

HOW TO HOLD A "PRIVATE SPA" PARTY

by Melinda Mercedes Balling, EESD

WHAT YOU WILL NEED:

- "Look" brochures, Closing Sheets, Roll-up Bag Handout
- Colorful buckets (or containers for feet and leg treatments)
- Coordinating hand towels (2 per guest)
- Disposable razors
- **For Demonstration:** 1 of each item in Spa Collection, Moisturizing Shave Cream, Satin Hands & Body Buffing Cream, Sunless Tanning, Time Wise Visibly Fit Lotion, Mint Bliss Energizing Lotion (when available, the Mint Bliss Fizzies for feet).
- **For Display:** 1 of each item in Spa Collection, Satin Hands & Body Buffing Cream, Mary Kay Moisturizing Shave Cream, Satin Hands Pampering Set, Mint Bliss Energizing Lotion, Sun Essential Products, Time Wise Visibly Fit Lotion

Note: If you are Promoting the "Spa Beauty Essentials Roll-up Bag" you will want to have a filled one on display. Note: you will also want the Limited Edition Pedicure Set on Display

Optional: Set out Sheer Fragrance Mists in a colorful ice bucket filled with ice. Let guests experience what a refreshing experience a chilled, scented mist can be.

Arrange chairs in a semi-circle. At the beginning of the event, ask everyone to introduce themselves & tell something about themselves, i.e., where they work, how they know the hostess, etc...

*Tell them how excited you are to have them here to learn more about Mary Kay's **exclusive** Private Spa Aromatherapy, Satin Hands & Body, Sunless Tanning, and Energizing Foot & Leg Treatment.*

Suggest they "sample", the five different scents by taking a "Whiff" from the lotion bottles. (Have full size lotions available for sampling). You can use them later when you demonstrate the Satin Hand/feet/legs.

Make sure each person has a "Look" brochure to follow along as you introduce Satin Hands & Body and the Private Spa Collection. Romance the Products as you talk about the "benefits" (make a "cheat sheet" from information on the outside of the Private Spa box for each product).

continued on reverse....

To demonstrate & pamper guests offer the following:

SATIN HANDS TREATMENT - Demonstrate Satin Hands & Body Products by giving guests a treatment. (Note: You can substitute a Spa Moisture Lotion for the Hand Cream if they want to experience the scent.) **Leave Satin Hands Treatment for the end if you are able to doing the feet and leg treatments:**

EXTRA SPECIAL!

Whenever your spa party location & surroundings lend themselves to it, invite the guests to experience Fabulous Feet & Luxurious Legs! Fill individual buckets/containers with warm water and start with:

FABULOUS FEET & LUXURIOUS LEGS: – When available, drop a “Limited Edition” Mint Bliss Fizzie into the container she will be putting her feet in. Into the palm of her hand, dispense Buffing Cream, Extra Emollient Night Cream, and the scent she has chosen in the Spa Body Wash. Have your guests massage into their feet & legs and rinse in the container.

Note: If she wants to shave, dispense a SMALL AMOUNT of Mary Kay Moisturizing Shave Cream and have her shave with the disposable razor.

After she has completed her feet & legs treatment, have her gently dry off and apply the corresponding Private Spa Moisture Lotion. You can offer her a special “lift” by dispensing the Mint Bliss Energizing Feet and Leg Treatment. Introduce Sunless Tanning product - allow guests to try our sunless tanning lotion on their legs if they like. Explain the application techniques. Promote our sun essential products. Time Wise Visibly Fit Lotion can be demonstrated above the knee or arms, explaining benefits.

***NOTE - Be sure to have little place cards with prices next to your displays so guests will be able to sample, shop & buy!** Also, if you are conducting your Spa Party indoors (instead of a Patio, etc.,) purchase vinyl table cloths in colorful prints to place on the floor for protecting carpet or flooring.

ROMANCE each scent by reminding the guests that, after all, a fragrant bath is one of our best ways to escape, indulge and pamper ourselves! Suggest she treat herself to at least 2 to capture her different moods. Mention the Spa Collection makes great and affordable gifts. Pass out the Roll-Up Flyer, going over prices as you hold up a filled Spa Roll-up Bag. Give each guest the closing sheet, and get ready to **SELL BIG!!!**

ENJOY... Spa parties are easy to do & result in **GREAT SALES!!!**