

Starter Kit Set-Up

Use this handy list to set up your Starter Kit! Using this list will allow you to be professionally prepared for anything your appointments may bring!

Applicators: group in zip-top bags

Facial Trays
Disposable inserts for facial trays
Disposable washcloths
Mascara wands
Shadow applicators
Q-tips
Flat cotton pads (the really nice ones!)
Cotton balls
Tester spatulas
Mineral Foundation Brushes if your kit contains Mineral Foundations
Mini Dixie Cups if your kit contains Mineral Foundations
Headbands (washable fabric variety)

Separating all applicators into the clear zip bags or zip-loc bags will help you find what you are looking for sooner.

Separate foundations by depth of color: Ivories in one bag, Beiges in one bag, Bronzes in one bag.

Product: group all in zip-top bags (except for Roll-Up Bag products)

Demo Travel Roll-Up Bag (filled with retail-sized product, see set-up directions for this)
Goody Bags, prepped with Look Cards and applicators
1 of each foundation, separated by depth. *If you are working with Liquid foundations, it's recommended to start with demoing Liquid Matte Wear Foundations ONLY. You will want to shelve your Luminous Wear Foundations to sell!*

Sales Aides:

Skin Care Class Guide
Sales Tickets
Customer Profile Cards
Look Books
"Build A Bag" Closing Sheets
Calculator
Pens
Money bag with some change

Sales aides fit nicely into the pockets in your bags.

Your large bag will hold everything but your roll-up! ☺

Demo Travel Roll-Up Set-Up

Even if you only have one travel roll-up bag, use it to make a Demo Bag! Your clients will love seeing your bag packed out with product, and seeing you use the bag throughout the appointment will help sell the bag! Setting your bag up with the correct product in each pocket will help your client mentally categorize her purchase.

Pocket 1: Basic Pocket

Both cleansers (normal to dry and oily to combo)

Both moisturizers (normal to dry and oily to combo)

Day Solution

Night Solution

Pocket 2: Color Pocket

Compact, filled with any combo of colors (to view only, not to demo)

Ultimate Black Mascara

Lip Gloss to demo, any color you like

Eyeliner*

Lip liner*

Highlighting Pens*

Eye Primer*

Pocket 3: Extra Care Pocket

Firming Eye Cream

Oil-Free Eye Make-up Remover

Indulge Soothing Eye Gel*

Microdermabrasion*

Serum +C*

Nighttime R&R*

Pocket 4: Satin Pocket

Satin Hands Pampering Set—full size

Satin Lips (mask and lips)

You will NEED to demo out::

Firming Eye Cream

Full Size Lip Gloss

Full-size Satin Hands Set

Satin Lips

Liquid Matte Wear Foundations that did not come in your starter kit (check what you have against a catalogue). You will want to shelve your Luminous Wear Foundations to sell!!!

***Starred items are optional & not recommended to demo at first!**

Make sure to record all demoed items for your taxes on a sales ticket!

Remember to keep the boxes for the color in the compact. Because this is a visual aide and not a demo, you can sell this entire compact or the colors in it.

Remember to smudge some lip gloss on the facial tray with the applicator and use a new mascara wand in the mascara tube to keep the actual product in the tube sterile.

Tray Set-Up for All First Appointments

Wells:

- | | | | |
|----------------|---------------------------|-------------------|--------------|
| 1. Cleanser | 2. Day Solution | 3. Night Solution | 4. Eye Cream |
| 5. Moisturizer | 6. Foundation (if liquid) | 7. Lip Gloss | |

Plus:

CUTE Goodie Bag, Profile card, headband, mini Dixie cup with mineral foundation brush (if needed), and pen

*Have out Oil-Free Eye Make-Up Remover and Black Mascara on table/ready!

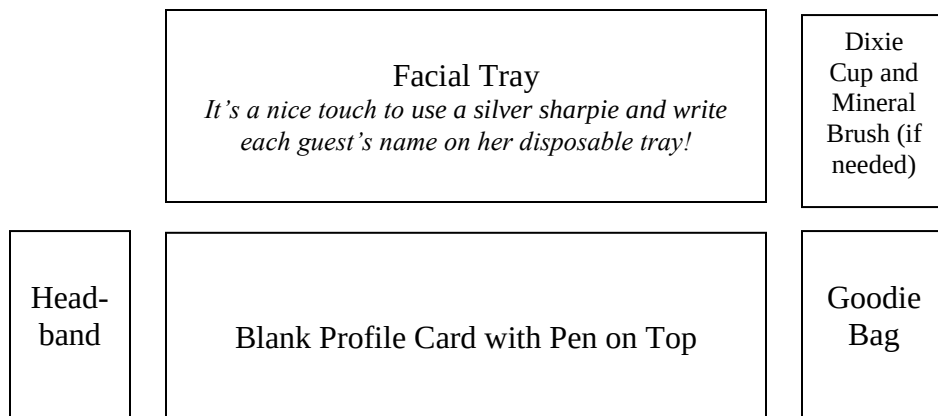
Please do not have beauty books, catalogues, or sales tickets out unless requested by a director, but have them ready to provide for your customers after the table close

Goodie Bags Contain:

- 1 Mascara wand
- 1 Flat cotton pad (*Swisspers brand if possible*)
- 2 cotton balls
- 1 eye shadow applicator
- 1 Q-tip
- 1 Look Card
- 1 disposable washcloth
- Business Card attached to Look Card (optional)
- If Check-Up Appt: customized look with samples of liners, glosses, etc

Sample "Place Setting" for your Guests:

If all your guests have the same "place setting", there is no confusion as to whose goodie bag is whose, and they will all get the right look!



Matching Foundation

1. Decide if your client is in the Ivory, Beige, or Bronze Family.
2. Decide if she is light or dark within that family. Be flexible with this—for example, a client could be either a dark Ivory or a light Beige, for example.
3. Pick 3-4 shades and stripe them along her cheek/jaw line. You can do this with clean q-tips right off your foundation tubes or jars. Be sure you don't re-dip after the q-tip has touched skin!
4. Instruct the client to blend the bottom half of the foundation stripe slightly, letting the foundation dry for a minute if it is liquid.
5. Pick the shade that seems to disappear into her skin where it was blended.
6. Immediately write her foundation and skin care formulas on the back of her profile card!

Mineral Powder Foundation Information

- ✓ Our Mineral Powder Foundation is made up of 3 families: Ivory, Beige, and Bronze.
- ✓ These run from light to dark within each family.

Ivory Family
Ivory 0.5 - 2.0

Beige Family
Beige 0.5 – 2.0

Bronze Family
Bronze 1.0 – 5.0

Timewise Matte Wear/Luminous Wear Foundation Information

- ✓ Our Timewise Foundation is made up of 3 families: Ivory, Beige, and Bronze.
- ✓ These run from light to dark within each family.
- ✓ Remember that you will probably only need to demo out your Matte Wear foundations.

Ivory Family
Ivory 1-7

Beige Family
Beige 1-8

Bronze Family
Bronze 1-8

Working with Mineral Foundation at Your Appointments

When you demo out your mineral foundations the best thing to use are mini Dixie cups (the 3 oz “bathroom size”). I prefer to use a spoon to scoop them into the tin so I don't shake powder everywhere. Clients can swirl their mineral brush in the cup, tap it off on the side, and apply easily. This is super easy, sterile, and works great!

You should also either wash out brushes in between appointments or clean them with a brush cleaner. If you have the time for your brushes to dry, washing is always best. However, I recommend a brush cleaner if you have appointments back-to-back. MK Corporate recommends using a brush cleaner with SD alcohol 40, denatured alcohol, or isopropyl alcohol as 1 of the first 2 ingredients. When using a brush cleaner, purchase one that you can spray onto the brush or a paper towel. Once sprayed, run the brush across the paper towel to clean it. Repeat the process until the brush is clean. There are a variety of brush cleaners on the market, but one brand that is highly recommended is Brush Off brush cleaner. You spray it on the brush, and wipe the brush off on a paper towel, and spray again if needed until it wipes clean. It just takes a minute or two to dry. It's \$13.50 for 4 oz. This solution has been used by Chanel for about 15 years as well as many other make-up counters. You can check it out at www.brushoff.com.

Even if you mainly use brush cleaner, you will definitely want to wash out your brushes at least once a month to make sure they get a good deep cleaning. Put some baby shampoo in your hand, wet the brush, and swirl the brush on the shampoo to work the soap up into the bristles. Then run the soapy brush under running water, moving the bristles, until the water runs free of color and of soap. Squeeze the brush to eliminate as much water as you can and lay your brushes flat on a towel to dry. NEVER store a wet brush vertically or put it in your kit where it cannot dry out! Always dry brushes horizontally so they keep their shape and moisture does not run into the brush handles and cause the glue to loosen.