

THE NEW MARY KAY

More than just great products,
we can offer a fabulous *Experience*.

beauty experience

This is like MK Appointments 202 – Once you've mastered the MK Party and held several appointments. This twist *enhances* and puts a *fresh* name on what we have always offered. We're not changing how we do parties or work full-circle, we're simply changing the *wording* to paint a fresh picture.



{ Scan or click to watch the Beauty Experience Videos Part 1 and 2 }

WORDING TO *switch*

“Beauty Experience” vs. “Party”

“Second Experience” vs. “Second appointment”

“Try in-home Beauty Treatment” vs. “Try products”

“Try the Charcoal Mask Experience” vs.

“Try the Charcoal Mask”

“Beauty Experience Packages” vs. “Hostess Program”

WORDING TO *add* TO ROMANCE THE EXPERIENCE

“This is the new Mary Kay Beauty Experience”

“It's me bringing spa-like Treatments into your home, with your friends, where you get to use the Treatments and have a relaxing night together.”

“This is the new Mary Kay Beauty Experience we get to offer but classic Mary Kay does not change. Classic Mary Kay is free, in your home, with your girlfriends. You still get to take home free products to have a spa-like Experience in your own bathroom.”

“Radiant” “Vibrant” “Luxurious”

“Anti-Aging Treatment”

“Ultimate relaxation in your home”

TREATMENTS TO *switch out* OR *add* TO THE “CLASSIC MK PARTY” FOR THE EXPERIENCE

- Revealing Radiance Facial Peel
- Charcoal Mask
- Moisture Renewing Gel Mask
- Satin Hands and Lips
- Mint Bliss Energizing Lotion
- Repair Set – especially the Cleanser: “It's like washing your face with a silk cloud”
- Skinvigorate Brush - just the Hostess uses the brush OR pass around the handle, everyone uses their own brush head

HOW TO ADD IN THE EXPERIENCE TO YOUR “CLASSIC” APPOINTMENTS

- Keep using the flipchart – *add* making it more about them and making it an Experience
- Keep doing skin care regime – consider switching the Miracle Set for Repair which feels more spa-like
- *add* Treatments between Cleansing and Moisturizing
- Consider *not* taking off eye makeup {give them time for a dash out the door look to a treatment}
- Keep doing the purse game, the referral game, all your usual party/appointment steps
- Keep sharing about the 2nd appointment – just *switch* to calling it an “Experience”
- *add* Beauty Experience “Package Options” to choose from instead of “Hostess Program”
- To book: “I would love for you to experience Mary Kay's new spa-like Treatments.”



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BEAUTY EXPERIENCE *package* OPTIONS

- Hostess credit based on how many people they have at their Experience.
- We get to offer a New Beauty Experience. You get to choose a spa-like Treatment or a custom color Experience.
- Out of our Treatment options you can chose:
 - The Facial Peel Experience {which is the ultimate anti-aging that leaves your skin radiant and vibrant. It has glycolic acid in it that dissolves dead skin and your skin is radiant after one Treatment.}
 - *or* you can choose our Charcoal Mask Experience {which de-clogs pores – it draws out everything in your pores and it really opens up the senses. It smells like essential oils, it has eucalyptus, rosemary and honeysuckle in it. Honeysuckle is anti-bacterial so it kills bacteria that may be on your face.
 - *or* you can choose the Microdermabrasion Treatment {that provides deep exfoliation and leaves your skin radiant after just one use.}
- See our Service Menu for other Treatment options.
- *plus* when you choose to share your Experience with girlfriends it's like bringing the spa to you and your friends for free. Each person gets to choose their own Treatment.
- Because you are the one that gets them together, you get to take home your favorite products and basically bring the spa to your own bathroom every day.
- "Here's what most people do." Explain the Platinum Package as the ultimate Experience. "Do you want to try for that?" "OK so to have 8 girlfriends we probably want to invite about 16-20."

2ND & 3RD BEAUTY EXPERIENCE IDEAS

- Expert Foundation Matching Session
- Beauty Bar Experience {color set out for them to sample}
- Beauty Bar Experience with a Lip Bar {all the lip products and colors out to play with. You could add in the Kissology game}
- Custom Color Experience {help them customize the perfect look for them or teach them how to contour}

IDEAS TO ADD TO THE BEAUTY EXPERIENCE

- Sparkling cider or juice {with plastic champagne flutes} – You can toast the Hostess! She will LOVE that!
- Warm towels {you can have the Hostess have crockpot ready for you} or put them in the microwave {just make sure they are not too warm}
- Use Mint Bliss on feet & legs then wrap feet in warm washcloths
- Real washcloths vs disposable ones {Black or dark washcloths work best and are easier to keep clean}
- After the Cleanser do a Treatment or Mask
- Hot cocoa, coffee, tea – the Hostess can have the drinks and you bring toppings or extras
- Move it to the living room {instead of kitchen or dining room table}
- Cucumber slices {they can put on their eyes while their mask dries}
- Fruit or cucumber to put in their water
- Spa music softly in background
- Fancy mints and candles on the table



Scan or click here

PLATINUM

beauty experience

Idea Cred: Tina Frantz

OUTLINE

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, Mint Bliss Lotion, 2 Wash Cloths, Q-tip, Cotton Ball, Eye Makeup Remover, Placemat and Profile Card on a clip board. Write their first name large on the placemat.

2

WELCOME TO THE PLATINUM BEAUTY EXPERIENCE:

Ask her to relax in her chair, take her shoes off, place head bands on, and pull her hair back – apply Mint Bliss Lotion on her legs and wrap them with a towel. Share the agenda – intros, Treatments, games, and one on ones.

3

INTRODUCTION AND TOAST:

State your name, how you know the 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. {Mary Kay disposable cloths}

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 Bio-Cellulose 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. Play Would You Rather, then Have You Ever. Then marketing with the WHICH IS IT game {you can give tickets out or tally points on their placemat} or use mints: right, keep the mint; wrong, pass the mint, whoever has the most mints at the end wins a gift. Then apply the Satin Lip Treatment. Ask for referrals – offer \$25 off a Beauty Treatment and Beauty Session. Whoever has the most gets a gift.

7

Once twenty minutes are up have them rinse their face and lips, apply Moisturizer, Lip Balm, and Indulge Soothing Eye Gel. {optional CC Cream}

8

Go around the table and ask everyone what they liked most about the Experience? What do they like most about their skin?

9

Flip placemats and explain the beauty DIY packages and how they come and what the cost is. Color a heart if you gotta have it, star if you see it in your future and a question mark if you have a question.

10

Explain our different Experience Packages they can book at the individual consultation.

11

Serve food and start consults.

12

Clean up and thank the Hostess.

THE NEW MARY KAY

beauty experience

PRODUCT DESCRIPTIONS

MINT BLISS ENERGIZING LOTION: A cool mint formula with rosemary and willow bark that help create a cooling sensation that help feet and legs feel pampered and revived. Hydration for tired legs allowing them to feel instantly revived.

VOLU-FIRM CLEANSER: Washing your face with a silk cloud, whipped foaming face wash luxury cleansing system maintains moisture balance, renews skin radiance. Skin feels supple. Leaves skin feeling pampered, revitalizes, renews and goes way beyond cleansing.

CHARCOAL MASK: Triple-action activated charcoal mask acts like a magnet to deep-clean and unclog pores, absorb excess oil and reduce shine. Enjoy the benefits of rosemary, peppermint, honeysuckle and navy bean extract, that will brighten your skin and kill bad bacteria.

MOISTURE RENEWAL GEL MASK: This clear gel will renew the proper levels of moisture to your skin leaving a plump, hydrated feel that last for days. Skin appears less stressed, feels nourished, purified and calmed.

REVEALING RADIANCE FACIAL PEEL: Thin layer of glycolic acid to gently dissolve away dead skin and impurities leaving your skin radiant, glowing and silky to the touch. Brightening, tightening and smoothing out your skin.

SALON-GRADE MICRODERMABRASION PLUS: Deep exfoliation for polished, younger skin and significantly smaller pores. Persian silk tree bark extract and soy bean extract in the Step 2: Pore Minimizer are shown to support factors important to skin, tightening the skin and shrinking pore size. Sea whip extract and evodia fruit extract, calm the skin's surface.

VOLU-FIRM NIGHT TREATMENT WITH RETINOL: A balancing treatment that restores triple hydration with retinol restoring skin's elasticity and firmness as you sleep. Plant stem cells and specialized peptides that promote skin renewal - accelerates cell turnover for a radiant look.

INDULGE SOOTHING EYE GEL: Reduces eye puffiness, soothes and calms tired eyes with a hint of cucumber and green tea to give your eyes the appearance of extra sleep and awakesness!

SATIN LIPS: This expertly formulated scrub also includes sunflower oil, known to be rich in the antioxidant Vitamin E. Gently massage this confection onto lips and whisk away dryness. Lip texture is immediately improved and lips are left looking revitalized. Shea Balm: Used for centuries to protect, enrich and soften skin, shea butter is known to contain omega-3s. Omega-3s are known to help maintain skin's natural moisture barrier, and when skin's barrier is protected, precious moisture is less likely to escape. A perfect ingredient for your everyday spa experience, shea butter wraps skin in creamy hydration bliss.

SMOOTH ACTION CELLULITE GEL CREAM: This potent gel cream takes glycolic acid, caffeine, argan oil plus botanical and marine extracts and combines them into a powerful formula that visibly minimizes the appearance of stubborn cellulite and recaptures skin's youthful appearance.

THE NEW MARY KAY *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 and vibrant skin with one Treatment

The "Facial Peel Experience"

The Deep Cleansing Charcoal Mask Experience - opens your senses

Dermatologist-designed and salon-grade Microdermabrasion Treatment - deep exfoliation that leaves the skin radiant

Radiant, vibrant, luxurious

Ultimate relaxation in your own home

Classic Mary Kay - free and 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 and what most people do

THE NEW MARY KAY

beauty experience

SCRIPTS

AN EXISTING CUSTOMER/FRIEND

Hi _____! This is _____. I hope you're doing great! I wanted to let you know that Mary Kay released brand new spa-like Beauty Experience Treatments! They are getting so popular! I'm looking for a handful of women to try it out & you get a gift! Would you like to experience one?

{AFTER SHE RESPONDS} Awesome! Let's set a time for your Experience - weekday or weekend?

{AFTER SETTING A TIME} I'm super excited to get your feedback. I'll text you a pic of the new Beauty Experience Package options - you tell me which sounds most appealing to you! Also I have to tell you about this brand new innovative Korean Treatment- the Lifting Bio-Cellulose Mask... check out the "Platinum" option on the flyer - you get a free Treatment of this new incredible mask with the Platinum Package & I'm only offering 10 of them this month! It has been the most popular package!
If you don't hear back from her by the next day - call her to confirm & see which Package she is most excited about!

IF YOU BOOK HER ON THE PHONE/IN PERSON

{AFTER YOU BOOK HER DATE} For your Beauty Experience, you have 4 package options to choose from! Each one comes with its own special Treatment, plus you can share your Experience with friends and when you do you can take home any free products that you love! As you're checking out the flyer- make sure to check out the Platinum Package - this is the most popular. With the Platinum Package you share your Experience with 8 of your favorite friends and you each choose the special Treatment you want to do *plus* with this Package you get a free Treatment of our new Lifting Bio-Cellulose Mask! You also receive \$120 in products for only \$35! How does that sound to you?

IF SHE SAYS YES I'LL SEE IF I CAN FIND 8 FRIENDS

Great! Go ahead and check with your friends and see who will join you! I recommend if you want to have 8 attend to invite 16-20. I'll need an RSVP list so I can find out which Treatment each person wants to do so I can customize the Experience for them. I'll check in with you tomorrow for a list of who you're inviting - when is a good time to catch you - morning or afternoon?

IF SHE SAYS I DON'T THINK I CAN GET 8 FRIENDS

Oh that is ok! I'll send you a flyer of the Package options and you can tell me which one is most appealing to you! The Gold Package is 5 friends & each of you choose your Treatment plus you get free products, or the Silver Package is you and 3 friends and you all get the Deep Cleansing Charcoal Mask Experience! How many friends are you thinking you'd like to have there?

- Send her the Package options flyer.
- Call her the next day to confirm her appt and find out which package she's excited about.

See "Coaching Section" on what to say when confirming and following up.

A DRAWING WINNER

Hi _____! This is _____ with Mary Kay (from the Girls Scout event!) You were one of the runner up winners! Congrats! Text me when you get this & I'll give you info to redeem your gift card & Beauty Experience!

(AFTER SHE RESPONDS- IF SHE DOESN'T RESPOND WITHIN 2 DAYS I'LL CALL HER)

You won one of the really good runner up prizes we had! It's one of our new Beauty Experience Packages where you receive a Deep Cleansing Anti-aging Facial Treatment plus a \$25 gift card you can redeem at your Beauty Experience! You will get to select from a list of complimentary Treatments and Services.

{WHEN SHE ASKS WHAT'S NEXT} I can send you open times to choose from for us to do your Experience! Would you prefer a weekday or weekend option?

IF SHE ASKS "WHAT IS IT EXACTLY?"

TEXT 1: You won a Beauty Experience that includes a Deep Cleansing Facial, De-clogging Charcoal Mask Experience {amazing!}, Expert Foundation Matching and a Spa Hand and Lip Treatment! It's free! Most people love to share their Experience with friends, so you can choose to do that!

TEXT 2: There are different Beauty Experience Packages you can choose from that have special Treatments and freebies included in each - those are all free too - it's what you won!

IF YOU BOOK HER THROUGH TEXT

{AFTER YOU BOOK HER DATE} I am going to send you the Beauty Experience Package options you can choose from so you can check that out and I'll give you a quick call tomorrow to confirm and see which Package you're most interested in! {Just a quick note about our brand new innovative Korean Treatment - the Bio-Cellulose Mask - check out the "Platinum option" - you get a free Treatment and this has been the most popular package!}

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A REFERRAL

Hi _____! This is _____ with Mary Kay- I know you don't know me. _____ selected you to receive a gift! She wanted you to have a complimentary Beauty Experience and a \$25 gift card! Did she mention it to you? *If you are texting - attach the selfie with the woman who referred her, if you took one.*

{AFTER SHE RESPONDS} Ok great I can call you real quick or text you the info!

The Experience includes a Deep Cleansing Facial, Hand, Lip and Eye Treatment and a light makeup application that's optional! Would you prefer a weekend or weekday opening and I'll see what's available?

IF YOU BOOK HER THROUGH TEXT

{AFTER YOU BOOK HER DATE} When we get together for your Experience you have some options to choose from for Treatments and Packages that are included! I am going to send you the Beauty Experience Package options you can choose from so you can check that out and I'll give you a quick call tomorrow to confirm and see which Package you're most interested in! {Just a quick note about our brand new innovative Korean Treatment - the Lifting Bio-Cellulose Mask... check out the "Platinum option" - you get a free Treatment of this and it has been the most popular package!}

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COACHING YOUR

beauty experience

I recommend that you connect with her live on the phone during the coaching process so that you can describe the Package Options/Beauty Experience Treatments to her. Their excitement and “buy in” will be much greater and the likelihood they will want to invite friends to share their Experience will be much higher! If I booked through a text, I will call her for the confirmation and to get her excited about the Packages, see which one she is choosing and get her “Invite List”.

IF YOU BOOK HER ON THE PHONE/IN PERSON

{AFTER YOU BOOK HER DATE, EXPLAIN THIS IMMEDIATELY WHILE ON THE PHONE WITH HER}

For your Beauty Experience, you have 4 package options to choose from! Each one comes with it's own special Treatment, plus you can share your Experience with friends, and when you do you can take home any free products that you love! As you're checking out the flyer - make sure to check out the Platinum Package - this is the most popular. With the Platinum Package you share your Experience with 8 of your favorite friends and you each choose the special Treatment you want to do *plus* with this package you get a free Treatment of our new Lifting Bio-Cellulose Mask! You also receive \$120 in products for only \$35! How does that sound to you?

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WHEN CALLING TO CONFIRM HER BEAUTY EXPERIENCE

{WITHIN 24 HOURS OF BOOKING}

Hi _____! I'm so excited for your Beauty Experience on Friday the 22nd at 6pm! Do you have quick minute? I wanted to confirm with you and also see which Experience Package you were most excited about after reviewing the Menu?

IF SHE HASN'T REVIEWED IT YET & ISN'T SURE:

Oh it's ok! Let me share a couple things so you can decide! For your Beauty Experience, you have 4 package options to choose from! Each one comes with it's own special Treatment, plus you can share your Experience with friends and when you do you can take home any free products that you love! As you're checking out the flyer - make sure to check out the Platinum Package - this is the most popular. With the Platinum Package you share your Experience with 8 of your favorite friends and you each choose the special Treatment you want to do *plus* with this package you get a free Treatment of our new Lifting Bio-Cellulose Mask! You also receive \$120 in products for only \$35! How does that sound to you?

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Finish Each scenario with this

..... ok great!! That's the _____ Package! Go ahead and check with your friends and see who will join you! I recommend if you want to have “#” attend to invite (double the # of people for that package; ex: 10-12 for the Gold Package/ or 8-10 for the Silver Package). I'll need an RSVP list so I can find out which Treatment each person wants to do and customize the Experience for them. I'll check in with you tomorrow for a list of who you're inviting- when you get your invite list together within 24 hours your get a free Shea Butter Lip Balm as a gift! When is a good time to catch you - morning or afternoon?

WHEN YOU'RE CALLING TO GET HER GUEST LIST :

Hi _____! Just giving you a quick call about your Beauty Experience on the 22nd! I'm excited! I wanted to make sure you got that free Shea Butter Lip Balm gift for getting your list together! I'll go ahead and jot down who you've invited - who do you have down?

Keep asking, who else, until she's done. Get their #s also.

WHAT IF SHE DOESN'T HAVE ENOUGH PEOPLE ON THE LIST TO QUALIFY FOR A CERTAIN PACKAGE? {NEEDS TO HAVE ATLEAST DOUBLE # OF PEOPLE ON THE LIST THAN HER PACKAGE REQUIRES!}

If she is going for the Gold Package for example and she only gave you 5 names - "This is so exciting _____! We're going to have a blast! Since you're going for the Gold Package and want to have 5 women there, who else can you think of to invite? Normally it takes inviting 10-12 to have 5 who are free that day to join you? Perfect! Thanks so much! I'll set that Lip Balm aside for you to redeem at your Experience. What I'll do next is contact each of the ladies on your list to find out which Treatment they would like! If you can make sure they all know the date and time as well. I'll send you an invite you can send out to everyone!

Send her the invite picture to send out

WHEN YOU'RE CALLING THE GUESTS TO PREPROFILE & FIND OUT WHICH TREATMENT THEY WANT

Hi _____! This is _____ with Mary Kay! How are you? I'm calling about the Beauty Experience you were invited to attend at _____'s home next Friday the 22nd! I'm excited for you to be there and wanted to customize a Treatment for you. Do you have a quick minute?

- Would you describe your skin as OILY, DRY, COMBINATION or NORMAL?
- What is one thing you would change about your skin if you could?
- Have you tried Mary Kay products in the past? {If so - how recent? Who is her consultant? If she has one - say "Great I'm so glad you love your Mary Kay products! I'm happy for you to attend _____'s Experience and for you to try something new. Just know that in Mary Kay we honor our sister consultants so after you attend _____'s Experience, you will stay with your consultant _____!}

IF SHE HAS BUT DOESN'T USE THE PRODUCTS OR HAVE A CONSULTANT:

Great! Then I'm super excited for you to experience the "new" Mary Kay and try one of our spa-like Treatments we offer! I think you'll be so pleased with this new Beauty Experience!

IF SHE HASN'T:

Great! I'm so excited to introduce you to Mary Kay's new Beauty Experience and in-home Treatments! You'll experience a DIY skin Treatment at _____'s that will keep your skin soft and radiant for DAYS! We have multiple complimentary Treatments you can choose from at your Experience at _____'s including:

Microdermabrasion Treatment - this is a salon-grade exfoliation Treatment - Great for minimizing pores and exfoliating dry skin, and it leaves your skin beautiful and smooth!

Revealing Radiance Facial Peel - this is the ultimate anti-aging Treatment, and is a smooth formula that dissolves dead skin cells - it's like new skin after one use!

Charcoal Mask Experience - this is a De-Pore Clogging Mask that draws everything out of the pores - wipes away easily and leaves the skin more even toned and soft!

Which sounds most appealing to you for this Experience? Ok great!! I'm looking forward to see you then! You'll want to arrive 10-15 minutes before 6, because we'll do a Satin Hand Treatment before we begin and we'll start the Experience right at 6! See you then!

TIPS TO RECOMMEND TO THE HOSTESS FOR HER BEAUTY EXPERIENCE TO BE THE *best* EXPERIENCE POSSIBLE

- Save food for the end when you're meeting one-on-one with each person {that way we can start on time}
- Let her know we'll start right at the time you set so that your Experience is no longer than 2 hours
- Use her livingroom/comfortable space for the Experience {vs sitting at the kitchen table} - it's more cozy feeling
- Light candles
- Ask if she has a crockpot that you can keep the cloths warm in
- Decide where is best to do the one-on-one consults at the end of the Experience- make sure it's not in the same room that everyone is hanging out in/etc - maybe if everyone's in the living room, do the consults in the kitchen, vise versa. Try not to go into a secluded room down the hallway where no one can see you - stay in the same "vicinity" just need a private space
- Play spa type music {on your phone or have hostess turn it on low in the background on the TV}
- Confirm with her the day before/the day of to see if any guest changes are being made