

Welcome

Thank you for setting in on this session my name is _____ and I am SO appreciative of you being here. (mention hostess if applicable). The first thing that I'm going to do is tell you a little bit about the company behind the product because it will be one of your advisory panel questions. (hand out Transforming Lives Sheet) Ok, we're just going to run thru these together. The first quadrant is Financial. (review bullet points) continue thru each quadrant.

Now if everyone will put a circle in the middle of the paper and put \$100 plus tax. That's what it takes to start this business.

MicroDermabrasion Refine (3 x weekly)

- Nourishes skin from below through increased microcirculation which brings oxygen to the surface which provides a healthy glow
- Remove dead skin
- Makes pores appear smaller
- Aluminum oxide crystals, same as used in Doctors offices (removes slow sluggish cells)
- #1 non-surgical treatment done in dermatology offices today (typically \$100—\$125 per treatment. Ours are the same crystals for \$55 and 36 treatments. Apply crystals to 1/2 of a MOIST face and remove.

Replenish (apply to same 1/2)

- Soothes and brings balance
- Nourishes from above with Triple Tea complex which has a restorative effect

And it is valued at more than \$400. So now lets go thru and rate each of your quadrants. Let's start with the financial quadrant 1 means, I really don't need more of this in my life. 10 means I'd love love love to have more. So rate the financial quadrant now let's go to the spiritual quadrant (repeat 1-10 scale) continue thru each quadrant.

Ok (quick happy clap clap) let's go over to the sink and try these wonderful products. Grab your wash cloth, I'm going to try real hard to remember to tell when you're trying one of the advisory panel products so you can pay attention to

Day/Night Solution Set

Day (apply to same 1/2)

- Like Diet and Exercise they go together for best results.
- Together they provide protection and renewal
- In Day solution there is SPF 25
- Protects against UVA (aging) and UVB (burning)
- Energizes skin cells
- Relaxes expression lines

Night Solution

- In the night solution you see these little capsules called nutribeads and they contain fresh vitamin A, E and C and our anti aging complex. So these antioxidants also attack free radicals before damaging elasticity and firmness.
- Stimulates skin to produce it's own collagen

TimeWise Cleanser (Test Panel)

- It Cleanses, exfoliates, and freshens
 - It also contains microbeads with anti aging complex that contains anti-oxidants like Vitamins A & E. Anti oxidants attack free radicals before they damage skins elasticity and firmness
 - Dark bead is an exfoliant
 - Light bead provides a barrier for your skin
 - Accelerates the natural renewal process
 - Reduces visible signs of aging.
 - You use it am and pm
- Ok put your hand out—would you say that you have dry to normal or oily skin. (put of a dollop of appropriate cleanser in hand) Keep it away from your eyes

TimeWise Moisturizer

- Our moisturizer is important because it hydrates the elastin fibers that run throughout your face. As we grow older they dry out. And just like a rubber band, when they dry out they burst—and that's a wrinkle. (Apply to same 1/2)
- Dry-hydrates 10 hours
- Oily-Controls excess oil
- Attracts and retains moisture to soften and smooth the skin
- Use morning and evening

Satin Lips Mask

- This is the satin lips mask and your going to rub it all over in little round circles and it takes off all the dead skin cells off your lips and prepares them for the balm.

Foundation (Test Panel)

- Use Shade Selector
 - Non-transferable
 - Buildable. Foundation can be as sheer or full coverage as you desire based on number of application.
- Apply all over your face and pay attention to how it feels on the side we did the treatment compared to the side we did not.

Now let's move to color!

Color Cards

- These are our color collections and you can choose which one appeals to you most or I will help you select one.
- Eyes: highlighter all over midtone on eyelid contour in crease of lid & under lower lashes
- Apply mascara (Test Panel)
This mascara has a smart wipe system that applies the perfect amount of product for both eyes each time. It's going to make your lashes look a lot fuller.
- Blusher: apply with cotton ball
- Lips: apply color and finish with balm

Table Close

- Compare sides of face, share differences noticed.
- The next thing we're going to do is answer your Advisory panel questions.
- Hand out Advisory Panel Sheet
Go ahead and fill out your name and circle your age group and we'll go thru these questions together.
- Read questions
- The next thing I want to do is show you (the different ways our Mary Kay comes) OR (how you can use your gift certificate).
- Hand out Create a Roll-Up Sheet

Table Close Continued

This is our most popular way to start with your Mary Kay products at the most savings to you. It coincides with this bag. You can start with the petite roll up for \$199 and you get to pick out 4 boxes out of the 9. I suggest box 1,2,3 & 4. The most wonderful thing about this is, when you start with the petite roll up, you have about a \$65 savings plus you get this bag. These pockets pull off, it hangs on the back of your door and it rolls up and travels easy. The other roll up is our full roll up for \$299 and it's 6 out of the 9 boxes. For that one I suggest 1,2,3,4,5, & 6. It's about an \$80 savings. So this is the best way you can possibly start in getting the most for your money. The second way you can purchase is one box at a time OR the third way is out of the back of the beauty book.

Table Close Continued

Of course these last 2 ways don't have a cost savings. So that's why most of the time people just love our roll-ups. Any questions?

- Ok, Great!

What we're going to do now is spend a little time one on one for me to review your panel questions. And for those of you who are still at the table, I'm going to pass out this little Darci sheet. It is how we build our test panels every month. Part of our Leadership program is to put together a 30 face portfolio and obviously that would be very hard without help. So that's where this sheet comes in. You list names & numbers of women who might enjoy this. You can use your cell phone that's perfectly fine. What we're going to say, just so you know, is. We're going to ask them if they would enjoy being a model in our portfolio just like we did with you. If they say yes—Great and if they say no, that's ok too.

Table Close Continued

Because this will help me so much in my goal to finish the leadership program, I will give the first one done with all 15 names a special gift and everyone else who does complete the 15 will also get a small thank you gift from me.

Individual Close

- Review Advisory Panel Questions
After looking over your Advisory panel questions and seeing that you really like (______). Have you decided what sets you (are most interested in tonight) OR (want to spend your gift certificate on).

BE QUIET UNTIL THEY RESPOND

- Fill out sales ticket
- Look at Darci Sheet. I see here that you have listed quite a few names. Would you like me to individually call them or would you rather bring them to a Portfolio event and get \$10 in free product for each face? (if no, give her appropriate product for # of names)
- (yes) Schedule date.
- Find out what she wants free
- Grab Marketing Goodies

Individual Close (cont.)

- The last thing I want to ask you is if you would be willing to listen to a 15 minute Marketing call, that is SO FUN. I get credit for you listening and you get to pick one of these darling goodies for helping us survey the marketing line. Would you be willing to do that within the next 24-48 hours? GREAT! Let's go ahead and find a time that's best to catch you and I'll ask you a couple questions about the call.

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Appointment Set Up

- Arrive 30 min. early
- Set up trays:
Right Side—Beauty Book with profile on top & pen
Left Side—disposable cloth & headband
Place all applicators on tray
- Select Demo Area—Place Demo Roll-UP, Demo Foundations, Shade Selector, Paper Work File, Color Cards
- Select Closing Area—Money Bag, Datebook, Marketing Goodies.

Optional

- Pristine Roll Up Bag for Closing (fill pockets according to Create a Roll-Up sets sheet)
- Miracle Set for each guest

Pre-Class

- Satin Hands Treatment
- Select Foundation Shade
- Guests complete profile. Jot foundation shade on back.