

Spa Parties

Booking Script:

(Of course you want to book these in the individual consultation, but if not, this is a great script to call your preferred customers with!)



Hi _____, this is _____, with Mary Kay, do you have a quick minute? Great! I am doing these new Spa Parties and I immediately thought of you. They are so fun! Here's how it works. You have over 3 to 6 of your girlfriends who have been super busy and need to relax, and invite them over for a spa evening. We'll do microdermabrasion, hot lavender towel facial treatments, and extra care products, and even eat some chocolate if you want—your girlfriends can come over in their jammies, have some girlfriend time, and go home totally relaxed, ready to roll into bed. How does that sound to you?

You Will Need:

- 1 Square Towel for each guest--(the best are in the Automotive Section, called Car Towels. They are square and 8 or more to a pack, white are best if possible). Wet each towel and wring out well, dot with one drop of lavender essential oil, fold in half then roll into a tube, place up to six in a gallon sized baggie and microwave 2 minutes (longer if you are transporting for a longer distance) or until piping hot. Keep towels warm by placing in a small hard-sided cooler.
- In addition to your standard Starter Kit demos, additional demos of:
 - ✓ Microdermabrasion Set
 - ✓ Indulge Soothing Eye Gel
 - ✓ Replenishing Serum+C,
 - ✓ Extra Care Moisturizers: Oil-Free Hydrating Gel and Intense Moisturizing Cream
 - ✓ Masks: Moisture Renewing Gel Mask, Even Complexion and/or Botanical Effects #1, #2, or #3
- Empty grocery bags to take home the wet towels.
- Spatulas to demo products
- Wrapped mini hand cream prizes for each guest

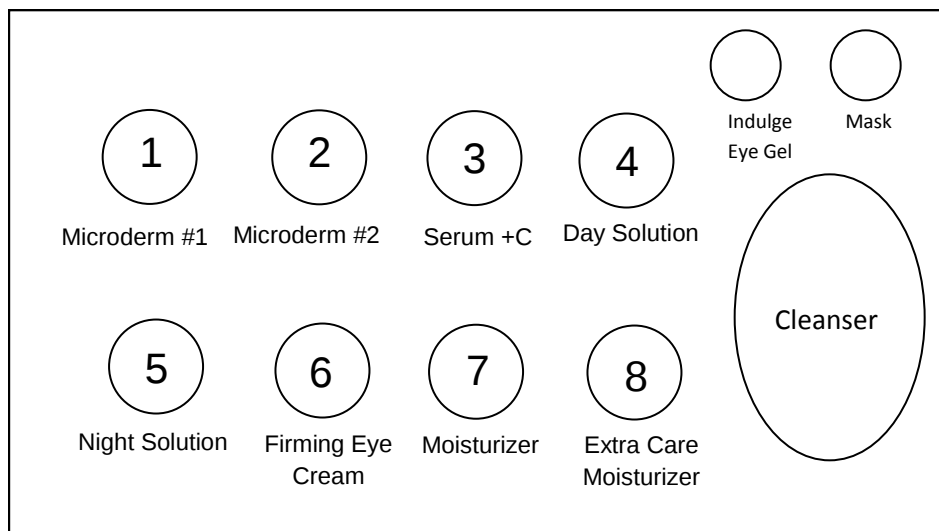


Before Guests Arrive / Set Up:

1. Be sure to coach your hostess that this will be a spa party; she can have spa music and candles if she wants! She should remind her guests to come in jammies or sweats and be totally comfortable. Remind her that we will not do any color at this party so her guests will be ready to go home and roll into bed!
2. Arrive at the door with your starter kit 30 minutes before party starts.
3. Greet the hostess and determine where you will be holding the class.
4. Bring in everything else you need (cooler with towels, prizes, etc).
5. Make sure your towels are really hot!
6. Set up trays in this order: (don't be afraid to have your hostess help, while she is helping ask her about who is coming, how she knows them. MAKE A CONNECTION):



Tray set up:



Next to Each Tray:

- * Flat Cotton Pad
- * 2 Disposable Washcloths
- * Heavy Duty Headband
- * Profile Card
- * Pen
- * Bowl of Water

When Guests Arrive:

1. As guests enter, greet them personally. **MAKE A CONNECTION**
2. As soon as there are 2 guests, have 1 group do the Satin Set at the sink while the others fill out their profile cards; then swap groups (have your hostess do the Satin Set as needed).



3. Begin with the **ADVANCED SKIN CARE CLASS GUIDE**.

As directed, apply:

- a. Oil-Free Eye Make-Up Remover
- b. Timewise 3-in-1 Cleanser (review benefits later); apply and remove with disposable washcloth
- c. After the cleanser, have the guests apply the Indulge Soothing Eye Gel to the eye area and their mask to the back of their hand.
- d. Have the guests apply Microdermabrasion Step #1 to a small area of their face as directed, using water from their “portable sinks” if needed to provide emolliency.

4. Apply the hot lavender towels and let the guests have a “mini spa moment” for 2 minutes. A fun thing to do is have a heated neck wrap for the hostess!
5. After 2 minutes, have the guests use their towels to remove the Microdermabrasion and the mask from the back of their hand.
6. Have the guests apply the Microdermabrasion #2: Replenish to the area that they used the Refine #1.
7. Continue with the Advanced Skin Care Class Guide and be sure to mention that you will be trying color at their check-up appointment!
8. Play the referral game for a prize, using the referral script from your Skin Care Class Guide.
9. Close the class with the table close. As you go through bundles, offer to custom-build a set if they need to (“We can custom build-sets as well, so if you love a few of these extra care items that may not be on the page, I can custom-build something for you in your individual consultation”)
10. Have the hostess serve refreshments (or just open a bag of chocolate!) while you hold your individual consultations. Set dates for follow-up appointments or color appointments, turn them into friends and free appointments, and book career chat trainings.