

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 to have on hand:

Facial peel

Repair

Moisture mask

Charcoal mask

Foot and leg energizer

Satin hands

Satin lips

Dermabrasion

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.