



MARY KAY®

marykay.com



Mary Kay Ash

\$100 FREE 

To party with me!

\$20 Hold party on originally scheduled date and time, and give me the guest list with at least 15 names and numbers of who you invite

 Have 5 guests present who are over 18 and do not currently have a consultant! **\$20**

 \$200 or more in sales at the party!

 \$100 or more in outside sales (friends that can't attend!) **\$20**

 2 Bookings for future Mary Kay parties!

* Hostess credit applies when total party sales are at least \$200 combined between outside and party sales. If sales are not \$200, you will receive \$75 in products for \$200.

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Pink Changing Lives®

Mary Kay is painting the world pink with charitable efforts that can make a difference.

Match foundations using the Foundation Conversion Chart as guests are completing profile cards.
(Words in PINK are instructions, don't say them out loud! ☺)

Okay, let's get our party started!

Welcome . . . and thank you for coming and giving some of your time to be here with me! Before we get started, I especially want to thank (Hostess' name) for being my hostess. (Hostess) has already earned XX in FREE products tonight and we haven't even gotten started! (share the hostess plan and what she has already earned—you can even cut up the hostess flyer and hand her each strip she has earned). And she can still earn \$60 more in FREE MK before I leave! She will earn \$20 free if we have \$200 in sales tonight, another \$20 FREE when we have so much fun that 2 of you decide to host a party of your own and another \$20 FREE if she collects another \$100 in outside orders within one week of this party. I can't wait to see how much free product you get, (Hostess)!

So clearly I know (Hostess), but since I don't know the rest of you as well...would you mind going around the table & sharing your name, what you do (school, work etc), and a fun fact about you?

(After you've met all the guests, tell your I-story. Quick 30 seconds – 1 minute: what you were doing when MK found you, the reason you joined MK & a goal that your business is paying for. Paste it here—your director/team builder should review this with you prior to use)

Today, we're going to focus on your skin and how to take great care of it to keep it looking healthy and ageless. Then we'll apply a quick touch of color, play some fun games and my favorite part is at the end when I get to meet with you one-on-one to answer any questions you may have, to book your color appointment and to help you decide if you would rather be a Mary Kay customer or if you'd like to take advantage of all of the perks that come with being a Mary Kay beauty consultant. No matter which you choose, my ultimate goal is that we have fun and you feel more beautiful when you leave than when you arrived!



THE MARY KAY FOUNDATION

Paste a picture of your “WHY” or something your MK business is supporting



**SOCIAL
RESPONSIBILITY**
A COMPANY
WITH A HEART



Why wash your face with Mary Kay? (What sets Mary Kay apart...beauty with a cause.)

Before we get started, did you know that we as women control about 80% of purchases in America today? How many of you would agree that that creates A LOT of power when we take our consumer dollars and invest in products, people and companies who align with our priorities and value systems? I don't know what other cosmetic companies do with their money, but I DO know what happens when you choose to wash your face with Mary Kay products.

Did you know that when you wash your face with Mary Kay, you are directly investing in a woman owned small business and impacting her dreams and legacies? In fact, if you choose Mary Kay products tonight you are investing in ([share how Mary Kay will impact your life, family, mission, etc.](#)).

Did you know that when you wash your face with Mary Kay you are supporting our local economy? The \$\$ you choose to spend with your MK consultant goes right back into our community! How many of you agree that teachers need a raise? How about the roads we travel everyday? Part of the money that builds those roads & pays our teachers come right from our local business tax base.

Did you know that when you wash your face with Mary Kay, you are supporting a company started by a woman named Mary Kay Ash? You can see her picture on the inside cover of your Beauty Book by your tray. Mary Kay is a company created by a woman for women! Women who represent Mary Kay are paid what THEY are worth, not what the job is worth. They are encouraged to keep the priorities of God first, family second, and career third, and do business by the Golden Rule.

Did you know that Mary Kay is a private family owned 100% debt free company celebrating 52 years with well over \$4 billion in sales a year and we are ranked #1 in customer loyalty?

Did you know that when you wash your face with Mary Kay, 5,100 employees here in the United States and a worldwide sales force of over 3.4 million in 35 countries thank you. You are helping them get up every day and design their dream life.

Did you know that when you wash your face with Mary Kay, you can be proud of our environmentally friendly company, "PINK DOING GREEN", and that the majority of our products are manufactured right here in the U.S. Our manufacturing plant in Dallas and our 5 distribution centers in the U.S. create 0% landfill. Our compact exchange program has resulted in 400,000 trees being planted and MK has built 13 Nature Explore classrooms around the U.S.

Did you know when you wash your face with Mary Kay; you are helping us stop animal testing in China?! We were the first cosmetic company in the US to declare a moratorium on animal testing. We were able to do this through in-vitro testing in order to make sure we sell a safe product. We pay for both tests here in the US and now we are doing the same in China, so we can show the Chinese government that safe products can be produced without testing on animals.

Did you know that when you wash your face with Mary Kay, there are women and families safe tonight in shelters all across the US, because of the 3 million dollars a year we donate to Domestic Violence Shelters around the country? In addition to this cause, we've donated millions of dollars to cancer research to eradicate cancers that affect women, totaling over \$70 million in money donated to the Mary Kay Foundation since 1996 because of customers just like you supporting their Mary Kay beauty consultant. In addition, our most recent partnership, called "Love is Respect" is a 24/7 "text for help" hotline where a young woman can text 22522 and find someone on the other end of that hotline to explain what a healthy relationship should look like!

Finally, let's look at Global. Did you know that when you wash your face with Mary Kay, there are families impacted all across the globe? There are so many stories, but one of my favorites is one from China. At an event where new National Sales Directors came together, the # 1 NSD in China was asked why she thinks Mary Kay, Inc. is growing so fast in China. Her response was "because of the money we make with Mary Kay, we can have more than one child". That thought is mind blowing isn't it, that women are turning to Mary Kay as a means to grow their families?

Those are just some of differences you make around the world when you wash your face with Mary Kay, but of course there are some extra perks for you as a customer as well! For instance, now you get to say you have your very own personal beauty consultant! My job as your personal beauty consultant is to make sure you look and feel good, so no more staring at the cosmetics in the store wondering what's best for you. That's what I'm here for...to help you find the products that will work with you and for you!

Also, I'm sure you'll be happy to know that every product is backed by a 100% satisfaction guarantee, so if you take something home and you're not in love with it, instead of throwing it in your makeup graveyard drawer, you can return or exchange it with me and the company backs me up on that, so you're not hurting me or my business.

Tell me, who loves free stuff? Of course you do, so I also offer FREE shipping and/or delivery and I even give you a FREE gift with every \$40 purchase. Plus you can also earn free products when you host your own Mary Kay party...can you imagine the department store telling you "Oh, you brought 3 friends in with you today so we're going to offer you up to \$100 in FREE products!"? That would never hapoen...but that's exactly what ([Hostess](#)) is getting today!

So if you think about it...you are going to purchase your cosmetics somewhere, right? After knowing all of this, I'm sure you'll feel great if you choose to wash your face with Mary Kay!!!

YOU WANT

PRODUCTS YOU CAN TRUST.

The Science Behind BEAUTIFUL SKIN



YOU NEED

THE AGE-FIGHTING POWER OF TIMEWISE® PRODUCTS.

For more than **50** years, Mary Kay has been committed to creating skin care that is effective, trusted and delivers the results women desire. The Mary Kay Research and Development team continues to look for new ways and new ingredients to address aging skin and make advancements in age-fighting technology.

TimeWise® skin care is your answer to the early-to-moderate age-fighting needs you face every day.

YOU WANT

THE BEST IN PERSONALIZED SERVICE.

YOU NEED

YOUR MARY KAY INDEPENDENT BEAUTY CONSULTANT.

**Personal Service,
Custom Recommendations**

- Customized skin care product recommendations
- Try-before-you-buy satisfaction
- Updates about the latest product launches

Shop Your Way

- Online on my Mary Kay® Personal Web Site
- At a party, on the phone or in person with me
- Convenient delivery to your home or office

Contact me, your
Mary Kay Independent
Beauty Consultant.

Now, let's turn your Beauty Book to pages 4 and 5. I want you to pick out your "decade" on page 5. Now, you don't have to tell me where you are on this page because how old you ARE is your business, but how old you LOOK is mine. My theory is that I want to live to be really old but I just don't want to look like it...who's with me?

Okay, I thought so...so let's talk a little bit about that dreaded "aging" word.

We have skin from the day we're born, but obviously it goes through a lot of changes, right? So page 5 helps you identify what's causing your skin to appear aged based on where you're at on this timeline. Who here feels like you do something every single day to prevent against what's happening? It's okay if not, but it's definitely something you'll want to start thinking about.

The great news is...Mary Kay has products to target every single sign of aging, so no one needs to know your real age. We even have products that can reverse already damaged skin, along with a line that is clinically proven to treat acne in just 7 days and a line for super sensitive skin and even a men's skin care line. So my goal will be to find out which of those lines is perfect for YOU! Sound good?

Oil-Free Eye Makeup Remover

Good! Let's get started with some products! Tell me...who here honestly, without fail, removes your eye makeup every single night before bed no matter what?

Did you know that we actually have microscopic bugs that live in our eyelashes called eye mites? If you don't believe me, you can Google it! These eye mites feed on dried eye liner, eye shadow, and mascara while we are sleeping at night causing our eye lashes to be brittle and fall out. Have you ever noticed that your husband, brother, boyfriend, son, nephew, has amazing eyelashes?! That's because he's not sleeping in eye makeup at night! (Or at least we hope so, right?)

(hold up product)

So, I have to tell you our Oil-Free Eye Makeup Remover is like liquid gold. Not only will it help disinfect those eye mites, it is safe for sensitive skin and contact wearers and it has been the #1 best selling eye makeup remover on the market for over a decade, so if you ever struggle to remove your eye makeup, this is your new best friend!

It's a 2 part silicone-based product that you shake to activate. (shake it up & squirt on a cotton round for each guest) Even if you think you don't have eye makeup on, go ahead and try it with us. I want you to feel the texture...plus you may remove something you didn't know was there! Plus don't forget about the mites

In addition to disinfecting your eye area, it also has conditioners in it to keep your lashes long and full!

(Ask hostess to get guests' disposable cleansing cloths wet for you with warm or hot water)

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- Convenient delivery to your home or office

Contact me, your
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Beauty Consultant.

The Science

The TimeWise® patented complex is a result of rigorous testing and years of research. The launch of the TimeWise® Miracle Set®, the foundation of TimeWise® skin care, paved the way for a growing, comprehensive line of age-fighting Mary Kay® products.

The Testing

Each TimeWise® product is rigorously tested by a team of scientists that relies on scientific research and utilizes the most advanced technologies available to go beyond what is required by law to ensure product safety.

Learn more about product testing.

Miracle Set

3-in-1 Cleanser

Tell me, would you all be impressed if you could see & feel a difference in your skin today after just one use?

Great—then I want you to skip your forehead with your products tonight. We love to keep your forehead naked so you can compare treated skin to untreated skin. Page 6 in your book shows you the top selling skin care we will be using today, it's called our *Miracle Set*. Who could get excited about a miracle on their skin every day?

We'll start with the 3-in-1 cleanser. This is the first spot in your tray, so scoop it up and apply it everywhere except your forehead and your eyes of course ☺ When you apply products to your face, try to go in an upward, outward motion—why would we tell you to rub upward & outward? Yes, to prevent wrinkles & tp work against gravity!

You may notice your cleanser looking different than your neighbor's because it is customized to your skin (*hold up the cleanser*). The 3-in-1 cleanser does 3 different things...it cleanses, tones, and exfoliates! Feel the little beads in it? Using a washcloth or cleansing brush with the cleanser enhances the effects of those exfoliating beads! Once it's all rubbed in, you can remove it with your washcloth. Keep in mind this will feel *a little bit* different in your shower than at a dining room table as well, so use your imagination with me! ☺

Day Solution SPF 35

Ok, the second spot in your tray is the Day Solution. Scoop it up and apply it on the left side of your face, still skipping your forehead. Day Solution is one of the most important things you could use every day because it prevents the #1 cause of aging to our skin. Does anyone know what the #1 ager is? (*the SUN!*)

So Day Solution protects your skin against burning and aging rays with an SPF 35. The great news is, you can still get a great tan even while using sunscreen. And even better news is that wearing a sunscreen will keep you looking 85% younger than someone who doesn't because 85% of aging that you can visibly see is caused JUST by the sun.

It is important to use this product even if you are not going to be outside in the sun that day because the sun can damage your skin even when you can't see it.

So if you use Day Solution in the morning after you wash your face, can you guess what you'd use at night?

That's right - Night Solution!

(*Hold product up*) I want you to take the Night Solution on your tray and you can scoop that up and apply it gently on your neck so you can see how good it feels on your skin. Normally you would apply this to your face after you cleanse at night, but since we are applying makeup, we're sticking with a daytime routine on your face only.

Our Night Solution has collagen builders in it, so while you're sleeping, it's helping to smooth & firm the skin, so I call it botox in a bottle!

Since we're talking about Miracles...the Day and Night Solutions (*hold them up*) together are like a Miracle Bra. With them, they act like a Miracle Bra for your face! Without them, everything is saggy and droopy and that's just no fun!

YOU NEED

THE TIMEWISE® MIRACLE SET®.



Available in Normal/Dry or Combination/Oily formulas



TimeWise® Miracle Set®, \$90

TimeWise® 3-in-1 Cleanser[†]
TimeWise® Age-Fighting Moisturizer[†]
TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35^{††}
TimeWise® Night Solution

Add your choice of Mary Kay® Foundation, from \$18.

† 1 fl. oz. Net Wt. 6.45 fl. oz. 1.77 fl. oz. and Other Pots. Pending.
†† 1 fl. oz. Net Wt. 6.18 fl. oz. and Other Pots. Pending.

Mary Kay is proud to share that the TimeWise® Miracle Set® has earned the Good Housekeeping Seal.

4 products.

11 age-defying benefits.

Skin that doesn't look its age!

The TimeWise® Miracle Set® is four products formulated to work together morning and night to **cleanse, exfoliate, freshen, smooth, hydrate, visibly firm, soften, protect, energize, renew and reduce the appearance of fine lines and wrinkles**. So you'll look fabulous year after year.

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.



Watch the video
and see why
we call it the
Miracle Set!^{††}

Host a party and get FREE[‡] products. Contact me!

TimeWise® Age-Fighting Moisturizer

The 4th spot in your tray is our age-fighting moisturizer ([hold it up](#)). Scoop it up and apply it everywhere but your forehead. Remember to apply in an upward and outward motion.

Our age-fighting moisturizer is also customized to your skin type...either combination to oily or normal to dry, which makes sense right?! I like to think about moisturizing by comparing a grape and a raisin. A grape is soft and smooth and full of moisture, right? Then a raisin is a grape, except for all the moisture has been sucked out. Which would you rather look like? If your answer is a grape, then moisturizer is your friend!

The biggest mistake my oily friends make is skipping their moisturizer. This confuses your skin & causes it to produce more oil because it didn't get the moisture it needed. Getting on a regular skin care routine that is customized for YOUR skin type will make a huge difference in the texture and appearance of your skin!

So, that is our Miracle Set! It literally takes you about 2 minutes or less each morning & evening if you don't have me sitting here explaining everything you're putting on your face!

Before we move on, I want you to feel your right cheek & your forehead....raise your hand if you can feel a difference. Guess what? The ONLY difference between your right cheek & your forehead right now is cleanser & moisturizer. Isn't that amazing?

I like to think of it like this...[\(hold up cleanser and moisturizer\)](#)

This is the *Brush Your Teeth* set: Cleanser & moisturizer. I know you brush your teeth every morning & night (or at least I hope), so these 2 products are just as important as your toothbrush & toothpaste. Meaning, even if you're in a hurry...cleansing and moisturizing is just as important as brushing your teeth and you never, ever want to skip these 2 products morning or night.

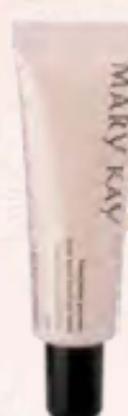
[\(hold up the Day and Night Solution\)](#) Now Day & Night Solution are like floss & mouthwash...that extra step that makes all the difference. Not to mention, these 2 are like a Miracle Bra for your face, so they will make a huge difference in your attempt to stay looking young forever!

I want to share with you a couple rules when it comes to your skin care routine: number 1) never mix & match skin care products. So don't buy Brand A cleanser & then go buy Brand B moisturizer. Mixing & matching is like launching a science experiment on your face and crossing your fingers that it works. It just doesn't. Number 2) don't try to use cleanser without a moisturizer. They go hand in hand always...one without the other is like a toothbrush without toothpaste or vice versa. You just aren't getting the results you want or need.

Okay, so let's recap! Every morning and night you're going to do what first? Cleanse! Right! Then if it's daytime, you will follow your cleanser with Day Solution and moisturizer and you're done! Then if it's nighttime, you'll use Night Solution and moisturizer and you're done! See? So simple & SO quick!

beauty: foundation

The Secret to Flawless Foundation



Prime



Mary Kay® Foundation Primer

Primers help makeup go on evenly and stay in place longer.

- **Foundation primer** helps you get more even, lasting foundation. Apply once moisturizer is completely absorbed.

Primer membantu pemakaian makeup agar serata dan tahan lama.

- Foundation primer membantu anda mendapatkan dasar yang lebih sehat dan berkekalan. Gunakannya setelah pelembap telah meresap sepenuhnya.



Protect



TimeWise® Multi-Wear™ Liquid Foundation
TimeWise® Luminous-Wear™ Liquid Foundation

Foundation creates a smooth, even-toned canvas for applying color cosmetics.

- Apply **foundation** over entire face and jawline with a clean (damp or dry) foundation brush, makeup sponge or fingertips.
- Use light sweeping strokes to blend.

Bedak asas mencipta kanvas muka yang licin dan sehat untuk penggunaan kosmetik wajah.

- Sapukan bedak asas kepada seluruh muka dan sekitar rahang dengan foundation brush yang bersih (basah atau kering), span makeup atau jari.
- Gunakan gerakan yang ringan untuk mengadun.



As you glance at pages 7 through 9 in your Beauty Book, you'll see some of the other skin care lines we have to offer. I'll be happy to go over them in more detail in your individual consultation at the end if you are interested in one of these. The VoluFirm Repair line on pages 8 and 9 is for women seeing more advanced signs of aging or those who just want the best your money can buy, our botanical line is for women seeking a more natural or gentle line as well as those with sensitive or younger skin and our Clear Proof line is for teens and adults that are acne prone. One of the greatest parts of Mary Kay products is that they've all been cross-tested, so you can use products from each line to treat your specific skin care concerns.

Next turn to pages 10 and 11. Now we are going to apply foundation! And of course you should know that Mary Kay considers Foundation the last step to healthy skin!

TimeWise Liquid Foundation

I want you to know that foundation is the final step in any good skin care routine...however, I know some of my clients are hesitant to wear foundation, so I want to address a few common concerns before you try it or refuse to try it.

First, all of our foundations are non-comedogenic which means that they don't clog your pores!!

Second, they won't give you a cakey look OR thick feel that other products do because they are formulated with skin loving ingredients that are actually GOOD for your skin.

Also, for the record...foundation does NOT make you break out, foundation actually PROTECTS your skin. To help you understand the importance of foundation, let me ask you a question. Who has dusted a table before? What's on it a week later? (More dust!) Do you know what the majority of dust actually is??? (DEAD SKIN!!! EW!) So we want all of that dirt, pollution and other people's dead skin to fall onto your foundation that you then cleanse and wash down the drain, instead of onto your skin and into your pores.

Okay, now we are going to apply your foundation. I matched your foundation shade when you came in today, but if for some reason you don't like the color once you start applying it, let me know!

Today you're using our TimeWise liquid foundation. It comes in a matte & luminous finish. We like to give you this foundation to try today because it is our most popular & has the most shades so we can get the perfect match to your skin. You can see in your Beauty Book some of the other types of foundation we offer...so if you prefer to get a different finish or coverage, we will know what shade to convert you to in those other types of foundation since we already know your liquid shade.

I also like you to try this because it is nice & lightweight but still gives you great coverage, wouldn't you agree? It is also sweat resistant, humidity resistant & transfer resistant! I also want you to know that we matched you based on what would disappear into your skin because we don't anyone to know you are wearing foundation! The idea is that it looks natural, like we all wake up this flawless!



Defend Against “Pore” Behavior.

Introducing the NEW *TimeWise®*
Microdermabrasion Plus Set.

YOU WANT

SMOOTH, GLOWING SKIN
IMMEDIATELY.



MICRODERMABRASION has long been the secret to beautiful skin. It is an extra exfoliation process that effectively removes the dead skin cells that naturally build up on the skin and cause a dull appearance.

YOU NEED

TIMewise®
MICRODERMABRASION SET.



The Ultimate in Skin Care



The Ultimate
Miracle Set®
and a younger-
looking you!

Microdermabrasion Plus Set

Now turn to pages 12 and 13 in your Beauty Book. Look at page 13. This is our Microdermabrasion Plus Set.

(hold up the set) This product is seriously like having a spa in your own bathroom. It has 2 steps: a refiner and a pore minimizer. Apply step 1 on the back of one of your hands. You'll notice it's gritty & sandy feeling and it is getting that deep exfoliation to your skin, which literally leaves your skin feeling like a baby's butt once you rinse it.

This helps to reduce the appearance of fine lines and gently refines skin's texture as it removes surface dead skin cells and build-up from pores. You would apply step 1 right after using your cleanser, rub it in and remove it. I like to use it in the shower because it is easier to remove that way, you just want to make sure to skip at least 2 days in between each treatment so you're not scrubbing off too much skin! So let's wipe that off with your washcloth.

Now apply step 2 on your hand. This is our Pore Minimizer and you would apply it once you got out of the shower & leave it on. This nourishing serum helps calm and comfort skin while it minimizes the appearance of your pores. Isn't that amazing?

The best part about our Microdermabrasion Plus set is that it retails for just \$59 for the entire set. If you went to a spa or dermatologist's office and got a Microdermabrasion treatment, you're typically going to pay \$100 or more per treatment...whereas on average, Mary Kay's set will last you about a year because it is not something you use every day.

This is a great supplement to your Miracle Set and I like to think of it as the dentist visits. Like the cleanser & moisturizer were like your toothbrush & toothpaste, then adding the day & night was like using floss and mouth wash. Now adding Microdermabrasion in is like making a trip to see the dentist...make sense?

On the next couple of pages, you'll see additional supplements we offer. I would love to answer any questions you may have about these targeted solution products at your individual consultation in just a few minutes.

Firming Eye Cream (optional – if you have it to demo)

Now who knows the first place to show signs of aging on your face? (EYES!) Yes, so flip to page 16.

First, I want you to hold up what finger you think you use when applying products to your eye area... Okay, if you had your RING finger up, you were right! Does anyone know why we use our ring finger? Yes, because it is the weakest finger & causes the least amount of damage to the skin around your eyes.

You're trying our TimeWise Firming eye cream today: it firms, brightens, tightens & lifts your eye area. Our Firming Eye Cream has gotten many awards & is great for women in their 20s—40s that are beginning to see signs of aging in their eye area. Apply this with your ring finger by pressing lightly, not rubbing, gently around your entire eye area.



The FABULOUS Game

Gift your fabulous family and friends a relaxing pampering session.

TO WIN: HAVE THE MOST POINTS AND RECEIVE A GIFT.

Over 25 <input checked="" type="checkbox"/>	Name	Phone	Best Way to Reach (Circle One)
<input type="checkbox"/> 1	_____	()	Text Call
<input type="checkbox"/> 2	_____	()	Text Call
<input type="checkbox"/> 3	_____	()	Text Call
<input type="checkbox"/> 4	_____	()	Text Call

Now turn to pages 18 and 19. These are some of our great COLORS with Mary Kay!

These are just some of the products we will go through at your follow up appointment, which you can schedule with me at our individual consultation! When we do your color appointment, you can choose from a Dash out the Door look for those of you that are truly minimalists or just don't want to bother with makeup, or a glamour look for those of you that are intrigued by a customized glamour look & more advanced makeup application techniques!

Mascara & lip gloss

For today, I'm going to let you try just a couple staple makeup products. Starting first with...the Queen of Makeup, mascara!!!

Hold up the mascara wand at your tray! I am coming around to give you some of our Ultimate black mascara on your wand (**walk around dipping their wand in your demo mascara—one time only**). This formula of mascara helps with volume to help you look like you have really thick, luxurious eyelashes.

Who knows how often you want to switch out your mascara? Every 3 months! That's because it accumulates bacteria, which is also why you never want to share mascara with anyone!

Also, who knows that you don't want to pump your mascara wand? All it does is pumps in air which dries it out!

Lastly, I'm going to give you some NouriShine Plus Lip Gloss on your tray to top off your look. I want you to know that this is not your average lip gloss! It's loaded with good-for-your-lips ingredients like antioxidants and vitamin E and aloe to nourish, protect, smooth and condition lips! It also provides an instant boost of moisture and some serious ultra-glossy shine! And my favorite part is it has a hint of vanilla so it even tastes good!

LOOK AT YOU!!! You all look GORGEOUS!!! ☺ We are almost finished, but for now...

Referral Game (pass out Fabulous referral sheet)

Let's play a fun game! This is called the fabulous game. As you know, I'm working on a huge mission to have **XX** people try Mary Kay this month. You are helping me so much just by being here today. And this game helps me meet more fabulous people. If you happen to know anybody that you think would enjoy a free Mary Kay facial like you had today, write them down here. I only reach out to them once & I vow to treat your friends with respect and to never be the Scary Kay lady! ☺

Think of your friend who loves makeup or likes to take great care of her skin. Think of your friend who looks crazy in her makeup but you don't know how to tell her that in a nice way! Think of the woman who takes time to do things for everyone else but never for herself. All of these would be great referrals!

Anyone who can fill in all 20 names will get a gift from me & the person who's done first will get an extra bonus! (**typically just a ½ off item or another cheap gift**)

Ready, set, GO! (At this point you **MUST** be silent!!! Tidy up the table, act like you're looking through your Starter Kit, **ANYTHING!** Just DON'T SPEAK & give them a few minutes to fill out their referrals!)

(once they're done, hand out gifts to anyone who completed their referral sheet then say)

Thank you so much for giving me the gift of your friends! I so appreciate you & I've had a great time with you today!

DISCOVER WHAT YOU LOVE!

ULTIMATE SET
A \$269 VALUE FOR JUST...

\$199



- 1- TimeWise 3 in1 Cleanser
- 1- TimeWise Moisturizer
- 1- TimeWise Day Solution

- 1- TimeWise Night Solution
- 1- TimeWise Foundation
- 1- TimeWise Microdermabrasion Set (Step 1 & 2)

- 1- TimeWise Eye Firming Cream
- 1- Oil Free Eye Makeup Remover
- 1- Travel Roll Up Bag

BASIC SET

\$66

- 1- TimeWise 3 in1 Cleanser
- 1- TimeWise Moisturizer
- 1- TimeWise Foundation



MIRACLE SET
A \$130 VALUE FOR JUST...

\$99

- 1- TimeWise 3 in1 Cleanser
- 1- TimeWise Moisturizer
- 1- TimeWise Day Solution
- 1- TimeWise Night Solution
- 1- TimeWise Foundation



Typically, the most common questions I get at this point are “How much does this stuff cost & how do I get it if I want it?” So, let’s talk about all the deals and specials today that are available to you ONLY because you’re at my party today!

How Mary Kay works is...you can buy anything a la carte at full price...but when you buy in sets, you actually earn some of your products for FREE! I’m so excited to tell you how you can make these amazing products yours at a great deal today!

This is our travel roll-up bag...**(romance it. .spin it, fold it, oooooh and ahhh—LOVE the bag, show the pull off pockets, the rolling up, everything!)** I totally have a way for you to take this bag home for FREE today, and a way for you to get it at half off also!!

Okay...so the top pocket is your basic skin care we talked about, the brush your teeth set. It’s your 3-in-1 cleanser, your moisturizer, and your choice of foundation and it’s only 66. This is for the minimalist, the soap and water girl, or even the girl that is using 2 or 3 different brands (which is sort of like chemical warfare on your face).

The 2nd pocket is the floss & mouth wash set also known as the Miracle Bra for your face. It’s your Day and Night system and it’s ideal for those of beginning to think about or already thinking about wrinkles and collagen! These products are the vitamins for your skin and in comparable lines, they would retail for over \$100 each but they are only \$64 for both of them together!!!

Now, separately...the products in the top 2 pockets retail at \$130 but when you purchase them together today, you get them all for only 99 AND you get the opportunity to get this amazing bag for 1/2 off (about 17 bucks off). This is the real deal ladies, all dermatologists agree on the essentials of healthy skin and you’ve got it right here in our Miracle Set for just 99.

Next, in the 3rd pocket you see one of my favorites, the Microdermabrasion Plus set. We used this on the back of your hand. This pocket is 59 BUT, you can combine this one with pocket 1 for only 99 and a 1/2 off bag also—SCORE that’s a \$125 value for only 99! Remember, Microdermabrasion is like your 6 month checkup and cleaning at the dentist. We really should all be doing it!

The last pocket is your “eye” pocket. The Firming Eye Cream and the Eye Makeup Remover for only 47. These are 2 must have products! The eye cream lightens and brightens in addition to waking up tired eyes and boosting collagen production and we definitely know we need to take care of those nasty eye mites right? It’s the last step in keeping your skin looking young!

Now...someone ask me what the deal of the night is??? Really, ask!!

OH MY GOSH!!!! Here it is, the I deserve it all collection. Say it with me. . I deserve it all. Okay, so, all the products in this bag retail for \$271 but today, because I love you and I can’t wait for you to get a smokin’ deal on all of my favorite products...you can get all 10 products including the FREE bag for only \$199. That’s a huge steal & the only time you’ll get a deal this good unless you decide to host a party or join my team!

for independent	
Today's Date _____	Hostess Name/Referred by _____
Foundation Type and Shade _____	
DATE	COMMENTS
	1. I deserve it all. \$199 bag!
	2. Weekend - dash out the door!
	3. Money, Recognition, Self-confidence, Cars, Advancement, Being my own boss.

START SOMETHING *Beautiful!*

LEARN WHY MORE THAN 2 MILLION WOMEN & MEN HAVE OPENED A MARY KAY BUSINESS!

MONEY
Earn 50% on everything you sell!



RECOGNITION
Be recognized for everything you do! Win prizes, vacations, diamonds, and more!



SELF-CONFIDENCE
Be enriched and empowered by the positive environment around you.



CARS! CARS! CARS!
Earn the use of a FREE car!



ADVANCEMENT
The sky is the limit with Mary Kay. Promote yourself at your own pace!

BE YOUR OWN BOSS
Make your own schedule and your own goals!


Yes...
I am
the
BOSS

Design by Vicki Pink Software

Okay, so we'll just do one more thing before we start our one-on-one consultations! Please turn your pink and white profile card over. This is where I help you decide if you would rather be my customer or if you want to join my team & the greatest company for women in America! In the bottom half where the lines are please number 1,2, and 3.

Next to number 1, write down what you would take home with you today if money were no object. Remember, the top pocket is 66, the 2nd pocket is 64 or 99 for both, the 3rd is 57 or 99 with pocket 1 and the 4th pocket is 47 BUT, you can get the I deserve it all collection, which is the entire bag worth \$271 for only 199.

Okay, now next to number 2. I owe you a free follow up color appointment. We can set that up as a dash out the door session or a personalized glamour look. It's totally up to you, and the best part is you can get up to \$100 in free products if you share your appointment with friends. After number 2, please write if you prefer a weekday or weekend time for your follow up and dash out the door or glamour.

Now, I'm going to share with you the top 6 reasons women just like you choose to start a Mary Kay business. If the reason appeals to you in any way, please write it down next after the number 3. Example, the first thing I'll tell you that people love about Mary Kay is extra MONEY, so you would write MONEY if that appeals to you.

- 1) Money: Whether you need a little or a lot of extra money, you can make great income in Mary Kay both part time and full time, depending on how much you work. You get paid immediately, so you don't have to wait on a paycheck & you aren't limited to a certain number of hours or hourly wage when you own a Mary Kay business. Not to mention, you get a huge discount on your own personal skin care, body care, makeup & fragrances for the rest of your life! So if you could use an extra \$500/month or even an extra \$500/week and you would enjoy getting a discount on your own products, write money by the number 3.
- 2) Recognition: in Mary Kay we believe in praising others to success. We clap, we cheer, and we celebrate you and who you are, who you want to be, and who you help. Mary Kay spends millions of dollars on rewarding us each & every year, recognizing with everything from words, prizes, 5-star all-expense paid trips, diamonds, straight cash and love. If that appeals to you, please write Recognition next to money.
- 3) Self Confidence: you know, I truly believe MK is like a self-improvement course we are paid to take. We are all about helping women become the best version of themselves. Who wouldn't love just a little more of the real you to be shown in your career? If you feel self-confidence is important, please write that after the other words for number 3.
- 4) Cars: OH my gosh! We all know about the Pink Cadillac right? The symbol of success in Mary Kay!! Did you know that any Mary Kay consultant can earn a car in a short 4 months with the company? I know! MK pays for your lease, your taxes, your title, and a large majority of your insurance as well! Can you imagine never making a car payment again & only paying a small % of your car insurance for life? YES! You know where to write the word cars.
- 5) Advancement: I don't know about you but at my last job, I was waiting for someone to quit, be transferred, die or retire in order to get promoted. In Mary Kay, you are totally in charge of how fast and how far you climb up the corporate ladder. Write Advancement if you love that thought!
- 6) Being your own boss: well duh, I would be the best boss I ever had. I get to ask myself for days off, set my own hours, and give myself a raise! And obviously I'm NEVER going to fire myself! Write "Be my own boss" as a part of number 3 if that appeals to you.

So, now that you know a little more about Mary Kay, let me tell you how you can start your own business today! You simply order a Mary Kay starter kit for \$100 plus tax and shipping. You receive over \$440 in MK products in the kit plus \$100 in samples & supplies all packed in a gorgeous bag that includes everything you would need to hold your own parties just like this. If you begin your MK business, I can help you get started making money right away and you'll immediately get to be part of our MK sisterhood and we are so much fun! I truly believe every single woman should be a part of Mary Kay for even a year simply for the environment that encourages women to build each other up & I would be honored to work with any of you who desire that for yourself!

Thank you so much for giving me your opinion! I've really enjoyed being here with you all today! I hope you've had fun! We'll start our one-on-one consultations now! (Hostess) has to go last because you all can help her earn more free products during your private consultation, so is anyone in a hurry or would like to go first? Okay, bring all your papers & your purse with you to our private consultation area! (Hostess) you can serve your refreshments now! (start to head to separate area for individual close)

One-on-One Consultations/Private Consultation/Individual Close – ASK HER EVERY QUESTION LISTED BELOW!

- 1) Thank you so much for coming tonight! Did you have a good time today? Great! I'd love to take a peek at your Profile Card!
- 2) What was your favorite Mary Kay product you tried today?
- 3) Doesn't your face feel great? Our skin care is the bomb!
- 4) Do you have any questions about your skin or our business opportunity that I didn't answer for you already?
- 5) Which is more appealing to you, being a customer & having me as your personal beauty consultant or taking advantage of the deal of a lifetime and starting your own Mary Kay business?
 - If they choose start my business, "I am sooo glad you picked that option, let's go ahead and order your starter kit right now!"
 - If they choose customer, close the sale, book the follow up appointment, and the sharing call. (BELOW!)

I see here for question 1 that if money were no object, you would love to take home (sets she wrote down on the form). I realize that this is money were no object, wouldn't that be nice?! ☺ Of course I know money is an object, but is that the set you'd like to start with tonight? If so, I can take cash, check, credit, or a combination of all 3!

If she says YES, reply "You made a great choice, you are absolutely going to love these products and you will be so glad they are yours!" Fill out sales ticket with her selected sets. Move to scheduling the follow up and sharing aptt.

If she says NO, reply "Okay, I completely understand! How about the one of the \$99 options?" (step down 1 from what she said) Continue to step down until she is comfortable with her purchase.

****If the objection is "I have no money" book a party so she can earn up to \$100 free!!!

Last, book a weekday/weekend for her follow up appointment. Pencil in a time, let her know she is allowed to bring up to 5-8 friends with her to earn FREE Mary Kay, get her the hostess info, and book a sharing call with your director within the next 24-48 hours to get her opinion & answer her questions about a MK business. She'll also be entered in to win \$100 cash if just 2 friends join her at her follow up appointment and if she holds a sharing call with you.

Party Checklist

Papers

- Beauty Books
- Profiles
- New consultant agreements
- Sales slips
- Fabulous referral sheets*
- Tray Inserts*
- Hostess flyer*
- Flip Chart*
- Raffle Tickets (use office store discount)*

Supplies

- Trays
- Mirrors
- Applicators (Mascara Wands, sponge tips)
- Washcloths
- Tablecloth*
- Gifts for the end (can use 1/2 off items as a gift)
- Calculator/Cell phone*
- Cotton rounds*
- Pens*

**These products do not come in your starter kit. It is advised you purchase them separately at a general store (WalMart or Office store or from your director or her website)*

Products You Need to Bring

- Roll Up Bag Contents (see below)*
- TW Matte/Luminous Liquid Foundations
- Mascara
- Lip Gloss samples or full size
- Botanical samples or full size (if using)
- Firming Eye Cream samples or full size*

How to Pack Your Roll Up Bag

Pocket 1	Pocket 2	Pocket 3	Pocket 4
TW Cleanser (N/D & C/O)	Day and Night Solution	Microdermabrasion	Firming Eye Cream
TW Moisturizer (N/D & C/O)			Oil Free Eye Makeup Remover