

Skin Care Class

By Ashley Braswell

Prior to Class Time—Arrive at least 30-45 minutes BEFORE the scheduled time. *Arrive at her door with one bag. Give her a sincere complement and find out where you will be setting up. Go to the car for your other bag(s). Be careful not to bring in too much stuff! This business should be FUN—not a lot of WORK! Set up trays and mirrors. Have your TRU Bag on its side with all products set out in front of each pocket. These are the products you demo from! Set out Satin hands & lips and prepare the stack of wet facial cloths ahead of time (wet and in micro wave, heat for 5-10 sec when time).*

While setting up -1st point of the 4 point of the Recruiting Plan:
Ask your hostess "Tell me about your friends who are coming." – listen for clues. Hostess makeover (only if this is her 2nd appointment, can also do during guests' dash look)

Still prior to the scheduled time—*take guests, as they arrive, to the class table to match her foundation while she completes her Customer Profile (most questions already answered from pre-profiling over the phone or on personal website). Write her shade on profile & put it on her tray. Set a lip gloss and mascara sample next to her tray (if not using full size demos). Get to know each guest. Find out how she knows the hostess. As long as there is time, direct her to the kitchen to do Satin Hands & Lips treatment (hostess assists). If she finishes in time, have her flip through the first 5 pages of the Beauty Book.*

Start the class at the scheduled time for the appointment— *ALWAYS honor those on time & NOT those who are late!*

Remember to smile, nod, and flip hands up fast (David Cooper)

Play ticket game – offer a ticket for asking a question or saying how good your face feels, ect. Have drawing for grand prize at end (PCP gift, limited edition or discontinued product valued around \$15)

Welcome! Thank you so much for taking time out of your busy schedule to be here tonight! My name is_____, and it is my pleasure to introduce you or re-introduce you to the Mary Kay skin care and glamour line. I hope you've come tonight in need of some fun, because my #1 goal in being here with (hostess) is to help you fall in love with these products and this amazing company just as much as I am!

Thank your Hostess (*give her a small gift*) and let everyone know what she has earned by putting product in her hands:

Describe your hostess plan here:

I'm in a contest to treat 30 women to customized facials this month, so each of you is helping me out probably more than you know. Thank you!

How many of you know that Mary Kay has been bringing powerhouse skin care to women for over 50 years?

Would it surprise you to know that the Mary Kay Sales Directors are some of the highest paid women in America today? Would it surprise you to know that the women of MK have more freedom and flexibility to choose their own work schedule and their own income level than the everyday working woman in our world today? I have to be honest with you: I'm pretty excited about that!

We'll have plenty of time to talk about that later, but let me just quickly tell you what we're going to do tonight:

Basic Skin Care
Basic glamour
Private consultation

This is the first of two appointments we'll have together. I don't know if you've ever tried to get your hair colored and permed on the same day, but it's just WAY too much, and it's kind of the same in MK.

Trying to teach you everything you would want to know about skin care and glamour is just way too much, so today we're going to focus on skin care, and we'll do very basic glamour.

Then at your **girlfriend appointment**, I'm going to teach you all the fun tips about color and application.

Speaking of **GF appointment**, let's play a game. Here is the first gift I'm going to give away. This is a weeks' worth of MK's micro-dermabrasion. Has anyone here ever had a micro-derm treatment either at home or at the spa? (*most say no due to expense*) MK's micro-derm has the same crystals that dermatologists use in the refine step, and the replenish step is like a lavender serum. Plus, you get thirty treatments for only \$50. So, each time I say **GF appointment** pass the micro-derm to the next person, and whoever has it at the end of the class gets to take it home! Y'all have my permission to remind me to say **GF appointment** if I haven't said it in a while.

So, let's get started! What do you think is the #1 thing that's made MK so famous over the past 50+ years?

(Not the Caddy – skincare!)

The Facial

Now, how many of you prefer to try a product before you buy it? Doesn't that make sense to you? Have you ever taken something home from the cosmetic counter in the department store and it was wrong color; too oily; too dry. How many have a make-up graveyard at home (*nodding your head and raising your hand*)? That drawer of buying mistakes? I call it a graveyard – you've invested your money in it and can't stand the thought of throwing it in the trash! Ha! That will never happen in MK because you can try before you buy. I'm going to teach you step to step how to use it today; and, then, we can get together again in a week or two for your **GF appointment** I'll make sure everything you are using is right for you! If we don't get your foundation color right...we can exchange it...Mary Kay is unconditionally guaranteed. You will never be stuck with something in Mary Kay that you don't love.

Today we are focusing primarily on skin care. We are going to be cleansing around your eyes so, please do not remove your eye make-up tonight. We'll save that for when we do your personalized color at your **GF appointment**.

(*hold up **EYE MAKEUP REMOVER**, have hostess or team member draw a line of eyeliner on back of guests' hands, pass out cotton pad with EMR to demo*) This is our EMR and you will see how it's one of our most popular products. The top part takes off waterproof eye makeup and the bottom part takes off everything else. You just shake the bottle to blend the two formulas and put some on a cotton pad. Notice how it just melts the eyeliner right off?

Take out your **Beauty Book** (*NOT the Look Book*) and write your name on the front. This is your book. You can do anything you want with it - make notes, draw pictures of me -as long as they are skinny (*whatever*) and turn to page 6. Now, when it comes to skin care MOST women would prefer to skip right past it, because it's too complicated and it takes too long. PLUS color is the fun part anyway, right? But, would you all agree with me (*nodding and raising your right hand*) that taking care of your skin is the most important part of looking younger and feeling better? After all, your make up will never give you the look you want if you don't take care of your skin. Do you know that most women spend more \$ and time on household cleaning products (like toilet and floor cleaner) than they do skin care? If you think about it – THAT'S CRAZY – because you can always buy a new toilet, but you can't buy a new face! How many of you are excited about looking old??? OK, then let's talk!

First of all, it's important to use a premium product, customized for your skin care needs. Can you guess what is NOT a premium skin care product—4-letter word beginning with an 's'? That's right...soap. Soap belongs in one place on your body—and that's under your arms!

Secondly, it's important to use all the same brand of skin care. Mixing and matching is like waging chemical warfare on your face. Think of it like this. If you were going to bake a cake for a very special occasion, would you take out 5 different recipes and choose one ingredient from each one to put into your cake? If you did, what would happen? (*wait for answers*)

You would have absolutely no idea of the end result, right? But that's what we do with our face! We use a cleanser from one brand, a moisturizer from another and a freshener from yet another. And then we wonder why we are not happy with the result! I will be following up with you to make sure you LOVE everything you have. Do you know that should you ever return a product to me, Mary Kay will replace it and it never hurts my business! Isn't that GREAT?

MK has five skin care lines. And, since I work by **referrals**, I'll quickly tell you about each one. That way, when you come across someone who would benefit from one of the other lines, you can get a referral gift. Also, even though we don't want to mix different brands of SC, we can mix different skin care lines within MK to customize the perfect SC routine for you. At your **GF appointment**, you are welcome to try one of the other SC lines if you'd like.

The first one is our **BOTANICAL** line. This line comes in three formulas – dry, normal, and oily. It's great for someone who is looking for a step by step cleanser, moisturizer, freshener, and mask. It's also great for someone with sensitive skin or young skin who is not looking for anti-aging products just yet.

The second SC line is our **CLEARPROOF** line. This line is for someone with blemish prone skin and/or active acne. With ingredients like benzoyl peroxide and salicylic acid, it's guaranteed to get results in seven days!

The third SC line is our **MEN'S** line. This line offers men age fighting SC and skin-loving shaving products. And it's not even in a pink bottle! Ha!

Next, we have our **TW REPAIR** line. This is our advanced age-fighting line and is great for someone who is looking for a **prestige** line of SC. With ingredients like **retinol** in the night cream, TW repair offers the latest in anti-aging benefits. The TW Repair eye cream is an all in one eye cream – it takes care of fine lines and wrinkles, under eye puffiness, and dark circles.

And, now, you will get to try our **TW MIRACLE SET** first hand. Both the TW Repair and the TW Miracle Set have the **Good Housekeeping Seal of Approval**, so that means they do what they claim to do!

OK, let's get serious about your skin.

There are 5 basic steps to great skin – does anyone know what they are?

(Cleanse, exfoliate, tone, moisturize, protect).

**Cue hostess to grab facial cloths!*

The first one is **CLEANSING**. You want to cleanse your skin morning and night, every day! So, on that bottle that says 3-1 Cleanser, write 'AM & PM'.

We have 2 different formulas to match your skin type: combo/oily or normal/dry If you FAIL TO CLEANSE, it's a CRIME! In the morning it's a misdemeanor, but at night, it's a FELONY! And, I have heard that for each night you don't wash your face, your skin ages 14 days. So on that same bottle write 14 days. Now, I have absolutely no idea if that's correct, but it's what I've heard, and the truth is, your skin *does* age more rapidly when you don't wash it before bed. So 14 days will remind you not to use your pillowcase as a washcloth.

Why don't you FEEL your skin really quickly? That way you will know if it feels any different after we try the products.

(While they are cleansing—read the following paragraph about the Cleanser)

You know, it's also very important to **exfoliate** regularly. How many of you sit down twice a week for 10-15 minutes with a mask of your face? Why is it that we do not exfoliate regularly? *(they will usually say time)* Exactly, so Mary Kay has put the exfoliator right into your cleanser! Hence the name, TIMEWISE (because it saves you TIME) 3 in 1, because your cleanser, mask and freshener are all in the cleanser! Cool, huh? And it even comes in a bar for those of you who prefer. After using it for a week or so, if you think you want or need a different formula cleanser, I'll be happy to switch it out when we have your **GF appointment**.

OK, next you apply your **MOISTURIZER** morning and night, so write 'AM & PM' on that moisturizer bottle.

The TW moisturizer comes in two formulas – combo/oily and normal/dry. It also comes in a formula with sunscreen for all skin types.

Speaking of **SUNSCREEN**... do you know the difference in **UVA** and **UVB** rays? I just remember A for aging and B for burning. UVA rays take years to see the effects of – aging, sun spots, and skin cancer. We see the effects of UVB rays immediately with redness and burning. So, when you choose a product with sunscreen, make sure it's broad spectrum UVA and UVB protection; which, of course, MK products are!

If you think you need more hydration, we will add it at your **GF appointment**.

Think of it this way: depriving your face of moisturizer is like forgetting to water your plants for a week. Both create the same wilted effect!

Where is the first place of the face that aging starts to appear? (*the eyes*) Go ahead and treat yourself to the **FIRMING EYE CREAM**. You will want to use your ring finger whenever you apply an eye product because the ring finger is the weakest and the eye area is the most delicate. The firming eye cream provides intense hydration, visibly firms and brightens the eye area, and fights the look of fine lines and wrinkles around the eyes. I also love the packaging because it comes with an airless pump, so you are guaranteed to dispense the entire product out and not waste any.

Next, apply **FOUNDATION PRIMER** to your forehead, nose, cheeks, and chin. You can think of your foundation primer like an artist preparing a canvas. He always primes the canvas before painting. Primers are also makeup artists' secret to great looking makeup. Doesn't the FP feel silky on your skin?

Finally, you must **PROTECT** your skin every day by using **FOUNDATION**—every single day! This is the product that protects your skin from the environment.

Think of it this way, if you are driving through town and you see two houses side by side, both 25 years old. One is painted and one is not. Which one looks better? Exactly! Because the paint protects the wood from the environment. Think of your foundation the same way.

Turn to pages 8 & 9 in your Beauty Book

We have 7 different types of foundation and a color that matches every woman's skin...so there IS one that is right for you!

Our **CC cream** is the best on the market, and that's what most of you are going to try today. You'll love how your skin feels when you use it! It has 8 skin loving benefits like protection with SPF 15, a tinted moisturizer, and anti-aging properties. You can think of it like SC and tinted moisturizer in one.

You can always use your fingertips, a sponge, or a foundation brush to apply, but just to make things faster for you today we're going to use our fingers. So go ahead and dab it on and rub it in.

Our hostess is going to model the _____ foundation (her choice), and this way we can compare the two!

If you find that it is too light or dark or you need a different undertone, make a note on the back of your profile card, and I'll be happy to change it during your private consultation. I also think you sometimes have to wear a foundation for a few days in all different lights to be sure it's right for you. If needed, we can always switch it out at your **GF appointment**. Go ahead and write which foundation you would like to try at your **GF appointment**.

WOW! Your cleanser, moisturizer, and CC Cream/foundation you just tried make up all 5 steps of basic skin care.

Now...everyone take your mirror out of your tray and hold it up in front of your face. As you look in the mirror, I want to share with you a little about how your skin ages. Does anyone know how old you are when the **first signs of aging** start to appear on your skin? (*Mid-twenties*) And unfortunately for us, it doesn't reverse itself from there.

So, now that you're all depressed, put your mirrors back in the tray and look at page 7. I have **good news** for you. It's never too late to start taking care of your skin. Likewise, it's never too early.

Mary Kay has the answer to the war on aging. It's called **DAY SOLUTION AND NIGHT SOLUTION**. (*Hold the bottles up from your TRU bag*).

On the white bottle, write 'AM' really big. The Day Solution has an SPF of 25, which protects your skin from damaging UV rays while botanical extracts support the skin's daytime energy needs.

And on the clear bottle write 'PM'! The Night Solution supplies a highly effective blend of vitamins—see the little beads? The ingredients, over time, will dramatically reduce the appearance of fine lines and wrinkles.

Now, go ahead and apply the Day Solution that's in your tray to your Right elbow to see how it feels. Apply the Night Solution to your Left elbow.

I call the Day and Night Solution "support panty hose for your face", because they just lift everything up and suck it back into place!

So, in the morning, you will use your TimeWise 3-in-1 Cleanser, then Day Solution. At night, you will use your Cleanser and then your Night Solution. Follow that up with your moisturizer, and finish with your foundation. Of course, you only use your foundation during the day! When you combine all 5 of these products pictured together. That is our Miracle Set, so write MIRACLE on that picture.

While you are looking at the photos on page 7 of the woman's eye before and after

using the **Miracle Set for 12 weeks**, let me tell you the results you can expect from these products... *have a guest **read statistics** from Beauty book.*

So how does your face feel? Doesn't it feel soft?

That's after just one use, so just imagine how good it would feel in a few weeks!

Now, what is the **#1 reason** women do not take care of their skin? (*time*) You're right, so I'm going to show you how fast your skin care routine would be if I weren't here yakking at you. We are going to have a **RACE!** (*make sure everyone still has a drop of cleanser and moisturizer, hostess can replenish*) So, everyone hold up your hand. I want you to apply products to the area where your wrist and hand meet (*the joint*) as fast as you can, in the order I tell you. That means right here (*show them the joint area above where they did Satin hands. If they haven't done Satin Hands yet, they can do this on the back of the hand.*)

OK, get ready, get set... massage the TW 3-1 Cleanser on and wipe it off. Now, put on your Day Solution, now your Moisturizer, now your foundation. OK, now put foundation (*ivory on dark skin, bronze on light skin*) on the joint of your other wrist and see how differently it goes on and how it looks. What do you notice? (*Someone will say lines*)

Notice the difference in the **lines**? If you see that much difference in one application of the Miracle Set, what will you see after a few weeks? That's why we call it the Miracle Set. If you want to look younger than everyone else at your **Class Reunion** – this is the set for **you!**

OK, now fluff up your hair a little and you have just completed everything you need to take great care of your skin and win the war on aging. Doesn't your face feel great?!

This would be a great time to give out more tickets! Is that OK with everyone?"

*(Play the **REFERRAL GAME**—have them get their cell phones out. Winner gets 5 tickets, everyone gets 1 ticket for finishing.)*

Pull out your pink Customer Profile card that you filled out when you came in. Flip it over and you can use these lines on the back.

For the next 60 seconds, write the names & #s of girlfriends who would enjoy a customized makeover with anti-aging products and mineral make-up. The person with the most names gets 5 tickets. *(Let them continue to write, even if it goes over 60 seconds. Everyone gets one ticket for playing).*

Ready, Set, Go! *(Encourage them to write fast. Help them think of who to write).* Who do you know who just got married, graduated college, had a baby, got a new job, is going on vacation soon, ect.

If three or less guests, play referral game where she writes names/numbers down to get a free item in the box.

Ok, now we're going to apply your Translucent Powder to set everything before we go on to a little color.

(2nd point of the Recruiting Plan)

Before we get to the Color I have a HUGE FAVOR to ask of you.

I always share a little about my company because you never know who might be looking for some extra \$ and it's always fun to know what your options are – don't you think?

(Tell your "I Story" - 2 minutes MAX. You may choose to write an outline of it here in the space provided to help you stay on point.)

I'm currently in a leadership training program with MK, and as part of my training I'm supposed to practice sharing how our company works. Now, I know this is something you may never consider for yourself and that's perfectly OK with me, but would you be offended if I practiced on you? It helps me gain confidence in sharing the info with people I don't know very well, and I'll even bribe you into helping me out with chocolate!

(MRS CAB purse game – 10 MINUTES MAX)

OK, whew! How'd I do?!? 😊

Now be honest with me...how many of you heard something today that you didn't already know about Mary Kay? *(raise your hand, nod, and smile)*

Now, it's your turn to ask me **questions** about what you just heard. You'll get one **ticket** for each question you ask. *(most important question – how do you get started?)* Answer: It's simple - submit your application and order your starter kit. It's only \$100 plus tax and shipping and includes everything you need to get your MK business started – trays and mirrors, brochures, full retail sized product to demo, and training materials. And, most importantly, ME! That's right, I'm a gift with purchase!

Quick quiz: what's the one thing that impressed you most about everything you heard?

(Go around the table & let them each answer. Give ticket to each person)

Thank them for listening and helping with your training.

To get credit for my training, would you be willing to help me prove that I actually DID practice on you?

Pass out the feedback form and have them fill it out.

Mary Kay has always said that there is 1 new Beauty Consultant at each class.

(Look at each guest)

I wonder who it would be tonight??? 😊

(Let them suggest and remember to talk to them at their individual consultation)

Now who's ready for **color!?!** Turn to page 15, focus today was on skin care, but

you are all going to get my **dash out the door look**, how to look like a million bucks in 5 minutes.

(Explain cream eye shadows: beach blonde all over, iced cocoa lid only. Finger painting skills!)

MASCARA:

Primer – it's a must! *(tell why you love it, show before/after pic of your own eyelashes)*
Four types of mascara – defining, lash lengthening, volumizing (ultimate), and waterproof

Tips: Don't pump – dries out, dip wand and turn and roll out, distribute product first & then play with lashes, otherwise uneven. Don't forget bottom lashes first.

BRONZING POWDER: swirl colors together with your cotton ball or full sized powder brush, pass around. Explain "three" on face.

Open lip-gloss samples and apply or dispense full size demo.

@play line out on table for guests to play in

At your **GF appointment**, we'll also do customized color. I have a computer program that will recommend the very best colors for you based on your skin, hair, and eye colors. Who would like to see your customized colors just for fun?

If you look at the compact on page 15, that's the #1 compact in America, beautiful model, her looks are in that compact. *(Romance the Custom Compact.)* It's designed not to crack or break, so you won't need a rubber band to hold it together if you drop it! Plus, it's refillable, so it saves the environment *and* your pocket book. You only replace the items you run out of instead of buying the entire case every time and throwing the old one away...it saves YOU \$ and the landfills aren't being filled with MK compacts!

Again, at your **GF appointment** you'll be getting your computerized color profile and makeover, and I'll talk to you a little more about that at your private consultation in a few minutes.

Table Close – Pass Out Closing Sheets

This is my favorite part of the SCC! This is where I get to tell you how you can take home the products you love.

You know, at the end of an appointment people always ask me 3 questions:

1. How does this come? (Meaning-what are my product combination options-see closing sheet)
2. How much does it cost?
3. When can I get it?

So, let me answer those 3 questions for you right now. But first, let me assure you, that there is absolutely no obligation to purchase. However, if you're LOVING the way your face feels, I can tell you about our different sets and the best deals. Would that be alright with you? Any bargain shoppers here?

I just handed you a product sheet that shows you all of your options, and if you'll reach down under your chair you'll find your very own **TRU bag**. Open that up, set it in your lap and we'll walk through your products together very quickly. We love this bag! (*Pull one pocket off*) You can grab the whole thing if you're headed to the gym or you can just take one pocket if you're in a hurry and need to throw your make-up on in the car.

It's perfect for travel but you can also hang it in your bathroom where it's SUPER convenient.

Your product is not on the counter where you have to dust around it, it's not as easy for your kids to get to it, AND it's not INSIDE the cabinet where you forget to use it.

Some people take home two TRU bags, one for home and one for travel. Plus, you never know when there might be an emergency and you don't have time to pack, so keep an extra TRU packed for those emergencies.

Walk through each set of your Closing Sheet. Romance the products & review the benefits.

Review each set & tell the prices. After describing each set, have them mark a STAR next to everything they would like to have if money were not a problem. This is essential to your sale later.

If you're a bargain hunter, you have a couple of options. The first option is what we call the "I deserve it all" bag! *(describe set)*

Now let's say that YOU know that you *DESERVE* it all and no one would argue otherwise, but maybe there's someone at home who would kill you *(laugh)*. If that's the case, you may prefer the basic, miracle set, or ultimate miracle set. *(Review sets)*

You may be wondering if you can really get everything you want without breaking the bank, right? Well, I can take checks, credit, debit, cash if I have to, piggy banks OR...I even have a 'he'll never know plan' - a little cash, a little check, & a little credit card, and he'll never know how much you spent! HA! I really do have a payment plan I can talk with you about, though.

(Pause, establish eye contact with each guest & lower your voice)

I want you to know ...**IF YOU WANT THESE PRODUCTS, I WILL WORK OUT A WAY FOR YOU TO HAVE THEM!**" *(Big pause to make sure that sinks in.)*

If you do not love them, I will not let you have them. A one-time sale means nothing to me, and I want you to trust that I care about you.

(Only those with sufficient inventory can do the payment plan as you don't want to give out the product without the money. Payment plan requires ½ down)

Delivery: *Hopefully you have a full store and can give the product that night. Cover yourself and say: Aren't you happy to know that you can take your products home tonight...if there is something I don't have with me...I will get it to you immediately.*

I've enjoyed being here tonight! Did you have fun?

Alright, it's time to move into our private consultations, and I can't wait to get your feedback and answer any questions you may have, so let me give you some quick instructions:

If you already know which sets you want to take home with you, go ahead and write it on the back of profile card, and we'll discuss the details in a minute. If you're not sure, or have questions, I'll help you during your consultation.

Bring the feedback form that you filled out to help me get credit for training.

Bring both of those + your TRU bag and pen when you come, and I'll have everything else you need.

Is anyone in a hurry – need to go first?

*Thanks to EENS D Gloria Mayfield Banks, NSD Cindy Williams, NSD Bett Vernon, NSD Pam Garner Moore, Shari Kirschner, NSD Auri Hatheway, SNSD Angie Day and others who I learned and borrowed these words from! 😊