

YOUR GUIDE TO *the Second Appointment*

GET STARTED!

INTRO: 5 MINUTES

Consider setting up your appointment by letting your customer(s) know what to expect in this appointment or party. Below are some points you might want to consider:

- First, follow up on how her skin care product purchase from her initial appointment is working for her and address any questions she may have.
 - Before you start, you'll want to make sure your customer has a clean and moisturized face. This is also a great time to emphasize the importance of using a skin care regimen to maintain healthy skin so makeup looks even better.
 - Mary Kay has a *no touching policy*, so your role will be to guide your customer as she applies her own makeup. You're teaching her how to apply the products so she can repeat it at home.
 - Every product she will try in this appointment will be a sample. This is to ensure she is trying products in a hygienic manner.
- ☒ You'll want to have Section 2 samples of all the products your customer will be trying as well as the appropriate application tools, such as sponge-tip applicators, cotton rounds or cotton balls and doe-foot applicators.
- ☒ Consider attractively displaying the retail sizes of products that your customer will be trying so she can see the actual products. Since you will be using samples for this appointment, it is always helpful for customers to see what they will be purchasing.

Tip:

Take a Before picture of your customer before you begin! After you've completed your session, take an After picture!

APPLYING COLOR: 30 – 40 MINUTES

To be mindful of your customer's time, your goal is to complete this appointment in one hour. To help with this, you may want to come prepared with samples of several of the Color Looks found in *Color Confident*, on *Mary Kay In Touch*®, for customers to choose from.

You can use this guide as a resource to follow product order of application and to share benefits and techniques with your customer while she is applying the product. You decide how much product information from this guide to share! Customers love learning new tips and techniques! Plus, that is one of the awesome perks of having a Mary Kay Independent Beauty Consultant like you!

CREATING A FLAWLESS CANVAS:

FOUNDATION PRIMER

Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15:*

Benefits:

- Perfects skin as it enhances foundation benefits and extends wear.
- Helps reduce the appearance of pores, fine lines and wrinkles.
- Oil-free gel formula absorbs oil and diffuses light.

Application technique:

- Apply to nose, forehead and chin, blending gently over entire face using your fingertips.

FOUNDATION

TimeWise® liquid foundation is ideal because it allows your customer to try a foundation formula that has been specifically created for her skin type.

Benefits:

- Fine lines and wrinkles look less visible, and the appearance of pores is noticeably reduced.
- Infused with vitamin E and a patented blend of peptides to help skin instantly look firmer, younger and healthier.
- Buildable coverage from medium to full.

TimeWise® Matte-Wear® Liquid Foundation

Benefits: (for combination to oily skin)

- Special microspheres work all day to absorb oil.
- Gives skin a long-lasting matte finish.
- Transfer- and humidity-resistant.

TimeWise® Luminous-Wear® Liquid Foundation

Benefits: (for normal to dry skin)

- Moisturizing complex enriched with skin-loving jojoba delivers lasting comfort and hydration.
- Skin looks luminous, radiant and immediately brightened as skin texture appears visibly improved.
- Transfer- and humidity-resistant.

Application technique:

Dot product in the center of the face, and blend outward with fingers.

As she is applying her foundation, you can mention the *TimeWise*® Liquid Foundation Brush and *Mary Kay*® Blending Sponge and explain the benefits of using these tools to help blend foundation beautifully and build up to the desired coverage.

Tip:

If your customer prefers a different formula type or coverage level, let her know that Mary Kay has a portfolio of foundations to choose from.

PLAY WITH COLOR!

EYE SHADOW



You get the most benefit from your eye shadow when it is applied in specific areas of the eye based on eye shape.

Mary Kay Chromafusion™ Eye Shadow

Benefits:

- Color holds strong for 12 hours.
- True, high-impact color payoff.
- Lifeproof formula stays looking fresh through work, workouts, weather and almost anything on your agenda.

Application technique:

Help your customer find her eye shape on the second appointment place mat. She will then use the corresponding diagram for eye shadow application.

This is a great opportunity to mention that the *Mary Kay*® Essential Brush Collection contains the following eye shadow brushes:

- All-Over Eye Shadow Brush
- Eye Crease Brush
- Eye Smudger Brush

EYELINER

During your second appointment, you can use the *Mary Kay*® Eyeliner samples and share with your customer that Mary Kay also offers gel and liquid eyeliners if she prefers those product formats.

Benefits:

- Long-wearing, ultracreamy, smooth-glide formula.
- Waterproof and smudgeproof.
- Helps lashes appear thicker.
- Packaging has built-in sharpener.

Application technique:

Use your pinky as an anchor to steady your hand by resting it lightly on your face as you draw little lines along the top lashlines. Then connect the lines to make one continuous line.

MARY KAY

YOUR GUIDE TO *the Second Appointment* (cont.)

PLAY WITH COLOR! (cont.)

MARY KAY® ULTIMATE MASCARA™

Have your customer use the *Mary Kay® Ultimate Mascara™* sample to finish her eye look.

Benefits:

- Extremely volumizing and super thickening.
- Smudge-, flake-, and clump-resistant.

Application technique:

- Lightly wiggle mascara wand back and forth across upper lashes, starting at the base of the lashes and working up.

Tips:

- After opening, all retail-sized mascaras should be replaced every three to four months to promote optimum product performance and to help ensure mascara is free from harmful bacteria.
- Never pump your mascara wand in and out of the tube. It adds air into the barrel and dries out the formula.

While your customer is applying her mascara using the application tips you shared, you can mention that Mary Kay has a variety of mascara options.

Mary Kay also has other lash products such as *Mary Kay® Lash Primer* and *Mary Kay® Lash & Brow Building Serum®*. You can also mention brow products like *Mary Kay® Precision Brow Liner* and *Mary Kay® Volumizing Brow Tint*.

MARY KAY CHROMAFUSION™ BLUSH



Your customer can apply *Mary Kay Chromafusion™ Blush* using the cotton ball or cotton round you provided.

Benefits:

- The fusion of pure color and light-reflecting pigments.
- Lifeproof formula for long-lasting wear.

Application technique:

- Smile to identify the apples of your cheeks.
- Help your customer find her face shape on the second appointment place mat. She will then use the corresponding blush application.

As your customer is applying her blush, you can share with her that Mary Kay offers a portfolio of cheek-sculpting products such as highlighter and contour powders!

FINISH THE LOOK WITH LIPS!

LIP LINER

If your customer wants to try lip liner, select the lip liner sample that best matches her natural lip tone (light nude, medium nude or deep nude).

Mary Kay® Lip Liner

Benefits:

- Smooth, creamy, waterproof formula.
- Glides on easily with a clean, precise line that perfectly defines lips.

Application technique:

- Draw a line around your natural lip line. Use short, feathery strokes to create a soft, natural line. You can fill in the lip area completely to create a matte base and help lip color last longer.

Tips:

- To help thin lips appear fuller, line lips with lip liner on the outer edge of your natural lip line, and then apply lighter or natural-looking shades of lip color.
- To help full lips appear thinner, line lips with lip liner just inside the natural lip line and apply deep shades of lip color.

LIPSTICK AND LIP GLOSS

You'll want to provide your customer with a doe-foot applicator to apply her lipstick.

Mary Kay® Gel Semi-Shine Lipstick

Benefits:

- Delivers radiant color and luminous shine.
- Advanced gel microsphere technology provides rich, stay-true color.

Mary Kay® Gel Semi-Matte Lipstick

Benefits:

- Lasting wear without drying lips.
- Advanced gel microsphere technology provides rich, stay-true color.

True Dimensions® Lipstick and True Dimensions® Sheer Lipstick

Benefits:

- Infused with advanced skin care ingredients, the formula smooths the appearance of fine lines and helps lips look fuller.
- Instantly drenches lips in moisture.

NouriShine Plus® Lip Gloss

Benefits:

- Brilliant shine and an instant boost of moisture that leaves lips feeling nourished.
- Smooths, protects and conditions lips.
- Rich, intense, long-wearing shades.



All done! Don't forget to take an After picture! The next time your customer applies her makeup, she can use her After picture as reference.

As you finish your appointment, let her know that Mary Kay also offers products such as *Mary Kay® Makeup Finishing Spray by Skindinavia* to help set her look and *Mary Kay® Oil-Free Eye Makeup Remover* that easily removes even waterproof eye makeup without rubbing or tugging.

FINISH STRONG!

CLOSE: 15 MINUTES

To make the purchase decision easier for your customer and more manageable for you, use the back of the second appointment place mat.

As you close the sale, you can ask questions like these:

- Did you have fun?
- How do you want to personalize your compact?
- I would be happy to treat your friends to a Mary Kay experience like you had today. Can you think of a few friends who would like a free makeover from me, compliments of you?



You can modify the products included in the bundles based on your customer's preferences. Remember to update the price if you do swap out products.



MARY KAY®