

Live Skin Care

Prior to start have trays ready with product in it and a receipt and pen next to each tray.
Have consultants select foundation in advance.

1. Introduction: Cover your professional background. Romance why you are here and why you chose a career as a Mary Kay Independent Beauty Consultant/Director.

Cover the new Mary Kay image, convenience of shopping via the Internet.

Facts to Announce: #1 Best Selling Brand 6 years in a row.

\$2 Billion in retail sales annually - #4 in Retail Internet Sales

29 countries worldwide – eventually growing to 110 countries

Safe for sensitive skin and comedogenic (will not clog pores)

Notice recent ads in Elle, Vogue, Glamour, Vanidades, Essence, Working Woman

2. Talk about the new product they will be trying today. TimeWise, the only anti-aging cleansing system out today. World Patent Pending.

3. Have Consultants move to the back of the room. They are welcome to observe as long as they are quiet. They need to learn Timewise procedures. Have them wet washcloths.

4. Step 1: Put Timewise on. Discuss benefits of each product.

Step 2: Day Solution. (Try Night Solution on hand.)

Step 3: Age Defying moisturizer.

Step 4: Eye Enhancer – Discuss other products, eye mask, eye cream

Step 5: Lip Enhancer

Step 6: Foundation and Concealer

Step 7: Basic color, no advanced eyeliner, lipliner, etc. eyes, blush, lipstick

5. Close – Sets

Here are your options. Your consultant will take care of you individually. Here are some of the sets we recommend.

Miracle Set Complete \$398.50 (Includes everything listed below)

(TimeWise Skin Care)

3-In-1 Cleanser

Age-Fighting Moisturizer

Day Radiance Foundation or Crème-to-Powder Foundation

(Miracle Set = item listed here and all above listed items)

Day/Night Solution

(Miracle Set Perfect 10 = Items listed here and all the above listed items)

Indulge Soothing Eye Mask

Instant Action Eye Cream

Triple Action Eye Enhancer

Triple Action Lip Enhancer

Satin Lips (Mask & Balm)

(Miracle Set Perfect 10 Plus Basic Color = Items listed here and all the above listed items)

Color Cosmetics: Face

Full Coverage Correcting Concealer

MK Signature Loose Powder and loose powder brush

TimeWise Dual-Coverage Powder Foundation with Compact and two cosmetic sponges
Custom Compact, empty (which can hold three eye colors and one cheek color [or five eye colors], plus a lipstick and applicators)

Color Cosmetics: Eyes

3 MK Signature Eye colors and dual end eye applicator

Endless Performance, Waterproof or Flawless Mascara

Color Cosmetics: Lips

MK Signature Crème Lipstick

(Miracle Set Complete = items listed here and all the above listed items)

Acne Treatment Gel

Oil-free Eye Makeup Remover

Color:

2 additional Eye Colors

MK Signature Eyeliner

MK Signature Lip Liner

MK Signature Crème Lipstick

MK Signature Lip Gloss

Salon Direct Nail Color

Satin Hands Pampering Set (Includes 3 oz. Cleansing Gel, Buffing Cream, Hand Cream SPF

4 and 2.5 oz. Extra Emollient Night Cream in a go-anywhere bag.)

Miracle Set Perfect 10 plus Basic Color \$287.50

Miracle Set Perfect 10 \$180.00

Miracle Set \$102.00

TimeWise Skin Care \$52.00

“Now what I’d like you to do is write down on the receipt which set most interests you.”
During the class,

stress flexibility of career, lifestyle, earnings. Romance the career so that they are ready to hear about the marketing plan.