

SKIN CARE CLASS GUIDE

SAY: *At everything we do in Mary Kay, we're supposed to talk a little bit about the company and the product, so I have these notes! I promise not to bore you, but that way I'll stay on track and you'll know what you're putting on your face today!*

What we're going to do today:

1. Teach Skin Care & practice
 2. Teach Color & practice
 3. Individual Consultation to make sure all your questions are answered
- **We have a Hands-On Philosophy in MK!**
 - Want you to be able to replicate this in your own bathroom
 - You may never want to wear 3 shades of eye shadow again, but after today, you will know how!

SAY: *Just for getting together with me, you are entitled to a complimentary Check-Up Appointment!*

We do this for a few reasons:

1. Check Products
2. Check Foundation
3. Try other Products
4. Try something new!

(If you are holding a PARTY) Play the QUEEN GAME:

SAY: *In Mary Kay we are all about free stuff. So we are going to play a few games for some prizes today! This game is for the word of the day, and the word of the day is “Check-up Appointment.” And whenever you hear me say “Check up Appointment,” you get to say the word, “QUEEN.” We use the word “queen” because in Mary Kay we have the Queen of Sales and the Queen of Sharing, and I want to be the queen of everything! So whenever I say “Check-Up Appointment”, whoever says “Queen” first, gets to hold this: _____ (Choose a skin care item and BRIEFLY explain what it is). And whoever is holding this at the end of the party wins a fabulous prize!*

(Wrapped mini hand crèmes make wonderful and affordable prizes, or you can use wrapped product of your choice!)

(If you are holding a PARTY) Now I'd like to meet you! Share your:

1. Name
2. What you do all day
3. How they know hostess
4. Favorite Flavor of Ice Cream

Now I'd like you to meet Mary Kay!

- She was a real person!
- She started the company in **1963**.
- She took her entire savings of \$5,000, and invested it all to start the company because no bank would give her a loan. Their first year, the company turned over a \$180,000 profit! And **now we are the best selling brand of skin care and color cosmetics in the USA!**
- **When you use Mary Kay products, you're supporting a company that:**
 - Cares about the environment
 - Help support over 150 domestic violence shelters nation wide
 - Helps fund research for cancers that affect women
- Almost all of our products are **made in the USA**.
- **We do not conduct animal testing**, nor do we request it on our behalf.
- We believe that our priorities in Mary Kay are **God First, Family 2nd, and Career 3rd**. Mary Kay believed that women should be able to make an income with having to sacrifice their values or their families in order to do it.
- **We have a No Cosmetics Graveyard Policy!**
 - 100% satisfaction guarantee on all our products!
 - If you do not like it, you should not keep it.

Now you get to meet me! (*Show pictures!*)

I-STORY:

1. Career
2. Family
3. What interested you
4. What you're getting out of it
5. Favorite part
6. THANK YOU!!!

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 sun and environmental damage

SAY: *Your skin needs all 5 steps to be healthy. But what we found is that most women have all 5 of those products but don't use them! We are too tired, too busy, or just don't care, so we skip things, and then we are not happy with our skin! So Mary Kay came up with a **multi-tasking line of skin care** that will do more in less steps!*

SAY: *Are you excited to multi-task?*

1. Put your headbands on and dump out your goodie bag!

2. Let's start with eye makeup remover! *(Have her saturate the flat cotton pad).*
Apply this to your eye area.

SAY: A good eye make-up remover removes residue, does not age your eyes like rubbing will, and has conditioners to limit lash breakage, to help your lashes to grow longer.

3. Now I'm going to take you through the 5 steps of skin care, starting with our TimeWise 3-in-1 Cleanser. This cleanser cleanses, tones, and exfoliates all at the same time!

- First, unfold your disposable washcloth and put it on your lap. Then, use your finger tips to wet your face. Then, put the cleanser on your fingers and apply the cleanser to your face, avoiding the eye area. When you're finished, you'll get your entire washcloth wet and remove the cleanser with the washcloth.
- The 3-in-1 Cleanser comes in **two formulas**: one for **normal to dry** skin and one for **combination to oily** skin. It's also available in a **cleansing bar**. You can always try another formula at your **check up appointment!**
- As you apply the cleanser, you're treating your skin to outstanding cleansing and makeup removal. You're also doing **THREE THINGS** with just one product: **cleansing, exfoliating and toning!**
- **SAY:** *Your Cleanser + Moisturizer are called your Basic Set, because they include all the steps necessary to maintain your skin.*
- **SAY:** *When you take your Basic Set and add in your Anti-Aging Serums between the cleanser & moisturizer, you get an Anti-Aging Set, which gives you better anti-aging results.*₆

Next we'll apply our morning anti-aging serum. This is our TimeWise Day Solution.

- Apply this to your face.
- This product contains SPF and helps protect and shield the skin from harmful **UVA/UVB** rays.
- It also helps **relax expression lines** and soften the appearance of fine lines and wrinkles.
- Protecting your skin from the sun each day is a critical step in reducing the early signs of aging.

Next is our evening anti-aging serum, the TimeWise Night Solution.

- Apply this on the back of your hand.
- Normally you apply it to your face in the evening after you cleanse.
- The small beads you see are called **Nutribeads**. These are filled with **botanicals and peptides** that deliver highly effective **antioxidants essential for the skin's nightly renewal process**.

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!**

The next product we'll use is our TimeWise Age-Fighting Moisturizer.

- Apply all over the face.
- It comes in 2 formulas to meet the needs of your skin type: one for normal to dry skin, and one for combination to oily skin. We also have a formula with SPF.
- If this doesn't feel perfect, you can try another formula at your **check-up appointment**
- What many women don't know is that a lack of firmness is caused, in part, by the loss of moisture. You can help prevent this moisture loss with TimeWise Age-Fighting Moisturizer.
- It gives you a minimum of 10 hours of hydration, plus powerful antioxidants that guard against free radicals.
- It also accelerates the skin's natural renewal process with a patented complex.

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:*

1. Cleanser + Moisturizer = Basic Set
2. Adding Serums makes your Basic Set into an Anti-Aging Set. This is called the **Miracle Set** in Mary Kay.

Why is it called the Miracle Set?

- The Miracle Set not only does your basic steps, but also delivers 6 additional benefits! It smoothes, helps reduce fine lines and wrinkles, firms, softens, energizes and actually rebuilds your skin!

The Miracle Set was tested with an outside panel of Dermatologists, and in a 12-week clinical study, these were the results: *(Show visual aid from Beauty Book)*

- 83% of users had a reduction in fine lines and wrinkles
- All users had up to 25% improvement in skin elasticity
- 100% of users had softer, more supple skin
- All users had a 46% improvement in more even skin tone

The Miracle Set has the **GOOD HOUSEKEEPING SEAL OF APPROVAL**

- That means Good Housekeeping tested the Miracle Set and found the same results
- In Mary Kay, we would always refund you if you didn't love your results, but now we don't have to—if used as directed, Good Housekeeping will refund you if you do not receive these benefits!

Today, you have a miracle on your face!

Today we are doing basic color to teach technique!

- We will do advanced color at your **check up appointment**
- **Color Application:**
 1. **Cheeks**
 2. **Lips**—lip color & lip gloss
 3. **Eyes**—
 1. Light color: apply crease to brow
 2. Medium color: apply crease to lash
 3. Dark color: apply on outer crease and lash line in a “>” shape
 4. **Mascara**

(If hostess is doing advanced color, stop and help her with liners while her friends chat for a minute. The move to the next step)

REFERRALS!

- **SAY:** *“Now we are going to play a game for a prize. You will need your pen, your customer card, and you can use anything in your purse.”*
- **Then SAY:**
 - *“OK, so the way my business works is through referrals. And right now, I am supposed to do (30 practice faces, 30 product surveys, etc). And just for being (a practice face, survey, etc), you get (a gift certificate, a gift, etc) as a thank you for your time. So on the back of your profile card, there is a spot to jot down names and phone numbers, and when you jot them down they will be notified they have a (gift certificate, a gift, etc) and a pampering session... if they want to do it great, if they don't, great. So think of every woman you know with skin, who is nice, who is bribeable, who is over 21, and who lives locally. And when you fill up your card, I will have a gift for you. I'll go get your gift; I'll be right back!”*

LEAVE THE ROOM!

Upon return:

- **Give prizes!**
(Wrapped mini hand crèmes make wonderful and affordable prizes, or you can use wrapped product of your choice!)
- **Say,** *“Let your friends know that I will be calling. And if they want to do it, great; if not, great!”*
- **If it's a Party, play the Compliment Game**
Person A says: “Dahling, you look mah-vuh-lous!”
Person B says: “You are so *right!*”

TABLE CLOSE

- **SAY:** *Just because we got together today doesn't mean you need to buy anything; we don't work that way in MK! But just in case you want something for now or later, I'm going to show you today's specials and let you shop.*

1) REVIEW SETS

- **Go through the sets on the Build-A-Bag Sheet:**
 - Have them circle the sets they tried today. As you go through each set, show the products out of your roll-up bag so they can remember what they look like.
 - Romance the sets they didn't try today, but can try at their check-up appointment.

2) INTRODUCE BUNDLES

SAY: *You can get any set on its own or any item a la carte. The only thing we don't break up for first-time purchase is the Cleanser & Moisturizer, because you will not get great results when you mix and match. But when you bundle sets, you get a really great deal—and it comes with a fabulous bag!*

3) REVIEW BUNDLES

1. Romance the Bag
2. **SAY:** *"In our Ultimate Bundle, you can choose any 5 sets and get the bag for \$329."*
3. **SAY:** *"You can also choose any 3 sets with our Working Woman Bundle, and get the bag for \$199."*
4. **SAY:** *"With our Starter Set, you choose one set and get the bag for \$94."*
5. **SAY:** *"If you are looking for a more aggressive approach to anti-aging, the Radiating Repair Bundle includes our entire Repair line as well as the bag for \$209"*
6. **SAY:** *"We have one special that's not on here, so grab your pen so you can write it down. You can bundle Sets 1 & 2 to make the Miracle Set for \$110. It doesn't come with the roll-up bag but it's a great deal!"*

4) OFFER OPTIONS

- **SAY:** *We take Cash, Check, Credit, Debit, or the "Former Teacher Plan"/ "Husband Unawareness Plan" (Payment Plan; up to you if you want to offer).*
- **SAY:** *It's 100% satisfaction guaranteed, so if you don't love it, you shouldn't keep it!*
- If you are working with inventory, **SAY:** *I have product on hand, so whatever you want you should be able to get right away!*
- **SAY:** *Now I'm going to give you a catalogue and let you shop! When you're ready, we'll do your individual consultation.*

INDIVIDUAL CONSULTATION

Meet with each guest individually and SAY:

1. *Did you have a good time?*
2. *What was your favorite?*
3. *Did you have any questions about your skin that didn't get answered?*
4. *What would you like to take home today? (fill out sales ticket)*
5. (If they purchased!) *I'd like to see you again to check your products. Let's set up a tentative check-up appt for you.*
 - A. Set Date and Location
 - B. Ask, "Would you like it to be one-on-one or Friends & Free?" Let her know she can earn free product if she shares her appointment with 2 or more friends!
6. Book a Career Chat!

Career Chat Script:

SAY: *So, are you bribeable?*

Continue with: *"Well, right now I need to learn how to talk about the business side of Mary Kay, so if someone ever has questions about doing it, I can look like I know what I'm doing! My Director and I need a real live person who can listen and ask questions so I can learn how to answer them. I know you're probably not interested in doing Mary Kay, and I am TOTALLY OK with that! I promise that I will not bug you at all to do Mary Kay—I just need a guinea pig! Is there any way we could meet for a cup of coffee and I will totally bribe you with free stuff?"* (You can list a specific item you know she wants, or offer her next order at 50% off, a set at 50% off, or a gift certificate).

Pause and get the yes!

OK great! When would work for you?

Book your Career Chat for within the next 10 days if at all possible!

SAY: *As a huge thank-you for helping me out, I'll bring your _____ !*

OR, if she's not sure what she wants:

Remember, you can get _____ as a thank you for your time, and you can use it right away or save it for your next order. Do you know which items you would like or do you want to think about it and let me know then?

Let her know you will be checking in on her in a few days to make sure she is loving her product! If she has any questions she can call you.