

Flip Chart Notes

The flip chart is a fabulous tool! The key is making it your own so you can feel confident when you use it.

Before your guests arrive, set-up for each guest –

Tray/Mirror

Profile Card/Pen

Beauty Book

Look Book

Headband

Cotton Balls

Applicators

WELCOME GUESTS AND THANK HOSTESS <PG.1 >

- Welcome my name is ____ and I want to thank you for coming to support ____ today.
- Would you be excited if I told you, your face was going to feel as good if not better than how your Satin Lips feel right now?
- Let's go around the table and introduce ourselves, just say your name, occupation and what you want to change about your skin.
- Now that we've met each other I'd like to introduce you to Mary Kay, the woman!

MARY KAY COMPANY <pg. 2>

- I want to tell you just a little about Mary Kay. She was a visionary leader who started the Company because she wanted to give women an opportunity to be “work from home Mom’s” and at the same time, earn an executive income!
- Over 40 years later women still love Mary Kay! Now we have women in their teens and women in their 60’s driving free cars & make executive incomes!
- (M.R.S.C.A.B.)
- (I-Story) I began in ____, I started because ____, I love it because ____.
- How many of you love games? For every question you ask me about what I do, I will give you a ticket! At the end of the class we’ll draw for a gorgeous door prize!
- I am looking for women like you. Mary Kay teaches us that at every class there is a new beauty consultant! I also am looking for Talent Scouts!

M – Money
R – Recognition
S – Self Esteem/Confidence
C – Car
Pontiac Vibe - \$375
Grand Prix - \$500
Cadillac - \$900
A – Advancement
B – Be Your Own Boss

MARY KAY PRODUCT PHILOSOPHY <pg. 5>

- You get to try before you buy so you don’t end up with a cosmetic graveyard. We have 100% Satisfaction Guarantee! I don’t want you to use it if you don’t love it!
- I would like for you to follow along in the Beauty Book and circle the products that you love! At the close of the evening I’ll meet with each of you for 5 minutes to go over those products.
- You are under no obligation to purchase anything but if you are tempted – I take VISA/MasterCard/Discover, cash, check and I offer payment plans or we can discuss how you can get your product FREE. I am not interested in a one time sales, but building relationships!
- Our focus today is great skin. Color is great but no shadow or cheek color will give you the healthy look you’re after! Tonight we’ll just be applying the “Dash out the door look”.
- I will call you in 2 days to answer any questions you may have, then in 2 weeks to make sure everything is working good, then 2 months to see if you are running low on any product.
- I want to thank ____ for having me in her home tonight. (Present gift or say what she is receiving)
- I treat my Hostesses special and they receive special perks and gifts. When we get together for our one-on-one if you are interested I will go over my Hostess Program with you.

THE MIRACLE SET <pg. 6>

- Look at the tone & texture of your skin! Pay attention on how it changes as we move through the products tonight!
- What's exciting is that Mary Kay products work with the natural process of your skin. And the great news about skin is that it is constantly regenerating itself!
- How old you are is your business, but how old you look is mine!
- What we're about to do in the next 30 minutes will only take you 3 minutes in the morning and 3 minutes in the evening!
- Are you ready for some pampering? Let's get started!

THE MIRACLE SET <pg. 7>

- Turn to page 6 and we're going to experience what I call a Miracle! Mary Kay brought these products together to deliver amazing results you see here in the clinical data!
- Used together these products deliver maximum benefits!
- The Miracle Set delivers 5 essential steps: Cleanses, Exfoliates, Freshens, Moisturizes, Protects.
- It also delivers 7 additional functions: smooth, reduces lines & wrinkles, firm, soften, energize, rebuild and deliver a flawless finish.
- Even though we aren't removing our eye make-up tonight I want to show you our Oil Free Eye Make-Up Remover. It gently cleanses without pulling or tugging and even takes off waterproof mascara!

TIMEWISE 3-IN-1 CLEANSER <pg. 8>

- The first product we're going to use is the TimeWise 3-in-1 Cleanser.
- As layers of dead skin cells, dirt, and pollutants build up on your face, your skin's radiance factor drops way down! The 3-in-1 Cleanser will Cleanse, Exfoliate, and Freshen in One Step!
- It comes in 2 formulas – normal/dry which enhances hydration and combination/oily which washes away excess oil.
- Go ahead and apply the cleanser in an upward and outward motion. As you massage your skin will be cleansed, exfoliated with micro beads and toned with botanicals. It has a patented complex that speeds up the natural renewal process of your skin for smoother more radiant, younger looking skin.

(Pass cleanser)

MENTION CHECK-UP FACIAL

TIMEWISE DAY SOLUTION SPF 25 & NIGHT SOLUTION <pg. 10>

- It's said that a woman at the age of 20 has the skin she is born with, a woman at the age of 40 has the skin she is working with, but a woman at the age of 60 has the skin she deserves. It matters what you do TODAY!
- Our Day and Night Solutions protect and renews skin daily.
- Our Day Solution is like a veil of defense. It contains antioxidants that neutralize free radicals & calming peptides that relax expression lines. It acts like a foundation primer.
- Apply after cleanser every morning – tonight let's apply it to your entire face.
- Our Night Solution restores elasticity and firmness which helps lines & wrinkles fade away. It counteracts daytime damage with botanicals and peptides with bursting microcapsules with each pump.
- Apply after cleanser every night – tonight let's just apply it to your neck.

(pass product)

MENTION CHECK-UP FACIAL

TIMEWISE AGE-FIGHTING MOISTURIZER <pg. 11>

- The next product we're going to use is our TimeWise Age-Fighting Moisturizer and this product also comes in Normal/Dry which is a rich emollient treatment that enhances natural moisturization and Combination/Oily which absorbs and controls oil.
- Go ahead and apply it in an upward and outward motion.
- Loss of firmness is caused by a lack of moisture and a breakdown of collagen and elastin fibers in the skin. This moisturizer accelerates your skin's own natural renewal process for firmer, smoother, younger looking skin.

MENTION CHECK-UP FACIAL

FOUNDATION <pg. 12>

- Now it is time to apply our foundation. Our foundations provide a flawless finish with true to life shades and protects against environmental stress! They are oil free & lightweight!
- Our full coverage foundation hydrates for up to 6 hours.
- Our medium coverage foundation absorbs oil and shine for 8 hours!
- That completes the Miracle Set! It's the fountain of youth for your face!

MENTION CHECK-UP FACIAL

REVIEWING THE MIRACLE SET <pg. 13>

- How does your face feel?
- Great!!! Just think you've only used the products just once! Imagine what a difference it will make in a week, 2 weeks, and even a month!

MENTION CHECK-UP FACIAL

CUSTOMIZED SKIN CARE/MICRODERMABRASION <pg. 14>

(Pass products as you talk about them.)

- Microdermabrasion: Fights lines, refines pores, and gives you extremely smooth skin after one application!
 - Step #1 Refine:** Uses the same Aluminum Oxide Crystals that the dermatologist use. Acts as a SUPER exfoliator eliminating dead skin.
 - Step #2 Replenish:** Nourishing serum which pampers and protects. It's immediately absorbed by the revealed new skin cells to instantly smooth, soften, and soothe. In addition powerful antioxidants help protect against the environment.
- It gives immediate results. Use with the Miracle Set for daily & long lasting results. The more you use all of the products together the better your results will be!
- Dermatologists charge around \$100 per treatment & ours is \$55 for 16-24 treatments.
- Some of the other great products we have are:
 - **Indulge Soothing Eye Gel** – Takes away eye puffiness.
 - **TimeWise Age-Fighting Eye Cream** – Moisturizes & Fights Lines
 - **TimeWise Firming Eye Cream** – Moisturizes, Lightens, Firms & Fights Lines.
 - **Oil Free Hydrating Gel** for Oily Skin and the **Intense Moisturizing Cream** for Dry skin which both add hydration for a “dewy look”

DASH OUT THE DOOR COLOR <pg. 15>

- Tonight we're going to just apply basic colors and at your check-up facial we can go over some advanced colors and you go through my Robert Jones, Professional Makeup Artist Computer Program which will design looks just for you and will show you how to apply eye makeup for your eye shape.

COMPLEMENT TIME/REFERRALS <pg. 16>

- Take off your head band. Fluff your hair.....now
Did you have fun tonight?
What was your favorite part?
Do you feel you learned something new?
- The nicest compliment you could give me is to introduce me to your friends! You see, I am a local business owner, but unlike most business owners, I do not advertise so I have to rely on my clients to refer me by word of mouth!
- So if you turn over your profile card for every name & phone number you write you will receive \$1 off your order.

TABLE CLOSE <pg. 17>

- Okay think about your favorite outfit with all the accessories – how much did it cost? How often do you wear it? This travel roll-up bag is the best investment for your face. Because your face is something you never leave home without!

- You can get all the products that you want today! If there is something I am missing I will have it to you in a couple days.

- Let me show you HOW the products come. How many of you love a deal? I mean you'd drive across town if you knew that you could get a lot more for your money! Well I am just like you so I want to show you my hottest deal tonight!

(Go over Create a Roll-Up Sheet)

- It makes no difference what your purchase but if you love how your face feels and eventually you know you want to use all of these products, you'll pay full price buying them here and there so the create a roll-up is the best deal going.

PRIVATE CONSULTATIONS <pg. 18>

- Did you have fun tonight?

- How does your skin feel? Can you feel a difference?

- If money were no object, which set would you take home with you tonight? Would you create your own roll-up, take home the Ultimate Miracle Set or just the basic Miracle set? Is that comfortable for you tonight?

- Lets go ahead and schedule a time for your check up facial. At that time we can go over a specific color 101 look for you.

- There's just one more thing, remember when I said that I select women from each appointment who I think have the qualities that Mary Kay is looking for? Tonight I've selected you! Have you ever thought of owning your own business? You are so ___ and ___. Would you be willing to give me your opinion of this CD? When would be a good time to pick it up?