



The Mary Kay Beauty Experience

To begin your Beauty Experience setup, flip the page.

The Before-the-Party Checklist should face you and page 2 should face the guests.

This Beauty Experience Flip Chart was adapted by Mary Kay
Independent Sr. Sales Director, Karen Holland.

MARY KAY®

*The Mary Kay
Beauty Experience*

MARY KAY

BEFORE-THE-PARTY CHECKLIST

When you arrive at least 30 minutes early:

- ☐ **Give a sincere compliment and gratitude to the hostess.** It's nice to find something in her home to compliment.
- ☐ Ask her where you can set up your 'office' so you can answer individual questions, etc., **preferably away from the table.** Prepare the area with a money bag, your date book, sales tickets, a calculator (mesh bags from Kit are great for these) and product along with your **Individual Consultation Script.**
- ☐ **Set up the Beauty Experience table** with trays, mirrors, place mats and name cards at each seat. Fill the trays with the appropriate products based on your pre-profiling.
- ☐ **Use name cards** with guest's name on the front. On the back of the name cards you can write their choices for the "Relax" portion of the Experience (Mint Bliss, Eye Gel, Satin Lips or Makeup Remover) and their choice of the Mask or Peel (Charcoal Mask, Gel Mask or Facial Peel).
- ☐ **As guests arrive, greet each one with a "double" handshake** (a firm grip shows confidence, placing your other hand on top of hers shows gentleness and compassion) and use her name as you say, "_____, it's so nice to meet you!" Plant her name in your brain! Ask for the spelling if it could be a "y" or "i" or "ie", etc., which sometimes helps your brain to store it!
- ☐ If you did not pre-profile your guests before the party, have them to fill out the **Customer Profile** card while you fill their trays.
- ☐ **When you have completed this checklist,** flip the page so the "Relax, Refine, Renew" page faces the guests.

*The Mary Kay
Beauty Experience*

*Relax
Refine
Renew*

MARY KAY®

Welcome Guests and Thank Hostess



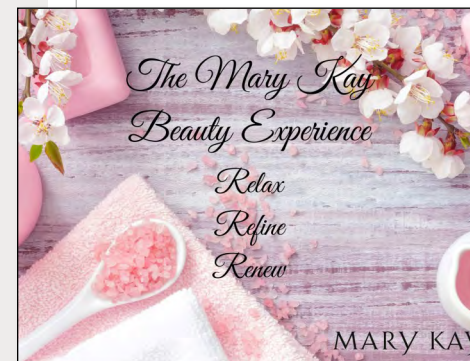
3-4

MINUTES

1 Hi, I'd like to welcome everyone. I'm so glad you are here! First I want to say thank you to _____ (the hostess). I genuinely appreciate you for including your friends in tonight's Beauty Experience. I love _____ (something you love about her). I have a big goal of _____ and you're helping me with that! I'm so thankful for your support.

2 *[If you don't have a gift for your hostess, make the gratitude very sincere and proceed to introductions. If you do have a gift, present her with it at this time. Something small like a sampler mini works great!]*

3 Before we start, let's go around and tell me your name, how you know _____ (hostess), and what you love the most about her.



The Beauty Experience

Relax



**Mint Bliss
Energizing Lotion**
Botanical extracts give a cooling sensation so that feet and legs feel pampered and revived.

**Indulge Soothing
Eye Gel**
Tones, firms and reduces the appearance of puffiness



Satin Lips Set
formulated with shea butter and the fresh scent of white tea and citrus. It's an oasis for your lips!

**Oil-Free Eye
Makeup Remover**
removes all types of eye makeup (including waterproof), without tugging on the eye area.



Relax—Mint Bliss, Soothing Eye Gel, Satin Lips, Oil-Free Eye Makeup Remover



5-7
MINUTES

Mint Bliss™ Energizing Lotion

Anyone ever have tired feet and legs? We all do at some point. Well, this lotion comes to the rescue! It's a cool mint formula with rosemary and willow bark that gives a cooling sensation so that feet and legs feel pampered and revived.

Indulge® Soothing Eye Gel

It's not always convenient to put cucumber slices on your eyes but this little gel is the next best thing! It refreshes, soothes and moisturizes with extracts such as Green Tea and Cucumber to also tone, firm and reduce the appearance of puffiness.

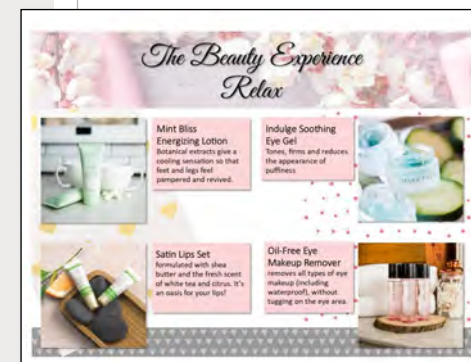
Satin Lips® Set

Few things are worse than dry, chapped lips, right? This set gives you kissable lips instantly! It's formulated with shea butter and the fresh scent of white tea and citrus. It's an oasis for your lips!

Oil-Free Eye Makeup Remover

*****DO NOT SHAKE the bottle before you tell them about the product!! Tilt it upside down and back slowly to show the layers and point out that it contains NO OIL!***

Where do we show age first on our face? Yes, the eye area! It's extremely important to remove all eye makeup before going to bed! And this Best-Selling, award-winning formula gently removes all types of eye makeup (including waterproof), without tugging on the eye area. The eye area is like tissue paper....it's not very forgiving. Be gentle with it! Our eye makeup remover is hypoallergenic and oil-free, and it's suitable for contact lens wearers. Shake before using, drizzle on a cotton pad and remove your eye makeup! Magic in a bottle!



TIP:

Use cotton pads instead of cotton balls for the Eye Makeup Remover.
If someone has chosen Satin Lips, leave the scrub on their lips until she wipes off the cleanser.
If there are products that weren't chosen, briefly show them to romance their use at the Second Experience!



**TODAY
IS YOUR
DAY!**





1 Take a look at your skin in the mirror and think about this: **How old you are is your business, but how old you *look* is mine.** Whether you're 17, 70 or anything in between, we all want beautiful skin, right?

2 So let me ask you this, if you could wave a magic wand and change one thing about your skin, what would it be?

Well, let's jump in and do something about it!

We have FOUR skin care lines in Mary Kay: a botanical line (for sensitive skin), the Clearproof line for acne, and a line for advanced signs of aging, the Repair set. The fourth is our most popular, which is what we're going to sample right now....the TimeWise® Ultimate Miracle Set.





IT'S CALLED THE ***MIRACLE SET*** FOR A REASON!



REAL RESULTS

As seen by a dermatologist on panelists in a 12-week clinical study:

- **83%** had a reduction in the appearance of fine lines and wrinkles.
- Up to **25%** improvement in skin resilience.
- **100%** had softer, more supple skin.
- **46%** visible improvement in more even skin tone.

Available in normal/dry and combination/oily formulas



4 products
11 age-defying benefits
19 patents worldwide
Millions of happy customers

Miracle Set® Overview



3 MINUTES

1 Now it's time to experience what I like to call a miracle. The *TimeWise®* *Miracle Set®* is a **premium collection of age-fighting products** that work beautifully together to deliver the benefits you need for younger-looking skin.

2 This four-product regimen uses the latest skin care science to deliver younger-looking skin for all skin types, including sensitive skin and those with rosacea.*

3 Let's talk about the benefits the *Miracle Set®* delivers, and we'll start with the **five essential steps** to younger-looking skin. Does anyone know the five steps?

* If any of your guests have rosacea, you may want to let them know that the *TimeWise®* *Miracle Set®* is not a cure for rosacea and does not treat it, but it is a skin care regimen that is highly compatible for those who have this supersensitive skin.

- First, the *Miracle Set®* **cleanses** to remove makeup and impurities.
- It **exfoliates** to remove dead surface cells that dull the skin so you'll feel a little grit.
- It **freshens** to tone the skin and refine pores.
- It **moisturizes** to hydrate for soft, smooth skin.
- And it helps **protect** the skin from sun and environmental damage.

4 The *Miracle Set®* also delivers six **ADDITIONAL** benefits to:

- Smooth**
- Reduce the appearance of fine lines and wrinkles**
- Visibly Firm**
- Soften**
- Energize**
- Renew**

You get all 11 age-defying benefits in one set of products!



TIP:

You might want to have your hostess wet some of your Mary Kay Facial Cleansing Cloths with warm water while the guests use the cleanser. Unfold them before you hand them to her or have her do so BEFORE she wets them!

***TIMEWISE*® 3-IN-1 CLEANSER**



**CLEANSE.
EXFOLIATE.
FRESHEN.**



TimeWise® 3-In-1 Cleanser



6 MINUTES

1 Are you ready to pamper your face? Great! I'm going to take you through the five essential steps now, starting with *TimeWise*® 3-In-1 Cleanser. The cleanser comes in **two formulas**: one for normal-to-dry skin and one for combination-to-oily skin. I've given each of you the formula that's right for your skin.

2 Now go ahead and apply the cleanser to your face, avoiding the eye area. Rub up and out in small circles. We're always fighting gravity! Can you feel the little beads at work? The **gentle cleansing beads** in *TimeWise*® cleansers exfoliate your skin by removing dead skin cells, revealing fresher, newer skin.

3 As you apply the cleanser, you're treating your skin to outstanding cleansing and makeup removal. You're

also getting **three steps** in just one product: **cleansing, exfoliating and freshening**. When you're finished, just remove your cleanser with the wet facial cloth.

4 How many of you don't necessarily wash your face before going to bed? (*light-hearted – no judgement*) Before Mary Kay, I didn't always do it either. Think about all of the dust, dirt and pollution in the air. That stuff lands on your skin, and if you don't wash your face, you're rolling around on your pillow, smashing that gunk deeper into your skin. You also want to wash it in the morning to remove the dead skin that turned over at night, and any oils or dirt from your pillow that you picked up. Besides, it helps with waking up!

NOTE—If your hostess is not receiving the *Bio-Cellulose Mask*, skip to p. 17 of the *Flip Chart*.



TIP:

Remove a disposable cloth from the package for each guest and completely unfold each one. Wet with hot water OR pop them into a microwave for a few seconds until steamy.

The Beauty Experience *Refine*

TIMEWISE® LIFTING BIO-CELLULOSE MASK



A majority of women agreed

After a single use:

- Mask increases skin moisture levels for 24 hours.
- Skin is visibly more radiant, soft and smooth.

After two weeks of use:

- Skin looks lifted and firmed.
- Skin is younger-looking.
- Skin appears more luminous.



SEE A VISIBLE LIFT IN JUST
TWO WEEKS.

TimeWise Lifting Bio-Cellulose Mask



10
MINUTES

TimeWise Lifting Bio-Cellulose Mask

What in the world is a Bio-Cellulose Mask, right? This picture makes it look like something made of plastic but it's actually a "gel" mask in-between 2 removeable mesh layers, and you form it to fit your face. You can even put the eye flaps over your eyes for a completely relaxing treatment for 20-30 minutes! It's luxuriously innovative to give your skin the ultimate beauty boost.

Use this intensive facial treatment as a supplement to your TimeWise Miracle Set or TimeWise Repair® regimen. After two weeks of use*, skin looks visibly lifted and firmed.

Not only does it do wonders for your skin...possibly before a big event or reunion... but it glides right off after use! No tugging or pulling on your skin. And the product left behind is gently massaged into your skin and left on to provide firmer, softer, hydrated skin.

- *If this is a Platinum Experience, the hostess will receive the Bio-Cellulose Mask treatment while you share about Mary Kay Ash, Social Responsibility and your I-Story (pages 16-21 of this Flip Chart). The hostess is the ONLY one with a mask on at this point!!*
- *Do NOT apply the other masks or peel until after your I-Story and Social Responsibility.*
- *If there's NO Bio-Cellulose mask, you will share the information about this product on p. 23 of the Flip Chart.*



TIP:

•

IT'S NOT HISTORY,
IT'S HER STORY.
AND OUR STORY.



MARY KAY ASH



Mary Kay Ash



2 MINUTES

1 Now I'd like to tell you a little about **Mary Kay Ash**.

2 **Mary Kay was a single mom** struggling to make ends meet in a male-dominated business world for more than 25 years. She retired in protest after yet another man that she had trained was promoted above her.

3 Mary Kay thought about her career frustrations and wished there was a company where women could be fully rewarded for their skills and abilities. She realized she didn't have to just sit and wish; **she could start that kind of company herself**. And she knew she wanted that company to sell a product that would create confidence and make women feel beautiful inside and out.

4 The rest is history, or as we like to call it, **HER story**.

5 Every day that I have the privilege of being with amazing women like you, I am proud of my decision to start my Mary Kay business. And I am proud that this Company follows the **Golden Rule** and emphasizes the **importance of giving back**. Because of Mary Kay Ash's philosophies, vision and courage, it's MY story too.

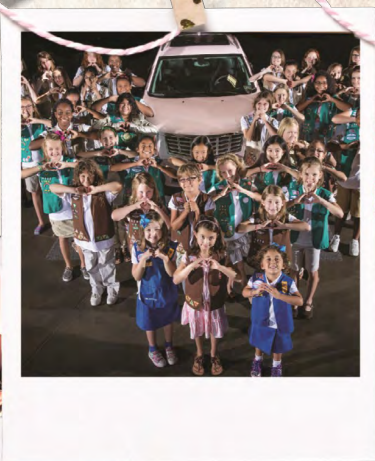
6 I'm a small business owner, and when you buy from me, you're supporting MY DREAMS and your local community.



TIP:

Here's a great story to share: Mary Kay Ash selected the bumblebee as the ultimate symbol of accomplishment because of what it represents. Years ago, aerodynamic engineers studied this creature and decided that it simply should not be able to fly! Its wings are too weak and its body is too large for flight. Everything seems to tell the bumblebee, "You'll never get off the ground." But Mary Kay liked to think that maybe—just maybe—our Divine Creator whispered, "You can do it!" So it did!

WE'RE MAKING
THE WORLD
A BETTER
PLACE.



MARY KAY®



1 How many of you appreciate **doing business with companies that are socially and environmentally responsible?**

Then you'll be glad to know that when you use *Mary Kay*® products, you're supporting a company that does a lot of good!

2 When you wash your face with **Mary Kay**, there are women and children who finally have a safe haven because of the more than **\$50 million** that *Mary Kay* and *The Mary Kay Foundation*SM have **donated to domestic violence shelters** across the country.

3 When you moisturize with **Mary Kay**, you're supporting a company dedicated to **fighting the many cancers that affect women**. Along

with *The Mary Kay Foundation*SM, *Mary Kay* has donated **over \$20 million** to doctors and research to find a cure.

4 When you use **Mary Kay** products, you're supporting a company that has a progressive **corporate recycling program**, that has committed to planting **more than 1 million trees** around the world and is always looking for ways to be more sustainable and green. You'll be using products that are made here in the US, in Dallas, TX, where the manufacturing plant is located for all products sold in the US, and it's a **zero-landfill facility!** NOTHING goes into a landfill from manufacturing. It's easy to support a company with that kind of heart and soul, don't you agree?

5 *Mary Kay* also touches hearts by giving back to the global community – all thanks to one amazing woman.





A LITTLE BIT ABOUT *me!*

MY MISSION • MY VISION • MY GOALS



To avoid a



Flexibility!



To be a work-from-home mom!



Freedom!

Your I-Story



2 MINUTES

1 I have been building my business for _____

2 Before I started my Mary Kay business... _____

3 I never saw myself doing Mary Kay because _____

4 But the more I learned about the business, I was attracted to Mary Kay because... _____

5 What I have enjoyed the most is ... _____

6 The reason I work my MK business is (your WHY) _____

7 And my current goal is _____



TIP:

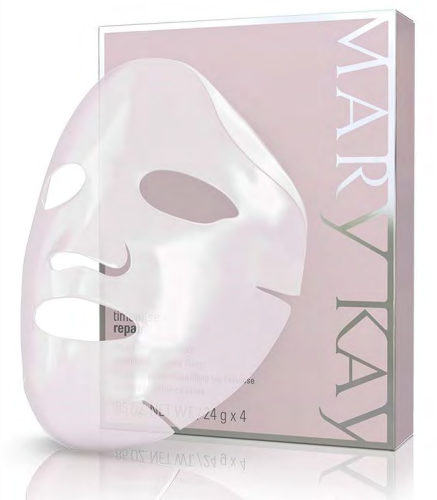
At the conclusion of your I-Story, you can instruct the guests to apply their Mask or Peel. While the masks/peels are on, proceed to the next page to share about the Mary Kay Opportunity. If anyone uses the Facial Peel, make sure that it stays on for no longer than 10 minutes!

The Beauty Experience

Refine

TimeWise Repair Lifting Bio-Cellulose Mask

Experience a luxuriously innovative mask that gives your skin the ultimate beauty boost.



Revealing Radiance Facial Peel

Enhance your skin's own renewal process for a more rejuvenated look without the redness and sensitivity associated with most chemical peels.

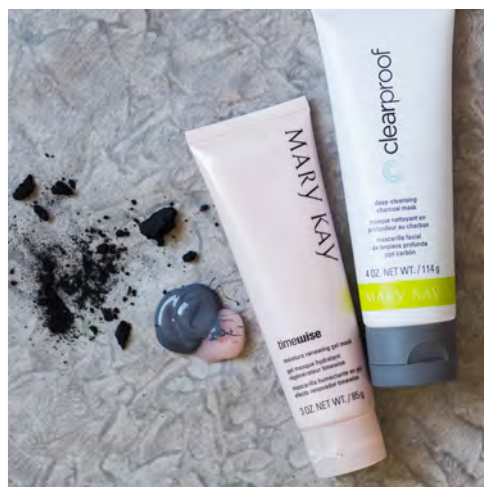


Moisture-Renewing Gel Mask

Infuses skin with moisture as it increases its resilience.

Deep-Cleaning Charcoal Mask

Acts like a magnet to deep-clean, unclog pores and absorb excess oil.



Refine—Bio-Cellulose Mask, Charcoal Mask, Gel Mask, Facial Peel



10
MINUTES

Now it's time for you to experience the "Refine" portion of today's experience. Before you apply your treatment, let me explain a little about each one. *(If this is a Gold, Silver or Bronze Experience you can just talk about the Bio-Cellulose Mask treatment and explain how the guests can get this treatment at their Second Experience.)*

TimeWise Lifting Bio-Cellulose Mask

Experience the luxuriously innovative, Korean beauty-inspired mask that gives your skin the ultimate beauty boost. Use this intensive facial treatment as a supplement to your TimeWise Repair® skin care regimen. After two weeks of use, skin looks lifted and firmed.

Deep-Cleansing Charcoal Mask

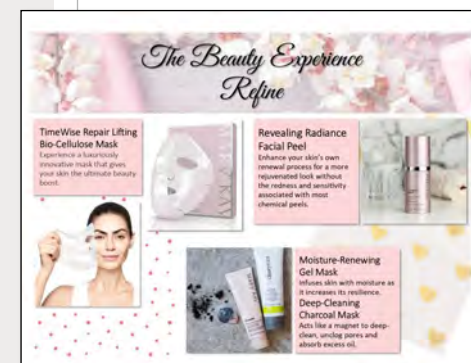
Triple-action activated charcoal mask acts like a magnet to deep-clean, unclog pores and absorb excess oil. This revolutionary product combines the power of activated charcoal, gentle clays and botanical extracts to provide clearer, healthier-looking skin. After 10-20 minutes, the dry mask wipes smoothly off without pulling!

Moisture-Renewing Gel Mask

An anti-aging formula that nourishes and pampers skin while firming, smoothing and refining skin texture. The luxuriously rich gel infuses skin with moisture as it increases its resilience. Skin appears more relaxed and pore size is diminished. You can even sleep in it for extra moisture!

Revealing Radiance® Facial Peel

Combines the power of all-natural glycolic acid and calming botanical extracts to enhance your skin's own renewal process for a more rejuvenated look without the redness and sensitivity associated with most chemical peels.



TIP:

Instruct the guests about the application of their Mask or Peel and explain the benefits of each.

After applying the masks and/or peel, proceed to p. 24 for info about the business.

If anyone is receiving the Facial Peel treatment it is important that it stays on for NO MORE than 10 minutes!



ENRICH
WOMEN'S LIVES,
INCLUDING
your own!



EARN
AMAZING
PRIZES!



Flexible
HOURS!



Extra
income!



BE YOUR OWN
BOSS!



The Mary Kay Opportunity



5-7 MINUTES

Does everyone remember the game, “I Spy”? As your masks/peels dry we’re going to play it with a little Mary Kay twist!

There are lots of reasons that people join Mary Kay, and I’m looking to build a team of awesome women! It might not be something anyone here is interested in, and that’s totally fine. But Mary Kay Ash herself said that at every get-together like this, there’s at least ONE person who could do what I’m doing. So, I’m going to call out a letter that begins a word to describe why some people start a Mary Kay business, and you’re going to look around the room for something that starts with that letter. **The first letter is... M**

M stands for... **Money**. Many women make executive incomes in Mary Kay. You can make as little or as MUCH as you want! There are lots of millionaires in this Company, and they got there by changing the faces and lives of many women! **The next letter is R.**

R is for **Recognition and Rewards**
Mary Kay believes in praising women to success and recognizing them with prizes

that they probably wouldn’t necessarily buy for themselves. Mary Kay said that often women will work for recognition, appreciation and prizes before they’ll work for money. **Next letter... S**

S is for... **Self-confidence**. Mary Kay is a safe place to grow. It’s a great personal growth program that we get paid to take! You’re surrounded by women who build you up, not tear you down or compete with you. They WANT you to succeed, and help you to do so. **Next letter... C**

C is for... **Cars**. You can earn the use of a Career Car in Mary Kay, and it’s not just pink Cadillacs! There are many different cars you can shoot for. OR, if you prefer, you can take a cash compensation. **Next letter....B**

B is for... **Being your own boss and loving the company’s beliefs**. We don’t have quotas in Mary Kay and it’s not a pyramid company. You’re the boss with all the flexibility in the world with none of the pressure. It’s amazing! AND, the company’s beliefs are that we run our business by the Golden Rule, and we keep our priorities straight...Faith first, family second and career third.

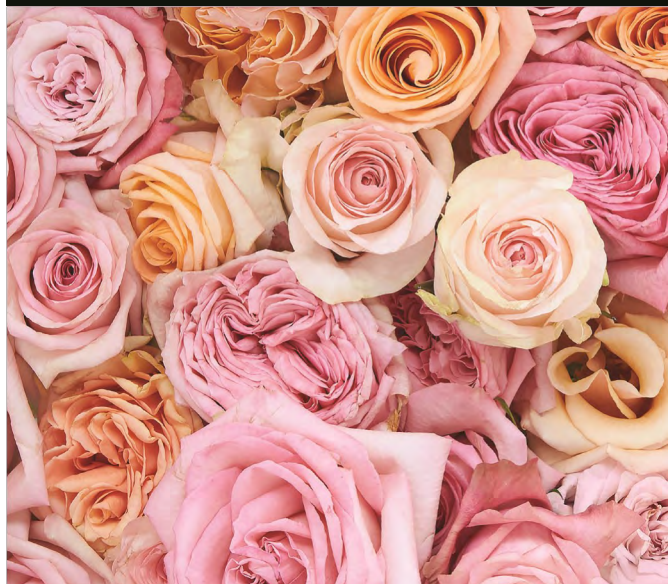


If you were EVER in a MILLION years to work with me and Mary Kay, what would be most appealing of those things **[let them answer]**? And by the way, I could list a dozen other things but we’d be playing this game all night! **Last letter...W**

W is for... **WATCH!** Watch me tonight and see if you think it’s something you could learn to do. Like I mentioned earlier, I’m looking for incredible women with different personalities and qualities, and women who think there just might be something untapped inside of them! I’m looking for women to help me with a survey that could also help me get one of those career cars I mentioned! So I’ll mention that when we schedule your **2nd Experience**.



WE KNOW WHAT WOMEN WANT –



**THE MOST
FABULOUS
SKIN IN THE
WORLD!**



What You Offer Customers



2 MINUTES

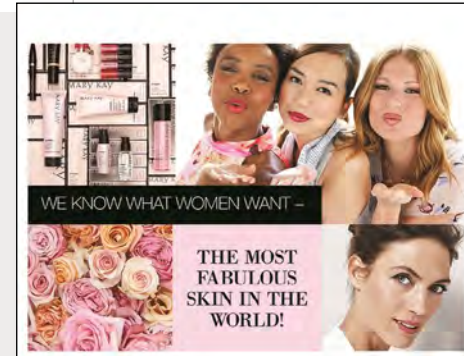
1 Did you know that Mary Kay spends millions of dollars and conducts **over 500,000 tests** each year to ensure that Mary Kay products meet the highest standards of quality, safety and performance? Mary Kay is a worldwide leader in eliminating animal testing, and has been for several decades. You'll always purchase cruelty-free products!

2 There are **millions of loyal Mary Kay customers** around the world because Mary Kay products consistently deliver the benefits women want at great prices. And because they have Independent Beauty Consultants like me who work to find the right products to help them look and feel great.

3 How many of you have a drawer full of makeup or skincare mistakes that you don't toss because you spent money on them?

That won't happen with Mary Kay! I'll replace, swap or do whatever it takes to keep you happy with your products! PLUS, you don't need to find your receipt, find time to drive to a store, stand in line and hope they'll honor it. I'll make it right for you regardless!

4 Now it's time to take your masks off! **Use another disposable cloth, UNFOLDED, wet and as warm as possible when you hand it to each person.**



TIP:

At this point everyone should be ready to remove their mask or peel. Help them through this process using another unfolded, warm, disposable cloth and then proceed to the next page.

GET DAILY PROTECTION AND NIGHTTIME RENEWAL.



TIMEWISE **DAY SOLUTION**

SUNSCREEN BROAD
SPECTRUM SPF 35*



TIMEWISE **NIGHT SOLUTION**



*Over-the-counter drug product

***TimeWise*® Day Solution Sunscreen Broad Spectrum SPF 35* and Night Solution – The Set**



3 MINUTES

1 Now let's talk about wrinkles. I'm going to guess that none of us wants them, right? Mary Kay scientists have discovered **the key to help diminish the signs of aging** with *TimeWise*® Day Solution and Night Solution.

2 We'll start with ***TimeWise*® Day Solution Sunscreen SPF 35.*** If anyone has an SPF sensitivity, you may want to apply the Day Solution to the back of your hand instead of your face. Everyone else, go ahead and apply that to your face now. And remember, up and out! You'll use this in the morning right after cleansing.

3 Next is *TimeWise*® Night Solution. Normally, you apply it to your face in the evening after you cleanse. But I want you

to see what it feels like, so today, let's apply it to the back of your hand. *(If a guest put Day Solution on her hand, Night Solution goes on her other hand.)*

4 Night Solution actually helps **renew your skin** while you sleep. See those little **Nutribeads**®? They burst as you dispense the serum to deliver antioxidants essential for the renewal process. It also contains age-fighting peptides to help reduce the appearance of expression lines, and visibly firm and smooth skin.

TIP: If this is an evening appointment, tell the guests, "we're going to put your face to bed". Have them apply the day solution to the back of the hand and night solution to the face.



TIP:

Share this with your guests: Did you know that your hands are the second most common place to show signs of aging? That's why whenever I'm applying my skin care, whether it's Day Solution, Night Solution or the moisturizer we'll try next, I always rub the excess onto the top of my hands to help them looking more youthful for as long as they can!

*Over-the-counter drug product

TIMEWISE® AGE-FIGHTING MOISTURIZER

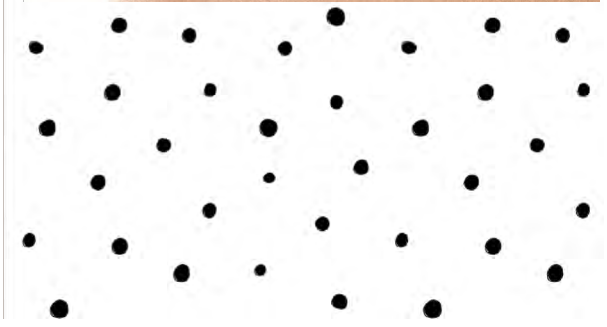
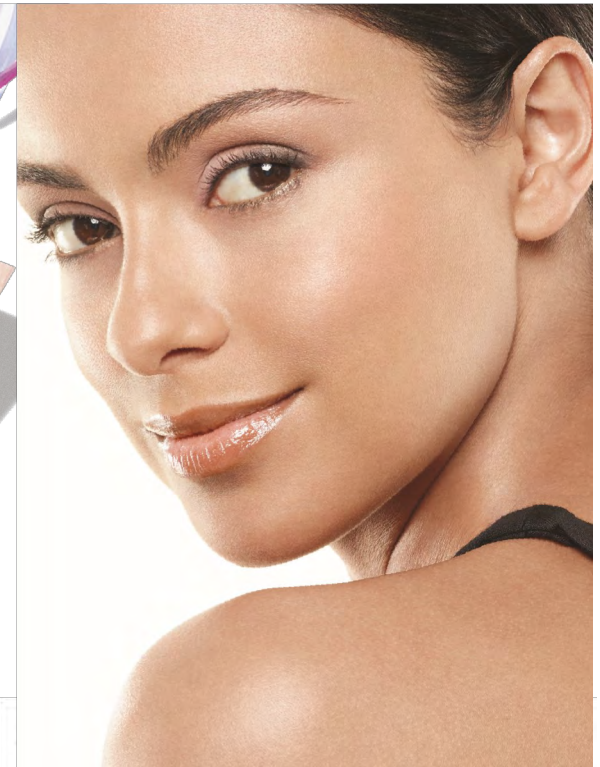
HYDRATES
FOR UP TO
10 HOURS



ACCELERATES
SKIN'S RENEWAL
PROCESS



CONTAINS
POWERFUL
ANTIOXIDANTS



TimeWise® Age-Fighting Moisturizer



3 MINUTES

1 The fourth product in the Miracle Set® is **TimeWise® Age-Fighting Moisturizer**. Like many Mary Kay® products, it comes in **two formulas** to meet the needs of your skin type—normal to dry or combination to oily. The moisturizer is also available with SPF 30*.

2 Did you know that a lack of firmness in the skin is caused, in part, by the loss of moisture? You can help **prevent this moisture loss** with TimeWise® Age-Fighting Moisturizer.

If you have oily skin, you still need moisturizer. Oil and water are two different things. When your face is “thirsty”, the only thing it has to compensate with is oil. Give it a drink of water and your skin might just become less oily!

3 Let’s go ahead and apply your Age-fighting Moisturizer to your face with your fingertips. You’ll use your moisturizer every morning after Day Solution and every night after Night Solution.

4 TimeWise Age-fighting Moisturizer **hydrates your skin for up to 10 hours**. It’s formulated with a patented† complex that reduces the appearance of fine lines and wrinkles by accelerating the skin’s natural renewal process. Plus, it contains a powerful antioxidant to help guard against free radical damage.

5 Doesn’t your skin feel amazing?



*Over-the-counter drug product

†U.S. Patent No. 6,495,126 and 7,175,837

TIMEWISE® FIRMING EYE CREAM



improves firmness
brightens
provides intense
moisturization
minimizes fine lines
and wrinkles

THE *eyes* HAVE IT!

TimeWise® Firming Eye Cream



2 MINUTES

[Note—if you don't have a Firming Eye Cream for demo you can still go ahead and talk about the importance of an eye cream.]

1 Where do we show age first on our faces? The EYES! We have lots of different products for different concerns around the eyes that we can try at your **2nd appointment**, but today I'm going to show you a powerful little eye cream. It's our Firming Eye Cream.

2 Who knows which finger you should use around the eye area? RING finger... it's the weakest! Gently pat like you're dribbling a mini basketball so that you're patting it INTO the skin and fine lines, as opposed to smearing it on top. You'll get better results that way! It moistens, firms AND also has light reflectors that **make dark circles less noticeable!**



TIP:
Medical researchers tell us, "The skin around the eyes has fewer sebaceous glands and less collagen and elastin than skin elsewhere on the face. And, as people age, the fat pad beneath the dermis diminishes, causing the skin to appear even thinner and the hollowed-out appearance under the eyes. These unique characteristics of eye-area skin require a little extra attention."

TIMEWISE® MICRODERMABRASION PLUS SET



Create your own personal
SPA
EXPERIENCE

TimeWise® Microdermabrasion Plus Set



2 MINUTES

1 Who's heard of Microdermabrasion? It's one of those expensive treatments you can get at a spa or from a dermatologist.

2 Our Microdermabrasion duo exfoliates skin at a much deeper level, helping with pores, fine lines and uneven tone.

3 Take out the Microderm Refine and rub it on the back of one of your hands. **The crystals are round instead of square** like some over-the-counter sets so it won't scrape or harm your skin. It will exfoliate at a much deeper level so that your Miracle Set can work at a deeper level! You're cleaning the pores out, stimulating blood flow and collagen production.

4 At home, you'd do this on a damp face—typically in the shower—and they recommend that you rub gently for 60 seconds *[give them several seconds to run this. The longer they rub, the better the results!]*. AFTER THAT, wipe off with your cloth.

5 Next, you'll add the Pore Minimizer to the same hand. It significantly reduces the visible number of pores. You can actually use this morning and night if you're concerned about your pores.

6 How does your hand feel? Imagine how your face will feel!



TIP:

Point out that the crystals/beads in this and the cleanser (and in satin lips) exceed the Federal regulations of these types of things going into the water system, if someone asks! It won't clog the drains or hurt the environment in any way! MK LOVES the environment. Remember, it's a very green company!

EASY BEAUTY
SOLUTIONS



SPECIAL SKIN
SOLUTIONS



DO AN ABOUT-FACE!

*Find customized solutions
for your specific skin needs.*

ADVANCED SIGNS
OF AGING



TARGETED
SOLUTIONS



Customized Skin Care



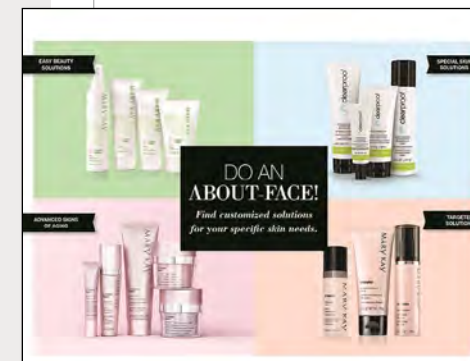
1 MINUTE

1 You've now treated yourself to the **Ultimate Miracle Set**. If there are other concerns you have, or if this set isn't absolutely perfect for you, that's ok!

2 As I mentioned in the beginning, Mary Kay offers three other skin care sets customized for a woman's individual needs. There's *Botanical Effects*® for simple beauty, *Clear Proof*® Acne System for acne-prone skin and *TimeWise Repair*® for advanced age-fighting needs.

3 How many of you have tried specialized products your girlfriends swear by but they just didn't do anything for you? That's because everyone's skin is different.

4 And that's why Mary Kay also offers an incredible array of customized skin care supplements for specific concerns such as puffy eyes, dark circles, creasing eye shadow, chapped lips, etc. During our **individual consultations**, I can address any special skin care concerns you may have, and you can sample other products at your **2nd Experience**.

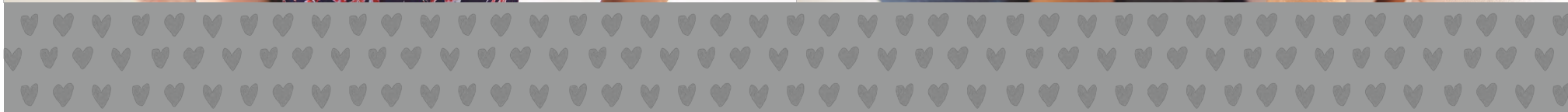


TIP:

You may want to mention that just like your body needs vitamins to stay healthy, your skin needs extra care to stay healthy-looking and radiant.



HELLO,
BEAUTIFUL!



Compliment Time!



3 MINUTES

1 OK everyone, fluff up your hair and hold your mirror out at arm's length, because this is how people see you. **Now take a look in the mirror, and tell yourself you look fabulous!**

2 This is my favorite part of the party—**Compliment Time!** There's nothing that feels better than a genuine girlfriend compliment. Don't you agree? Let's go around the room and share the improvements you're already noticing about each other. Let's start by complimenting _____ (guest of choice)

3 Doesn't it feel great to get compliments? I want to make sure you keep getting those compliments today and forever. So, at your **2nd Experience** we can fine-tune your skin care regimen to make sure things are working the best for you.



TIP:
Direct the first compliments to the quietest person at the table. That way, the liveliest guests will speak up and get the compliments rolling. The first compliments set the tone for the rest, and you want them to sell each other on the results and the products. If a guest's skin looks really great and no one mentions it, you can give her that compliment yourself!



THE BEAUTY OF
FRIENDSHIP



Beauty of Friendship Referral Activity



2 MINUTES

1 You know, Mary Kay's mission is to enrich women's lives. And I'll bet each of you have women in your lives who do that for you.

Think for a moment about some of your favorite women. The ones you can always count on. The ones you truly love and appreciate. Wouldn't you love to do something special for them to show them how much they mean to you?

2 That's the Beauty of Friendship. And I want to give you the opportunity to treat these special women in your lives to a free makeover from me – compliments of you!

3 On the back of your Customer Profile, there's a section that says, "Give your friends the gift of a complimentary facial." Just jot down the names of women you want to appreciate, along with their phone numbers, and I'll contact them to let them know that we have a fun surprise for them on your behalf.

4 Just knowing that you were thinking of them puts a smile on your friends' faces and most women are super excited to book their free pampering sessions! If they say "no," I'll thank them for their time and ask them to call and thank you for thinking of them.



TIP:

Some Beauty Consultants are comfortable asking for phone numbers and some are not. This is a purely personal decision for you.

Prior to contacting referrals via telephone, text or email, you should consider whether such communication is consistent with state and/or federal "do-not-call" and/or "spam" laws and regulations. For more information, visit the Legal page on Mary Kay InTouch® (marykaintouch.com).



TimeWise® Ultimate Miracle Set

GET
SET!



TimeWise® Miracle Set



Table Close with the Roll-Up Bag



5 MINUTES

1 OK, how does your skin feel? You ladies have been so much fun! Thank you again for being here!!

Most women want to know what's fast and crazy good so we tried that with the Ultimate Miracle Set. Then they want to know when they can get it and how much it is, right?

2 *[If you have them, hand each person a filled rollup bag. This creates ownership! Then with yours in your hand...]* THIS, ladies, is something that every woman on the planet should have! It's our rollup bag!!! OK, find the opening and...ready, set, OPEN!

3 *[Holding it by the hook with it hanging on your finger]* Is this great or WHAT?! It even twirls! And check this out....grab a pocket...it pulls off so you can go with just this to the gym, overnight trip, wherever. Toothpaste,

shampoo, skincare...BAM, you're ready! PLUS, it zips across the TOP so things don't spill out!

4 This is what we did tonight....The Ultimate Miracle Set! First pocket contains your *[be sure to say "your"!]* cleanser and moisturizer. The second pocket has your day and night solutions. The third has your microdermabrasion set and firming eye cream, and the fourth has your choice of foundation. If you purchased these separately, it would cost you 252. Because Mary Kay wants everyone to use premium skin care, we give a significant discount on it at your first appointment. You can have this ALL for just 199, and **take it home with you** tonight! OR we can scale down to the Miracle Set and Microdermabrasion for 149 or the Miracle Set for 95. You don't get the bag and other goodies with these two but they're both great sets *[hand them the placemat with the 3 options].*



TIP:

Always refrain from using "dollars". Because we purchase in sets, the discount on the filled rollup bag is lower than it seems. The words are "if you purchased these separately..." You'd rather sell a rollup for \$199 than an item or two at full-price. They'll come back to you to reorder these things so as Mary Kay said, "Don't lose sight of the dollars for the pennies in your eyes!"



IMAGINE FEELING
BEAUTIFUL
EVERY SINGLE DAY!



Lead-In to Individual Consultation



2 MINUTES

1 I have so enjoyed being here today with you fabulous women! I hope you've had fun, too! And _____ (hostess's name), thank you for being an awesome hostess.

2 I would really value all of your opinions about the Mary Kay products you tried, so please take a few minutes to answer the questions on the backs of your Customer Profiles. Then, we'll meet for your individual consultation to customize a skin care program just for you.

3 OK, it's time for your individual consultation in my office (smile!). _____ (hostess's name) has some snacks for you while I do that and you'll remain where you are to sample 3 other great treatments. Who needs to go first?? *[if no one speaks, choose the "sparkler"the most fun one!]*

Just grab your purse, your Customer Profile and your placemat and we'll be back in a minute.



TIP:

Try to start your individual consultations with the most excited person, the "sparkler". When the other guests see her come back with her purchases, it could further entice them to make purchases as well!

The Beauty Experience Renew

Satin Hands Pampering Set

Keeps your hands
feeling renewed, soft
and pampered



Targeted-Action Toning Lotion

formulated to redefine body contours by
toning, firming and smoothing your entire
shape in just one step.

Smooth Action Cellulite Gel Cream

visibly minimizes the appearance of stubborn
cellulite and recaptures skin's youthful
appearance.



Renew—Satin Hands, Cellulite Gel, Toning Lotion



10
MINUTES

Satin Hands® Pampering

Created to provide an added indulgence, the Satin Hands® Pampering Set transports you to a soothing retreat for your hands that help keep them feeling renewed, soft and pampered.

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.

Targeted Action® Toning Lotion

Give skin a body boost. This moisturizer is formulated to redefine body contours by toning, firming and smoothing your entire shape in just one step. This powerful mix of ingredients, including botanicals and antioxidants, also hydrates skin for 24 hours.



TIP:

As you take the first guest into your “office,” instruct others to sample the Cellulite Gel Cream and Toning Lotion while you are conducting the Individual Consultations. The hostess remains behind to help demonstrate the Satin Hands Pampering Set.

The background of the entire page is a soft-focus image of pink roses and scattered petals. Overlaid on this are numerous small, semi-transparent circles in shades of pink, magenta, and orange, resembling confetti. The text is centered horizontally and vertically.

PARTY ON!

Here's more to share with your customers
during the skin care party or during individual consultations
Based on your guests' skin care needs.

MARY KAY®

EASY BEAUTY SOLUTIONS, NATURALLY SIMPLE!

Botanical Effects
Skin Care

88% said it leaves skin
feeling nourished.*

86% said it revitalizes skin.*

83% said it enhances skin's
natural beauty.*

80% said it leaves skin
looking radiant.*

My skin looks healthy!

That's what 9 out of 10 women said
after using *Botanical Effects*® skin care
in an independent consumer study.*



CUSTOMIZE YOUR FORMULA

Dry (1), Normal (2), Oily (3)

*Results reported during a one-week independent consumer study

Botanical Effects® Skin Care



2 MINUTES

1 Who says skin care has to be complicated? If you have **simple skin care needs**, or if your skin is sensitive to certain ingredients, then *Botanical Effects*® could be the ideal skin care regimen for you. Every product in the collection is **infused with an exclusive antioxidant-rich botanical complex** to help defend against environmental damage and help promote healthy skin.

2 Then each formula – **Dry, Normal and Oily** – is personalized with additional botanicals specifically chosen to give your skin type just what it craves for beautiful balance. Mary Kay also tested the regimen to make sure those with sensitive skin could share in the beauty of its holistic botanical benefits. And all *Botanical Effects*® products are **hypoallergenic and free of synthetic dyes or added fragrance**.

3 *Botanical Effects*® is super simple to use. Just **cleanse and hydrate** morning and night to reveal radiant-looking skin. Add the mild, **gentle freshener** for an added feeling of clean and refreshed skin. And choose the **mask** up to twice a week to deep clean and revitalize skin. You can get all four items for only \$58, or we can totally design a regimen that's perfect for you.

4 I also think it's pretty impressive to know that **Mary Kay designed the *Botanical Effects*® packaging to be gentle on the planet**. You have to love a company that not only wants to help women look more beautiful, but genuinely wants to help make the world more beautiful too!



TIP:
Each of the tube sleeves for the Botanical Effects® Cleanse, Hydrate and Mask contain 50% post-consumer resin material. What could have been destined for a landfill instead gets a new lease on life as part of the packaging.

SEE CLEARER SKIN

IN 7 DAYS!*

Clear Proof
Acne System

THREE
OUT OF FOUR
people said they would
switch to *Clear Proof*®
Acne System!†



That's what 8 out of 10 people said
about the *Clear Proof*® Acne System in
an independent consumer study. †



Here's what else they had to say†

84% said their complexion
looks clearer.

77% said it clears up pimples
better than what they've
been using.

82% said it reduces the severity
of acne blemishes.

80% said it fades the look of
lingering acne spots.

85% said it minimizes the
appearance of pores.

*Based on a 12-week independent clinical study

†Results reflect the percentage of panelists who agreed with the statements during a three-week independent consumer study.

Clear Proof® Acne System



2 MINUTES

1 If you're looking for an **effective yet gentle regimen for treating mild to moderate acne**, the *Clear Proof*® Acne System just might become your new best friend. With *Clear Proof*®, you get an effective regimen clinically shown to provide **clearer skin in just 7 days**.^{*} Isn't that amazing?

2 This four-product set uses a **combination of salicylic acid and benzoyl peroxide** to attack the multiple factors that can contribute to acne breakouts. It clears up blemishes without irritation and helps maintain a clear complexion. It unclogs pores, removes excess oil and leaves skin feeling healthier. And it fades the look of lingering acne spots.

3 Mary Kay asked people from coast to coast to try the *Clear Proof*® Acne System and the results were clear. Three out of four people said they would switch to the *Clear Proof*® Acne System.[†]

Why? Because they said **it clears up pimples faster than their previous regimens**.[†] That says a lot, don't you agree?

4 But it's more than just fast results that makes an acne system worthy of your attention. To truly get your acne under control, it takes a consistent program with results over time. In an extensive 12-week independent clinical study conducted under the supervision of a dermatologist, **people showed continued improvement in their skin during 12 weeks of use**.^{*}

5 The *Clear Proof*® Acne System includes the **clarifying cleansing gel, blemish control toner, acne treatment gel and oil-free moisturizer for acneprone skin**. And best of all, this easy-touse regimen feels soothing to irritated skin as it clears up blemishes and allows skin to heal. You can get the whole system for only \$45, which saves you \$14 from buying the products individually.



^{*}Based on a 12-week independent clinical study

[†]Results reflect the percentage of panelists who agreed with the statements during a three-week independent consumer study

LIFT AWAY THE YEARS,

TimeWise Repair® Volu-Firm® Set

The results speak for themselves:

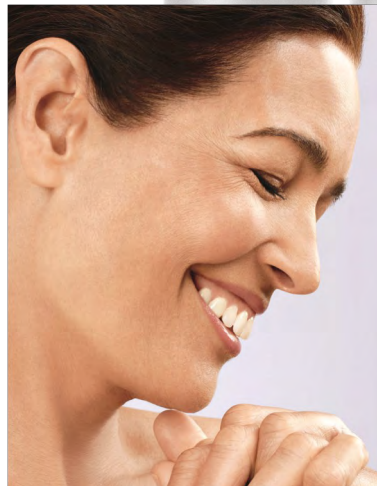
91% had less noticeable deep lines and wrinkles.

86% had skin that looked lifted.

98% had less under-eye puffiness

93% had skin that looked more even toned

93% had a significant improvement in overall appearance.



This premium
collection is
your advanced
age-fighting
regimen!



TimeWise Repair® Volu-Firm® Set



2 MINUTES

1 It's never too late to **rescue your skin from the damage of the past** and recapture a vision of youthfulness. And that's thanks to *TimeWise Repair*®! This **premium skin care collection** combines extensive research and innovative ingredients to deliver impressive results as it targets the advanced signs of aging.

2 Now is the perfect time to discover what *TimeWise Repair*® can do for your skin. With this five-product set, you can not only **target the advanced signs of aging, but also target the multiple reasons why your skin ages**. And women all over are raving about the benefits and the results they're seeing.

3 The look of deep lines and wrinkles is reduced. Lifted facial contours appear restored. Youthful volume is recaptured. Even skin tone is revealed. And vital moisture is replenished.

4 And the regimen is so perfectly pampering. The **foaming cleanser** revitalizes, renews and goes beyond cleansing. The **lifting serum** recovers the firmness of youth. The **day cream** resists visible aging like never before. The **night treatment with retinol** reveals youthful-looking skin. And the **eye renewal cream** reawakens tired eyes and gives them a lifted look. You can pamper your skin with this exclusive set for 205, which saves you 39 from buying the products individually.



TIP:

Personal testimonials can be so powerful, especially when it comes to premium products. If you have a personal testimonial or even testimonials from customers or other Independent Beauty Consultants, you should consider sharing them with your guests.

Legal Information

Your Skin Care Party

This Flip Chart contains the tried-and-true dialogues that many successful independent sales force members have used to conduct their *Mary Kay*® skin care parties. You may also have some great ideas of your own about how to conduct your skin care parties. And if you do, that's great! Feel free to use any of the ideas and dialogues provided to create the skin care party that works best for you.

Your Relationship With the Company

As a Mary Kay Independent Beauty Consultant, you are self-employed. Our marketing plan has been developed to support your independent contractor status. Simply stated, this means you are your own boss.

Your Independent Contractor Status

As an independent contractor, you are not an employee of the Company. There are many advantages to your independent contractor status, and as your business grows, so can the value of your self-employed position. You will receive plenty of business guidance, yet you have the freedom to choose your own hours and the business methods that work best for you. The ideas in the Flip Chart are suggestions that may help you build your Mary Kay business.

The Company retains no right of control over you except those terms and conditions outlined in your Independent Beauty Consultant Agreement. You, in turn, have no power or authority to incur any debt, obligation or liability, or to make any representations or contracts on behalf of the Company. For additional information regarding the tax and legal aspects of your business, please refer to the guidelines found on the *Mary Kay InTouch*® website by selecting "Legal" or "Tax" from the drop-down menu under "Resources."

This Beauty Experience Flip Chart was adapted by Mary Kay Independent Sr. Sales Director, Karen Holland.

Botanical Effects, Clear Proof, Enriching Women's Lives, Mary Kay, Mary Kay InTouch, Miracle Set, Nutribeads, Pink Changing Lives, Pink Doing Green, Satin Hands, Satin Lips, Start Something Beautiful, TimeWise, TimeWise Repair and Volufirm are registered trademarks; myCustomers+ is a trademark; and The Mary Kay Foundation is a service mark of Mary Kay Inc..

TIP:

Click on the "Products" tab on Mary Kay InTouch® to get fact sheets on all the products you will be showing.

And, as always, the Start Something Beautiful® magazine and DVD, as well as Mary Kay University, are excellent places to learn more about giving successful Mary Kay® skin care parties.



YOU'LL FLIP OVER THIS!

Set up your binder so that the rings are at the top, then fold back the magnetic flap at the base so that the binder stands in place. Finally, flip the entire stack of pages so that the "Get the Party Started!" page is facing you. Then let the fun begin!

MARY KAY®