

Pink BOOTCAMP

6 WEEKS TO LEARN THE BASICS

Week #5

**SELLING APPOINTMENTS
AND PARTY PLATFORMS**

SATURDAY MORNINGS

Zoom Meeting ID:

989 8336 0631

9am PST/ 11am CST/
12pm EST



skin care party

THE FOUR GOALS OF A SKIN CARE CLASS:

1

2

3

4

kitchen coaching

1. Tell me about _____ is coming today.
2. Who do you think would be _____ at _____ _____?
3. How about _____?
4. _____!

NOTES

Skin Care Classes are the _____ of our business.

SAMPLE PARTIES

SKINCARE

- SAMPLES OF SKINCARE LINE, MICRODERMABRASION, PORE MINIMIZER, CHARCOAL MASK

HYDRASESSION

- REPAIR CLEANSER, MICRODERM, CHARCOAL MASK, SATIN LIPS SET, FACIAL PEEL, HYDROGEL EYEPATCHES, NATURALLY OIL, GEL MASK

GLAMOUR

- FOUNDATION PRIMER, CC CREAM, COLOR CARD, EYELINER, MASCARA

NO SAMPLE PARTIES

FACEBOOK PARTY

- CREATE A FACEBOOK GROUP AND POST ABOUT PRODUCTS, THE COMPANY, AND THE OPPORTUNITY

5 IN 5

- LIVE VIDEO WHERE YOU DISCUSS AND DEMO YOUR 5 FAVORITE PRODUCTS, WHICH ARE OFTEN DISCOUNTED IF PEOPLE PURCHASE AFTER VIEWING

SHAKE UP YOUR MAKEUP

- CLIENTS GO THROUGH THEIR MAKEUP BAG AND SORT IT BY WHAT THEY LOVE, LIKE, DON'T LIKE, AND WANT TO REPLACE. CONSULTANT OFFERS RECOMMENDATIONS AND OFTEN A DISCOUNT TO REPLACE PRODUCT

PLATFORMS

ZOOM

GOOGLE HANGOUT

FACETIME

MESSANGER VIDEO CHAT

PLATFORMS

FACEBOOK GROUP

ZOOM (MOST COMMON FOR SHAKE UP YOUR MAKEUP)

VIRTUAL PARTY TIPS

Party Tips
Setup for Success
Tips and A-ha's!
Setting Up Your Home
Studio

VIRTUAL PARTY TIPS

A typical virtual party should last about **45 minutes**. The goal is to keep the party moving and your guest engaged in what you are presenting.

- If you choose to send **Mary Kay® product samples** to your guest for your virtual party, make sure to mail them prior to your party so your guests have them available to try during your party.
- **Make your customers feel important!** Send a personal message to the hostess and each guest before sending the group event invitation.
- You can tout the benefits of a **follow up consultation or second appointment** anytime you message a guest. This can be virtual too!

Be sure to follow all Social Media Guidelines and only post “commercial” posts on your Mary Kay business page, in closed social media groups or through other private communication methods.

[Mary Kay InTouch®](#) > [Resources](#) > [Digital Zone](#) > [Social Media Central](#) > [Social Media Guidelines](#).

MORE PARTY TIPS

- Comment on your own posts within the party to create more conversation or add additional web links, videos or product information.
- To encourage participation and engagement, consider a prize drawing or post a poll or a question! You also can **coach your hostess** to chime in if the pace starts to slow.
- Don't feel like you must answer every single question. Allow other guests or your hostess to answer too. It can add to the energy and interaction in the party, and **guests will love an honest testimonial** from another Mary Kay fan.
- **Don't forget**, you can enter guest information into your *myCustomers+*TM App.

Be sure to follow all Social Media Guidelines and only post “commercial” posts on your Mary Kay business page, in closed social media groups or through other private communication methods.

[Mary Kay InTouch®](#) > [Resources](#) > [Digital Zone](#) > [Social Media Central](#) > [Social Media Guidelines](#).

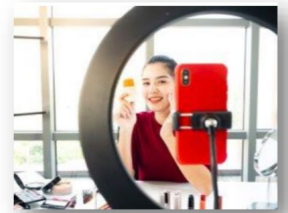
COUNTING DOWN TO THE PARTY

Setting Up Your Home Studio

Building an at-home virtual workstation is simpler than you think. With a few additional tools, you can enhance your LIVE parties and recorded videos to look like the professional you are.

The following are great at-home virtual workstation tips:

- Selfie rings lights range in size (see right) but can be instrumental in evening out your lighting and enhancing the clarity of your photos and LIVE videos, especially when naturally lighting is not available.
- Attaching your phone to a tripod made for smartphones will let you shoot “hands free” and steady photos and videos.
- Make sure the area in view of your audience is clear of clutter. Practice reaching for products to ensure they are within reach during your LIVE event.



MARY KAY 4

SETUP FOR SUCCESS

- **Practice, practice, practice** before your first party! The time rehearsing will pay off in the end.
- Gather the product you plan on sharing live so that it is easy to reach once you start broadcasting. An idea might be to set them on a table in front of you, but below the camera.
- Ensure you have **good lighting**.
- If you are using your phone, find someplace to prop it up so you can be “hands free” and at eye level. This will give you more opportunity to show and demonstrate the product.
- Don't be too far from the phone/screen as you could lose audio quality.

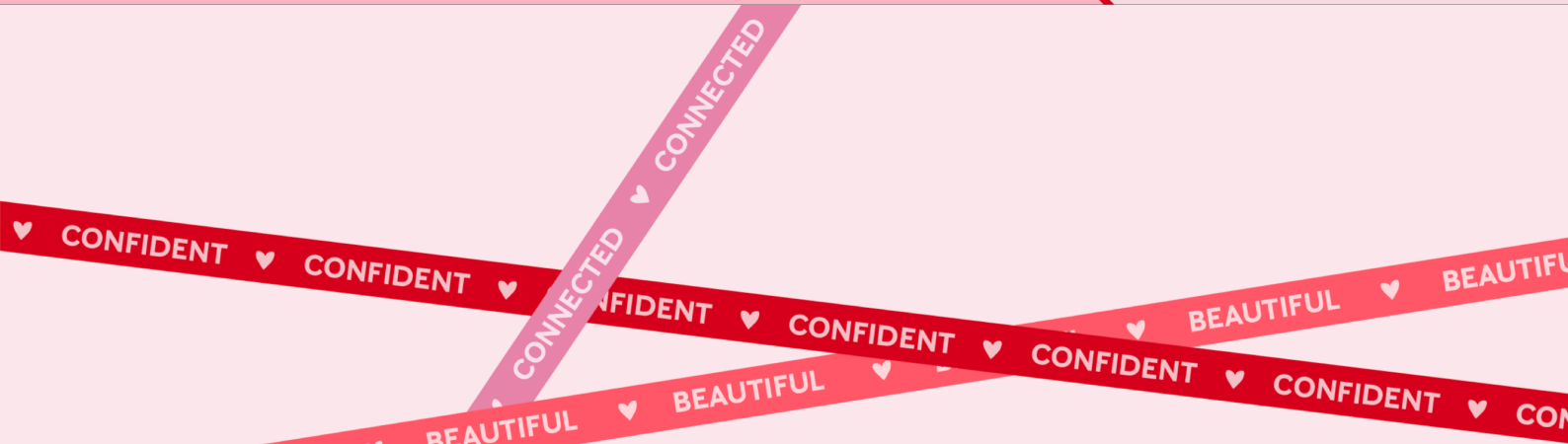
*Most importantly:
Have fun, be flexible and
go with the flow!*

Mary Kay®
products to be
featured in your
event

Phone
elevated to
eye level



MARY KAY 5



GET THE PARTY STARTED - VIRTUALLY

Pre-Party Prep
You Are Ready To Party
Countdown to the Party
Prior to the Party
Open the Party

Sharing the Product & Company Details
Close the Party
After the Party Communication
Following Up

PRE-PARTY PREP

- Whether you are holding a **virtual or in-person party**, party basics are the same. Read your Flip Chart to learn how to present the amazing Mary Kay® products!
 - A digital copy is available on Mary Kay InTouch® > Education > Party Central > Supporting Materials
 - Download the mobile version from the Digital Showcase App
 - A paper copy is available for purchase on Section 2 of online ordering.
 - Consider planning a game or a contest to keep guests engaged.
- Plan your party to last about 45 minutes.
- Review suggested dialogues from your:
 - Start Something Beautiful® Magazine
 - Flip Chart
 - How to Virtual Party Guide – Step 3

Visit the Mary Kay Video Lounge for helpful tips on how to grow your Mary Kay business virtually. [Click here](#) or visit Mary Kay InTouch® > Video Lounge > Education

YOU ARE READY TO PARTY!

Congratulations! You've done all the prep work for your party and your new Mary Kay business.

Now it's time to:

- **Connect** with your list of potential customers or team members — such as family, friends, acquaintances, colleagues and others.
- **Sell** the fabulous Mary Kay® products you've been learning about.
- **Grow** your business and develop your team from the comfort of your home!

COUNTING DOWN TO THE PARTY

Pre-Party Communication

Follow up to remind your guests before your party!

- Follow up 2 days before your party to remind your guests.
- If you are using Zoom for your party, make sure your invitees have downloaded and know how to use Zoom. Also, be sure to give/remind them the party join code.
- Ask invitees to download and use the Mary Kay Skin Analyzer App prior to the virtual party.
- About 2-3 hours in advance of the party, send a virtual party reminder to your hostess and guests.

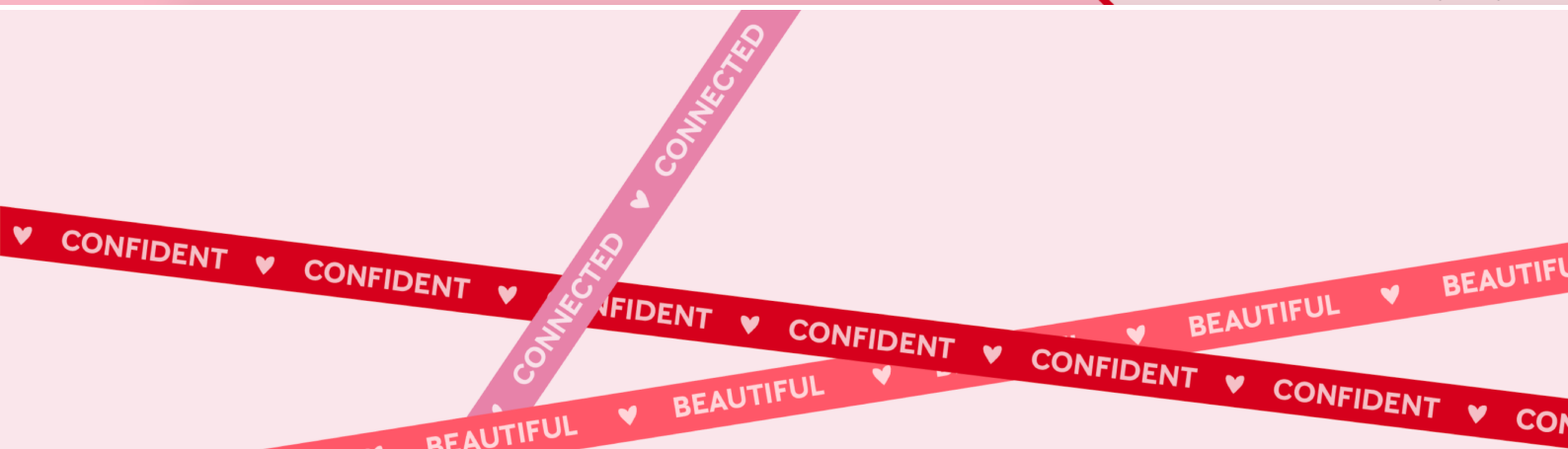
The **Digital Party Social Media Playbook** will help you create posts for the party attendees leading up to the virtual event. Go to **Mary Kay Intouch® > Education > Party Central > Virtual Parties** to find everything you need.

IT IS ALMOST TIME!

The big day has arrived!

Day of the Party tips:

- Dress for success, your favorite blouse and lipstick can make all the difference in your confidence!
- Set up in a quiet space with minimal distractions in the background.
- Check your lighting – natural light is best, but a ring light works, too!
- Arrange your products to be near you for easy access during your party.
- Make sure all files and videos you plan to use are downloaded so they launch immediately.



IT'S TIME TO OPEN THE PARTY!

Beginning – Welcome Party Kick-off

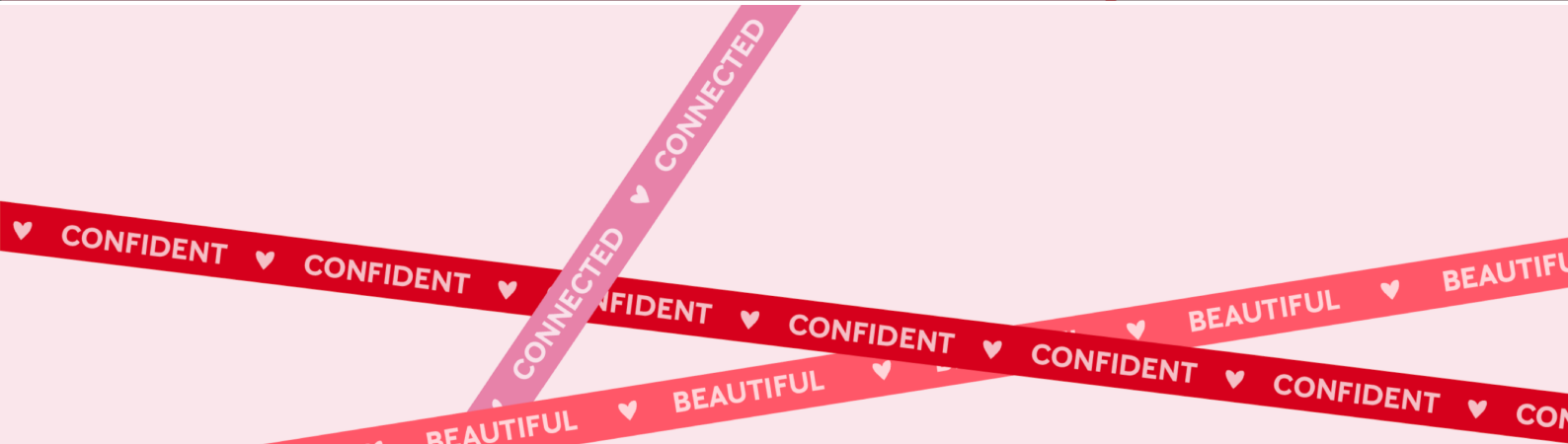
Party Opening Suggestions:

- Open the party with a personal welcome.
- Share how the party will work.
- Depending on the number of guests you have in your party, ask each guest to introduce themselves.
- Do a “roll call” and ask everyone to either like, love or comment.
- Encourage lots of questions and comments throughout the party.
- Share your I-Story and talk about Mary Kay Ash and the FoundationSM.
- Share the Mary Kay Satisfaction Guarantee.

IT'S TIME TO PARTY!

Let's Talk About Skin Care!

- If you have sent product samples to your guest prior to the party, ask guests to get out the samples you've pre-mailed as you get started on the skin care class.
- You can demonstrate each product of the TimeWise Miracle Set 3D[®] or the products in your theme.
- Hold each item close to the camera so guests can see the tube and the formula.
- Explain the features and company approved benefits as they try each product from the samples provided.
- Show your guests any pictures and/or videos you have downloaded for the party.
- Take your time and don't rush their experience as they try each product.
- Ask guests to comment on how the products feel on their skin and encourage lots of questions.



CLOSE THE PARTY

It's time to say goodbye.

Don't forget all your closing steps!

- Thank everyone for a fabulous virtual party!
- Share any special promotions you would like to offer.
- Share the Opportunity and ask for referrals.
- Share the Mary Kay Product Promise.
- **Success is in the follow-up!** Remind guests you will follow up with them individually to answer questions about Mary Kay® products or the opportunity and to finalize their product order.
- Remain online for a short time to answer questions.

AFTER PARTY FOLLOW UP

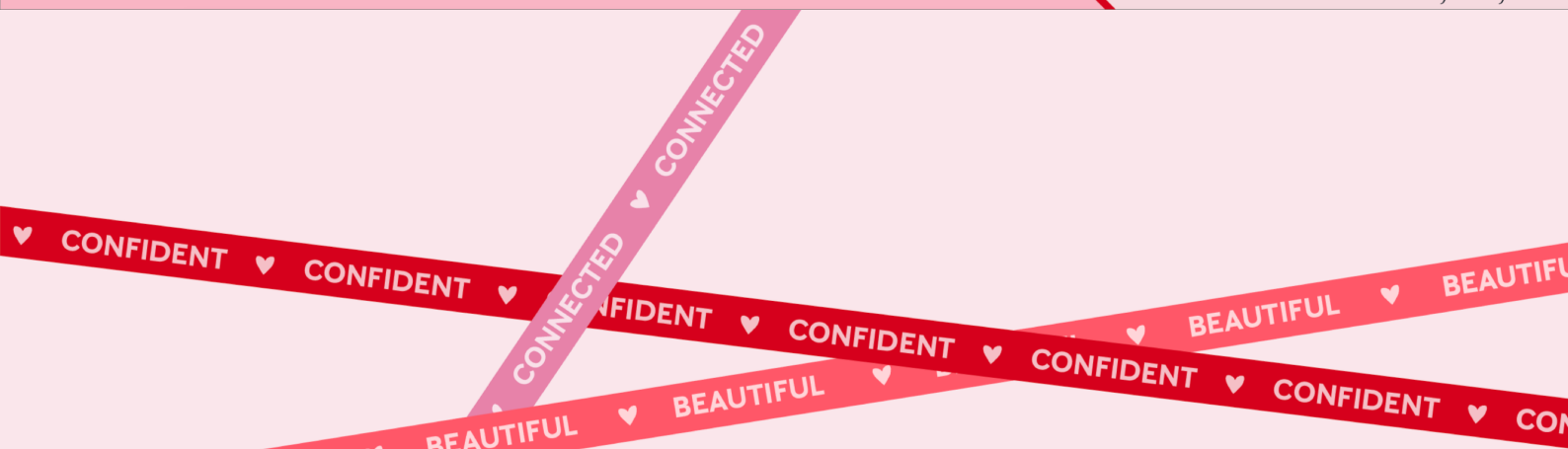
Via text, private message or by phone

Success is in the follow-up!

Following up with each guest personally and individually could increase order size and may increase the likelihood of booking another appointment or party.

Consider:

- Following up as soon as possible after the party.
- Sending a personal thank-you message.
- Booking her promised follow-up appointment - **This appointment can be virtual too!**
- And always provide **Golden Rule Customer Service!**



AFTER PARTY FOLLOW UP

Here are few sample dialogues for after-party follow up via text, private message, or phone.

Hi, {name}!

Thank you so much for attending my Mary Kay Virtual Party! I hope you had as much fun as I did and learned a lot too!

- **Option 1:** If your guest asked a lot of questions about a particular product, reference that in your private message.
- **Option 2:** Remind her that you would be booking follow-up appointments and would like to set hers up. She can invite a few friends, make it a party and earn products!
- **Option 3:** If she bought products, ask her when would be a good time to deliver. This is also another opportunity to set up her follow-up appointment or turn it into a party!

CONNECTED

Booking is the lifeline of your Business. Check these sales stats out! This is exactly why we use the plan :)

48% never follow up

25% make a second contact and stop

12% make three contacts and stop

10% make more than three contacts

2% of sales are made on the first contact

3% of sales are made on the second contact

5% of sales are made on the third contact

10% of sales are made on the fourth contact

80% of sales are made on the fifth to twelfth contact



CONI

Coaching your appt to Hold

Text to send after you book them:

Looking forward to Pampering you on Wednesday June 12th at 6pm! I will send out your kit today!

Text or call a few days after you mail their kit:

Hi (name), hope your having a great day! I just wanted to make sure you received your HydraSession Kit for your spa facial on Wednesday?

*breathe
you're
doing
great!*

Hi (name), here is the Hydrasession link looking forward to having you join us tonight at 6pm PST Join Zoom Meeting

<https://zoom.us/j/941069678>
Meeting ID: 941 069 678 Have your special box, 2 wet washcloths & a mirror plus a bowl of water or be by the sink.

Text to send the day before or day of their appt:

How to Make up HydraSession Kits



The following samples

- Foaming cleanser (in sample jar)
- Satin lips (in sample jar)
- Microdermabrasion sample
- Charcoal mask sample
- Facial peel sample
- Hydrogel eye patches
- Nourishing oil (in sample jar)
- Moisturizing gel mask



200 PCS **LiyanQ Self Adhesive Candy Bag Cellophane Cookie Bags Self-adhesive Sealing Cellophane Bags OPP Plastic Party Bag for Bakery, Candy, Cookie (2.8 x 2.8 inches, 200 pcs)**
In Stock This is a gift [Learn more](#)
Qty: 1

Pillow Boxes - 100-Pack Kraft Paper Gift Boxes, Party Favor Boxes for Jewelry, Candy, Small Note Card Brown, 7.5 x 3.7 x 1.2 Inches
In Stock This is a gift [Learn more](#)
Qty: 1

Elfessatll 100PCS 1ml 1/4 Dram Empty Glass Perfume/Cologne Sample Vials With 0.5ml 10pcs Dropper Essential Oils Aromatherapy Colorful caps with Clean Cloth
In Stock This is a gift [Learn more](#)
Qty: 1

(Quantity: 200 Pcs) Beauticom 5G/5ML Round Clear Jars with Pink Lids for Cosmetics, Medication, Lab and Samples, Beauty and Health Aids - BPA Free
In Stock This is a gift [Learn more](#)
Qty: 1

HELLO GORGEOUS!

All Exfoliation and Nourishing: \$285 value
Add Free roll-up bag: \$55 value
Total Retail Value: \$340
Today only: \$249

Starter Kit Options

1 STARTER KIT + ESTART
Personalized website subscription for one year, perfect to share your business. Access to ProPay® for one year to securely process credit card and debit card orders. Full-sized products and samples. Free apps to help you sell Mary Kay® products anytime, anywhere. Digital marketing resources that give you a branded advantage. Literature and educational materials. Access to your back office (through Mary Kay iTouch® website). Customer support that offers professional, helpful services. Online step-by-step education to help you grow as you go.

\$130 + tax & shipping

2 ESTART
Personalized website subscription for one year, perfect to share your business. Access to ProPay® for one year to securely process credit card and debit card orders. Free apps to help you sell Mary Kay® products anytime, anywhere. Digital marketing resources that give you a branded advantage. Access to your back office (through Mary Kay iTouch® website). Customer support that offers professional, helpful services.

\$30

SAMPLE PACK
The New Beauty Consultants Sample Pack is filled with thorough product samples to start sharing with your first 30 customers! It also includes fantastic educational materials to help you learn and grow your business.

\$45
added on to either the Mary Kay® eStart or Starter Kit

Flyer's to include with Hydrasession Kits

Hydrasession Happiness

Enjoy this routine once a month to treat your skin to spa worthy pampering

STEP 1: REPAIR CLEANSER

Cleanse face & remove with washcloth

STEP 2: MICRODERMABRASION

REFINE

Apply to wet face, scrub approx. for 1 minute, remove with washcloth.

STEP 3: CLEARPROOF CHARCOAL MASK

Apply, allow 10-15 minutes to dry. Wipe clean with warm washcloth

STEP 4: SATIN LIPS SCRUB

Apply to lips, massage 1-2 minutes, wipe clean

STEP 5: REVEAL RADIANCE FACIAL PEEL

Apply thin layer to face, avoiding eye area. Let sit 10 minutes and then remove with warm washcloth

STEP 6: HYDROGEL EYE PATCHES

Apply underneath each eye, allow to sit 10+ minutes. Remove patches and discard

STEP 7: SATIN LIPS BALM

Apply light layer to lips

STEP 8: NATURALLY NOURISHING OIL

Massage 2-3 drops into skin

STEP 9: MOISTURE RENEWING GEL MASK

Apply a thin layer to face, let dry. Sleep in for enhanced pampering!

~~\$388~~ **TODAY ONLY \$249** HydraSession Happiness

HydraSession Happiness Set = All Exfoliating & Nourishing products PLUS Travel Roll-Up Bag - \$318 Retail Value

FREE WITH HYDRASESSION HAPPINESS SET PURCHASE

Exfoliating:

- Cleanser \$28
- Microderm Scrub \$32
- Charcoal Mask \$24
- Lip Scrub \$12
- Facial Peel \$65

Nourishing:

- Eye Patches \$40
- Nourishing Oil \$48
- Cool Mask \$22
- Lip Balm \$12

Extras:

- Eye Make-up Remover
- Timewise Repair Eye Cream
- Skinigorate Sonic System
- Satin Hands
- Oil-Free Hydrating Gel

Choose any One Extra Item at Half Off with HydraSession Happiness Set Purchase

The Mary Kay Opportunity

"Aerodynamically, the bumble bee shouldn't be able to fly, but the bumble bee doesn't know it so it goes on flying anyway."
-Mary Kay Ash

THE MARY KAY HEART

Mary Kay celebrates more than 57 years of Enriching Women's Lives®. Mary Kay® products are sold in nearly 40 countries. We rely on a proven business model that helps women discover extra income, empowered choices and true beauty from the inside out. Each year, The Mary Kay Foundation awards \$3 million to domestic violence shelters across the country and \$1.2 million in grants to select doctors and medical scientists focusing on curing cancers that affect women. All of the waste from our R&D is recycled, treated, and reused instead of going into landfills.

MARY KAY CAREER CAR

Put yourself in the driver's seat with an opportunity to earn the use of a Mary Kay Career Car, one of the best-in-class car incentive programs in the world.

MARY KAY PRODUCTS

Feel confident that Mary Kay conducts hundreds of thousands of product tests each year for quality, safety and performance.



CHEVY MALIBU OR UP TO \$425/MO

CHEVY EQUINOX OR UP TO \$500/MO

CAMARO LT COUPE OR UP TO \$500/MO

CHEVY TRAVERSE OR UP TO \$500/MO

COLORADO LT CREW CAB OR UP TO \$500/MO

PINK CADILLAC OR UP TO \$900/MO

INCENTIVES

You can earn up to 50% on everything you sell at retail. If you build a team, you can earn product rewards and monetary bonuses, plus a commission based on your team members' product sales.

RECOGNITION

You can earn quarterly and annual prizes based on your personal sales and personal team building. Weekly recognition and success events may also be available with your Independent Sales Director

Starter kit options

\$30 eStart: website + ProPay (one year)
\$130 eStart + Starter Kit

The FABULOUS Game

Gift your fabulous family and friends a relaxing pampering session. TO WIN: HAVE THE MOST POINTS AND RECEIVE A GIFT.

Over 25	Name	Phone	Best Way to Reach (Circle One)
<input type="checkbox"/>	1	()	Text / Call
<input type="checkbox"/>	2	()	Text
<input type="checkbox"/>	3	()	Text
<input type="checkbox"/>	4	()	Text
<input type="checkbox"/>	5	()	Text
<input type="checkbox"/>	6	()	Text
<input type="checkbox"/>	7	()	Text
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<input type="checkbox"/>	16	()	Text
<input type="checkbox"/>	17	()	Text
<input type="checkbox"/>	18	()	Text
<input type="checkbox"/>	19	()	Text
<input type="checkbox"/>	20	()	Text

RECEIVE 100 BONUS POINTS IF I CAN MESSAGE YOUR FACEBOOK FRIENDS TO BE PAMPARED. CHECK HERE

Please be assured that I treat each friend or family member with the utmost care and respect! Thank you for supporting my small business.

Your Full Name: _____

Date: _____

HydraSession Scripts!

Hi Erica, how have you been my friend?! I have been meaning to let you know we have been sending out virtual pampering packages called hydrasessions.

It's our version of a really popular expensive appointment at a spa that everyone is loving! Deep exfoliation, gentle pore-declogging, extreme healthy nourishing hydration & brings maximum skin benefits!

I provide the zoom link and sample kit of 9 of our amazing products to pamper you complimentary.

You just follow along from the comfort of your home. It's a treat from me to you! It would be great to connect and your skin will feel amazing after. Let me know if you would like me to get you a spa facial kit out to you?

I will send you the upcoming times we are doing them. Let me know which one of these works best? (send 2-3 dates & times)

Do you want to check with some of your friends and family if they want to do it with you & I can send them a kit as well?:)

Explanation of what a HydraSession is for an email~

Here is the information for the Mary Kay HydraSession DIY spa facials we do! It's our version of a really popular expensive appointment at a spa that everyone is loving! Deep exfoliation, gentle pore-declogging, extreme healthy nourishing hydration & brings maximum skin benefits! I provide the zoom link and sample kit of 9 of our amazing products to pamper you all complimentary. You just follow along from the comfort of your home.

I mail the supplies complimentary 😊 I have no problem sending everyone these amazing facial kits. I just ask you to be on the Zoom so that you get the most benefit and apply the samples correctly. I understand things come up, so if you aren't able to be on at the last minute, I ask that you get on the next Zoom session we have scheduled. I will provide a quick opinion poll to fill out, it helps us tremendously and just takes a sec to fill out after your session.

Love,
Shannon

Cindy's HydraSession Script

Hi Ashley, Hope you and your family are doing well and staying safe during these crazy times. I am reaching out because we have been doing these amazing Spa Hydra Sessions on Zoom. We use 9 of our amazing skincare supplements for an at home spa experience. Includes deep cleansing, pore declogging and exfoliation followed by intense hydration. I would love to mail out some complimentary spa kits for you to try with family and friends. It takes one hour. You will love the way your skin feels afterwards. Doesn't it sound like fun? Let me know and I'll get them in the mail and will send you our upcoming session dates. Looking forward to hearing back from you. Love, Cindy

How to present a product on the Session:

What is a Mary Kay HydraSession?

It's our version of a really popular and expensive appointment at a spa that you will LOVE! These specific steps give us a layering approach to your skincare routine that mimics the spa experience with similar ingredients, yet easy and safe to use at home. Adding to your routine brings maximum skin benefits and you can try it free with your beauty consultant. Involves deep exfoliation, gentle pore-declogging, and extreme healthy nourishing hydration.

ORDER OF APPLICATION

1. Volufirm cleanser \$28—TimeWise Repair™ Foaming Cleanser is the pampering cleanser that your skin has been searching for. Every day skin cells that are ready to be sloughed away accumulate on the skin's surface. TimeWise Repair™ Foaming Cleanser gently sweeps away complexion-dulling impurities as it leaves skin feeling revitalized and hydrated.
2. Microderm Refine \$32 — Microdermabrasion Refine is a physical exfoliator that reduces the appearance of fine lines and gently refines skin's texture as it removes surface dead skin cells and build-up from pores
3. Charcoal Mask \$24 — Activated charcoal is known to absorb up to double its weight in impurities. The power of activated charcoal helps unclog pores, taking skin beyond everyday clean. Formulated with the absorbent power of kaolin and bentonite clays, this mask instantly absorbs excess oil and reduces shine. It contains honeysuckle and navy bean extracts shown to target the appearance of skin discoloration.
4. Shea Sugar Scrub \$12—Bye-Bye Dry Relax and enjoy this revitalizing lip-scrub experience. Shea Sugar Scrub exfoliates with natural sugar crystals to gently polish lips to perfection. Blended with luscious shea butter, the scrub leaves lips feeling soft, smooth and conditioned. This expertly formulated scrub also includes sunflower oil, known to be rich in the antioxidant Vitamin E. Gently massage this confection onto lips and whisk away dryness. Lip texture is immediately improved and lips are left looking revitalized.
5. Facial Peel \$65 — The glycolic acid goes to work immediately, removing dead skin cells from skin's top surface layer. This exfoliating ingredient also works on the remaining surface layers, breaking apart the bonds connecting thousands of other dead cells so they can be released and plumper, fresher cells can take their place. By increasing the rate at which skin-dulling dead cells on multiple surface layers are eliminated, the power of glycolic acid enhances skin's own renewal process for a rejuvenated look. This advanced exfoliation method also significantly smooths skin, reducing the "hills and valleys" associated with a drier rougher texture.

5. Once the layers of dead surface cells have been removed, your skin will be primed and ready to accept the benefits of other age-fighting treatments. Because we wanted the formula to be gentle enough to use twice a week, we paired the glycolic acid with an exclusive blend of calming botanical extracts+. Since some people can experience dryness after using a peel, the formula also contains a marine extract which has been shown to have hydrating benefits.
6. Hydrogel Eye Patches \$40 — Drench your skin with a burst of hydration! Mary Kay® Hydrogel Eye Patches feel instantly cooling and soothing! Clinically shown to instantly boost skin hydration. How? They draw on the moisturizing power of glycerin, a powerful humectant known to moisturize the skin and help with water loss. After skin feels quenched, the patches help alleviate the feeling of dryness
7. Shea Lip Balm — \$12 Hello, Moisture Once Shea Sugar Scrub has worked its magic, pamper your lips with a kiss of nourishment. Shea Butter Balm is formulated to leave lips feeling satiny smooth and deeply moisturized. Watch dryness melt away as a mix of shea and jojoba butters comforts and soothes lips. Shea butter, known to be rich in antioxidants Vitamins A and E, helps skin retain moisture. And jojoba butter is known to mimic oils that are naturally produced by our body, helping to moisten and protect the skin. So it's like giving your lips a double dose of moisture. This hydrating balm is just what thirsty lips crave.
8. Nourishing Oil \$48 — Leaves skin feeling hydrated and nourished. Skin is left looking revitalized and with a healthy glow. Skin feels satiny smooth, soft and supple. Absorbs quickly and feels lightweight. Features a blend of sweet almond oil, olive oil and sesame oil, which are natural emollients and provide moisturizing benefits. Includes squalane, derived from plants, which is an excellent moisturizer to help support the skin barrier and reduce dryness. Vitamin E provides protective antioxidant benefits. Features a light vanilla scent.
9. TW Renewal Gel Mask \$22 — Formulated to attract and maintain moisture. Formulated to help balance moisture levels. Formulated to help firm and calm skin and strengthen skin barrier function. Formulated with an antioxidant superpower. Proven to firm, calm and strengthen our skin barrier.
10. Remove eye patches, gently pat in any remaining gel. Optional add on eye cream of your choice \$32-\$42



Disclaimer : this is not intended for daily use. Be sure you are on the best Mary Kay skin care program for your specific daily regimen.

<---this is the HydraSession flip chart you can use to help talk about the product you choose to present. You can also print the Product PDF fact sheet on intouch under product central

Tips:

share what you love about it & the company info.

There is more info under product central, search by product and then click on the product fact sheet pdf.

Once you have observed a few Hydrasessions you are welcome to present a product on a group session.

Close your guest out after the Session

Call or text her after the session

Thank you so much for joining us! I hope you enjoyed it and your skin feels good!

Here is the opinion poll~

<https://forms.gle/XK5rgEN97qnt6xFC7>

appreciate you for filling it out for me:)

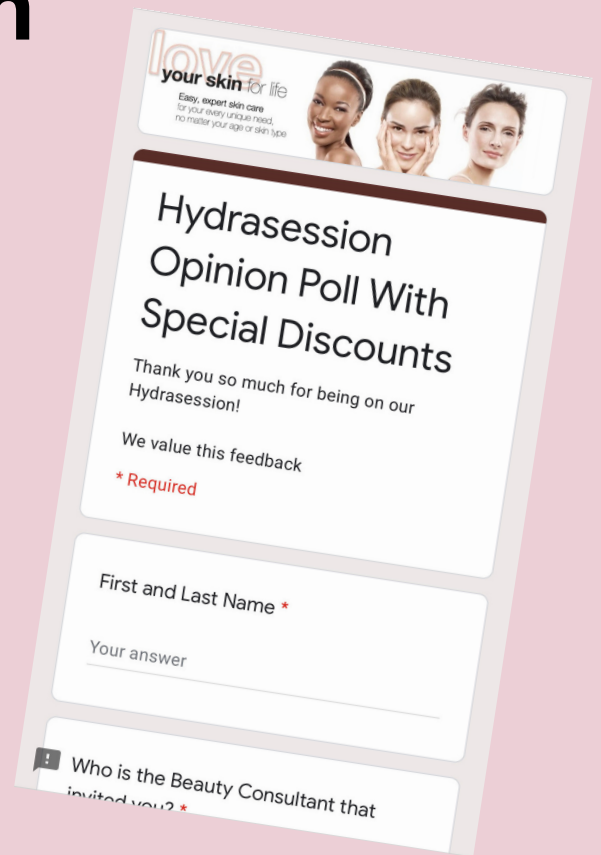
send reminder text if they haven't filled it out

Hi (name), I just wanted to remind you fill out the link I sent you above when you get a sec.

I so appreciate it. That way I get credit!

Once you have checked them out you can go ahead and schedule them for their next session. When you have them booked you can help them invite their friends & family.

I would love to get you lots of free shopping on your next Session. Would you like me to send you an invite you can send to your friends & family?



Here is the text they can use to invite guests to the next session~

Hey! I was just thinking about you because my Mary Kay girl and friend treated me to a really nice facial and my skin felt so good It was a great distraction to all that's going on in our world. We enjoyed some girl time for an hour I wanted to see if you would like me to send you the details & would like to join us for the next session?

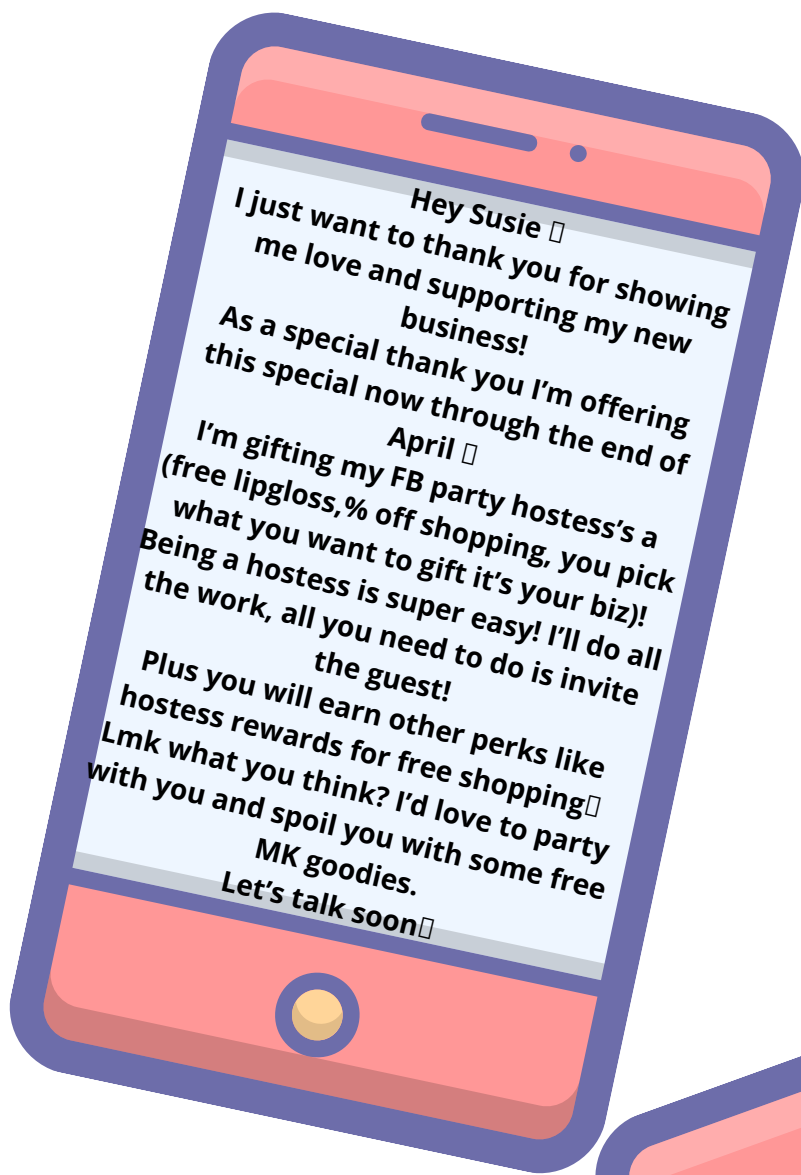
Details~

The HydraSession is a version of a really popular expensive appointment at a spa that everyone is loving! Deep exfoliation, gentle pore-declogging, extreme healthy nourishing hydration & brings maximum skin benefits!

She will provide the zoom link and mail you a HydraSession sample kit of 9 of our amazing products to pamper you all complimentary. You just follow along from the comfort of your home. Let me know if she should get you a HydraSession kit out?:)

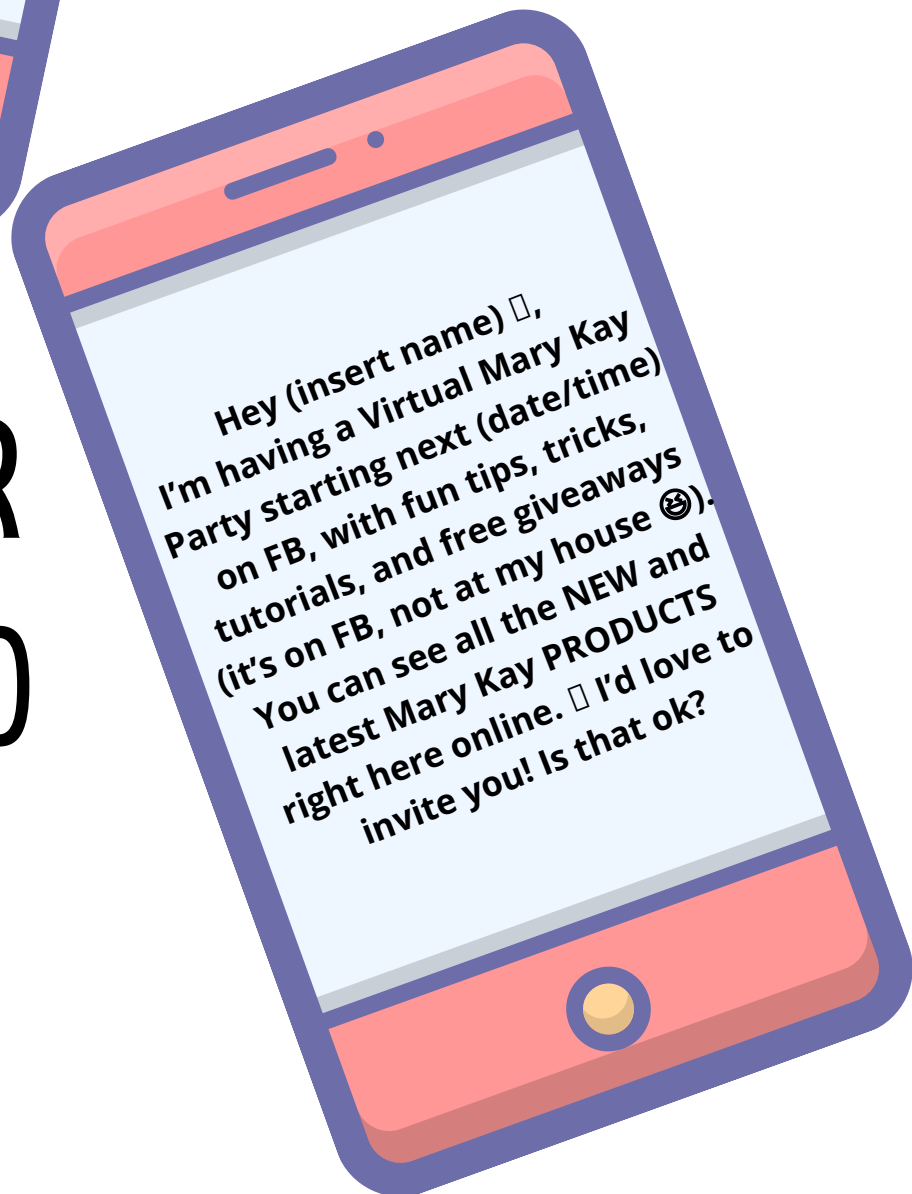
How to do a Facebook party

1. Create a facebook group specifically for that party
2. Book or hostess and/or invite guests
3. Create your content
 - a. There are several ways to find pre-created content, the most common is Vizzlie
 - b. Vizzlie code: 2TAG6NZ
4. Plan how you will keep track of engagement (record sheet, guests track comments, etc.)
5. Plan how you will follow up with all guests
6. Follow same close out plan as you would for a party with samples



SCRIPT TO INVITE

SCRIPT FOR HOSTESS TO SEND TO GUESTS





SCAN FOR
FACEBOOK PARTY
TEMPLATE



SCAN FOR 5 IN 5
TEMPLATE



New Consultant

SKIN CARE KITS

»»»»»»»»»» bit.ly/scckit

What you'll need

Something to put your samples in, I recommend these cute pink bubble mailers (link in amazon list)



A copy of the fabulous game

The FABULOUS Game
Gift your fabulous family and friends a relaxing pampering session.
TO WIN: HAVE THE MOST POINTS AND RECEIVE A GIFT.

Date	Name	Phone	Text / Call	Points
25/10				
26				
27				
28				
29				
30				
31				
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				
31				

RECEIVE 100 BONUS POINTS IF I CAN MESSAGE YOUR FACEBOOK FRIENDS TO BE PAMPERED. CHECK HERE

Please be aware that I treat each friend or family member with the same care and respect! Thank you for supporting my small business.

Your Full Name: _____ Date: _____

The following samples

- The appropriate skin care line for your customer

- a microdermabrasion sample set

- a charcoal mask sample



Optional: closing sheet - I use this one!



New Consultants

HOW TO ORDER SKINCARE SAMPLES

1. *On www.marykayintouch.com go to ordering.*
 - a. *Online ordering*
 - b. *Create a new cosmetic order*
2. *Look in Section 2 for the samples that you will be including in your kits*
 - a. *Note that samples usually come in packs and will need to be taken apart before sending to customers*
3. *Add desired amount of samples to your cart and proceed with your regular order*

Please note that samples do not count towards your ^{checkout} production counts. It is wise to only order when ordering section 1 product!!

New Consultant

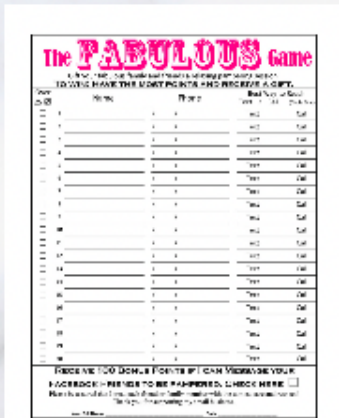
GLAMOUR KITS

What you'll need

Something to put your samples in, I recommend these cute pink bubble mailers (link in amazon list)



A copy of the fabulous game



The following samples

- *Foundation Primer sample*
- *Appropriate CC Cream sample*
- *Appropriate color card*
- *2 eyeliner samples*
- *ultimate mascara sample*

*****Not said in video, also include a cleanser and moisturizer sample as well*****

Optional: closing sheet - I use this one!



Glam Pad - Makeup Workshop

Shake Up Your Makeup

NOTE: The following document supports the Shake Up Your Makeup video featuring Independent Senior Sales Director Bridgett Moore. For more information on how to use this document, please watch the video located at Mary Kay InTouch® > Education > MKUniversity > Step 7 (The Art of Selling) > Other Selling Strategies > Shakeup Your Makeup.

Client Name _____

Phone _____ Email _____

Love It

Like It

Want to Replace It

Don't Even Use It

OTHER MAKEUP IDEAS



SPRING CLEANING TRASH IT

Spring Cleaning? Join us for a fun night of trashing your old cosmetics and trading them for new Mary Kay cosmetics and skin care!

HERE'S HOW TO CASH IN ON YOUR TRASH...

Bring in old or used skin care and cosmetic items and receive a discount off your purchase of new Mary Kay products...

1-2 ITEMS = 10% DISCOUNT
3-4 ITEMS = 15% DISCOUNT
5+ ITEMS = 20% DISCOUNT

Go **((LIVE))** in Five



Tips and tricks to LOOK and FEEL great on your next ZOOM meeting!

Join me for a virtual beauty experience from the comfort of your home

RSVP to receive your complimentary beauty kit!

Beauty Sesh Box



\$25 Plus shipping

includes:

- mini Oil-Free Eye MakeUp Remover
- mini TimeWise Miracle Set 3D
- free Moisture Renewing Gel Mask sample
- free Deep Cleansing Charcoal Mask sample
- free Revealing Radiance Facial Peel sample
- free Microdermabrasion Plus Set sample

- limited time only -

The Beauty of Friendship

More than \$120 of FREE PRODUCTS when you share me with 9 friends and as a THANK YOU each referral will receive a Gift Card in your name

FREE PALETTE when 9 friends shop with me

Name: _____ Phone #: _____ FREE MASCARA	Name: _____ Phone #: _____ FREE EYE COLOR	Name: _____ Phone #: _____ FREE LIPSTICK
Name: _____ Phone #: _____ FREE CHEEK COLOR	Name: _____ Phone #: _____ FREE LIP GLOSS	Name: _____ Phone #: _____ FREE EYE COLOR
Name: _____ Phone #: _____ FREE EYE LINER	Name: _____ Phone #: _____ FREE EYE COLOR	Name: _____ Phone #: _____ FREE BRUSHES

THIS PERFECT PALETTE (unfilled) is your FREE GIFT when all 9 Friends shop with me. Turn it into a Facial with Friends and guarantee the goodies.

Join the Mascara Club!

Did you know that mascara needs to be replaced every 3 months?

Have your Mascara automatically shipped every 3 months for \$45/year (\$54 for Lash Intensity) **That's 4 Mascaras for the price of 3!**

WHICH IS YOUR FAVORITE?

				
LASH INTENSITY	LASH LOVE	WATERPROOF	LENGTHENING	ULTIMATE
Expand & Extend	Definition & Buildable Volume	Definition & Waterproof	Length & Define	Intense Volume

Have a Friend join, and Receive your Oil Free Eye MakeUp Remover 1/2 off!!!




PINK Glam

Available for \$15, \$30 + \$45
 Includes reg. size products and samples
 Personalized
 Delivered by the 15th of each month

SET SHEETS



HELLO GORGEOUS!

Today's Pamper yourself Glamour Special

Brush Special
Receive the brush collection at 1/2 price when you purchase your custom glam look today!

Get the entire look for **\$95**

- 1 Customize a compact "1 cheek color & 3 eye colors"
- 2 Pick a lip color "Lipstick or lip gloss"
- 3 Pick an eyeliner "Black, Deep Brown, Steely"
- 4 Pick a Mascara "Ultimate, Intensity, Lashlove, Lengthening or Waterproof"

Add ons

- Brow Tint \$14
- Eye Primer \$12
- Finishing Spray \$18
- Lip Liner \$12
- Foundation Primer \$20
- Eye Makeup Remover \$17
- Concealer \$16
- CC Cream \$22
- Foundation \$25
- Blending Brush \$16

HELLO GORGEOUS!

Pamper yourself with a facial I deserve it all!

Simple Pamper myself collection
Select 2 sets & receive
One additional Set for Half Price

Pamper myself like a Queen
Select 4 sets & receive
Free travel Roll-up Bag!

Ultimate Pamper myself Set
Select 5 sets & receive
One additional Set for Half Price
Free travel Roll-up Bag!

- Repair Set \$285 (Counts as 4 sets)
- Miracle Set \$118 (Counts as 2 sets)
- Retinol 0.5 \$128 (Counts as 2 sets)
- Naturally Set \$136 (Counts as 2 sets)
- Men's set \$81
- Botanical Set \$72
- Clearproof Set \$45
- Cleansing Brush \$75
- Microderm Set \$55
- Eye Care Set \$57
- Flawless Foundation \$59
- Satin Set \$58
- Masking Set \$58

Get Started With...

TimeWise Repair Set \$205

Get One Of These for 50% Off

- Skinvigorate Sonic Skin Care System \$37.50
- Mary Kay Roll Up Bag \$17.50

Additional Add On Items

- Charcoal Mask \$24
- Satin Hands Set \$36
- Satin Lips Set \$22
- Eye Makeup Remover \$17

~~\$248~~ **TODAY ONLY \$249** HydraSession Happiness

HydraSession Happiness Set = All Exfoliating & Nourishing products PLUS Travel Roll-Up Bag - \$318 Retail Value

FREE HYDRASESSION HAPPINESS SET PURCHASE

Exfoliating:

- Cleanser \$28
- Microderm Scrub \$32
- Charcoal Mask \$24
- Lip Scrub \$12
- Facial Peel \$65

Nourishing:

- Eye Patches \$40
- Nourishing Oil \$48
- Gel Mask \$22
- Lip Balm \$12

Extras:

- Eye Make-up Remover
- Tinted Repair Eye Cream
- Skinvigorate Sonic System
- Satin Hands
- Oil-Free Hydrating Gel

Choose any One Extra Item at Half Off with HydraSession Happiness Set Purchase