ❑ Product and liability insurance ❑ Interest and loan documents on business loans and credit cards ❑ Legal and professional services (personal tax advisor) ❑ Office expenses ❑ Rent on business property ❑ Repairs and maintenance on office equipment ❑ Supplies ❑ Taxes and licenses ❑ Business telephone bills ❑ Wages paid to an assistant/household help ❑ Dues and publications ❑ Shipping, Handling, Postage and Freight bills ❑ Preferred Customer Program premiums ❑ Hostess gifts