



Beauty Experience O U T L I N E

In-Person

Virtual

Get To Know Them

AT A GLANCE

Welcome

- Thank them by name for coming/joining.
- Applaud those that did the skin app.
- "Tell me a little bit about you and then I'll tell you a little bit about me."
- WWWMK "What did you hear that impresses you the most?"

NEW CLIENTS
should be
contacted prior

Agenda

- **Demo 1st Set: Skincare.** **If virtual make sure they have what they need - samples, wet washcloth, bowl of water or spray bottle.*
 - Go through the collection and close: "If money and time were no object, circle this set or type in the comments if this is a set you want to treat yourself to?"
 - Based on the app results - talk about a product they could try at their 2nd appointment.
 - **HAND CLOSE**
- **Demo 2nd Set: Masking**
 - Go through the set and while Charcoal Mask is drying, play the MARY KAY Game/Referrals.
 - "I'm doing a survey to see what makes women tick...what brings you joy?"
 - "If you could do, be, have anything...what would your dream life look like?"
 - **DREAMS GAME** // Write answers on back of Create-a-Rollup OR type in a private message to me."
 - **Close Set:** "If this is a set you are interested in, circle or type in the comments if you would like this mask."
- **Demo 3rd Set - Microdermabrasion** *(This will take off the rest of the product from the Hand Close)*
 - Show the 2 steps on the back of hand and close by saying: "If this is a set you are interested in circle the set or type in the comments."

Close

- "Did you have fun? What's your favorite product?"
- Compliment Time.
- Ask 4 questions from back of Create-a-Rollup
- Closet Close
- Beauty Chat

****If Virtual, make sure they have completed their Beauty Profile on the Mary Kay App prior to the event. Have Create a Roll Up picture ready to text at the end highlighted with the sets she's interested in.**



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1 Prior to Appointment and Pre-Profiling

5 days before the appointment

Send each guest personal video clip (5-15 seconds) telling them how excited you are they are coming.

4 days before the appointment

Send each guest "I can't wait to see you" text with your selfie pic collage.

3 days before the appointment

Text each guest "May I get your favorite color and your skin type so I'm ready for you? I'm putting together a special gift for you!"

2 days before the appointment

Text each guest "If you could watch this quick video, you will be entered in a drawing for a _____.
Thank you so much for coming."

PRE-PROFILING QUESTIONS VIA TEXT

If you cannot get on the phone here is a series of 4 texts to send the day before the event.

Text #1:

Hello _____ this is _____ with Mary Kay! So excited to meet you tonight! I was wondering if you would like your pampering pack filled with body care or skin care?

Text #2: (after she responds)

Great! We will get your pampering pack put together! So appreciate you supporting ---- she has told me so many wonderful things about you! I have a few quick questions so that I can customize your skin care, foundation and glamour needs tonight. Do you have a second to talk or would you rather me text them? Your time is very valuable to me and want to make sure you have a wow experience tonight!

Text #3: (if she cannot talk on the phone)

Send these 3 questions at the same time:

- 1. What is been your experience with Mary Kay products?*
- 2. What are you currently using to wash your skin and what do you like the best about that product?*
- 3. If you could learn or change anything about your skin, what would it be?*

After she answers her pre-profiling questions:

The Beauty Session will start at _____, will time be a problem? Also I have found that women enjoy their pampering much more without children, will baby-sitting be a problem?

After she answers:

Can't wait to meet you, it is women like you who make this so much fun!

Text #4: (morning of the event) *(funny GIF)*

Can't wait to see you, everything is in place to pamper you! A million things will come today, I appreciate you for being a woman of your word! You can count on me being there rain or shine, it is women like you who make my business so amazing! Do you have a quick minute to confirm the outfit you are wearing and what you want to play with at our appt?



Beauty Experience O U T L I N E

In-Person

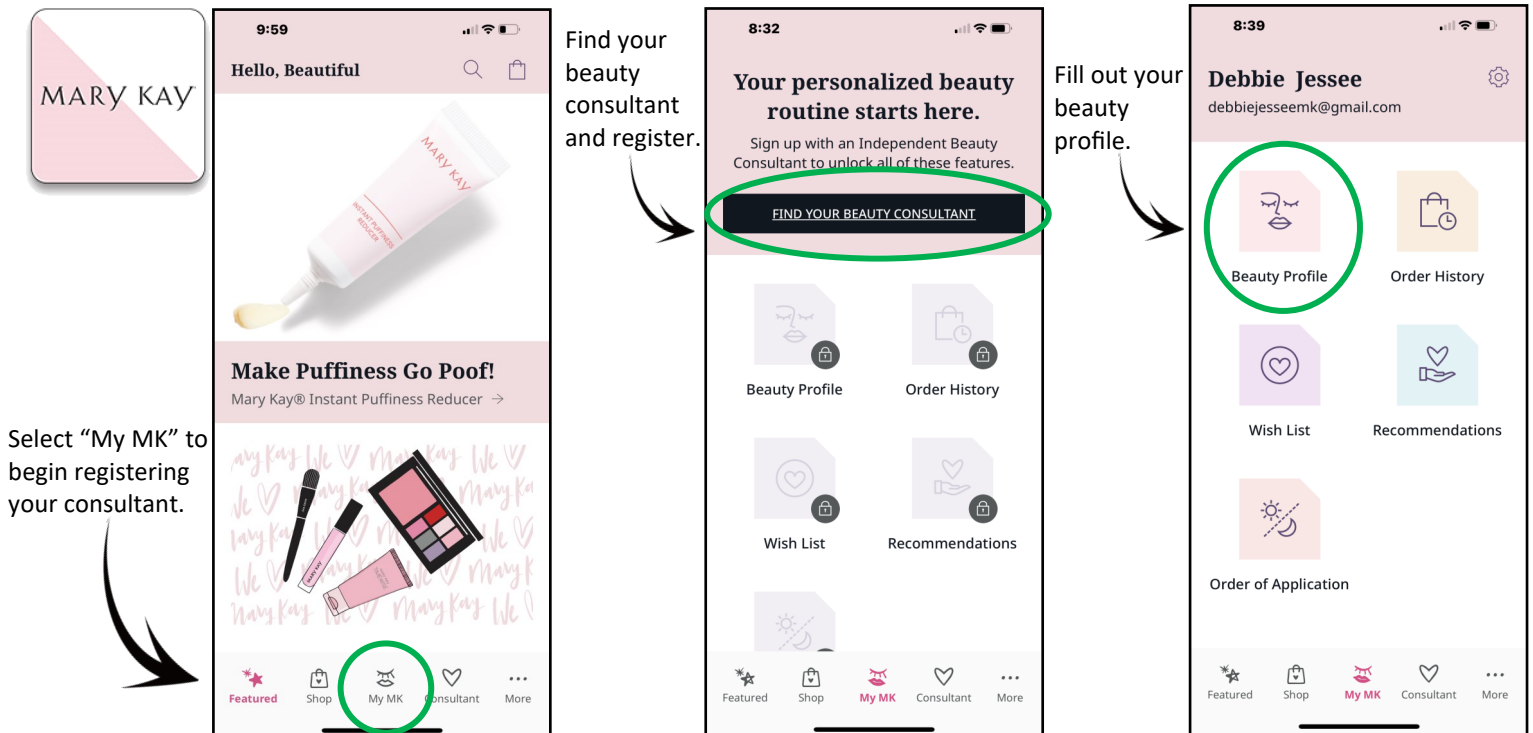
Virtual

Get To Know Them

1 Prior to Appointment cont.

Day of appointment

- **Send a text message** confirming the appointment, "Thank you, thank you, thank you for coming out today to be a part of this big event! I'm truly excited to have you join in on all the fun! BTW you are going to love our product line! Please register on the Mary Kay app before you arrive to help me be a better consultant for you!"
- **Send them a link** to the Mary Kay APP or a link to your website and have them register as your customer and complete their Beauty Profile for extra tickets!!





Beauty Experience O U T L I N E

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1 Pack Your Bags



Travel Roll-Up Bag:

- Satin Hands
- Satin Lips
- TimeWise Miracle Set - 2 formulas
- TimeWise Repair Set
- Microderm Set
- Charcoal Mask/Moisture Renewing Gel Mask/
Facial Peel
- Retinol and Boosters
- CC Creams
- Oil Free Eye Makeup Remover
- Micellar water
- Other Items:
 - * 2 lip glosses / 2 lipsticks (full size or samples)
 - * Foundation Primer
 - * 2 Mascaras/Mascara Wands
 - * Concealers
 - * Mask Brush
 - * Foundation Brushes
 - * Color Cards



Starter Kit Bag:

- "BOX" with gift for 2nd appointment
game
- 2 Booking Gifts
- Tickets
- Mirrors/Trays/cotton squares/
headbands
- Washcloths (Pre-heated)
- Create-A-Rollup sheets and pens
- Sales Tickets
- Customer Profiles
- Dream Sheets



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Get To Know Them

1 4-Point Team Building Plan



Mary Kay taught us how to share the love of the this company throughout our appointments. There is a fun way to share!

L

Listen/Watch a video

O

Observe me and see if you could ever see yourself doing what I do

V

VISIONcasting by Sharing your Why Story

E

Entice them to get started or free product for a referral



Beauty Experience O U T L I N E

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Get To Know Them

2 Agenda

• Welcome!

- Thank them for **coming**/joining by name!
- Extra tickets for those who registered on your website or Mary Kay app and filled out their Beauty Profile!
- Tickets for comments and questions.
- *"Tell me a little bit about you and then I'll tell you a little bit about me."*

Why Wash With MK

- ★ You're investing in your consultant. In my case you are supporting _____.
- ★ You're investing in your local economy because I am a local business owner. Your purchase helps support our local tax base.
- ★ Let's take a quick look at the video that shows the heart of Mary Kay , so look forward to hearing your favorite part of the company behind the product

- *"What did you hear that impresses you the most?"*

• Demo 1st Set - Skincare (pages 12-25)

***If virtual make sure they have what they need - samples, wet washcloth, water bowl or spray bottle.*

- Cleanser on full face and other steps on just the right side of the face and throat. After the last step, close by saying: "How does your skin feel on the right side? If this is a set you are interested in **circle that set** or type the set #__ in the comments.

Hand Close

Let's run back through your skin care and see how fast it would be if I was not talking to you :-)

1. On your right hand, take some cleanser, rub in and wipe it off.
2. Take a little moisturizer and rub in.
3. Take a CC cream - opposite color (ivory will do bronze, bronze will do ivory) in the middle and rub in. We can match you in just a few minutes tonight and for those of you who want a more polished look we have an app to pre-select your color and formula!
4. Now use just the CC cream on the other hand.
5. Can you see a difference?



Beauty Experience O U T L I N E

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Get To Know Them

2 Agenda cont.

• Demo 2nd Set - Masking

- Demo Charcoal on left side of face. While mask is drying...
- "I'm doing a survey to see what makes women tick . . . what brings you joy?"
- "If you could do, be, have anything...what would your dream life look like?"
- "Let's play a quick game...who wants \$10 in free product? Fun, Freedom & Flexibility are at the heart of every Mary Kay business! Here are some reasons people choose MK..."

DREAMS Game

Go through each letter of **DREAMS**, ask the questions and name of friend. Write answers on the back of your Create-a-Rollup OR type it in a private message to me.

D Drive Free...earn the use of a career car or monthly cash compensation

Would you take use of the car or cash for 2 years?

R Recognition... we believe in praising people to success, you can earn prizes, vacations, diamonds and more

Raise your hand if you feel like you deserve a little more recognition or appreciation?

E Entrepreneur ...create your own work/life balance with no quotas or territories along keeping with your priorities of faith, family and career in order.

How many of you feel like you would be a better boss than the one you have?

Who likes to support a company whose values and culture align with yours?

Who is a Friend that her name starts with the letter E that could use some pampering & fun?

A Advancement...promote yourself as quickly as you want with the people YOU choose

Who loves to win? Break records? Be a woman of Influence?

M Multiple Streams of Income... 50% commission on all sales, team building commission paid by the company, Plus tax deductions available.

Did you know Mary Kay has a retirement program for our Nationals?

What would you do with an extra \$1000 a month?

What is your dream yearly income?

S Self Confidence... personal/professional development with a community of positive achievers

Who is your favorite speaker or author?



Beauty Experience O U T L I N E

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Get To Know Them

2 Agenda cont.

- **MARY KAY GAME CLOSE**
 - What of the letters impressed you the most?
 - Circle on the back of your Create-A-Rollup or drop in the comments
- **Wash off mask and Close Set** by saying: "If this is a set you are interested in, circle the sets or type in the comments."
- **Demo 3rd Set - Microdermabrasion** (*Removes the rest of the product from Hand close.*)
 - Show the 2 steps on the back of hand and close by saying: "If this is a set you are interested in circle the sets or type in the comments."

3 Close

- **Final Close**
 - Did you have fun? What's your favorite product? Let's have some Compliment Time
 - Let's talk about our PARTY SPECIALS!
 - I have 4 questions for you- answer on the back of your Create-A-Roll-Up or type in the comments!

<p>1.If money and time were no issue, which sets would you treat yourself to today?</p> <p>Our specials today are:</p> <p>8 sets \$399 6 sets \$299 4 sets \$199 2 sets \$99</p> <p><i>Wonder who will mark the most?</i></p>	<p>2. Which products are you excited to try at your next beauty experience?</p> <p>Flawless Foundation Glam (eyes, lips) Skin Cycling Advanced Skin Care</p>	<p>3.Who would you like to share your next beauty experience with?</p> <p>With friends, Virtual or In Person, and earn some free product or by yourself.</p>	<p>4. It is only \$___ to get started! If you were ever to partner with us in Mary Kay, what would you choose?</p> <p>A <i>ALRIGHT...I'm ready to get started.</i></p> <p>B <i>Be a BRAND Influencer and Loyal Client.</i></p> <p>C <i>Let's CHAT...I have a few questions.</i></p>
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3 Close cont.

(Mark on the back of your Create-A-Rollup or drop in the comments.)

- **TABLE/CLOSET CLOSE:** (page 36-39)

“Now let’s put this in perspective. Think about your favorite outfit, the one that makes you feel your beautiful best. Now think about how much you paid for it. Now add all of the accessories that make it complete. Total all the items and let’s see how much you spent on that outfit. Was it \$99, \$199, \$299 or \$399 ? When was the last time you wore it?”



(Soft Voice) “In five years, will you still be wearing that outfit? Which makes more sense to you?”

Spending money on an outfit that will be out of your closet in 5 years or ...

Investing in your skin for a product that will make you feel good every day.

Do this for me: Close your eyes. Picture your best friend. Open your eyes, now what did you see? You saw her face didn’t you? You have one chance to take care of your skin. Your friends are not going to remember you by your clothes, but by your face.”

- “Finish filling out your Create-a-Rollup and let’s start our Beauty Chats while we eat some yummy snacks.”



Beauty Experience

BEAUTY CHAT

In-Person

Virtual

4 Beauty Chat

****If virtual**, they will have been pre-scheduled, or if not, schedule immediately or the following day. **If in person**, just meet with each person, one at a time, away from the table.

4 Questions

“Did you have fun? What was your favorite part?”

S-SETS

I see you marked ___ sets, how can I help you treat yourself to one of our specials today?

How would you like to handle that?

I accept all major credit cards, cash, and several major payment apps.

T-TIME

“I see you marked _____ products to try at your next appointment, what about these products intrigues you?”

Pause for her answer. “Great, let’s set up a time for you to play with them, which of these time slots works best for you?”

Show her your datebook if possible.

E-ENTICE

“___” I am so excited we are getting together on _____ (date) for your next appointment. If I could show you how to earn up to \$100 in free product, would you like to hear more?” (Pause and wait for her response.)

*It is as easy as 3-2-1 . . . just get **3 friends** together, at least **\$200 in sales** and **1 Dream session** with me where I can quickly tell you how we make money. How does that sound?*

P-PARTNER

“You know I want to work with you, right? You are (sincere compliment) and I think we would be so powerful together. I see that you said you’d be (“A-Alright get started”) (“B-Brand Influencer”) (“C-Let’s Chat”) ... tell me a little more about what you are thinking.”

(Pause and wait for her response.)

If she is ready to start: Have her fill out her agreement online or sign into your website to get started.



Beauty Experience

BEAUTY CHAT

In-Person

Virtual

4 Beauty Chat cont.

If she is an "A":

"Great! I'm so excited to partner with you!
Let's get your agreement filled out so your training can get started!"

If she is a "B":

I'm so excited!! What questions would you need answered to move you to an A? (answer all of her questions) I sure would love to work together, can I show what it would take to get started? (walk her through the agreement on your website/app or elink) Does that seem simple enough? What would you like your next step to be? You know I so want to partner together!!

If still not now,

I totally understand! Would you be willing to help me with my leadership training by listening to a quick video and asking some questions. No pressure I promise, plus I will have a free gift for your time. Is now good or do have some time later this evening or during lunch tomorrow?"

(Leave her with the Imagine Sheet or It Just Fits sheet to look over. Make sure she has registered on your MK App or Website and show her where the Sign Up information is located.)

If she is a "C":

Really, that surprises me, what are your thoughts about Mary Kay? What was your favorite part of our experience tonight?

Even if it is not something you would try, would you be willing to help me with my Leadership training? (If yes...)

Could we take about 15-20 minutes and let me show you how we make money, that way you could be a great talent scout and ask some more questions. No pressure, I promise plus I will have a special gift for your time.

(Leave her with the Imagine Sheet or It Just Fits sheet to look over. Make sure she has registered on your MK App or Website and show her where the Sign Up information is located.)

*Text them the link to the party poll to get in all the drawings. *Specials run through tomorrow at noon.

**At the very end - call your recruiter/director to talk about what you need to fine tune!

*This document was created by NSD Diana Sumpter and designed by ©DJesseeDesigns 2/2024 Page 11



Beauty Experience OUTLINE

In-Person

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Get To Know Them

6 Resources

- **Mk flip chart and so much more!**
 - *Intouch > Resources > Digital Resources > Go Mobile with Mary Kay Apps / Digital Showcase*
- **Product Promise**
 - <https://content2.marykayintouch.com//content/products/ProductPromiseLong.pdf>
- **Create a Roll Up**
 - <https://bit.ly/CAR022024SatinSet> or scan the QR Code
- **Know Your Ingredients**
 - <http://bit.ly/3iDM4Ow> or scan QR Code



CREATE-A-ROLLUP

DAILY SKIN CARE

1 **TIMEWISE REPAIR SET** (Counts as 4 sets) \$215

2 **TIMEWISE ULTIMATE MIRACLE SET + OIL FREE EYE MAKE UP REMOVER** (Counts as 2 sets) \$170

3 **TIMEWISE MIRACLE SET** (Counts as 2 sets) \$110

4 **TIMEWISE BASIC SET** (Counts as 1 set) \$60

**Ask your consultant about other skin care options.*

NEXT LEVEL SKIN CARE

5 **Advanced Hydration** \$84 (Counts as 1 set)

6 **Acidless Gel** \$58 (Counts as 1 set)

7 **Skincare Solutions** \$110 (Counts as 2 sets)

8 **Revealing Tinted Moisturizer** \$106 (Counts as 2 sets)

9 **Beauty Essentials** \$115 (Counts as 2 sets)

10 **Facial Peel** \$116 (Counts as 2 sets)

11 **Exfoliating Cleanser** \$56 (Counts as 1 set)

12 **Eye Wash** \$50 (Counts as 1 set)

Choose any 6 sets for only \$299 + FREE Poly Bag!

Choose any 8 sets for only \$399 + FREE Poly Bag!

Choose any 2 sets for only \$99

Choose any 4 sets for only \$199

Choose any 2 sets for only \$99

Fun, Freedom & Flexibility are at the heart of every Mary Kay business!

Here are some reasons people choose Mary Kay...

- Driving Free...**...from the use of a cover car or monthly cash compensation
- Recognition...**...an active in granting people to success, you can earn prizes, vacations, diamonds and more!
- Entrepreneur...**...create your own work/life balance with no quotas or territories
- Advancement...**...promote yourself as quickly as you want with the people YOU choose
- Multiple Streams of Income...**...up to 50% commission on all sales, from building commission paid by the company PLUS tax deductibles available
- Self Confidence & Self Esteem...**...you will learn new skills with wonderful women to support you every step of the way

WHO DESERVES SOME PAMPERING?

Name	Cell Number	How Do You Know Her?
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

I would love my next beauty experience to be...

- Facebook Party with friends
- Virtual with friends
- In-Person with friends
- By myself (virtual or in-person)

If you were ever to partner with me in Mary Kay, which would describe your interest...

- A. **ALRIGHT...**...I'm ready to get started.
- B. **Be a BRAND Influencer and Loyal Client.**
- C. **Let's CHAT...**...I have a few questions.

MARY KAY
it just fits!

Know Your INGREDIENTS.

Every *Mary Kay*® skin care product is the result of innovative technology combined with proven effective ingredients. That's why you can trust the products you use to deliver the real results you want. But understanding the specific benefits each ingredient provides can be confusing. Here's a helpful glossary of ingredients in some of our favorite products.

TIMEWISE® AND TIMEWISE REPAIR®	BOTANICAL EFFECTS®
<p>VITAMIN C</p> <p>Vitamin C can do amazing things for skin. It's known to help improve skin radiance and even skin tone. In addition to playing a role in supporting natural collagen and elastin that can help reduce the appearance of fine lines and wrinkles.</p> <ul style="list-style-type: none"> • <i>TimeWise® Vitamin C Activating Squares™</i> • <i>TimeWise® Replenishing Serum™</i> 	<p>BOTANICAL EXTRACTS</p> <p>Botanical extracts are derived from plants, flowers or fruits, rich in elements like vitamins and minerals that are good for your skin. In addition to playing a starring role in the <i>Botanical Effects®</i> regimens, botanical extracts also deliver important benefits in many other <i>Mary Kay®</i> products, such as <i>TimeWise® Tone-Correcting Serum</i>. Learn more about <i>Botanical Effects®</i> Skin Care on Page 14.</p>
<p>SUNSCREEN</p> <p>Two types of ultraviolet radiation, UVA and UVB, damage the skin and can lead to premature skin aging. Broad spectrum sunscreens help protect skin from both UVA and UVB damage.</p> <ul style="list-style-type: none"> • <i>TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35*</i> • <i>TimeWise® Age-Fighting Melanocyte Sunscreen Broad Spectrum SPF 30*</i> • <i>TimeWise Repair® You-Fit™ Day Cream Sunscreen Broad Spectrum SPF 30*</i> 	<p>PLANT STEM CELLS</p> <p>Plant stem cells, which come from a very specific portion of a plant, have the remarkable ability to make other plant stem cells while maintaining their original form. Utilizing advanced technology, plant stem cells are cultivated and used in skin care formulas to deliver advanced age-fighting benefits.</p> <ul style="list-style-type: none"> • <i>TimeWise Repair® You-Fit™ regimens</i>
<p>GLYCOLIC ACID</p> <p>A highly effective exfoliant and the most widely recognized alpha hydroxy acid (AHA), the power of glycolic acid enhances skin's own renewal process.</p> <ul style="list-style-type: none"> • <i>TimeWise Repair® Revealing Radiance Facial Peel</i> • <i>TimeWise Body™ Smooth-Action® Cellulite Gel Cream</i> 	<p>RETINOL</p> <p>Retinol is an age-fighting superstar known to encourage cell turnover and renewal. It's also known to support natural collagen and elastin that can help reduce the appearance of fine lines and wrinkles.</p> <ul style="list-style-type: none"> • <i>TimeWise Repair® You-Fit™ Night Treatment With Retinol</i> • <i>TimeWise Repair® You-Fit™ Deep Wrinkles Filler</i> <p>Learn more about <i>TimeWise®</i> Skin Care and <i>TimeWise Repair®</i> Skin Care starting on Page 10.</p>
<p>PEPTIDES</p> <p>Peptides help support natural processes important for keeping skin looking healthy and youthful.</p> <ul style="list-style-type: none"> • <i>TimeWise®</i> and <i>TimeWise Repair®</i> products 	<p>ACTIVATED CHARCOAL</p> <p>Activated charcoal can act like a magnet to whittle dirt and debris from pores.</p> <ul style="list-style-type: none"> • <i>Clear Proof™ Deep-Cleaning Charcoal Mask</i>
<p>HYALURONIC ACID</p> <p>Hyaluronic acid (HA) occurs naturally in the skin, but its amount decreases with age. HA provides essential cushioning, holding onto moisture that can actually help plump skin.</p> <ul style="list-style-type: none"> • <i>TimeWise Repair® You-Fit™ Deep Wrinkles Filler</i> 	<p>SALICYLIC ACID</p> <p>Salicylic acid acts like an exfoliant to promote the easy removal of dead skin cells, helping keep pores unclogged.</p> <ul style="list-style-type: none"> • <i>Clear Proof™ Pore-Purifying Serum</i> • <i>Clear Proof™ Clarifying Cleansing Gel</i> • <i>Clear Proof™ Blemish Control Toner</i> <p>Learn about <i>Clear Proof™</i> Skin Care for acne-prone skin on Page 15.</p>
<p>GLYCOLIC ACID</p> <p>A highly effective exfoliant and the most widely recognized alpha hydroxy acid (AHA), the power of glycolic acid enhances skin's own renewal process.</p> <ul style="list-style-type: none"> • <i>TimeWise Repair® Revealing Radiance Facial Peel</i> • <i>TimeWise Body™ Smooth-Action® Cellulite Gel Cream</i> 	<p>SATIN COLLECTION</p> <p>Extracted from the nut of the African shea tree, shea butter has been used for centuries to protect, enrich, soften and hydrate skin. Shea butter is also known to contain omega 3s, recognized to help maintain skin's natural moisture barrier.</p> <ul style="list-style-type: none"> • <i>Satin Hands® Pampering Sies</i> • <i>Satin Skin® Set</i> • <i>NEW! Satin Body® Collection</i> <p>Learn more on Page 6.</p>

DR. LUCY GILDEA, Mary Kay Chief Scientific Officer

**Over-the-counter drug product*

marykay.com | 5

- **MK Community of Confidence Video**
 - <https://bit.ly/CommunityofConfidence> or scan QR Code

