

Let's talk about your skin!

SAY: *What we will be doing in the next 30 minutes will only take a few minutes in the morning and evening. It will take a little longer today because I'm going to teach you how!*

Let's talk about the 5 steps to taking care of your skin:

1. Cleanse—removes makeup and impurities
2. Tone/Freshen—restores pH balance and refines pores
3. Exfoliate—removes dead surfaces cells. You're supposed to mask twice a week!
4. Moisturize—#1 preventer of wrinkles
5. Protect—from environmental damage

*So Mary Kay came up with a **more naturally based line of skin care** that contains a special botanical complex to help defend against environmental damage and help promote healthy skin, PLUS it is in 45% post consumer packaging so you can care for your skin while being gentle on the environment!*

SAY: *Are you excited to give your skin a newfound freshness ?*

Put your headbands on!

Let's start with eye makeup remover! *(Have her saturate a flat cotton pad!)*

A good eye make-up remover:

1. Removes residue
2. Does not age your eyes like rubbing will
3. Has conditioners and limits lash breakage to help your lashes to grow longer

Now I'm going to take you through the steps of skin care, starting with our Botanical Effects Cleanser.

This light-weight gentle cleanser will not strip your skin of any essential elements.

- First, unfold your disposable washcloth and put it on your lap. Then, use your finger tips to wet your face. Next, put the cleanser on your fingers and apply the cleanser to your face, avoiding the eye area. When you're finished, place your entire washcloth in your bowl so that it is completely wet, wring it out and remove the cleanser with the washcloth.

As you apply this cleanser, it thoroughly cleanses and removes make-up and impurities. Each step in each formula is personalized with additional botanicals specifically chosen to give your skin type just what it craves for beautiful balance. The entire line is also:

Suitable for Sensitive Skin

Clinically tested for skin irritancy and allergy

Fragrance-free and Non-comedogenic

Dermatologist-tested

You can always try another formula at your **check up appointment!**

Next we'll apply the Botanical Effects Mask.

Apply this to the back of one hand!

- This product is used twice a week, after cleansing, before freshening or hydrating.
- Gently removes impurities as it revitalizes skin.
- Removes easily with water.
- A thin layer is all you need, no more masking “cake-face”.
- Used for a deeper clean as it improves skin texture.
- *(Use wash cloth to wipe off after romancing it, and before moving on to the Freshener.)*

Now we're going to apply the Botanical Effects Freshener.

Find your second flat cotton pad! *(Demonstrate spraying the freshener onto their flat cotton pad - about 2 sprays)*

- Using a flat cotton pad will use less of the product, making it last longer!
- Apply all over your face, avoiding the eye area.
- Non-drying formula will nourish your skin.
- Gently removes excess residue from your skin.
- Use for an added feeling of clean and refresh your skin.
- Helps improve skin texture.
- Leaves skin with a soft, matte finish.
- Use morning and night

Now we're going to apply eye cream.

This is our TimeWise Firming Eye Cream!

- Apply with your ring fingers; pat; apply to the entire eye area
- Firming Eye Cream is a **QUADRUPLE BENEFIT** eye cream: it helps with darkness, puffiness, fine lines and wrinkles, and firms!
- Use AM and PM
- You can try other eye creams at your **check-up appointment!**

Next we are going to apply Botanical Effects Moisturizer.

- Apply all over the face.
- This moisturizer absorbs quickly.
- Leaves skin feeling balanced.
- Skin looks healthier and feels nourished and refreshed!
- Does *NOT* contain an SPF. We have multiple SPF products that you can try at your **check-up appointment.**
- If this doesn't feel perfect, you can try another formula at your **check-up appointment.**

Now we'll apply foundation!

- **Foundation** is the final step in any good skin care routine. It helps protect your skin from the environment, and evens skin tone and covers flaws for a healthy, glowing look.
- **Instruct applying foundation**
 - *Now you're going to apply the foundation. Start at the center of your face, applying the foundation on your cheeks and forehead. Finish by blending outward.*
- Mary Kay offers several types of foundation in a wide range of shades so you can get the flawless look you want.
- You can try other formulas at your **check up appointment.**

SAY: *Let's review what is on your face so far:*

We cleansed, freshened and hydrated! The mask is used only twice a week, after you cleanse and before you freshen or hydrate.

What is so special about the Botanical Effects Skin Care Collection?

The Botanical Effects Collection is unique in that it can be 100% customized to your skin's needs. It is perfect for sensitive skin and is hypoallergenic, formulated without synthetic dyes or added perfumes! The step-by-step system allows you to control of the 5 basic steps to taking care of your skin!

This is what women in a one week consumer study are saying about the Botanical Effects Skin Care Collection:

- For Dry skin:
 - 92% said it provides immediate moisturization
 - 89% said it leaves skin feeling comforted and silky smooth
 - 87% said it reduces skin's dullness
- For Normal skin:
 - 92% said it leaves skin feeling nourished
 - 88% said it leave skin feeling silky smooth and refreshed
 - 86% said it leaves skin feeling thoroughly cleansed
- For Oily skin:
 - 90% said it leaves skin feeling balanced
 - 88% said it helps unclog pores
 - 87% said it reduces shine and the appearance of pores

Every product in the Botanical Effects Skin Care Collection is formulated with our exclusive antioxidant rich botanical complex featuring: ***silymarin (milk thistle)***, a powerful antioxidant that helps defend against environmental damage while helping to calm and soothe the skin, ***Luo Han Guo***, known as the longevity fruit it contains potent antioxidants and is also believed to promote healthy skin.