

Facial Outline & Notes

Introduction

- Welcome Everybody
- Thank attendees
- Introduce yourself
 - It's my pleasure to introduce you or reintroduce you to Mary Kay
 - My Goal to make you fall in love w/MK products & company as much as I am
- I want to give a special recognition to _____ for hosting the party
 - Give hostesses prize
 - Explain prize and tell guests that prize is available to them as well
 - Thank guests for helping with challenge

Intro to Mary Kay

- Does it surprise you to know that MK sales directors are among highest paid women in the country? Wall street journal reports that there are more women making over 100k per year than any other company in the us.
- I'm pretty excited about that!

Facial Agenda

1. Basic skin care
2. Basic glamour
3. Private consultation
 - First of 2 appointments together
 - Way too much to teach in one session
 - For follow up appt I'll teach about color & application
 - Hand out microderm sample
 - Talk about it now
 - Every time I say gf appt pass to your left

More lead in stuff

- I give bribes during appointments
 - every time you ask a question or get excited about something I'll give a ticket
 - will draw a grand prize at the end of appt
- **OK Let's get started!!**
- Q: anyone know the #1 thing that has made MK so famous over the past 51 years?
 - A: The skin care
- Q: how many prefer to try before you buy?
 - Ever bought something and didn't like it and can't return it? Graveyard for products?

More Lead in stuff

- That can never happen in MK
 - I will teach you step by step how to use everything & I will follow up with you in a couple days to make sure you love what you have purchased
 - Should you ever need to return anything you have bought, MK has 100% unconditional satisfaction guarantee. You won't hurt my feelings or my business by returning things. I love that about MK

Skin Care Class 1

- Today we will be primarily focusing on skin care so don't remove your eye makeup
 - We will save that for your gf appointment
- Our Eye makeup remover is one of our best selling products
 - It has 2 parts...mark hand with eye crayon
- I'm going to talk about things in this book, but you have to promise not to flip through it and stay on the page I'm talking about.

Skin Care Class 2

- You can write your name on the front of this book. It's yours to take notes and draw pictures in it if you would like(joke)
- Turn to page 8. We have several different skin care lines and I'll tell you more about those in a minute
- People usually skip skin care because it takes too long, wouldn't you agree
- but wouldn't you agree that taking care of your skin makes you feel better and makes you look better as well.
- After all, your glamour look is never going to give you the look you want unless you take care of your skin.

Skin Care Class 3

- Did you know that on average women spend more money on household cleaning products than they do on skin care products?
- If you think about it, it's crazy because you can always buy a new toilet but you can never buy a new face
- Now, how many of you are excited about looking old?

Skin Care Class 4

- Let's talk!
- It's important that you put a premium product on your face.
- Who can guess what is not a premium product? It has 4 letters...SOAP
- Soap only belongs on a couple places on your body. One place is under your arms. You can probably guess the other without me having to say.

Skin Care 5

- It's equally important to use the same brand of skin care on your face
- Let me explain it like this...
 - Would you pull out 5 different recipes and measure oil from one, eggs from one, milk from one, flour from one, and butter from another?
- It would be a disaster wouldn't it? We would have no idea what the end result would be yet we do that to our face every day. And we get frustrated when we don't get the results we are looking for.

Skin Care Class 6

- Let's get serious about some skin care
- There are 5 basic steps to great skin –
Does anyone know what they are?
 1. Washing
 2. Moisturizing
 3. Freshen
 4. Exfoliate
 5. Protect

Skin Care Class 7

- We have several different types of skin care that I'm going to tell you about and then we are going to use the TimeWise Miracle Set today.
- I reward referrals so if you are out and about and you see someone that could benefit from one of these skin care lines you can say "Hey, I know a great MK lady that can help you."

Skin Care Class 8

- The first we are going to talk about is our Volu-Firm Set
- This is our prestige line. I love this line for several different reasons. MK has put all the age fighting supplements in one line which saves you time and money
- This cleanser is a foaming cleanser and is suitable for all skin types.
- They have combined our day solution and moisturizer in one
- They also have combined our night solution and moisturizer in one and added retinol as well

Skin Care Class 9

- I probably shouldn't say this because it is going to hurt my bottom line, but you only need to put the Volu-Firm where you need it. That'll make it go further.
- The eye cream is awesome. People of all ages love this.
- It helps under eye sagginess and any wrinkles around the eye area. If you have several different eye issues this is the one for you.

Skin Care Class 10

- We have a great deep wrinkle filler that just came out.
- I'm going to let you try it, I just need one of your thumbs. You are just going to press it in. In a couple minutes look back at it and see if you notice any difference in your thumbs.
- If you decide the Volu-Firm set is the set that you want, my special right now is you get the deep wrinkle filler free with the purchase of the set.

Skin Care Class 11

- Who here has ever heard of Good Housekeeping seal of approval?
- Did you know that the MK Volu-firm set and Timewise sets have the Good Housekeeping Seal of Approval?
- The next set we are going to talk about is the Clear Proof Set. Has anyone ever seen a Proactive commercial?
- MK has created our own acne treatment line. This line has ingredients like salicylic acid and is a great line for people of all ages who have problems with blemishes
- Our next line is our Botanical Set. This line is perfect for someone who wants a step-by-step line.

Skin Care Class 12

- It has a cleanser, toner, face mask and moisturizer.
- It's also good for people with extremely sensitive skin.
- Now we are going to talk about the Miracle Set.
- Back to the 5 steps we were talking about. The first step is cleansing and you want to wash your face morning and night. So above the one that says 3-in-1 cleanser you are going to write AM and PM

Skin Care Class 13

- Now we have 2 different types formulated for your skin type. We have combo-to-oily and normal-to-dry.
- It's important to clean your skin both morning and night but it's more important to clean it at night. Did you know that your face ages 14 days if you don't wash your makeup off at night? So go ahead and write 14 days on that bottle.
- Go ahead and feel your face so you can see if it feels differently when we get done.

Skin Care Class 14

- You are going to apply your cleanser to your forehead, nose, cheeks and chin
- Do you see the little beads in there? Those are exfoliating beads. How many people knows that it's good to exfoliate regularly? Does anyone have time to put a mask on your face several times a week for 15 minutes at a time?
- MK was so smart because they combined gentle exfoliating beads in their cleanser that you can use daily.

Skin Care Class 15

- They combined your cleansing, exfoliating, and freshen steps all in one.
- This also comes in a bar form
- If you feel like you need a different formula, I'll be happy to switch it out at your girlfriend appointment.
- You can use your washcloth to wipe it off.
- While you are doing that, I'm going to tell you about our Skin Cleansing Brush.

Skin Care Class 16

- How many of you have heard of the Clairisonic Brush? Anyone have one? They are pretty pricey aren't they?
- MK has developed our brush and there are several things I love about it. One is that it's waterproof so you can use it in the shower. You can use it with your cleanser and microderm abrasion
- It comes with 2 brush heads and each last 3 months.

Skin Care Class 17

- Pass it around and feel how soft it is on the back of your hand.
- Did you know that it's only \$50 and the replacement heads are only \$15 for a pack of 2?
- Now, you are going to apply your moisturizer, morning and night so write AM and PM on the smaller bottle.
- If you think you need more hydration we can add that at your girlfriend appointment
- Go ahead and apply your moisturizer to your forehead, neck, cheeks and chin.
- It also comes in two different formulas, combo-to-oily and normal-to-dry

Skin Care Class 18

- It's important to use moisturizer, you can think of it like this – If you deprive your face of moisturizer, it's like depriving your plants of water for a week.
- We want our faces to be plump like a grape and not shriveled like a raisin, right?
- Have you ever heard the saying that you can tell the age of a tree by it's trunk. That's true with women as well so whatever product you put on your face, you need to put on your neck.
- Where is the first place on the face that age lines begin? The eyes, then the neck and then the back of the hands.

Skin Care Class 19

- Today we are going to treat you with our firming eye cream.
- Whenever you apply something to your eye you always want to use your ring finger because your ring finger is your weakest finger. You want to be gentle and not create any pulling or tugging.
- Our firming eye cream offers intense hydration, firming around the eye area and it will brighten the eye area while also delivering anti-aging benefits.
- So how's that feeling?
- You want to protect your face every day by using foundation so before you put on your foundation you need to use primer

Skin Care Class 20

- We have several different types of primers: we have eye primer, lip primer and foundation primer.
- So go ahead and apply this to your forehead, neck, cheeks and chin.
- This primer will leave your skin feeling silky smooth and it also has sunscreen in it.
- Do you all know the difference between UVA and UVB rays?
- You always want to use a broad spectrum sunscreen. UVA actually penetrates 3 layer into your skin and causes aging, sun spots and skin cancer. UVB rays causes the burning. We see the immediate effects from those.

Skin Care Class 21

- Now we are going to do foundation.
- We have several different foundation lines, we have several liquids – we have a matte wear and a luminous wear, those are age fighting.
- We also have a mineral powder foundation. We have a crème to powder and today you are going to get to try our new CC cream.

Skin Care Class 22

- Those products that you just tried make up all 5 steps of basic skin care.
- While you all are looking in your mirror, I'm going to tell you all a little bit about how your skin ages.
- Do any of you know how old you are when the first signs of aging appear on your skin? – Mid 20's. Unfortunately it doesn't reverse itself from there
- Now that you are all depressed, I have some good news for you – Mary Kay has the answers to wage the war on aging and it's called the Day and Night Solution
- Turn back in your book. On the Pink bottle write AM and on the other bottle write PM

Skin Care Class 23

- Our day solution has a broad-spectrum SPF of 35 and both of them have all kind of age fighting benefits such as Vitamin A, C and E and antioxidants to fight against free-radicals. Free-radicals cause cellular changes in our skin and causes skin cancer.
- The little beads in the night solution are vitamins and minerals in their purest form. When you pump it, they burst and you get fresh ones on your face. It also has peptides in it to help relax expression lines.

Skin Care Class 24

- Put the day solution on your left elbow and the night solution on your right elbow and we'll be able to compare how they feel.
- In the morning you will use your cleanser, your day solution and your moisturizer then you will follow with your foundation
- At night you will use your cleanser, your night solution and your moisturizer.
- (Read statistics in book)
- So what was the number one reason women don't take care of their skin that we talked about at the beginning?

Skin Care Class 25

- So I'm going to show you how quickly you can perform your skin care routine, if I wasn't over here talking to you... We are going to have a "Face Race"
- Everyone hold up your hand and I want you to apply the products right here to the area on your hand. You're going to go as fast as you can. OK ready?
- Put your cleanser on and wipe it off; put your day solution on and keep it on; put your moisturizer on and keep it on
- I'm going to go around and put some foundation on you. This is not your color, I'm not trying to give you a tan.

Skin Care Class 26

- Do you see a difference in how it rubs in?
- Wipe it off both of your hands and see if you can tell a difference in the way it comes off.
- So go ahead and fluff up your hair a little bit because you have just completed everything you need to know to win the war on aging.
- How is everyone's face feeling?
- Now's a great time for a game

Game Time

- Fill out the front of your little pink profile card and then flip it over to the back.
- On the back you are going to see number 11 and there are 7 lines.
- What we're going to do... Does everyone have their cell phone?
- The first person to write down names and phone numbers of local women that would be interested in a free pampering session with a 10 dollar gift card will get 5 tickets.

Skin Care Class 27

- Alright now we are going to apply a little powder.
- We have several different types of powder. Some prefer the mineral powder and you are welcome to try that at your girlfriend appointment.
- Today we are going to try our translucent powder.
- You are going to put it on your forehead, nose, cheeks and chin.
- While you are doing that I have a huge favor to ask of you. I always share a little bit about my company, because you never know if someone wants to make a little extra money plus it's always good to know something about the business you are dealing with.

Skin Care Class 28

- “I” story
- Well now is a great time to join the Mary Kay company. Did you know there are three things that are depression-proof? – Alcohol, tobacco, and cosmetics. So if you are in one of those three industries you never have to worry about the economy.
- Did you know that Mary Kay is a privately owned company and that it is 100% debt free?
- We are currently worth 7billion in world wide sales and we operate in 35 countries around the world.
- Also, did you all know that we are a top 10 global brand of skin care and are celebrating our 51st anniversary this year?

Skin Care Class 29

- Isn't it great that Mary Kay has been around for such a long period of time?
- Mary Kay is not a pyramid or multi-level company.
- We are a dual-marketing company
- Mary Kay is a real person and not a made up person like Aunt Jemimah or Cpt. Crunch
- Mary Kay Ash designed this company to give women the ability to build the life of their dreams without sacrificing their family or faith.

Skin Care Class 30

- In the last year Mary Kay donated 3 million dollars to domestic violence shelters for women and 1.3 million for research to find a cure for cancers that affect women.
- There are 6 qualities of successful women so think of which of these qualities describe you
- 1. Busy; 2. Not the sales type; 3. Works to provide choices for their family; 4. Looks for ways to make extra money and tax deductions; 5. Doesn't want to obligate friends or family; 6. A decision maker.

Skin Care Class 31

- If you have 3 or more of these qualities, you have what it takes to run a successful Mary Kay business
- We're going to play another game! Who's ready to earn some more tickets?! Grab your purses.
- I'm going to call out a letter and the first person to find an item in their purse that starts with that letter gets a ticket.

Skin Care Class 32

- “M” – M stands for money. If your boss said they would give you an 800-1000 dollars a month raise for working 6-8 extra hours per week would you find time in your schedule? What would you do with an extra 800 dollars a month?
- “R” – R stands for recognition. Do you get a round of applause or prizes just for doing your current job? Did you know that Mary Kay invests over 2 million dollars per quarter in prizes and recognition? These are great prizes. I’m talking about jewelry, hand bags, luggage, electronics and more than you can imagine.

Skin Care Class 33

- Did you all know that this past year 5000 consultants crossed the stage in Dallas at our seminar to collect 5 million dollars in prizes? Who likes prizes?
- “S” – S stands for Self-Confidence and Self-Esteem. Do you ever feel like you could use more self confidence? Some join Mary Kay for career enhancement and some join for a career change. If you joined our company which one would apply to you?

Skin Care Class 34

- “C” – C stands for Cars. Did you all know that Mary Kay has 4 levels of career cars that you can earn from the company?
- “A” – A stands for advantages. Did you know that we have no quotas and no territories for consultants? Is there anyone here that could use a tax break? Did you know that if you were to join Mary Kay you would be considered an independent contractor and would be entitled to all the tax shelters of any other business out there.

Skin Care Class 35

- Who here would like to be mentored by women millionaires? Our top directors and nationals are like having your own personal life coach to help you design the life of your dreams.
- “B” – B stands for Boss. Have you ever thought “who would be a better boss than the one I have now?” Wouldn’t it be great to promote yourself on your own merit and own time without having to wait on someone else to retire or die?

Skin Care Class 36

- If you were to join our company, which one would apply to you? Raise your hand.
- Money? Recognition? Self-confidence? Cars? Advantages? Boss?
- Now I'm going to take 2 question from 2 people about what you just heard.

Skin Care Class 37

- Now, who's ready for some color? We are going to do bronzer and a little bit of lip gloss.
- Now this part is one of my favorite parts of the class because I get to tell you how to take home the products you used today.
- The three questions people always ask are how does this come, how long does it take to come in, and how much does it cost?

Skin Care Class 38

- I'm going to answer those questions for you right now.
- First of all, know that there is no obligation to buy but if you have fallen in love with the way your face feels, I can tell you how to get these items.
- Close