

“I Love My Lips” Party

- Have Guests fill out the front of their Profile Card.
- Have Guests get their lipstick tube out of their purse. (Tell them it doesn't matter whether or not it's MK!)
- Have Guests look at the shape of their lipstick. Determine their lipstick shape. You can pass out the Lipstick Personality Sheet or just read what they are. Have fun with this! It will relax the group.
- **READ page 66 from Robert Jones “Simple Beaute” book, page 66 & 67**
Lips: When it comes to choosing a lip color, size definitely matters. If you have full, beautiful lips, you can wear darker shades as long as it complements your skin tone. Lighter shades of lip color should be worn on thin lips to make them look fuller. The chart on page 67 can help you find the perfect lip shades for you. Skin tone is very important to consider before choosing a lip color. Ivory skin tones should not wear chocolate brown lips because it can age you and appear unnatural - a woman with ivory skin would never have that much brown in her lips. Bronze skin tones should not wear pale, frosty lip shades because it can make lips appear ashy and artificial. Here's one more thing to remember. Dark lip colors age you faster than any other makeup product. And warmer lip colors always make you appear younger because they bring out the warm tones in your skin. So lighten up and have fun with your lip color. The beauty of wearing lipstick is that it adds life to your face and makes it appear more healthy and alive. **Fair Skin:** glossy, transparent pinks/soft peach/honey/beige. **Medium Skin Tone:** warm pinks, soft mocha/caramel/delicate red/warm apricots/tangy peach **Olive Skin Tone:** strong deep red/deep rose/berry/toffee/mahogany/rich warm apricots/brown red **Ebony Skin Tone:** deep brownish red/deep berry/deep fuchsia/golden beige (This is a great “prop” for your Sets Table.)
- **Give each Guest a cotton round with Oil Free Eye Makeup Remover** to remove the lipstick they have on. (Talk about the benefits of OFEMR)
- **Optional:** Have Guests try several lipstick shades on their arms to choose the color they want to try. They can also rate what colors they like on the lipstick form. (See excel sheet ~ Grade my lipstick)
- **Let's talk about our LIPS: #1 Your lips have an extremely thin outer protective layer. As the body ages, the already thin layer becomes thinner. To compound the situation, we lose the oil and water barrier that keeps lips hydrated. Without the usual protective layer of sweat and body oils, the lips dry out faster, become chapped more easily and can age faster than other areas of the skin.**
- **Have Guests apply the Satin Lips Lip Mask.** It contains miniature beads that gently yet effectively exfoliate dead surface skin cells that cause lips to appear dull and lifeless. Let the mask dry 1-2 minutes. Use 3/x/week - will last @ 11 months.
- **While the mask is drying** ~ give them their choice of the “Passion Forward, Wonder Full, Glow Girl, So You-nique, Expressionist, Lucky Charmer or Living Out Loud colors (from MK Intouch) for them to try on their lips later. (See excel sheet with other lip liner/lipstick/lipgloss colors.)
- **Apply the Satin Lips Lip Balm sparingly! Tip: Always moisturize your lips before applying color! It evens porosity and helps the lip liner and lipstick go on smoothly and more evenly.** Clinical results show that a single application of Satin Lips Lip Balm moisturizes the lips for at least 6 hours while providing an invisible barrier to keep the

lips hydrated! Satin Lips Lip Balm contains a special complex of ingredients, including vitamin A and E derivatives and Ceramide 2 to help moisturize dry and rough lips.

- Show Guests the Lip Protector with SPF15 and tell them the benefits:

UVA/UVB protection

Helps keeps lips protected and guarded from the drying effects of the sun and wind

Glides on for invisible protection and helps seal in moisture so lips feel soft and supple.

Waterproof and fragrance-free. Use it alone or under lipstick or lipgloss. Also show and talk about the Miracle and Microdermabrasion Set (Could do Handcials while lip balm is drying here)

- Have Guests apply TW Lip Primer around the outside of lips. Explain how this product can kiss lip lines goodbye! Lip Primer creates healthier-looking lips by fighting fine lines and wrinkles while light-diffusing microspheres decrease their appearance. You can use it on lips, inside and outside your lip line to extend lipstick wear and prevent lipstick and lipgloss from feathering bleeding. Great for using during your night-time routine.
- Hand out application techniques for different LIP SHAPES ~ thin, medium and full. Page 50 in MK's Product Guide Booklet
- **PLAY the "LIP Tic/Tac/Toe GAME for referrals. Give PRIZE!**
- Have Guests apply Lip Liner. MK Lip Liner perfectly defines lips. It is a retractable pencil that never need sharpening. This smooth, creamy formula is waterproof and the package is color coded to help you find the perfect shade. Tip #1: Warm the liner between your two fingers if cold ~ it will go on much easier. To properly apply your lip liner to the top lip, begin with a V in the "cupid's bow or center curve area of the lip. Then starting at the out corners draw small, feathery strokes to meet the center V. On the lower lip, first accentuate the lower curve of the lip (in middle), then begin small feather-like strokes from the outer corners moving towards the center. Tip #2: To help lipstick stay on longer, use lip liner all over your lips.
- Have Guests apply Lipstick Color: (Talk about new color coded lipstick tubes.) Tip #1: You can use a brush, your fingers or a tube to apply your lipstick, but if it's applied with a brush it will usually look more precise and last longer. For more intense color you can apply it straight from the tube, but it will be harder to cover the smaller, detailed areas of the lips. Tip #2: To set your lipstick, try placing a single-ply tissue across your lips, then lightly dust over it with a little loose powder.)

Have Guests finish by applying Nutri-Shine Lip Gloss: Application instructions: The lip gloss can be applied over lip liner and lipstick and can also be worn alone. Tip #1: Apply lip gloss to the center of the top and bottom lips to help lips appear fuller. How does it work? Moisturizers and conditioners create a barrier on the lips surface helping protect them against dehydration by locking in the moisture of the lips. **What are the claims & benefits?** It provides maximum comfort, shine, rich color, brilliant shine and the formula has a super-light feel that smoothes & softens lips and never feels sticky. It's fragrance free, dermatologist tested, and is clinically tested for skin allergy and irritancy.

- **Have Guests Kiss a 3/5 card** and go over their KISS PERSONALITY! **Have everyone decide who has the "sexiest lips". Give PRIZE!**
- **DO TICKET MARKETING now with the acronym LIPSTICK!** When done, have each Guest fill out the LIPSTICK EVALUATION FORM for a **FREE LIPSTICK OR LIPGLOSS** at end of meeting.

- **Have each Guest turn their Placemat over and present the SETS from your CLOSE SHEET.** (See Set Sheet-can do own from MK InTouch)
- **Talk about your “Girls Night Out” party they can Hostess and hand out the “How Inviting” Hostess Brochure** to encourage guests to host a party of their own. (Can put out cards for them to fill out the date they want to have a party.)
- **Show the “Gift with Purchase”** and remind guests that they can get it “FREE” when they purchase \$40 or more of Mary Kay product.
- **THANK GUESTS for coming tonight.**
- **Have each consultant do Individual Consultation with Guest.**
- **Have Guests return their Marketing Evaluation Sheets to Director for the drawing for a Free Lipstick or Lipgloss.**

Products needed for “I Love My Lips” party.

Oil Free Eye Makeup Remover
 Satin Lips Set ~ Lip Mask and Balm
 TW Lip Primer and spatula
 Miracle Set/ MDA Set
 Lip Protector with SPF15
 Lip Liners and Sample Lip Liner Colors
 Lipsticks and Sample Lipstick Colors with Applicators
 Lip Glosses and Sample Lip Glosses with Applicators

Other Class Products

Lipstick Personality Sheets/Cards
 White 3X5 cards (have them write their names on the backside & write down their favorite lipstick colors.)
 Kiss Personality Sheets/Cards
 Set Sheets ~ Placemats
 Full size Sets to show from the Set Sheet Placemat
 Hostess Brochures
 Current Gift with Purchase item
 Lipstick Marketing Binder for Ticket marketing
 Lipstick Evaluation Form for Guests
 Lipstick ~ Tic/Tac/Toe for Referral Game
 Gift for Referral Game
 Gift for Hostess
 Gift for Ticket Marketing Game when you get evaluation forms back
 Page 50 from Product Guide on lipstick application (for guests)