

Mary Kay Skin Care Class

Using the Flip Chart (Revision 8/08 CK)

Note:

- * Print out pages and tape in Flip Chart (revised 6/07)
- * Phrases in Blue are INSTRUCTIONS FOR YOU ONLY
- * Phrases in Black are dialogs to use with the guests
- * Phrases in Red are questions
- * To keep you on track, key words are highlighted
- * Order of Application is on Page 21 of Beauty Book. Additional information can be found www.unitnet.com/ckosena password justdoit (look under training/ Skin care class)

PAGE ONE:

Welcome and Thank Guests for coming tonight,

Thank (hostess). Ask what products she likes best so far. Give her a special gift (PCP gift)

Three gifts that (hostess' name) will receive for being my Hostess tonight.

#1. (Name) gets **\$50 in free** product,

#2. (Name) received her very own **Customized personal makeover session**. I came over early and just look at her...doesn't she look great?

#3. (Name) has picked a really great gift that she'll receive **if just two of you ladies schedule a party** with me. (**Show gift from Hostess Brochure**)

I just have to believe you are all going to want to have your own party with your friends. If at least two of you do, (Hostess' name) gets this as her gift, plus you can earn \$50 in free product and have your own **Personal makeover session with me using our computerized program that was designed by an International makeup artist. This program will develop a look just for you using your features like eye shape, hair and eye color, face shape etc. Doesn't that sound fun??**

If that's something you'd enjoy we can talk about it more when we meet individually.

Let me tell you what we'll be doing tonight:

You will learn a **little bit about Mary Kay**, a little bit **about myself**, and then we're going to talk **a lot** about **skin care**. **At the end I'll meet with you all individually** and we can discuss **your individual needs and answer any questions** you might have.

PAGE TWO:

Please turn to **Page 1** in your beauty book where you will see a picture of Mary Kay Ash.

A lot of women wonder if she was a real person.

Mary Kay is not like Betty Crocker, who was a made up brand name, but instead, Mary Kay was a real woman who started the company in 1963.

She created the company so women could achieve financial success while having a balanced family life.

The core values of Mary Kay are Faith First, Family Second, and Career Third.

I love that, because those are my values as well.

It's wonderful being surrounded by like-minded women.

PAGE THREE:

I'd like to share some fun facts about Mary Kay:

- Mary Kay Cosmetics just celebrated their 45th anniversary.
- There are more than 1.8 million women in the Mary Kay sales force in over 35 global markets.
- Mary Kay Inc. is one of the largest direct sellers of skin care and color cosmetics in the world. The Company achieved another year of record results in 2007, with \$2.4 billion in wholesale sales.
- The Mary Kay Ash Charitable Foundation raised \$4.5million in 2007 towards eliminating cancers that affect women and ending domestic violence. **Q: Isn't it rewarding to know that our MK customers have played a major role in this accomplishment, just by loving the product and supporting their consultant?**
- More than 200 Independent National Sales Directors in the United States have earned more than \$1 million in commissions.
- **Mary Kay is one of the few** and maybe the only Direct Selling companies that offers a **retirement program**.
- **Did you know that the Cosmetics Industry is one of three recession proof industries?**

They must be all low ticket items that make you feel good and are consumable. The 3 industries are Alcohol, Tobacco and Cosmetics!

PAGE FOUR:

I'm often asked why I started my Mary Kay business so I'd like to share just a little bit about myself and how I became involved with Mary Kay. ("I" story in 1-2 min while overcoming the objections of Time, Didn't know anyone, Money, Shy, didn't wear makeup etc)

-**What** you **did** before or current job:

-**Why** you became a **Consultant**:

-**What** you like **best** so far:

-**What** your next career **goal** is and **When** it will happen:

(Plant the seed): "Mary Kay always said there is at least one new Beauty Consultant at every Skin Care Class."

I wonder who it is tonight? If you're a little curious watch me and see if you could do what I do and we can talk about it more when I meet with you individually."

You will be receiving my business card before you leave where you will find my phone number and my website...you can go online and purchase product from me 24 hours a day, 7 days a week. The products you order will get to you quickly since I keep a full inventory. You will also receive **personalized service and the convenience of being able to shop in the comfort of your own home from your computer –**

Just think....finding time to shop, finding parking and fighting the crowds can be a thing of the past!

You can save your gas money and let me come to you!

Who could get excited about that??! (raise your hand and nod head)

The other great thing about purchasing product from me, is that you are purchasing from a small business owner **and** you're supporting a real person, **Me!**

PAGE FIVE: (100% Buy back Guarantee)

So, does anyone have that drawer at home, the ‘cosmetic graveyard’ drawer?– you know, it’s filled with products that you purchased that you ended up not liking, so you tossed them in a drawer or box.

(raise hand and nod) Well, you’re going to love this!

Mary Kay has a **100% Satisfaction Guarantee** so you'll only have products in your drawer that you use and love!

Whether it’s a cleanser or a lipstick or an eye cream, if you are **NOT 100% satisfied**, you can return the product to me, and **I will replace the product or give you your money back, no questions asked.**

Isn’t that great?

And **I’m not penalized!** So you never have to feel bad about returning your product to me, because I just tell Mary Kay you didn’t like it, they ship me a new product, and we’re good to go!

So it’s always a No-Risk purchase with Mary Kay. Think of all the money and time you will save!!!

PAGE SIX:

The products that we're using tonight are both **Anti-Aging AND Anti-Wrinkle**.

These **patented Time Wise** products **make your skin look and act younger!**

See, your skin is constantly regenerating itself and renewing itself.

As the skin cells move from the bottom of the epidermis, to the top of the skin's surface, you've got new skin on the surface. That happens during a four week cycle!

What our Time Wise products do is speed up that natural renewal process of your skin.

So, your skin starts looking **healthier, younger, more supple, more beautiful, all because the 4 week cycle has been sped up.**

Does that make sense? Okay, Great.

[PAGE SEVEN:](#)

Turn to **Page 7** in your Beauty Book and find the picture of our Miracle Set.

These are the products that you are going to be sampling tonight.

So this is really important...

when these products are used together, *the formulas reinforce the benefits of one another.*

I've learned that when you layer products all from the same product line, every single product is **scientifically formulated to work together** with all the other products in that same line.

Your skin becomes balanced and healthy.

No more oily zones or dry patches because the products are working together to give you that correct balance.

If you don't see a lot of age on your skin yet that's GREAT, because you can get those anti-aging benefits while you're young.

If you do have more age on your skin, it's not too late to get on an anti-aging skin care routine to get those benefits too, because it will make a huge difference.

You are never too old or too **young** to start an Anti aging program!

Isn't that Great news?

PAGE EIGHT:

There **are 5 essential steps** to good skin care. **What do you think some of those 5 steps might be?**

The 5 steps are: **Cleanse, Exfoliate, Freshen or Tone, Moisturize, and Protect.**

All five of these make up your perfect skin care routine.

Q: Could you get excited about taking 3 min in the morning and 3 min at night to have great results?

We are going to start with the Mary Kay **CLEANSER** and it is a 3-in-1!

So if you're a busy woman like I am and you don't have a lot of time to spend on skin care, you're going to love our CLEANSER, because it performs three steps in one!

Pull your hair back, (use headbands) and let's start with the Cleanser in your tray. (pass around damp washcloths).

Use the cloth to dampen your face, and apply the cleanser using two fingers in upward and outward.

Can you feel the Microbeads that are exfoliating and removing the dead skin? There are also botanicals that tone, and then of course you're also removing your makeup. So, you've just done 3 steps in one easy step. Once you've cleansed, you can use your cloth to take it off.

Our cleanser is specially formulated for your skin type.

For **Normal to Dry skin**, you're using a creamy cleanser that has extra moisturizers in it .

For **Combination to Oily skin**, you're using our cleanser that looks clear, and it will help with that excess oil that you might have. Our cleanser also comes in a bar form if you like more suds.

How does your skin feel?

PAGE NINE: So I have a question for you, who knows what Collagen is? Collagen gives your skin its firmness and resiliency.

At what age do you think you start losing collagen in your skin? Your skin starts losing collagen in your teens!

Can you see why it's important to use a formula that renews the collagen that you've been losing for many years?

How can you do that? By using our **Day and Night Solution**. Mary Kay formulated a **Pronewal treatment** — the Day Solution gives you protection during the **day**, while the Night Solution **renews your skin at night**.

(Pass around **Day Solution** - squirt on back of their hand to feel the texture and rub it around.)

The **Day Solution acts as a veil of defense. It helps prevent lines and discoloration before they occur.** It has a full spectrum sunscreen with SPF 25, which is the perfect SPF for you to use on a daily basis.

Who knows what a full-spectrum sunscreen is? It protects you from **UVA** Rays that **age** you and **UVB** Rays that **burn** you.

The **Day Solution** also contains **antioxidants and a calming peptide that helps relax expression lines.** There is a lot going on all at the same time to help fight fine lines and discoloration while you're getting that protection on a daily basis that you need!

(Pass around the **Night Solution** squirt on back of their hand.)

The **Night Solution** has pink, purple and white **Nutribeads**. The Night Solution has a unique delivery system of encapsulated vitamins and antioxidants combined with **collagen**-enhancing peptides that help fade away deep lines and wrinkles. These peptides are going to restore elasticity and firmness in your skin, which you've been losing for several years. Feel the texture. It's a lightweight serum. You put this on right after your cleanser at night and leave it on so as you sleep, your skin is being renewed.

Are you excited about getting some of your anti-aging done while you sleep?

So in the **morning** you use your **Day Solution**, and at **night** you use your **Night Solution**....**does that make sense?** Great!

The Day and Night Solution work together – it's like a good partnership.

PAGE 10: (Moisturizer in the tray - apply to face).

Our Time-Wise **Moisturizer** is also **specially formulated for your skin type**. Apply in an upward and outward motion.

So if you are using a combination-to-oily **cleanser**, you're also using a combination-to-oily **moisturizer**.

And the same with your normal-to-dry skin. Our moisturizers give you **10 hours of hydration!**

Did you know that a lack of firmness in your skin is in part, caused by a loss of moisture? Isn't that amazing?

Okay, it's time to talk about your eyes:

Would you agree that the first place we usually see signs of aging is around the eyes? This is because the skin around our eye area is only $\frac{1}{4}$ as thick as the skin everywhere else on your face and you don't have as much oil/moisture in that area.

Can you see why using the right anti aging eye cream becomes very important?

Is anyone here, using an eye cream on a daily basis? We all should be!!

We have **4 different eye creams**. (hold up and show as you speak)

First, the Time-Wise Firming Eye Cream: this brightens and firms up the sagging skin around your eye area as well as helps to diminish fine lines and wrinkles. **96%** of the women who used this saw a noticeable **difference in fine lines and wrinkles in four to six weeks**. If you're **30 or older this is your eye cream**. If you're **under 30** and you want a thicker, more advanced eye cream, this is good to use.

Second, is the Time Wise Age-Fighting Eye Cream: This is a **lighter-weight formula** that you can use if you **don't see lots of lines and wrinkles** around your eye area yet. You use it as a **preventative measure**, to **restore moisture**.

Next is the Targeted Action Eye Revitalizer: it diminishes dark circles AND puffiness under the eye area.

Last is our Indulge Soothing Eye Gel: It's an **instant puffy reducer & restores 100% of the moisture back to your eye area**.

How many of you wake up with puffy eyes, or strain your eyes looking at a computer all day, or deal with allergies?

Although it is not anti-aging, this little jar is going to be your newest best friend!

PAGE 11:

Okay, I've gone through a lot of products, so **let's review** your morning and evening routines really quick.

In the **Morning** you start with your **Cleanser, Day Solution, Moisturizer, finish off with an Eye Cream, and Foundation.**

You're done! Show full sized products

At **Night**, you're going to use your **Cleanser, Night Solution, Moisturizer, your Eye Cream** and you're done.

Seriously, it will take you three minutes in the morning and three minutes at night. You will see dramatic results and your skin will feel so much fresher and cleaner and renewed. ([Show them the Order of Application in the Beauty Book – page 21](#))

Who knows the purpose of Foundation? It is two fold, it is the last step to skin care - it **protects the skin** and it evens out your skin tone. Let's go ahead and apply your foundation. Put a few dots on your forehead and blend, put a few dots on your cheek and blend, do one section at a time.

Our liquid Foundation is made with **marine extract pigments**, which are the highest quality pigments you can purchase, so a little bit goes a long way. You can actually use a third less of our foundation than you would your normal foundation.

We have several different types of foundations:

Medium-Coverage liquid foundation: very light-weight for normal-to-oily skin, you are using this one right now.

Full-Coverage liquid foundation: for normal-to-dry skin.

Cream to Powder Foundation: That goes on like a cream and dries like a powder.

Tinted Moisturizer: with SPF 20: It's a moisturizer with a hint of color.

Mineral Powder Foundation: which gives you the feel of a powder with coverage of a foundation. It is lightweight and yet build-able for just the right amount of coverage. ([Show Mineral Powder and Custom Brush](#)).

But whatever you're used to, the key to foundation is that when you put it on, no one should be able to tell you have it on.

A **foundation evens out your skin tone and protects your skin.** **Is everyone happy with their foundation shade?** Great! Once we know your Foundation shade, I'll know what concealer and powder to match with it, to help you get a more even skin tone.

PAGE 12:

Who is familiar with the term “Microdermabrasion?” Women are going to the spa and paying over a hundred dollars per treatment! Mary Kay came out with a Microdermabrasion Set that you use two or three times a week in the shower and you will get amazing results and instant results after your very first application!

I’m going to pass this around, squirt it on the back of your hand and rub it around. Feel the texture.

It contains the same aluminum oxide crystals the Spas use; it’s a heavy-duty exfoliator. (remove with cloth)

Microdermabrasion instantly fights fine lines, refines your pores and softens your skin. Lots of women complain that their pores are visually large. When you refine your pores with Microdermabrasion, it helps with oil control. When your pores are smaller, they produce less oil, when they’re larger, they produce more oil.

Microdermabrasion also gets rid of all the dead skin cells that dull the skin and sit on top of your skin. **Remember how I talked about that four-week cycle, how your skin cells regenerate themselves and move to the top?** You want to make sure you remove the dead, dull, skin cells. That’s why your skin feels so fresh, polished and smooth after you use Microdermabrasion. It’s best to do this in the shower after you cleansed your face, then squirt **Step 1: Refine** on your fingertips, rub it around your face for 1-2 minutes, avoiding your eyes and lips. Rinse your face really well.

After **Step 1** pat dry and add Step 2, **Replenish**.

It helps **restore moisture, soothe, smooth and soften your skin**.

Microdermabrasion also helps with blackheads, acne scars, fine lines and wrinkles – it’s an all-over incredible anti-aging, anti-wrinkle product...by far my favorite—I love it!

Q: So who has challenges with dry cracked lips?

I am going to let you sample our **Satin Lips** which is a 2-part system. The **Mask** can be used once or twice a week to buff away dry skin and then you apply the **Lip Balm** which will moisturize and soften your lips for up to **6 hours**.

Let's apply the mask and we'll let it sit for a few minutes to do its magic..
While the mask dries, I have a question for you.

“Wouldn't you agree that women value friendships as one of the treasures in our lives?”

I know I do. And in today's hectic world it's getting harder and harder to squeeze in time to do the little things, the thoughtful things that let our friends know how much we appreciate them.

If you are learning some great things tonight and having fun, don't you think that there are other women out there, like you, who would love to have a fun, relaxing and educational experience like this, as well?
(Smile and nod)

Let me tell you about a Great program that I have available that you can participate in,

It's called the Beauty of Friendship. Here is how it works.....because

I know you all have favorite girlfriends or family that would love to escape for a hour or so to experience what you are experiencing tonight.

I'd like to give each of you some note cards to write a personal message to these favorite people who are at least 21 years old and haven't yet experienced Mary Kay.

What I do with your note, is call your friends and tell them that I have a gift for them on your behalf. They will receive a facial, your note and a gift. There is no charge for my program.

Can you see what a thoughtful way to let your friends know that they are special to you?

Be sure to write her name and phone number and the best time to reach her on the back of your card.
I will deliver your gift to her in person.

*Begin straightening area while they are filling out the cards. Gift can be a sample hand cream wrapped cute, PCP, or a \$10 gift certificate
At the individual closing if the guest books a party and wants to invite these gals to it you can bring the card and their gift to the party.*

Page 14:

Let's talk about color really quick. I know we all love color and it is the icing on the cake.

First, Can you see how important it is to condition your skin to make it beautiful, smooth and ready to receive color so your results will look soft and natural?

That's exactly what the Ultimate Miracle Set does.

Who has heard of Mineral powders?

Mary Kay has new mineral powder eye colors, highlighters, cheek colors, bronzers and foundations that are infused with vitamins and anti-oxidants that help protect against wrinkle causing free radicals!

Plus, Mineral Powders:

absorb oil,

give excellent coverage,

are easy to apply,

are long-wearing as they adhere to your skin better than regular powder.

That's why Mineral Powders are so popular and you are going to love wearing them!

[Page 15 \(show wrapped gift Hand cream with Color card and business card\)](#)

Inside your gift bag that you are going to receive from me when we are finished is **a hand cream sample, my business card and a Color Card**. This color card has generic colors, which means I did not hand-pick these colors for you. There are **eye colors**, a **blush** and a **lip color**. You can take this **color card** home or play with the colors while I meet individually with everyone. There are applicators in your tray. It actually shows you how to apply three eye colors. I think you'll have a lot of fun with this generic color card...

If you are anxious to learn what colors are best for you, want some individual instruction, and learn application techniques that are right for you, then you may want to be a Hostess!.

You will receive: A Customized personal makeover session where we will cover all of the above!

You will have the option to purchase our Brush set at half price! From \$48 to only \$24.([Show](#))

You will receive \$50 in Free Mary Kay products.

And a special surprise gift from me.

This is so **fun...who has ever had their colors done?** I will be using a **computer program developed by international makeup artists** with Mary Kay. We will look at the color **of your eyes, your skin tone, the color of your hair, the shape of your lips and face**. When we get together I'll have all of your colors, along with application techniques to really make your eyes pop! I will teach you how to apply the colors, and leave you with instructions so you know what to do after I leave! If you purchase our Brushes I will teach you how to use every brush.

Using good Brushes, makes all the difference in the world! It's like comparing finger painting to having a porcelain finish!
Besides wouldn't it be fun to see the look on your friends face when they arrive and see you all put together so beautiful?! Your smile will sparkle and your eyes will POP! So know that for tonight you're just getting your generic color card, and that I will be able create a customized look just for you when you host a Party and have your second appointment.

Page 16: Group Closing

The **Ultimate Miracle Set** is the set that is being highlighted, because I believe it is the number 1 most effective, and affordable program out there.

If you're concerned about **Sun spots, age spots, expression lines, dark circles, acne, products for men, and products for teenagers** we have specialized products that I can talk to you about when we meet individually.

Okay, please pull out your **insert sheet from your Beauty Book**. (shows picture of roll up bag)

Let's look at the **Ultimate Miracle Set**. This is the set that we have been talking about and you sampled tonight. You're probably wondering how you can get this and how much you think it might set you back! I think you will be so surprised on how affordable our products are, especially dollars per ounce!

It comes with your **Cleanser, Moisturizer, Foundation, Day and Night Solution, Microdermabrasion**, AND your choice of an **Eye Cream**. I love this set...it comes with it all!

If you would prefer the **Mineral Powder Foundation** just add \$14 more to the total, which includes the brush!

When looking at **price point**, I want you to know that **this set will last you on average four months**. Some women use it in three, some women use it in six, but on average it's going to last you four months.....that's a *really* good value for your price point. When you run out of one item you just order what you need and I will have it on hand and get it to you!

I am running a **"Show Special"** tonight ! When you purchase the **Ultimate Miracle Set**, for \$189 you get **2 choices**: First, you can get the **Travel Roll-Up Bag or the Quilted Cosmetic bag for FREE**. Your Choice! **"The Bag"** rolls up...you can hang it on the back of your bathroom door and each clear pocket is attached by **Velcro**. You can put color in one of the sections and pull off any section and you're good to go! (Show the The Quilted Bag) both a **\$50 value**.

(Can add Satin Hands as another option)

Page 17:

I know some of you might be wondering is it worth it? Will I use it? Will I get results?

Let me ask you this, When someone looks at you, what's the first thing they see? Your eyes, face, skin. **Right?**

What is the first thing you look at? The same!!!!!!

I have another question, who likes shopping at Super Centers or Warehouse Stores? I love shopping there! You go in, get a cart at the door and by the time you are done, you've filled up the cart and spent \$100 to \$200. You go home, unpack everything, look at your receipt, wonder what you bought, and you still don't have anything for dinner! Two weeks go by and you have nothing to show for this purchase. **Does this happen to anyone else but me?**

Did you know that Skincare is not one of those purchases? When you invest in yourself, with a quality skin care program that you will use every day, and you love the results, you will never wonder or question your purchase.

Your skin will feel fresher; look younger and healthier in 3 days, 3 months and 3 years and longer! You will be getting more compliments than ever before! You will definitely feel it was more than worth your investment!! Really, what do you have to lose in trying when you have a 100% guarantee!

You probably already know this, but what you do today affects how beautiful your skin is going to look and feel in 3, 5, and 10 years.

There is one more thing. When you invest in any of our skin care sets, you get ME as a Bonus! I will want to see you in 10 days to 2 weeks to make sure everything is working and that you are getting the results you are looking for. That's my personal guarantee from me to you.

I have more great news! I have all of my products here tonight, and you can **take your products home tonight!**

Isn't that great? I take most credit and debit cards check, cash and offer payment plans.

(Show sales ticket) Go ahead and write your name and the set or sets you would love to take home and start using on your ticket. (Pass plastic bag around to tidy up table)

So, who needs to leave first? (Guests bring their profile card and sales ticket)

(Hostess brings treats to the table, you place full color sheet on table for them to look at.)