

**\*\*\* line up 7 M&M's by tray \*\*\***

**Hello, my name is \_\_\_\_\_, and as you probably already know, the name of our company is Mary Kay Cosmetics.**

- *Have class introduce themselves*
- *Thank the hostess for allowing you to be there tonight. Present her with an empty gift bag representing her gifts.*

**Let me start by giving you an idea of what we're going to do tonight. We'll begin with our skin care program. This is what we're famous for. The first time around, it's sold together. Why?... because it's formulated to work together and that's how you get the best results.**

**Then we'll play with some Mary Kay color. The colors you will be using tonight are a basic color selection. It lets us start with a basic color look so when we get together at your follow-up facial, we can select a different look based on what you love!**

**Now here's the part I need your help with - every time I say the words "follow-up facial," we're gonna grab an M&M... this helps me provide the most perfect appt for you and who doesn't love an opportunity to eat an M&M?! These are magic-no calories!**

**At the end of the class, we'll get together one-on-one to discuss your individual needs. We can also book a time for your follow-up facial where it gives me a chance to make sure everything is working properly. This is also the first of TWO facials I offer my customers. This first one is to try the products and the second one is to "tweak" or try something we didn't do today.**

**I don't know if you'll get tempted, but you can use MasterCard, Visa, Discover, American Express, checks, and, of course, cash. Our products come with a 100% unconditional guarantee. That means if you decide to get anything tonight and you're not happy, you can exchange it or receive a refund. And... you get to take home whatever you select tonight. So let's begin.**

Now, take a look at my flipchart/open up your Beauty Book to page 1, where you'll see a beautiful picture of our founder, Mary Kay Ash.

I would love to take a few minutes to introduce you to Mary Kay Ash, our amazing company and the REASONS WHY you should wash your face EVERY NIGHT with Mary Kay.

Did you know that when you wash your face with Mary Kay, you are supporting a company started by Mary Kay Ash, a visionary leader, who ***created an opportunity for women, where women could be paid what they are worth without sacrificing their priorities of God first, Family second, and Career third, and living by the Golden Rule of doing unto others as you would have done unto you?*** ....And .... Did you know that Mary Kay is a ***private, family owned, 100% debt free company celebrating 57 years with well over \$4 billion in sales a year and #1 in brand loyalty?***

Did you know that when you wash your face with Mary Kay, ***you are directly investing in a local woman-owned small business and impacting her dreams and legacies?*** And did you know that when you wash your face with Mary Kay, ***5100 employees here in the United States and a worldwide sales force of over 3.4 million in 35 countries say 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 because we are "PINK DOING GREEN" and that the majority of our products are manufactured right here in the U.S.!!*** AND.... Our manufacturing plant in Dallas and our ***5 distribution centers in the U.S. are 0% landfill!***

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?! And Mary Kay donates over 1.2 million a year to cancer research to eradicate cancers that affect women.*** PLUS our newest partnership... ***Love is Respect... is a 24/7 text hotline where a young girl can text 22522 and there will be someone on the other end of that hotline to explain what a healthy relationship looks like.***

And, we're very proud of our Toys for Tots program. We've been partnered with them for **over 16 years**, and we've contributed **over \$36 million** to Toys for Tots to date, **EVEN DURING THE COVID PANDEMIC**. Let me explain... when you purchase a Mary Kay product, a portion of that money goes to support our charitable foundation. Our founder, Mary Kay Ash said, ***"We are doing something far more important than just selling cosmetics. We are changing lives."*** So tonight, wouldn't it be great to go home feeling good not just on the **OUTSIDE**, but also on the **INSIDE** knowing that **YOU changed someone's life for the better.**

And there's more! ... Did you know when you wash your face with Mary Kay, ***you are helping us stop animal testing in China! We were one of the first cosmetic companies in America to do a moratorium on animal testing.*** We paid for and created in-lab tests here in the US and now are doing the same in China, so we can show the Chinese government that safe products can be produced without testing on animals.

And...here is a cool fact! Did you know that as women we ***control 80% of purchases in America?*** That is a lot of power when we take our consumer dollars and invest in products, people and companies who align with our value systems like those you find in Mary Kay. And...Did you know that when you wash your face with Mary Kay you are **supporting our local economy?** The money 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 our roads? Part of that money comes from our local business tax base.

[Type here]

\*\*\* Tape to Page 11 \*\*\*

**So, before we get into our skin care and color, I would love to share with you a little bit more about why I do what I do...**

**Do you know the benefits of being self-employed in Mary Kay? I've got a one-minute commercial for you on why my job is so exciting and profitable.**

**I'm my own boss and set my own hours. I'm meeting and making many new friends and working with powerful women who are excited to make an impact on other women's lives.**

**Being in Mary Kay has given me life skills of being able to speak in front of people and not be shy. It's also given me the confidence to not only give compliments but also receive them. The prizes and recognition I can receive in Mary Kay help to acknowledge my work and give me the recognition "I" deserve.**

**Could you get excited about the opportunity to earn a new car and Mary Kay paying most of your car insurance?! You can see why I'm SO EXCITED to share this opportunity.**

**In fact, Mary Kay always said there is a beauty consultant at every class, and I believe her. As a matter of fact, Mary Kay found that quality women attract other quality women. Usually if there is one person that would be great at Mary Kay, there are a couple that would be great! So, just watch me tonight and see if you could see yourself doing what I do.**

**SKIP THIS PAGE**

**So.... We all want beautiful skin, right?**

**Well, 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 and WILL look in the future* is now mine!**

**What we will be doing here in the next 30 min will only take a few minutes in the morning and night.**

**And... You'll feel and see results TONIGHT... in 3 days, 3 weeks, and 3 months that you will love.**

**Doesn't that sound great?!**

**FIRST, we're going to start with the Oil-Free Eye Makeup remover, which is already on the 2 cotton balls on your tray. It removes eye makeup without pulling or tugging, and is safe for contact lens wearers. Just go around the top of your eye *outward*, and *in* toward your nose on the bottom. Go ahead while I wet your washcloths.**

**Now, take a look at our flipchart/beauty book and you will see what we like to call a MIRACLE!**

**This is our premium collection of age-fighting products that delivers the benefits you need for younger-looking, fresh, radiant, gorgeous skin.**

**It is great for all skin types, including sensitive skin and those with rosacea. While the TimeWise Miracle Set is not a cure for rosacea & does not treat it, it is a skin care regimen that's highly compatible for those who have super-sensitive skin.**

**Let's start with the FIRST 5 essential steps to ageless skin that the Miracle set delivers....**

- 1. First, the Miracle Set CLEANSSES to remove makeup and impurities.**
- 2. It EXFOLIATES to remove dead skin cells that dull the skin.**
- 3. It FRESHENS to tone your skin and refine pores.**
- 4. It MOISTURIZES to hydrate for soft, smooth skin... AND...**
- 5. It helps to PROTECT the skin from sun and environmental damage.**

**The Miracle Set also delivers 7 additional benefits to SMOOTH, HELP REDUCE FINE LINES AND WRINKLES, FIRM, SOFTEN, ENERGIZE, REBUILD AND BRIGHTEN.**

**You get a total of 12 age-fighting benefits in just one set of products!**

**Isn't that GREAT? And, The MIRACLE SET just earned the Good Housekeeping Seal of Approval! And just so you know, Mary Kay has 28 products that have received this prestigious seal.**

**Next, we are going to prep our face for foundation.**

**How would YOU like to know a secret from Top Make-Up Artists to the Stars? Well... here it is: FOUNDATION PRIMER! It is going to: protect with SPF 15, fill in every teeny tiny line, pore, and wrinkle on the face leaving the skin feeling SILKY SOFT & give your foundation hours and hours of staying POWER! It feels like a VELVET MASK. It is in well #7 on your tray. Go ahead & scoop it up and apply it across the cheeks, forehead, nose and smooth it all around (give a second). Isn't it AMAZING???**

***\*\*\* (use undereye corrector only for ivory/beige/light bronze skin tones, and perfecting concealer for darker bronze tones) \*\*\****

**Next, we are going to try our groundbreaking undereye corrector! Tadaaa!! Help wake up tired-looking eyes! It's a special peach shade specially formulated to color-correct bluish-purple shadows beneath the eyes, to neutralize dark circles and brighten the under eye area, helping to deliver a refreshed, wide-awake appearance. It is in well #8. You can use your ring finger... it applies the least amount of pressure, tap & gently smooth under your eye in the dark areas. Make sure you check out the difference after you smooth it on one eye!**

**I've matched your customized concealer as well, but if you'd rather you can save it for your follow up! Go ahead and check it out, and apply under your eyes or anywhere else you need a little tweak!**

Now here's something interesting... Did you know that nearly 58% of women aren't sure they are wearing the correct foundation shade? Well, what do you do? (allow response time).

Well, I have a solution because I'm going to help you find your perfect match. Mary Kay offers several types of foundation in a wide range of shades so you can get the flawless look you want. Foundation is the final step in any good skin care routine. It helps protect your skin from the environment, evens skin tone, and covers flaws for healthy-looking, radiant skin. One thing that sets MK apart is that we are *experts* in foundation. Our goal is to help every woman find the RIGHT foundation shade and formula! At your follow-up, if it needs tweaking we can try another formula or color! I am going to teach you how to apply your foundation with a brush for a flawless and natural look. You will find your perfect match in the large oval. *(Do a stripe test to make sure the foundation matches. Then hand out and romance foundation brushes and teach correct brush technique & have them apply the foundation. If using mineral powder pour small sample into cupcake liners)*

Mary Kay offers many foundation options (page 16), so we can discuss other options for you during your individual consultation. Now, how does your face feel? Don't you love how soft and smooth it is? And you've only used these Mary Kay products once... just think how your skin will look and feel when you use the Miracle Set every day!

Now as women, we all know that skin care NEVER ends with the basics. Many of us want additional products to help us meet our own individual needs... I'll name just a few...

Let's start with our Hydrogel Eye Patches. You're going to be trying them at your follow-up as well, but I want to talk about them now. These little smile-shaped masks for under your eyes make your eyes happy! They're saturated in a special formula designed to deliver a burst of hydration that helps refresh and wake up tired eyes, AND diminish darkness, puffiness and dullness. Plus they're safe for sensitive eyes and contact lens wearers.

If you look at my flipchart/page 12 of your Beauty Book you'll see our Microdermation Set. The Microderm set exfoliates & takes off the outside layer of dead skin while also minimizing your pores. You can try Microderm at your follow-up appointment, which we'll be talking about again at the end of the class.

Now, oh my gosh, I have a treat for you! Who wants more collagen, more elastin? Everyone, right?! Soo, TAHDAH (show Serum C) Introducing the TimeWise Replenishing Serum C+E! It's on page 15. This serum is formulated with botanical ingredients to enhance the production of new collagen and keep the existing collagen from breaking down. It lifts, tones, enhances and helps your skin look younger! The airless pump bottle assures that each pump is potent, and you would use about 3 pumps in the morning and night after cleansing, over your whole face & neck, or wherever else you need a LIFT! Some of us want to take a bath in it!

Now, we'll try some of our fabulous eye products starting with our Indulge Soothing Eye Gel – which firms, tones and reduces puffiness. This is a girl's best friend. You can even use it for allergies and migraines too! *(Demo a dab of product on their inner wrist by walking around the table with a spatula for the eye gel)*

I'd also like to mention our Timewise Firming Eye Cream – which helps to reduce fine lines and wrinkles, firms all around your eye area, brightens & moisturizes the skin around the eyes. It's in the little well to the top right on your tray. Just tap a little on your wrist... doesn't that feel luxurious?

*Now before we move on to color, let's try our Satin Lips! It begins with a lip exfoliator that is in well #5. Scoop it ALL up, smooth it on your lips and then make little circles. (After @ 10 seconds). Ok now take a clean corner of your cloth and clean it all off your lips. Then apply the balm that is in well #6 to give your lips a satin finish for kissably soft lips! Don't you LOVE that?!*

Woohoo, now it's time to play with Mary Kay color! I have pre-selected some colors for you and I know you're going to love them. I like to call them "learning colors" because I want you to learn what Mary Kay color is all about. After the program is over, I have several options for you to choose from or you can try another look at your follow-up appointment.

**EYES:** Peel the plastic off the eye shadows... Grab your sponge-tip, take off half the lightest color and apply it to one eye from the brow to the crease of your eye. Look how it brightens up your whole eye!! Then use the other half for the other eye.

Next, turn the sponge-tip over, and take some of the middle tone color, and apply it from your lash line all the way up into the crease, using short light strokes to apply the shadow & blend it with the highlighting shade – when you open your eyes, you should be able to see some of this color - that will make your eye pop and create some dimension!

And if you want a little drama, you can go to the darkest color, and use a little on the outside corner of your lash line and up into your crease, like a sideways V, being careful not to go past that imaginary line between the end of your eye and the end of your eyebrow! Then blend – so you don't see where one color starts and another stops... it should look smooth & soft.

We can try EYELINER at your follow up, or if you're dying to try today, I have a couple here to sample, but just check this out, I'm going to draw a heart on my hand -- our eyeliners are waterproof once they set, and glide on easily and effortlessly – let me show you! *(Take an eyeliner & draw on your hand, can use full size liners and sanitize in between customers, or purchase sec 2 samples.)*

**MASCARA:** *(Give one mascara brush to each customer; don't re-dunk because it's not sanitary)* When applying mascara, don't pump it because you're drying out the mascara in the cylinder... just twist. Also, you should replace your mascara every 3-4 months or bacteria can build up! Do a wiggle-wiggle pull for thickening and lengthening action all at once!

***Eyebrow Pencil – only if necessary, or at follow up***

**CHEEKS: Take some blush off the Look Card with a cotton ball. Find the flat part of the cheekbone – place color in 3 dots on your cheekbone, no lower than the tip of your nose, and no closer than 2 fingers to the nose. Put the cotton ball down. Blend the dots with your fingertips toward the tip of your nose and then with downward strokes (because tiny hairs on the face grow down).**

**Oh my goodness.... Did I give you a chance to earn a free gift?**

***PLAY THE “REFERRAL GAME” AT THIS TIME – PASS OUT FABULOUS SHEET IF YOU DIDN’T ALREADY!***

The greatest compliment that you can give is to refer me to your family and friends! Because I do not advertise, this is the only way that I have to build my business. I need wonderful women like you who allow me to share their friends. So it’s a huge, HUGE compliment that you would share your friends with me. And of course, I always have a gift for anyone who gives me 5 names or more... don’t you guys love how your lips feel right now with that lip balm?... well you can get YOURS for free for just 5 names and numbers!

And how many of you LOVED that lip scrub that we used right before the balm? Can you feel the difference in how smooth your lips are now? It’s amazing, right? And you can use it every day if you want... well, for 10 names and numbers... you can take home the balm AND the scrub for free!

And then, I have the ULTIMATE gift for the person who gives me 15 or more names and numbers, our ULTIMATE mascara, a \$15 value!

So go ahead, take out your phones, I’ll give you a few minutes. You can write down your names and numbers on the Fabulous Sheet.... READY? GO!!! And remember it only counts if you have the name AND number! 😊

**LIP LINER:** (Optional) Draw a thin, natural line. Lip liner acts like a little fence for your lipstick; it helps to keep the lipstick from feathering.

**LIPS:** Peel off the lipstick part of your color card & use a sponge tip to apply. What’s great about Mary Kay lip gloss is it has light reflectors which give shine without highlighting lines or wrinkles, and that’s a good thing! The gloss that is customized for YOUR look is in the well at the top right corner of your tray. Now, check yourself out!!! (Have guests hold their mirrors out at arms length and compliment each other on something new they like).

**MOVE INTO THE TABLE CLOSE NEXT! TURN THE PAGE...**

[Type here]

*Pass out placemats & ask them to fill out the top of sales slips. Don't leave your post.*

**Pocket #1** – (display the whole set on the tray -- Basic Set, Eye Cream & Serum C+E)

Now I'll show you what we used tonight. The reason why your skin looks and feels the way it does is because of the part we did underneath it all. It's just like if we were going to paint this room... no matter how gorgeous the color, if you don't spackle first, the cracks are going to show through!

So first I want to show you our roll bag. If you purchase any four sets, you get the roll bag FOR FREE! Now remember... the first time around, Set 1 cannot be broken up. The skin care is sold as a set because it's formulated to work together and that's how you get the best results. So you already have one set DONE. Any other items can be bought individually.

Set 1 is your TimeWise 3D Basic Skin Care Set. It includes your 4-in-1 cleanser, day and night cream, and foundation.

Next is the most awesome eye product, the TimeWise Age Minimize 3D Eye Cream. When you include it with the TimeWise 3D Basic Skin Care Set, it becomes our TimeWise Miracle Set 3D, which includes all 11 age-defying benefits we learned about today...and you save 14 dollars!

AND our Super C+E gives your collagen a boost and helps your skin bounce back with all those potent botanicals! If you were to choose anything tonight, and I was doing my job properly, I would recommend Pocket 1. That's the biggest bang for your buck.

**Pocket #2**

Next is our Magic Set: Foundation Primer, concealer & undereye corrector.

The Eyes Have It Set comes with the Eye Makeup Remover and Indulge Soothing Eye Gel which reduces eye puffiness.

[Type here]

**Pocket #3 take compact out and romance the compact**

You know how your color items and compacts scatter all over your purse? Well, look how great our custom compact keeps everything together, and it comes filled with your choice of colors. Plus, it's refillable & customizable! You only pay for the compact once! Then the Necessities Set contains all the items needed to complete your look.

**Pocket #4**

The final pocket has our Satin Lips Set that helps relieve dry, rough lips – and makes them kissably soft, and our Satin Hands Set. Then we've also got our Hydrogel Eye Patches, which give your eyes a pick-me-up and deliver a refreshing burst of hydration. The Deep Wrinkle filler is here too (extra bonus not in the bag pricing).

Now, if you're a girl who wants it ALL, like me, then you can get all 8 sets and save over \$75!

Now we are going to do one last pampering session & then our individual consultations. This is called our Satin Hands, which I just mentioned is part of Pocket 4. So don't go anywhere...

\_\_\_\_\_ is going to demo it for you, while we start our individual consultations. (If it's a single or double facial, you should demo it yourself.)

*Have the hostess demonstrate Satin Hands on both hands with remaining guests, while one guest joins you in another room.*

*Ask if anyone needs to leave early or take the most excited person first.....*

***In a separate area (living room, dining room) have set up for a one-on-one close:***

*Datebook/Beauty Book/Look Book/Display trays filled with eye/cheek colors*

*Sales Slips/pens/Stream info/Calculator*

*Lip Balm/Primer/Mascara/SHOT program brochures*

**MOVE INTO THE INDIVIDUAL CLOSE NEXT! TURN THE PAGE...**

[Type here]

*Sit below the guest on the floor, and periodically, gently, touch her arm when asking the following questions.....*

1. So, \_\_\_\_\_, how did you enjoy what we did tonight?
2. I'm curious to know what you liked best about the skin care that you tried tonight?
3. What did you learn tonight that you didn't know? (re-affirm) Great! So I did my job!
4. Ok, \_\_\_\_\_, I am sure you already know what you would like to take home, because smart women know what they want... but I want to make sure I do my job properly. So, if you would please lay YOUR rollup bag on your lap and go through each pocket to make sure I review each product with you. We're going to make three piles...

Anything you love you're going to leave in the roll bag, anything you just kind of LIKE you're going to put in front of you, and then anything that's 'no way, no thank you' you're going to put on the side. This will definitely help me to best service you in the future. How does that sound? Great, let's get started.

*Start on the left side with the Basic Set and go from there....add up her total. Don't forget, if she gets any 4 sets, she gets the rollup bag for FREE! After she's all done, fill out the sales slip and ask her: "How would you like to handle this?"*

While we're together, let's pencil in a date for your follow-up appointment. I realize your calendar isn't here, but let's get a starting point. If you find there's a conflict, it's not a problem to change it. What's better for you, during the week or weekend...

\_\_\_\_\_, can I ask you a question? (Look over at her "maybe" pile or show a basket of supplements.) If I told you that you could get these for free or for next to nothing, would you want to? Great! With your permission, can I tell you how? (wink wink) Well, when you share your follow up appointment with a few friends, I will work to earn you these products for free or next to nothing. Hand her a SHOT program sheet, explain the program. You can earn \$100 in free credit at your follow-up with the SHOT program. **NOW TURN PAGE. GIVE OUT STREAM!**

[Type here]

***Ok, I have something really, really special for you next! I can only send this present to a person who I really had a great time with during the class (or facial) & who I would love to share this information with. Ok....it is...a video stream... on the MK opportunity... and it is amazing! You will learn a ton a stuff about MK that you probably never knew before...***

- I'm going to text you a link, and just for watching it within 24 hours you get to pick something from your "like" pile for FREE with a value of \$25.***
- You have to be a person who I think would be good doing what I do, and I'm talking to you because I saw qualities in you during the class that I think would make you great!***
- Watch it with an open mind, even though you may be thinking that right now it's possibly a no... 'cause I think you would be great! I'm going to text it to you right now, or I can email it to you... which is best for you? (Pull out your cell phone and text or email right now.)***

***"So, what is the best time to reach you, during the day or the evening, today or tomorrow? I want to make sure you get your free gift. So, what do you want for FREE?! Let's pick it out right now, and I'm going to write it down." (Have them pick out their free gift from the "like" pile.)***

***I'm also going to let my director know that I'm sending you the stream... she's going to be SO excited to speak with you!***

***If she asks why, just say "for our training purposes." MAKE SURE THE CUSTOMER KNOWS THAT THEY ARE OUR BEST AVENUE OF TRAINING!***

***DON'T FORGET \*\*\*\*\*call your director after THIS appointment!!\*\*\*\*\* ☺***

# Foundations for All

## A Foundation for Every Occasion

Help your customers choose the right amount of coverage, their preferred finish and the benefits that fit their needs. Click on each product below to see before and after photos.



### **Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15\***

- 8-in-1 benefits
- Remarkably lightweight
- Natural finish



### **Mary Kay® Mineral Powder Foundation**

- Weightless, skin-perfecting powder that controls shine
- For all skin types
- Natural finish



### **TimeWise® Matte-Wear® Liquid Foundation**

- Age-fighting formula
- Skin instantly looks firmer, younger and healthier
- For combination to oily skin
- Matte finish



### **TimeWise® Luminous-Wear® Liquid Foundation**

- Age-fighting formula
- Skin instantly looks firmer, younger and healthier
- For normal to dry skin
- Luminous finish



### **Mary Kay® Endless Performance Creme to Powder Foundation**

- 2-in-1 formula with the easy application of a cream and the matte finish of a powder
- For all skin types
- Matte finish



TimeWise®  
Liquid Foundation



Mary Kay® Sheer Mineral  
Pressed Powder



Mary Kay® Mineral  
Powder Foundation



choose the right  
**FOUNDATION**  
**COVERAGE**  
MARY KAY®



Mary Kay® CC Cream  
Sunscreen SPF 15



Mary Kay® Endless  
Performance™  
Creme-To-Powder Foundation



Mary Kay® Translucent  
Loose Powder