

## COVER

Welcome and introductions!

Okay, ***Let's get our Party Started!*** First I want to meet everyone.

Tell us your name, a little bit about yourself and how you know the Hostess.

- Also, if you've ever tried Mary Kay in the past, tell us your favorite product and why.

Ok great! Now tell me one thing you'd like to learn about skin care or an issue that you are having with your skin.

Okay.....here's our agenda.

**1** You will be able to try the ***Ultimate in anti-aging skin care***...the TimeWise Miracle Set. (for the ultimate skin care for keeping young skin clean and fresh and beautiful ...VELOCITY)  
Today is all about giving you the best looking and feeling skin possible!

**2** We will finish with a quick touch of color. Enough for you to whip out the door and still look cute ....but ***each of you will be able to schedule a personalized color session at the end of today's party***. How many of you have ever had your own personal color wardrobe done? Find the perfect lipstick, eye shadow color or the look that makes you look and feel like a super star?

Wow you are in for a treat and I will be telling you more about your personal color session later.

**3** Last...***I will be meeting with each of you*** at the end to answer any questions you may have and to get your opinion of my presentation and the products you tried. I can also help you with your product selections and schedule your color session.

# Page 1

## Let's appreciate our Hostess for hosting this party (applause).

I have a **special THANK YOU gift for having me over and sharing me with your friends.** This is the best compliment you could give me! So thank you!

(if you are doing boa or crown now is the time)

Now I'd like to share with you what she gets for being a hostess.

- **She is eligible to receive up to \$100 in free Product. Anything she chooses!**
- **She is also eligible for some hostess half price specials**
  - because she held her class on it's original date - **she will receive the "Satin Set" for half price!** ( talk about it )
  - because she will be taking up 5 bonus orders - she will **receive the "Professional Brush" set for half price!** ( show it- talk about it)
  - because she has two additional parties booked to be held within the next two weeks she **will receive the "Polished Perfection" set for half price!** (talk about it)
  - because we will be scheduling her to be my special guest at my next MK event she will **receive the "Compact Mini filled with Mineral Pressed powder and sponge at half price.**

She also can win this **BEAUTIFUL COMPACT PRO** when she has the **\$500 in total sales**, five ladies who attend her event (or if they couldn't make it tonight, we can book them for another session and she will still get credit for her guest attending a make over) . The compact comes empty and she will have **the ability to fill it with the free products** that she is working on winning this evening!

I want you all to relax and have fun because there is no purchase required. But if you are tempted ...and I know you will be....I have the products available for quick delivery so you can start using them right away!

Just so you know, I take VISA, MASTERCARD, DISCOVER, CHECK, CASH AND I also offer the H.U.P. PLAN - husband unawareness plan.

Who likes to win Prizes? We are going to have our own contest tonight to win \_\_\_\_\_!

How many of you could get excited about taking home a FREE \_\_\_\_\_ tonight? **Every time you hear me say "FREE" if you're the first person to say ....IT'S FOR ME!**, you will get a ticket in the drawing for our door prize give away!

(LET'S TRY IT- FREE- IT'S FOR ME)

So here's your first ticket just for coming and because you're cute and I like ya!

Let me tell you a little about Mary Kay the company and a little about me!

\* **Mary Kay Cosmetics** was created by a lady named **Mary Kay Ash in Sept. 13, 1963**. She started this company because she wanted to give women an opportunity to have it all and at the same time be able to help other women to reach their own potential.

In the early 60"s she recognized that women needed an opportunity to achieve financial success while balancing their lives with their values and priorities. She shared that a women should be able to put their **FAITH FIRST, FAMILY SECOND AND their CAREER THIRD.**

Today that philosophy has been shared by over 2 million Mary Kay consultants world wide and people still know us by our awesome products, great MK consultants and the legendary Pink Cadillac's.

Now I want to tell you a little about myself and why I love what I do...

- I've been building my business for \_\_\_\_\_
- and before Mary Kay I was \_\_\_\_\_
- I decided to become a Consultant because \_\_\_\_\_
- What I love most about my business is the \_\_\_\_\_

## Page 3

I am soo excited .....I have been asked to **find 5 new Mk Consultants** to add to my team this month. This area is one of the areas that is very untouched in the Mary Kay world. In fact I am giving a **finders fee of \$25 in free product** if you can help me find my next New team member!

To help you understand all that Mary Kay has to offer **...we will be playing a game called "What's in the Bag"?** !

We will be passing around this gift bag, reach in an pull out one item and guess what it has to do with the Mary Kay opportunity. IF you get it right...**you win a ticket in the drawing**. IF you get it wrong ...pass the item to the next person. Ready???

### **Money - (laminare a check or ### from applause magazine)**

Many women choose MK as an opportunity to make extra money to provide the extras such as...holiday shopping, school clothes, new clothes or vacations for the family. Or to pay off a bills, start a savings account or to help between paychecks. **If I could show you how to make more money in less time while working from home....could you get excited?** (share your experience)

### **Self - Confidence - ( mirror) ... Be a better you!**

Many women love the idea that they can find friends, have girlfriend time, an outside interest just for themselves or maybe learn how to work with people, build their confidence or find the best looks that work for them. If I could help you feel more beautiful and confident with few make up artistry tips AND learn how to be more organized, efficient and stress free **COULD YOU GET EXCITED?** ( share your experiences)

### **Cars - ( toy car)**

Everyone has heard about the PINK Cadillac but did you know that the first car you can win is a 2010 Platinum Grey Chevy Malibu? I am proud to tell you that our MK family in the Charleston Area has won over 90 Career Cars! Our goal is to put 100 on the road within the next 6 months! **If I could show you how to earn a car in as little as 15 hours a week AND have your tags, tax and insurance paid for FREE - COULD YOU GET EXCITED?** (share your experience)

### **Advantages-**

- (slinky) MK works around your current schedule. The busier you are, the more opportunity you have to build your business.
- (box of tacs) Small businesses receive incredible tax benefits . Bigger write offs equal bigger tax refunds. Who could use more money during tax refund time?
- (mini product) One of the best things about being a Mary Kay consultant is that you can purchase all of our MK product at half price!

### **Be your own boss- (small date book)**

Most people want to know what it's like to be their own boss. Set their own hours , make as much or as little money as they want. If I could show you how to live your priorities and not someone else's ...Could you get excited?

### **Recognition - ( prize example)**

I have won \_\_\_\_\_

At every level from the newest to the most experienced consultant...there are opportunities to win prizes and recognition for your accomplishments. If I could show you how to win diamond rings, trips, furniture , jewelry plus much, much more for FREE! Could you get excited?

Give everyone a big hand for all of our "right" answers!!! (applause) Make sure everyone has placed their tickets in the basket!

You know , Mary Kay says that at every class there is a future Beauty Consultant waiting to be discovered. I wonder who it could be today? During our individual consultation be sure to share with me who you think this would be perfect for. Remember there is a \$25 finders fee for recommending someone who signs up! Or maybe it would be something you might be interested in for yourself either way I have information available that you can pick up at the end of our party.

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I am very excited about my Mary Kay Business this year because I have an amazing record breaking goal!

### My goal this year is to

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In order to accomplish my goal:

- I must strive to be the best consultant possible. I want to treat every guest, every customer and every Hostess like the **Queen that they truly are!**

When you select me as your Personal Beauty Consultant you will receive:

- You get gifts with purchase and special invitations to **Customer Appreciation Days and special events all year long!**
  - You can **shop with me 24/7 on my website** and there's no charge for shipping or delivery and I will enroll you in a **\*complimentary magazine subscription of "THE LOOK"** which includes FREE Samples of the latest hot new products!
  - **You get me a couple times a year for a Check up from the neck up**, where I make sure your products are working great and your foundation shade is perfect. Plus you get to invite a few friends to see what's new, learn new tricks, reorder products you're running low on and just have some girlfriend fun and **get your product for FREE!**

My Goal is Exciting and a little scary so I need your help! If you know of anyone who would like a new look or is searching for a Mary Kay Consultant...please let her know that I would be honored to be her Mary Kay Consultant and ***I will have a little something for you for recommending me!***

## Now are you ready to be pampered?

Let's get started! Go ahead and pull your hair back with your headband/clips.

The first thing we are going to do today is try our **awesome Satin Lips set**.

- How many of you have ever had chapped lips?
- How many of you have had your lipstick feel gummy or dry on your lips?

The problem is **dead skin cells on the surface of your lips**. Let's try the mask first ....

As your mask is drying, I want to know how your Satin Hands treatment feels that your Hostess helped you with tonight? What did you like the best?

(show the satin hands set) This 3 step program is a must have for this season.

- Great for men and women
- Elbows, knees, feet - great to shave your legs.
- Great gift to give those who wash their hands a lot, nurses, hairdresser, elderly or those who work outside.

Has the lip mask dried yet? Great - gently wipe off using the warm wash cloth. Apply the lip balm.

How does it feel?

The Satin lips and Satin hands are a **great combination to have instantly soft skin!**

## Now, let's talk about your skin.

- The MK products **work with the natural process of your skin**.
- Your skin is constantly regenerating itself, and **our products just speed up that process**. When you're young your skin regenerates in about 24 - 48 hours. Mature skin can take up to 120 days! **Could you get excited if I could show you how to get your skin renewing itself at a faster rate?**
- We are going to try a special product that I like to call "**the Magic Eraser**". It is our **TimeWise Microdermabrasion Set**. I call it the "Magic Eraser" because it helps you look younger after just one use! We are going to try it on the back of only one hand.
- Gently rub into the back of one of your hands.....now wipe it off with your washcloth. Now **seal in the moisture with the Replenishing Step**.
- Compare one hand to the other. What do you see?

Our Microdermabrasion contains the **same professional grade alumina oxide crystals that dermatologists use**. They are super exfoliates that buff away, dull, lifeless skin. This is not your daily skin care regimen but can **be used 2-3 times a week** in addition to your skin care program to give you the younger looking skin that you deserve.

It's one of the **most popular non-surgical cosmetic treatments on the market today**.

You know in Mary Kay there is an old saying....  
**How old you are is your business, but how old you LOOK is our business.**

## Now let's talk about the 5 secrets to great skin:

- The **TimeWise Set** which is the most important part of the Miracle Set.
- It takes care of the **five essential steps to ageless skin.**
  1. Cleansing - to remove make up and impurities
  2. Exfoliating - to remove dead surface cells that dull the skin.
  3. Freshening -to tone the skin and refine pores
  4. Moisturizing - to keep skin hydrated, soft smooth, firm and lifted.
  5. Protection - from the sun and environmental damage.

Used together these formulas reinforce the benefits of one another.

## TimeWise 3 in 1 Cleanser

The TimeWise Cleanser comes in two formulas.

**Dry - Normal** and **Combination - Oily**.

First, let's try your **3 in 1 Cleanser**. Always apply your Cleanser in an upward and outward motion. Remember...up is young, down is old! **Be Sure to Avoid your eye area.**

(prepare the Washcloths)

Your Cleanser takes care of **the first 3 steps to healthy skin**.

It ...

1. Cleanses,
2. Exfoliates,
3. And Tones.

As you massage the cleanser into your skin, **the micro-beads go to work!**  
You're treating your skin to a facial just by washing your face every day!

Now, just remove it with your damp cloth.

## Day and Night Solution

- Before we move on to your Moisturizer, I have a special treat for you! **These two bottles are your FOUNTAIN OF YOUTH.**
- **The Day and Night Solution** can be added to your TimeWise Set to make it a Miracle Set! It delivers 7 additional benefits for your skin.

### Day Solution

- Protects and shields the skin from UVA/UVB rays with SPF 25
- It has calming peptides that **relax expression lines.**
- Contains antioxidants that **neutralize free radicals.**
- It also contains light diffusers that **soften the appearance** of fine lines and wrinkles.

### Night Solution

- **Repairs your skin while you sleep** by counteracting daytime damage with botanicals and peptides.
- **Restores elasticity and firmness** and helps fine lines and wrinkles fade away.
- The little microcapsules or Nutribeads burst to **deliver a fresh supply of antioxidants and vitamins** which are essential for the renewal process.

We are going to try this product on one half of your face, Mentally draw a line down your face from top of your forehead, down the nose and down the chin. Apply to one half of your face, avoiding the eye area.

## TimeWise Age Fighting Moisturizer

- Now, go ahead and apply your Moisturizer in **an upward and outward directions**. Remember, we are only applying to one half of your face and again, avoid the eye area.
- Did you know that a **lack of firmness is caused in part by loss of moisture?** Think...what's the difference between a Grape and a Raisin?
- Your Moisturizer which is oil-free gives you **10 hours of moisturization** and contains a special blend which draws moisture from the air plus includes powerful antioxidants. It **creates a protective barrier**, which keeps the good things in and the bad things out! YOU WILL LOVE IT!
- Don't worry, the Combo/Oily formula actually helps to prevent shine for those of you with oily skin!
- We also have it with SPF 15.

**Feel your face.....How does one side feel different from the other?**

## Foundation

- Did you know that **Foundation is actually a part of your skin care?** You either wear protection or pollution. Our TimeWise Foundation also have anti aging properties in it.
- Why do some people get frustrated with selecting a foundation shade?
- The Wonderful thing about Mary Kay foundations is that they come in different shades, undertones, and coverage levels. **We can match any skin tone and find the perfect shade and feel for everyone!**
- This is another benefit of having your own Beauty Consultant. At your quarterly Check up appointment, **we'll re-match your shade. Remember as the season change so does the color of your skin.**
- I call our Foundation the **"Airbrush in a Bottle"**. It provides build-able coverage, it's transfer-resistant and it feels so light and natural on your skin!
- We even have the **NEW Mineral Powder Foundation which is INCREDIBLE!**

Today we will be using our \_\_\_\_\_ **Foundation** . We will be selecting your shade right now but In your individual consultation we can discuss the other Foundation options.

**BUT BEFORE WE ADD OUR FOUNDATION CHOICE LET ME SHARE "HOLLYWOODS LITTLE SECRET" WITH YOU!** How many of you have ever wondered how Models and Actresses all have such smooth and perfect skin? It's all in the Primer! I love our NEW Foundation Primer! It fills in the pores, imperfections and fine lines to give your foundation a flawless look! Let's use the Primer on only one half of your face.

To give a little extra coverage, You may choose to use our awesome **Concealer**. I will be passing this around to everyone...place a little dot on the back of your hand. Don't touch it until everyone has it on their hand, now rub it in. See how it spreads? Remember when applying our Concealer, a little dab will do.

Now apply **Concealer only to the discolored spots on your skin**. You can do both sides of your face,

Now lets select your **foundation shade** - look across the table - what does your friend think?

Apply your foundation on the entire face - both sides.

**Tonight you used your fingertips to apply your Foundation but to truly make your Foundation flawless we recommend our Professional Foundation Brush!**

Now look at the difference between the side that was conditioned with the skin care products versus the side without the TimeWise Products. **What do you see or feel is the biggest difference?**

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The next group of products that I want to share with you are the Mary Kay sets that are designed for **the most expressive part of your face....your eyes.**

The skin around your eyes will be the first area to show age. This area will bag , sag, wrinkle and darken faster than any other part of your body. The Eye area needs special attention and care to look its youthful best.

We have two sets that specialize for the Eye Area.

### #1 Daytime Eye Set

- **Targeted Action Eye Revitalizer** - I love to call it the product that "Roll-a-way" Bags. Helps to reduce dark circles and puffiness around the eyes. Works best for those who have permanent puffiness. After only a few minutes you will see the puffy ness go away and your eye area will be refreshed with a cool soothing feel.
- **MK Concealer or Highlighter Pen.** - Hides the darkness and discoloration that can happen due to genetics, stress and lack of sleep. Remember it was the product we tried before the foundation.
- **MK Eye Primer** - How many of you have eye shadow creases by the end of the day? **Oily eyelids**  
How many of you have your eye shadow go away by the end of the day? **Dry eyelids**  
The Eye Primer keeps your eye shadow perfect all day long.

### #2 Nighttime Eye Set

- **Indulge Soothing Eye Gel** - I love to call this "Nap in a Jar" Contains Green Tea, Cucumber, and Chamomile Extracts. Also helps to de - puff the eye area! Best for temporary puffiness. How many of you have tired , achy eyes at the end of the day? The Indulge Soothing Eye Gel is perfect for this. Consultants love to put it in the frig for a really soothing end to a busy day.
- **Oil Free Make Up Remover** - MK own "Critter Getter" Did you know that there are tiny eye lash mites that live on your eye lashes? One of our most favorite products. (demo a liner on hand - use cotton ball with remover to wipe away) This is a great product to gently wipe away your eye make up and still protect your eye area from the stress that comes with taking off eye shadow, liner and mascara products. Plus lets not forget about those critters!
- **TimeWise Firming Eye Cream** - This is an incredible pamper product for the eye area. It tightens, it brightens , it makes those fine lines less noticeable. It is the wonder product for those who are feeling the tug of aging coming on.

All of these products may be purchased individually but for best results you definitely want to get the set to complete your War on Anti-Aging!

## Page 12

Now to finish our Party in style, I want to give you a little touch of color to make you look cute and presentable on your way home.

I am really excited to get back with each of you to complete your **Personal Make Over Session** where we will select your perfect color wardrobe.

- How would you like to **find the best lipstick shade to make your skin look more youthful, your teeth whiter and your smile brighter!** Plus I can't wait to share with you a few tips on how to keep your lipstick on thru out the day.
- We will also find the **perfect blush shade** that will give you a natural glow and we will find the perfect way to place your blush to visually lift your face with make up artist tricks of the trade.
- **We will also find the perfect way to do your eyes!** How many of you have always wondered where your eye shadow should be placed? How about which eye shadow colors will make your eyes pop?

We will be putting together a **complete collection of colors that are perfect just for you!**

Plus If there is any product that you have special interest in that we did not go over tonight, we can try those products then.

I will be sharing all of this with you plus more at your next session. In your individual consultation we will be scheduling your next appointment. **And I will tell you how you can get those color products FREE!!!**

But right now we are on a Face Race! So here is how this works.....

Inside of your goody bag is a

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Let's open the bags. The first one to have their lips and cheeks on will win 5 bonus tickets in the drawing.

Ready, set and go!

Now it's complement time. **Let's tell each other what we like best about their look.**

Compliments make everyone feel good. The nicest compliment you could pay me is to help me complete my goal of \_\_\_\_\_ by helping me share these great Mary Kay Products with your family and friends.

Now it's time to play the **"Name Game"**. This is the last opportunity to win tickets for our party.

(Explain the Referral sheet)

You will receive 1 ticket in the drawing for each name and number that you list on the back of your paper. The person with the most names and numbers listed will win 10 tickets in the drawing!

I will give everyone a tip. **Use your address book in your cell phone to make it easy.**

Ready , Set and Go!

(Give out the tickets and do the drawing for the winner at the end)

Ok now we come to the part of the evening when **everyone wants to know how they can take home their favorite sets.**

But first I want to show you one of the most incredible beauty tools that Mary Kay has to offer...**Our Beauty Essentials Roll up!** Instead of having all of cosmetic bags, totes and baskets at home...you now can have all of your Make up goodies in one place!

(show it and unroll it and pull off the first pocket to show the versatility)

Just like Build a Bear ...you can **Build a Bag!** You can customize the sets that you work best for you! This is the most popular collection that we offer.

(pass out the Build a Bag closing sheet)

## Page 15

Let's see what's in

### **Pocket #1 - Fountain of Youth Collection for beautiful facial skin.**

Set 1,2 and 3. (Take each item out and explain)

### **Pocket #2 - All about Beautiful Eyes**

Set 4 and 5 (Take each item out and explain)

### **Pocket #3 - Gotta be Cute Collection**

Set 6 , 7 and 8 (Take each item out and explain)

### **Pocket #4 - Simply Satin Set**

Set 9

So let me share with you our Specials for this evening:

You can be the **Queen of Everything** which includes everything you see here - all sets included. Normally would be 507.50 but tonight's special 399.00 which also includes the Roll up bag for Free!

Or Maybe you are the **Princess of Quite-A- Lot**

Choose any 6 sets with a value of up to \$383.00 and you can take it home for 299.00. You also will receive the Roll up bag for free!

Or maybe your just a **Party Girl** - Choose any 4 sets with a value up to \$268 for just \$199 ....and what do you get for FREE?

Or maybe you just need a **Busy Woman's Miracle** - tonight's special ... a \$100 value for \$89.

I want everyone to close their eyes for a moment. I want you to go into your closet and think of a special outfit that you may have bought for that special occasion. Think of all the accessories that go with it...how much did it cost?

You may have only worn that outfit once...but you wear your face everyday. The collection you select tonight may be an **investment** but looking younger than everyone at your high school reunion ...

**PRICELESS!**

Remember I do have payment options available **Visa, MasterCard, Discover, Check , Cash** and the **HUP plan**...husband unawareness plan. Some check, some cash and some credit card. I also have some other payment options up my sleeve that I can share with you during your Private Consultation in just a few minutes.

**OK EVERYONE , LET'S TURN OUR WISH LIST OVER AND QUICKLY ANSWER A FEW QUICK QUESTIONS SO I CAN BETTER SERVICE YOU!**

I've enjoyed being here today, you ladies have been great! Raise your hand if you had fun! Great! Now, it's your turn to go to work. Your job is to decide what you would benefit from and it's my job to find a way for you to have it.

**Who has to leave early tonight?** Great....I'll take you first and \_\_\_\_\_ could you start serving the refreshments?