

Skin Care Class Outline:

(Thanks Sarah Halstead)

I. Intro

- a. Thank you all for being here, I know all of our time is valuable, and I appreciate you giving your time to be here tonight to try these awesome products and enjoy some wonderful pampering!
- b. I'd like to take a minute to thank _____ for being our amazing hostess!
 - i. Just for holding her class on the original date we set, I brought this special gift for you, ____! _____ will also qualify for at least _____ tonight in FREE products, just because she checked off a few simple things on her hostess card! (The sales from this class, and the number of **follow-up appointments** that are booked tonight/today will determine the total she will be able to pick for free!)
 - ii. I will go into more detail about how you can earn FREE products by being a hostess at the end of the class—MK treats their hostesses like GOLD so you want to make sure you get in on this! It's super easy!
- c. I'd like to take a few minutes to learn about you and share with you a little about myself! After we take a moment to introduce ourselves, you'll get to experience some of the great Mary Kay skin care and color products—then we will book your **follow-up appointment**. At the end of the class we can get together individually to discuss your needs and answer any questions about the products you tried today. I carry a full inventory, so if you fall in love with the products, you can go home with them today!
 - i. First, let's go around the table and introduce ourselves, how you know _____ and share with everyone **one thing that makes you laugh out loud!**
 - ii. Before I began working as a consultant, I was a Middle school science teacher and a university coach, working about 80 hours a week! I have two degrees, a Bachelor of Science and a Masters in Education. I decided to start my own Mary Kay business after staying home with my twins, Ethan and Rileigh for six months after they were born. My maternity leave overlapped into summer break, so I had a longer time with my kids than most moms. My friend, and now director, Jenni, introduced me to the products at a weekly success meeting. The atmosphere was so *positive, uplifting and fun*, and the products were **amazing**—I didn't know anything could **work to change the texture of my skin after just one use**. I looked and felt 100 times better than I had in at least 6 months, probably longer, since by my 8th month of pregnancy I was my own housing development, and that pregnancy GLOW had faded into "get these babies outta here NOW!" (pause) I needed that pampering, I needed the atmosphere, I wanted the encouragement--since no one is handing out ribbons that say "you're Terrific!" when you're changing a diaper, and I wanted the 2 hours out of my house, with quality women and adult conversation once a week-- so I became a consultant! Now I get all my products at 50% off, I set my own hours, meet wonderful women like you, and am striving toward doubling my former teaching salary while working just 15-20 hours a week! What I love about my Mary Kay business now, on top of all I've mentioned, is the flexibility it affords me, to

schedule my business around my family—literally. My husband Sean is on the US disabled ski team, training for the Paralympics. I am able to stay at home with our kids and support him in his training and competition schedules. It's an unbelievable blessing to my family! Oh and one thing that makes me laugh out loud is when my kids pick up our favorite phrases and use them. "Raleigh, pull up your pants, your booty cheeks are showing," to which she says (trying to look at her behind) "you gotta be kiddin me!" (takes 1 min. 45 sec to read—2 min to speak)

- iii. Let me ask you three questions, Mull over your answers as we are going through the class today. If you answer no to any of them, just watch me, and see if this is something you could see yourself doing. Remember—Science Teacher—physics, chemistry, And ROWING COACH—no makeup—my crows feet had toes, a couple sun burns too many...If I can do this, so can YOU!
1. At your current job, do you have absolute flexibility? If your child was sick...
 2. If you gave it your guts for the next 5 years, could you significantly change your financial situation?
 3. At your job do you feel you receive the recognition you deserve? Are you praised for a job well done?
 4. I want you to know that in my position as a consultant with Mary Kay, I can answer yes to all three of those questions, without a doubt.
 5. Mary Kay always said that there is at least one new consultant at every skin care class. I believe that quality women (point to hostess) attract other quality women (point around table), so I am going to bet that more than one of you would be great doing what I do! Who do you think that is? Oh _____, ☺ this may *not* be for you, who knows? It **MAY** be! Just watch me and see if this is something you could see yourself doing!
 6. At the end of the class we will play a great game—involving chocolate—where I will tell you a bit more about the career opportunity, and you will have the chance to win a FREE satin hands set!!

- II. Okay, let's have some fun and pamper you! Are you ready for some power house skin care?
- a. Since this is a skin care class, I will teach you about the steps necessary for proper skin care to keep it healthy and vibrant. These steps are universally agreed upon as the minimum for the upkeep of our skin. { There are other supplemental steps you can add to decrease signs of aging even more-- address blemishes, extra hydration needs or oil control, work with the fine lines around your eyes and mouth, even your complexion, all of which you will have the opportunity to try at your **follow up facial**, Like ___ is today! }
 - b. While I am explaining these five steps, we are going to give your lips some special attention, like we did for your hands with the Satin Hands Set! This is Satin Lips. Rub the satin lips mask over your lips for a minute or so then stop and let it sit on your lips. (while it sets, explain the following--)
 - c. There are five basic steps for proper skin care:

- i. Cleansing—gets rid of impurities, dirt, make-up, stuff that's collected on our faces throughout the day and night
 - ii. Exfoliating—Removes dead skin cells that dull our faces and gives way to healthy skin underneath—always better to glow!
 - iii. Toning—returns skin to a neutral pH of about 7 which is the pH of pure water, and works to tighten and minimize pores, leaving skin with a smoother surface, less prone to clogging and black heads or white heads.
 - iv. Moisturizing—Okay, the difference between a grape and a raisin is WATER!! Moisturizers help bind water to the skin, making it available to the cells—our moisturizer hydrates for 10 to 12 hours! No raisins!
 - v. Protecting—Mary Kay's foundation is actually considered part of the skin care system because it acts as a protective barrier against all the particles bombarding our faces during the day.
- d. Go ahead and remove the mask from your lips with your wash cloths, then rinse your cloths and rewet them. We'll put the balm on in a few minutes!
- e. Let's start now with your **cleanser**—scoop it onto your fingers and apply it to your face in circular motions. I like to use my middle three fingers to massage my face as I'm applying the cleanser. The little micro-beads are spherical, to be the most gentle of exfoliants, and there is a toner made of botanicals built right into the cleanser so you are achieving the first three steps of proper skin care in one step!! This system is called Timewise for that very reason—it is time conscious, and it is also has the exclusive Timewise patented complex that is focused on reversing and preventing the inevitable signs of aging. It speeds up the natural renewal process of the skin, for smoother, more radiant, younger looking skin. It is never too early to take great care of your skin, nor too late to slow the aging process, even reversing some of its effects—you'd be amazed! Now rinse the cleanser off with your washcloths, and apply your lip balm from the satin lips set—I love this balm and use it by itself all the time, instead of gloss or lipstick—it will hydrate your lips for up to 10 hours! **Doesn't that feel wonderful?!**
- f. Now we're going to pamper the right side of your face with your day solution that is next to the cleanser on your tray. Go ahead and spread it over the right side of your face. The day soln. is a combination of botanicals, anti-oxidants which neutralize free radicals, calming peptides that relax expression lines, light diffusers that soften the appearance of fine lines and wrinkles, SPF 25 for essential UVA and UVB protection and our exclusive ProNewal treatment, which protects during the day, and in the night solution, renews during the night! The day and night solution are the **anti-aging dynamic duo** that round out your Miracle Set. They are uniquely formulated to fight the signs of aging. **They deliver seven additional functions and benefits to the Timewise system, which are to smooth your skin, help reduce fine lines and wrinkles, firm, soften, energize, rebuild and deliver a flawless finish!** All those results from one set of products! The results are seen on page 7 of your beauty book—Lets look!Now look in your mirror and reflect on what you see (ha ha)—**How old you are is your business, but how old you look is mine!** (big smile ☺)
- g. Lets put the night solution on your left elbow to feel its effects! I am a HUGE fan of anything that works to make me look younger while I SLEEP!! The night solution is so amazing! **The little beads in suspension are vitamins A through K, botanicals, peptides**

and antioxidants essential for the renewal process. They work to bolster your cells' membranes, helping them to be more elastic and resilient, and provide necessary ingredients for healthy cell structure. When you press the pump, the beads break as they leave the bottle. This keeps the vitamins fresh until the instant you are applying them to your skin!

- h. Okay, on to step four for basic skin care, your Timewise Age-Fighting Moisturizer! Work your moisturizer into your skin using upward, circular strokes. Enjoy a little face massage as you apply this—one minute of heaven! Many of you might not know that a lack of firmness is caused in part by the loss of moisture. This moisturizer gives you the combined action of 10 hours of hydration and our patented complex that accelerates your skin's own natural renewal process for firmer, smoother, younger-looking skin!
- i. Our last step is applying the protection, in the form of our medium coverage foundation. This is my absolute favorite product—and I am in love with our other skin care products. THIS foundation provides the skin, not only with protection, but an absolutely flawless finish! It's not cakey, thick, heavy or even that noticeable. It is designed to blend with your skin, allowing your natural skin to show through, not to be a mask to reinvent your skin, or cover it.
 - i. Those of you who are NOT fans of foundation may be pleasantly surprised. I'll give you a couple of images to reinforce why protecting your skin is important. First of all, think of the surface of your TV a day after you dust it, or the surface of your car the day after you've washed it—where does that dust come from? Second, think of a white washcloth thrown out onto a busy street. At the end of the day it's trashed right? Next imagine that same washcloth placed in a ziplock freezer bag and thrown into traffic. At the end of the day, it's condition is much better than its former bagless self. Your foundation acts like that ziplock bag to protect your face from all the microscopic floatson and jetsom in the air—pretty fantastic!
 - ii. My favorite way to apply our foundation is with "Spots and a Sponge" You may not have a sponge at home, which is okay, because you always know where your fingers are, and they are always fine for blending in your foundation. I just happen to appreciate sponges. So using your fingers put spots of foundation all over, then blend your foundation in using your fingers or your sponge. The last stroke should always be downward because the little hairs on our faces will stand strait up otherwise, and we don't' want to look hairy! 😊
 - iii. Now look at your neighbor and tell her one thing you admire about how her skin looks! How does the right side of your face compare to your left side? How does your skin feel?
- iv. Okay, for a quick teaser, we are going to try our famous Microdermabrasion Set on your left hand. At your follow up facial, you will get to try this on your face after cleansing!
 - 1. First apply a pillow of the Step 1 Refine to your fingertips and gently massage on your skin for a minute or two. Keep a good amount of the product between your fingers and hand or face, and stay gentle with your massage, just finger tips!
 - 2. Now rinse your hands using your wash cloth or the sink.

3. Apply the Step 2 Replenish, to your hand and massage in.

4. Can you imagine how your face will feel?? Unbelievable!

- III. Wonderful! Now we are going to put together a "wash and go" look that will get you out the door in 5 minutes looking pretty and polished.
- a. First we'll dust on a bronzer to highlight your cheekbones, give you a wonderful sun-kissed glow and brighten your face.
 - b. Second we'll glide on the eyecicles, in vanilla or pink. Eyecicles are a cream to powder eye shadow that uplift, and brighten your eyes, making them POP! You'll want to go over each lid one more time with your finger once the eyecicles have dried, to lightly blend the powder.
 - c. Third you'll get to try our Ultimate mascara, which will thicken and lengthen your lashes with a virtually waterproof formula that won't cry off, smudge or flake. This is the most amazing mascara! I also want to encourage all of you who have never curled your lashes to consider doing so, since that process works to expose more of your eye, making them appear more bright and awake. (it takes literally one minute)
 - d. Last you will apply your Lip gloss to finish your wash and go look!
 - e. Many women find this takes so much less time than they are used to that they add eyeliner as well, which takes another minute or so. At your follow up facial, I would love to show you a few tricks of the trade for lining your eyes to really enhance your particular shape!
 - f. Okay, now turn to a different neighbor than last time and tell her what you like most about her new look!
 - g. At your follow up facial, we can customize a look for you for evening, work, fun nights out, days you want to spend a little more time on color. I'll teach you what colors will look great with your skin tone, eyes and hair, how to use our phenomenal brush set to apply your colors, and techniques for the optimal eye color application, based on your distinct features. We will have a ball, and If you include a few friends, like you were included today, you can earn products for free—so easy! [Show her ½ hour before class, the colors you picked, why, and what application she will use for her type of eye. Show her the brush set and explain the uses of each. Teach her how to apply her full look. Take her through the SCC giving her the opp. to try all the supplementals she wants to. Have her re-apply the LOOK from before, as another opp for practice, using the brush set, in front of her friends!]
- IV. All right, at this point everyone is always clamoring to know how the products come, what they cost, and how soon they can have them!
- a. I carry a full inventory of our products, so for the most part, anything we tried today that you'd like to take home, I brought with me. IN FACT>>> look under your seat! I know ...I'm horrible aren't I?! I packed our gorgeous travel roll-up bags with everything you tried today for each of you—now let me go through and explain how the sets come.
 - b. Each one of the pockets holds a set, so the First pocket contains your basic skin care set, and includes a foundation of your choice. It's 54.
 - c. The Second pocket contains the Day and Night Solution, which make the basic set into a Miracle set. That set is 50.
 - d. The third pocket is your Wash and Go finishing set. It's 56???

- e. And that leaves one more pocket to be filled—The satin set is 48, or the custom compact is 63.50
- f. **BUT** here's the deal-and I am so excited about this!! Flip your placemats over and take a look! Because you are at a SCC today, you qualify for some GREAT savings! For example, with the Travel roll-up bag each pocket is valued at \$50, so your Miracle Wash and Go set is 150, instead of 160, plus you get the gorgeous roll up bag, valued at \$40 as a free gift! It hangs up, rolls up, has detachable Velcro pockets, I know women who have two, one for home, one for travel. Not only that, but you can have the fourth pocket, any set you like, at half off. That's a savings of at least \$35, plus the bag at \$40, so \$75! If you'd like to take home a full roll-up bag, for \$199, with 4 sets, you can pick a 5th set for FREE! That's a savings of over \$60 in product plus the bag! And that's only because you are here at a class.
- g. I've done a little math. That means that with the Miracle Wash and Go set, for less than \$1 a day, you can look this good—Your café mocha cannot offer you those same results!! With 9 products included, the average cost per product is only \$16—that's unreal. They should last between 3 and 5 months, which is a tremendous value for the absolute BEST quality.
- h. Now I want you to take a virtual tour of your closet, walk in and pick out the outfit you feel your most beautiful, most confident in—the one you are invincible in—the one that makes you feel like a million. Find your shoes, (HA HA—for some of us that is more of a challenge—we know they're here somewhere!) pick out your jewelry—picture how incredible you look and feel! Now do a quick ballpark of the cost for the entire ensemble. \$50? \$100? \$150 \$200? \$300? (Honestly, with what shoes cost these days they alone could be \$150!) How often do you wear this stunning outfit? Once a month? Once every three months? Once a year? ...How often do you wear your skin? I believe you are worth looking and feeling as great as you do right now, every day. Wouldn't you agree?
- i. I have a myriad of ways for you to be able to take home what you loved today—including Visa, MC, Disc, check, cash, a little of each (or the "my husband will never know plan" hee hee 😊) (speaking of which—do you ever come home to new golf clubs in the closet or fishing gear? Hmm...) I also have a payment plan I can explain at our one on one time, and there is our awesome hostess program too, where you can earn credit at your **follow up facial** toward the products you love, just by including a few friends! Just let me know what works for you when we get together individually! In the meantime, write down your Wishlist on the back of your customer profile card in the pink section. I'll give you a few minutes to do that while I clear the table, and then we are going to have some fun with a couple of quick games—there are prizes involved so **GET EXCITED!**

GAME 1: Desert island—LOVE IT!! (4 min-1 to set scenario, 2 to write list, 1 to pick winner)

GAME 2: Candy Bar MRS. CAB with tickets too for satin hands drawing. (6-8 min)