

The background of the entire page is a soft-focus photograph of several large, multi-petaled pink roses and numerous individual pink petals scattered around them. The lighting is bright and even, highlighting the delicate texture of the petals.

# GET THE PARTY STARTED!

**To begin your party setup,** set up your binder so the rings are at the top, then fold back the magnetic flap at the base so the binder stands in place. Finally, insert the stack of pages so the “Get the Party Started!” page is facing you. Then let the fun begin!

MARY KAY®



PAMPERING  
AND MARY KAY  
**GO HAND  
IN HAND.**



# BEFORE-THE-PARTY CHECKLIST

## *When you arrive at least 30 minutes early:*

- Give a sincere compliment and gratitude to the hostess.**  
It's nice to find something in her home to compliment.
- When you arrive, the hostess typically asks, "May I help you with anything?"**  
Say, "Yes! Where would you like the separate area for individual consultations to be?"  
It's also a great time to ask her to suggest guests who might enjoy doing what you do.  
And let her know that you'll give her a special gift for every person she suggests who becomes a new team member.
- Set up your individual consultation area away from the table.** Prepare the area with a money bag, your date book, sales tickets, a calculator and product. If the money bag will have cash in it to use for making change, it might not be a good idea to leave it unattended.
- Show the hostess how to do the *Satin Hands*<sup>®</sup> demo** for each guest as they arrive, and give her the Directions for Use card.
- Set up the skin care party table** with a tray, mirror, place mat, name card and dry erase marker at each seat.
- As guests arrive, greet each guest with a handshake** and use her name as you say, "\_\_\_\_\_, it's so nice to meet you!"
- If you did not preprofile your guests before the party, hand them a **Customer Profile** and a pen after they experience *Satin Hands*<sup>®</sup>. Encourage them to fill it out as you are filling trays with product. This is also a great time to do their **shade match for the CC Cream**.
- When you have completed this checklist,** flip the page so the "Let's Party" page faces the guests.







# LET'S PARTY!



# Welcome Guests and Thank Hostess



**3-4**  
MINUTES

**1** Hi, I'd like to welcome everyone and thank \_\_\_\_\_ (hostess's name) for hosting this party.

I reward all of my hostesses with some fabulous Mary Kay perks, and I'd be happy to tell you about them at the end of this party!

**2** What did you love most about the *Satin Hands*® Pampering Set you tried?

Don't your hands feel great?

I can't wait to show you some more of the amazing *Mary Kay*® products women love.

**3** But first, let me share a little about the rest of the party.

After we introduce ourselves, you'll try more great *Mary Kay*® products!

Then we'll get together for your individual consultation to discuss your specific beauty needs and questions. And finally, we'll book your follow-up appointment.

**4** Now let's start with the introductions.

Why don't you tell us your name, a little bit about yourself and how you know our hostess.

Who would like to go first?



**TIP:**

*If no one volunteers, you can choose who goes first!*



IT'S NOT HISTORY,  
**IT'S HER STORY.**  
AND OUR STORY.



MARY KAY ASH



2  
MINUTES

# Mary Kay Ash

**1** It's great to meet everyone, and I'm so glad you're here! Now I'd like to tell you a little about **Mary Kay Ash**.

**2** **Mary Kay was a single mom** struggling to make ends meet in a male-dominated business world for more than 25 years. She retired in protest after yet another man that she had trained was promoted above her.

**3** Mary Kay thought about her career frustrations and wished there was a company where women could be fully rewarded for their skills and abilities. She realized she didn't have to just sit and wish; **she could start that kind of company herself**. And she knew she wanted that company to sell a product that would create confidence and make women feel beautiful inside and out.

**4** The rest is history, or as we like to call it, HER story.

**5** Every day that I have the privilege of being with amazing women like you, I am proud of my decision to start my Mary Kay business. And I am proud that this Company follows the **Golden Rule** and emphasizes the **importance of giving back**.

**6** I'm a small business owner, and when you buy from me, you're supporting MY DREAMS and your local community.



## TIP:

*If your guests don't know what the Golden Rule is, you can share it. The Golden Rule is simply treating others the way you want to be treated.*  
*Mary Kay Ash started her company on the philosophy 50 years ago, and it's proven to be one of the things that make Mary Kay so unique.*



WE'RE MAKING  
THE WORLD  
A BETTER  
PLACE.



MARY KAY®



# *Pink Changing Lives*<sup>®</sup> and *Pink Doing Green*<sup>®</sup>



**2-3**  
MINUTES

**1** How many of you appreciate **doing business with companies that are socially or environmentally responsible?**

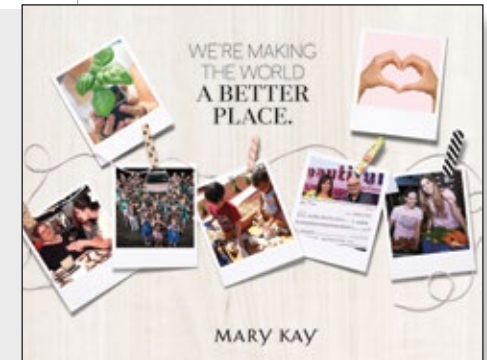
Then you'll be glad to know that when you use *Mary Kay*<sup>®</sup> products, you're supporting a company that does good!

**2** When you wash your face with **Mary Kay**, there are women and children who finally have a safe haven because of the more than **\$50 million** that Mary Kay and *The Mary Kay Foundation*<sup>SM</sup> have **donated to domestic violence shelters** across the country.

**3** When you moisturize with **Mary Kay**<sup>®</sup> products, you're supporting a company dedicated to **fighting the many cancers that affect women**. Along with *The Mary Kay Foundation*<sup>SM</sup>, Mary Kay has donated **over \$20 million** to doctors and research to find a cure.

**4** When you use **Mary Kay**<sup>®</sup> products, you're supporting a company that has a progressive **corporate recycling program**, that has committed to planting **more than 1 million trees** around the world and is always looking for ways to be more sustainable and green.

**5** Mary Kay also touches hearts by giving back to the global community – all thanks to one amazing woman.





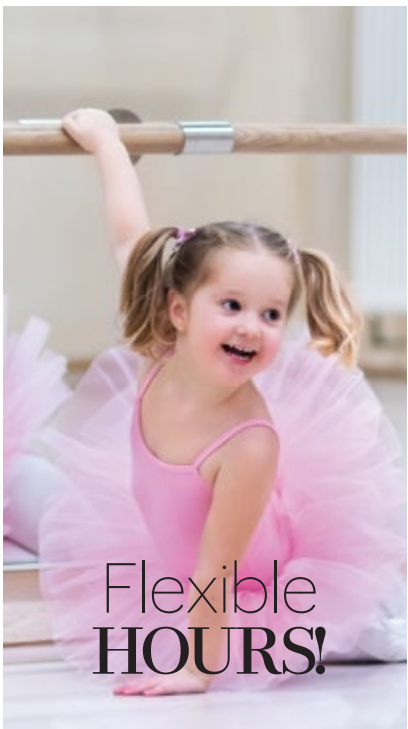
ENRICH  
WOMEN'S LIVES,  
**INCLUDING**  
*your own!*



EARN  
**AMAZING**  
PRIZES!



Extra  
*income!*



Flexible  
**HOURS!**



BE YOUR OWN **BOSS!**









# A LITTLE BIT ABOUT *me!*

MY MISSION • MY VISION • MY GOALS





# Your I-Story



2-3  
MINUTES

**1** I've been building my Mary Kay business for \_\_\_\_\_ months/years.  
My mission is to \_\_\_\_\_.  
My vision is to \_\_\_\_\_.  
And one of my goals is to \_\_\_\_\_.

**2** By all of you being here today, you are helping me fulfill my mission, vision and goals, so thank you from the bottom of a grateful heart.

**3** Before I started my Mary Kay business...  
*(Write your I-story here.)*

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**4** One of the things I love about the Mary Kay opportunity is that it allows a woman to create a business that fits her life, instead of having to live a life that fits around her career.

**5** Mary Kay Ash always said there's a future Independent Beauty Consultant at every party. So I wonder, who do YOU think it might be? *(They'll either all look at you or point to one person. Just laugh and say.)* Well, you never know! Just watch me today to see if you think you'd ever want to learn to do what I do.



**TIP:**  
*To help identify your "why" and create your I-story, check out MK University on Mary Kay InTouch® and your Start Something Beautiful® magazine.*



WE KNOW WHAT WOMEN WANT –



**THE MOST  
FABULOUS  
SKIN IN THE  
WORLD!**





1  
MINUTE

## What You Offer Customers

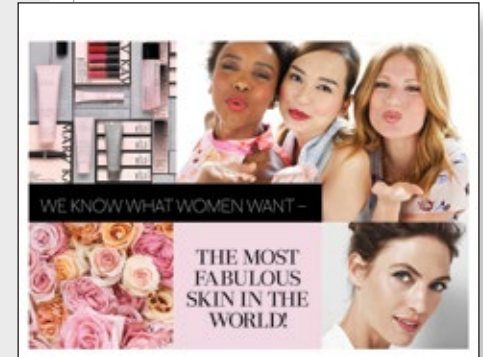
**1** Did you know that Mary Kay spends millions of dollars and conducts **hundreds of thousands of tests** each year to ensure that *Mary Kay*® products meet the highest standards of quality, safety and performance?

**2** There are **millions of loyal Mary Kay customers** around the world because *Mary Kay*® products consistently deliver the benefits women want at great prices. All because they have Independent Beauty Consultants like me who work to find the right products to help them look and feel great.

**3** How many of you have a drawer full of makeup or skin care mistakes that you paid good money for?

With the ***Mary Kay*® Satisfaction Guarantee**, those makeup and skin care mistakes are a thing of the past.

**4** So if there's any *Mary Kay*® product you take home with you today and later decide you'd like to swap or return – because it isn't the right formula or you need a different color – just let me know. I can exchange it all day long or issue you a refund if you prefer!





TODAY  
IS YOUR  
DAY!





# Your Skin



**1**  
MINUTE

**1** Take a look at your skin in the mirror and think about this: **How old you are is your business, but how old you look is mine.**

Whether you're 17, 70 or anything in between, we all want beautiful skin, right?

**2** So let me ask you this, if you could wave a magic wand and change one thing about your skin, what would it be?

**Are you ready to make some changes?**

**3 Great! Let's get started.** And I'm going to pamper you like the fabulous, amazing women you are!

What we'll be doing here in the next 30 minutes will take only a few minutes to do at home in the morning and evening. Doesn't that sound great?



# *TIMEWISE® MIRACLE SET 3D™*

BREAKTHROUGH THREE-DIMENSIONAL APPROACH  
TO SKIN AGING

**DEFENDS** against  
age-accelerating free  
radicals on skin.



**DELAYS** the look of  
premature skin aging.



**DELIVERS** results in  
**just 4 weeks.\***

\*Results based on a 12-week independent clinical study in which 62 women used the *TimeWise® Miracle Set 3D™* twice a day





## TimeWise® Miracle Set 3D™ Overview



3  
MINUTES

**1** Now it's time to experience what I like to call a miracle. The *TimeWise® Miracle Set 3D™* is an **innovative collection of age-fighting products** that work together to deliver the benefits you need for younger-looking skin.

**2** This four-product regimen uses the latest skin care science to deliver younger-looking skin for all skin types, including sensitive skin.

**3** Did you know that only **20% of visible skin aging comes from the natural aging process?** The rest is caused by our lifestyle and environment. Things like UV rays, air pollution, smog, car exhaust, soot, lack of sleep, smoking, stress, and diet can also contribute to skin aging.

**4** Let's talk about what a three-dimensional approach to skin aging means. First, it **DEFENDS against age-**

**accelerating free radicals on skin with multiple antioxidant benefits.**

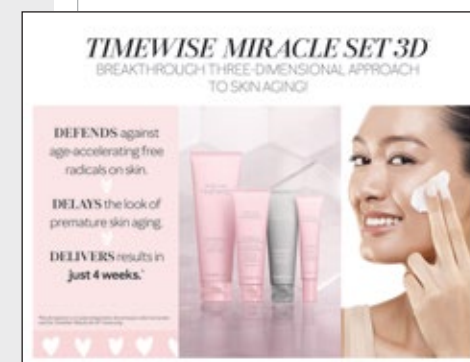
Antioxidants are your best defense against these free radicals.

**5** Second, it **DELAYS the look of premature skin aging with UVA/UVB protection and the exclusive patent-pending Age Minimize 3D™ Complex**, which combines three powerful age-fighting ingredients – encapsulated resveratrol (res-ver-a-trol), vitamin B3, and an age-defying peptide.

**6** Finally, this set **DELIVERS visible improvement of multiple signs of aging in just 4 weeks\***, including:

1. Fine lines
2. Wrinkles
3. Resilience
4. Luminosity
5. Smoothness
6. Softness
7. Overall appearance

\*Results based on a 12-week independent clinical study in which 62 women used the *TimeWise® Miracle Set 3D™* twice a day.



**TIP:**

*You might notice a light scent when applying these products. Just know that no fragrance has been added and every formula is actually fragrance-free. What you are smelling are some of the ingredients carefully chosen to enhance each product's benefits*

# ***TIMEWISE<sup>®</sup> AGE-MINIMIZE 3D<sup>™</sup>*** 4-IN-1 CLEANSER

REMOVES  
**IMPURITIES.**  
SKIN FEELS  
**CLEAN.**  
SKIN FEELS  
**EXFOLIATED.**  
SKIN LOOKS  
**BRIGHTER.**





## TimeWise® Age Minimize 3D™ 4-In-1 Cleanser



6  
MINUTES

**1** Are you ready to pamper your face? Great! I'm going to take you through the five essential steps now, starting with *TimeWise® Age Minimize 3D™ 4-In-1 Cleanser*. The cleanser comes in **two formulas**: one for normal-to-dry skin and one for combination-to-oily skin. I've given each of you the formula that's right for your skin.

**2** First, use your facial cloth to wet your face. Make sure you thoroughly wet your skin. Now go ahead and apply the cleanser to your face, avoiding the eye area. Rub upward and outward in small circles.

**3** As you apply the cleanser, you're thoroughly cleansing your skin without stripping it of its natural moisture. You're also getting the combined benefits of **three essential skin care steps: cleansing, exfoliating, and**

**freshening. Plus, the added benefit of skin looking brighter.** You're also preparing your skin for the benefits of your next skin care step. When you're finished, just remove your cleanser with the wet facial cloth.

**4** How many of you don't necessarily wash your face before going to bed? Before Mary Kay, I didn't always do it either.

But someone told me to think about my glasses or my car windshield. Think about how dirty those get in one day. That same stuff is coming in contact with your skin, and you don't even see it. Then you go to bed, you're rolling around on your pillow, you wake up and that dirt and grime is still there. So you want to **make sure you're washing your face twice a day, morning and night, especially before going to bed.**

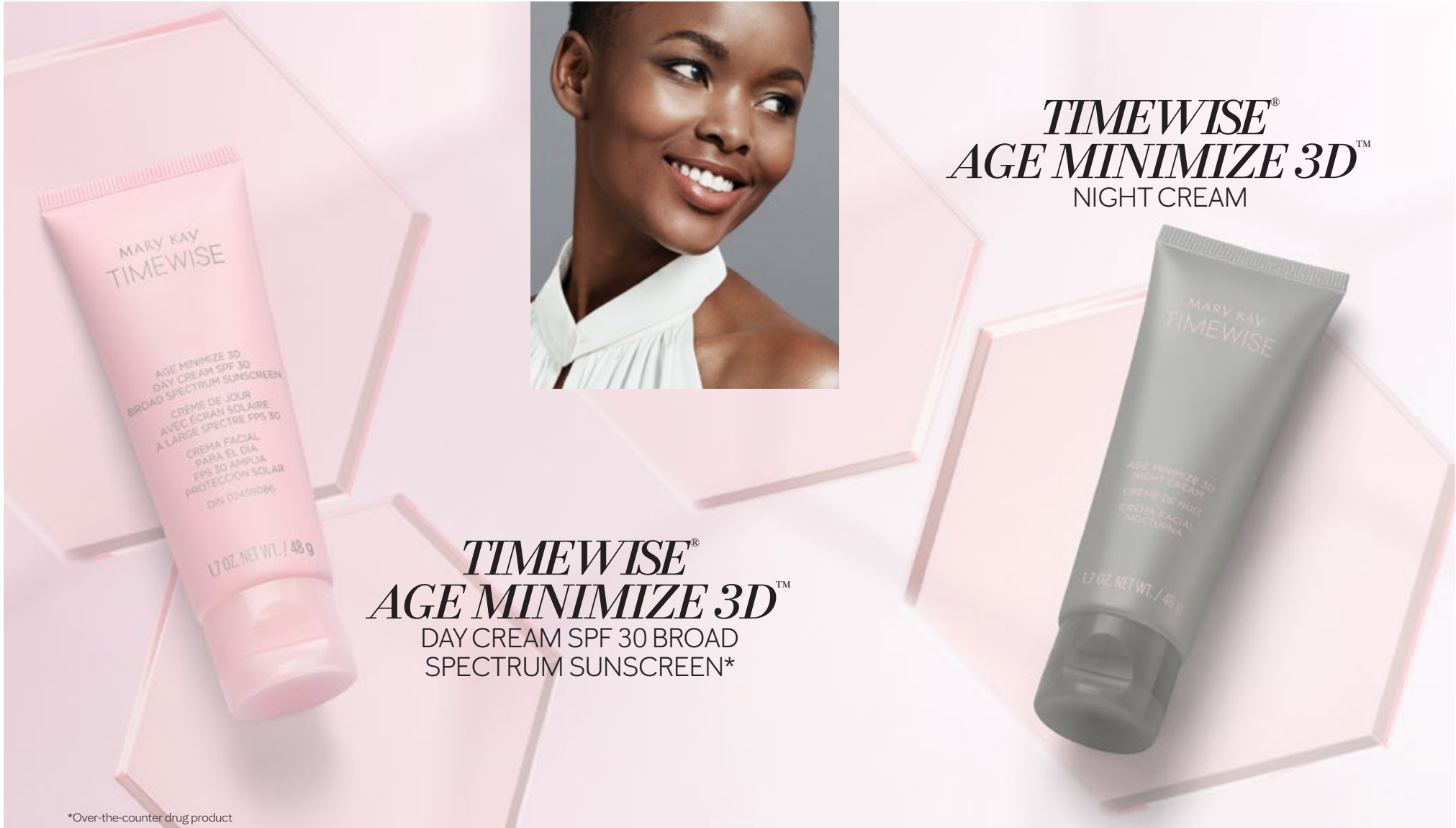
TIMEWISE AGE-MINIMIZE 3D  
4-IN-1 CLEANSER



**TIP:**

*You'll want to make sure your customers thoroughly wet their faces in order to enjoy the full TimeWise® Miracle Set 3D™ 4-In-1 Cleanser experience.*

# GET DAILY PROTECTION AND NIGHTTIME RENEWAL.



***TIMEWISE<sup>®</sup>***  
***AGE MINIMIZE 3D<sup>™</sup>***  
NIGHT CREAM

***TIMEWISE<sup>®</sup>***  
***AGE MINIMIZE 3D<sup>™</sup>***  
DAY CREAM SPF 30 BROAD  
SPECTRUM SUNSCREEN\*

\*Over-the-counter drug product

# *TimeWise*® *Age Minimize 3D*™ Day Cream SPF 30 Broad Spectrum Sunscreen\* and Night Cream



## 3 MINUTES

**1** Now let's talk about wrinkles. I'm going to guess that none of us want them, right? Mary Kay scientists have formulated breakthrough skin science that can **help delay the visible signs of aging.** *TimeWise*® *Age Minimize 3D*™ Day Cream and Night Cream are critical steps in your skin's future youthful appearance.

**2** We'll start with *TimeWise*® *Age Minimize 3D*™ Day Cream SPF 30 Broad Spectrum Sunscreen.\* If anyone has an SPF sensitivity, you may want to apply it to the back of your hand instead of your face. Everyone else, go ahead and apply that to your face now in an upward and outward motion. As you'll notice, a little goes a long way! Start with a small amount, you can always add more! You'll use this every morning right after cleansing. It provides **UVA/UVB protection and helps improve the look of fine lines and wrinkles.**

**3** Does anyone know why we always put on our skin care in an upward motion? It's to counteract the fact that gravity is always pulling our skin down!

**4** Next is *TimeWise*® *Age Minimize 3D*™ Night Cream. Normally, you apply it to your face in the evening after you cleanse. But I want you to see what it feels like, so let's apply it to the back of your hand.

*(If a guest puts Day Cream on her hand, Night Cream goes on her other hand.)*

**5** Did you know that your skin rebuilds its reserves at night? So this Night Cream keeps working while you rest, giving skin an extra boost of antioxidants. So you can awaken to skin that looks healthier, rested and more radiant.

\*Over-the-counter drug product

GET DAILY PROTECTION  
AND NIGHT TIME RENEWAL.



### TIP:

*Share this with your guests: Did you know that your hands are the second most common place to show signs of aging? That's why whenever I'm applying my skin care, whether it's Day Cream or Night Cream, I always rub the excess onto the top of my hands to help keep them looking more youthful for as long as they can!*



# *TIMEWISE*® *AGE MINIMIZE 3D*™ EYE CREAM



MOISTURIZES FOR  
UP TO **12 HOURS**

**IMPROVES VISIBLE  
SIGNS OF AGING:**  
DARK CIRCLES, UNDEREYE  
PUFFINESS, FINE LINES  
AND WRINKLES



## *TimeWise*® *Age Minimize 3D*™ Eye Cream



**2**  
MINUTES

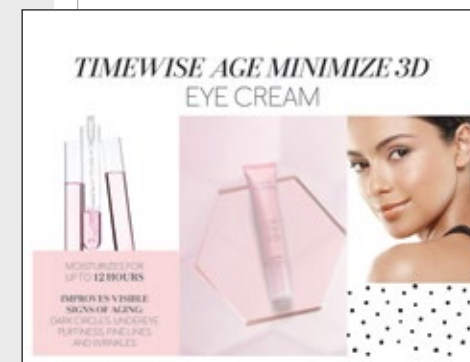
**1** The fourth product in the *Miracle Set 3D*™ is ***TimeWise*® *Age Minimize 3D*™ Eye Cream**. Did you know that because the skin around the eye area is so thin and fragile, it's often where you first see signs of aging? This eye cream can be your first defense for looking younger.

**2** You're going to want to **use your ring finger to gently pat** the eye cream around your eye area. Apply underneath the eye and along the brow bone. Doesn't that feel great?

**3** This eye cream not only makes your skin feel intensely moisturized, it's working to **smooth skin and improve your eye area's texture**. Plus, it absorbs quickly, so you don't have to wait long to apply your makeup!

**4** You want to make sure you're using *TimeWise*® *Age-Minimize 3D*™ Eye Cream **morning and night**. It maintains moisture in the eye area for 12 hours so when it's used twice a day, you get 24 hours of moisturization!

**5** Doesn't your skin feel amazing?



FACE THE WORLD  
**FLAWLESSLY!**





# Applying Foundation and Powder



**3-4**  
MINUTES

**1** Now that your skin has been perfectly pampered, let's give it a flawless foundation. Foundation is the **final step** in any **good skin care routine**.

It helps **protect** your skin from the environment. Plus, it **evens skin tone and covers flaws** for radiant, healthy-looking skin.

**2** Today, we're going to use *Mary Kay*® CC Cream. **Does anyone know what the CC stands for?** (That's right.) It stands for Complexion Corrector. And it's ideal when lightweight, natural-looking coverage is what you want, especially when you're looking to get out the door in a flash.

Use your fingertips to apply the CC Cream to your face. Start in the middle of the face, working outward toward your hairline and along the jawline. Next, you're going to set your foundation by applying

*Mary Kay*® Translucent Loose Powder with a cotton ball, concentrating on your forehead, nose and chin.

**3** (*Say this while guests are applying foundation.*)

A great benefit of having your own Independent Beauty Consultant is that I can help you find the perfect foundation shade and formula, from **CC Cream** to **mineral powder** to **full-coverage liquid foundation**. So if you're looking for more coverage or a different shade, we can talk about those other options for you during your individual consultation and do a personalized shade match at your **follow-up appointment**.

**4** What adjective would you use to describe your face right now? And you've only used the *Mary Kay*® products once. Just think how your skin will look and feel when you use the *Miracle Set 3D*™ every day.



EASY BEAUTY SOLUTIONS



SPECIAL SKIN SOLUTIONS



# DO AN ABOUT-FACE!

*Find customized solutions for your specific skin needs.*

ADVANCED SIGNS OF AGING



TARGETED SOLUTIONS



# Customized Skin Care



1  
MINUTE

**1** In addition to the amazing *TimeWise® Miracle Set 3D™*, Mary Kay offers many products that are customized for specific skin needs. Today, I'll highlight just a few of these fabulous products and sets.

**2** Mary Kay offers three other skin care sets customized for a customer's individual needs. There's *Botanical Effects®* for simple beauty, the *Clear Proof®* Acne System for acne-prone skin and *TimeWise Repair®* for advanced age-fighting needs.

**3** One of Mary Kay's customer favorites is the ***TimeWise® Microdermabrasion Plus Set***, a two-step system that immediately gives the look of polished, younger skin with significantly smaller pores.

**4** How many of you have tried specialized products your girlfriends swear by that just didn't do anything for you? That's because everyone's skin is different.

**5** And that's why Mary Kay also offers an incredible array of customized skin care supplements for specific problem areas. During our **individual consultation**, I can address any special skin care concerns you may have.



**TIP:**  
*You may want to mention that just like your body needs vitamins to stay healthy, your skin needs extra care to stay healthy-looking and radiant.*





LET'S  
**COLOR**  
YOUR  
WORLD!



# Basic Color Education and Follow-Up Appointment



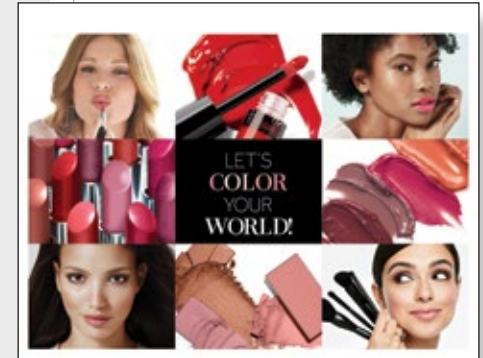
**1**  
MINUTE

**1** At your follow-up appointment, we're going to do a checkup from the neck up, to make sure that any products you purchase today are working for you.

**2** You'll also have the opportunity to choose what kind of color look you'd like to get. We can customize a dash-out-the-door look, create a real glamorous look or do anything in between.

We can even have more of a spa appointment where we can play with skin care supplements like the *TimeWise*® Microdermabrasion Plus Set. How does that sound?

**3** And if you decide to share your **follow-up appointment** with a few friends, like \_\_\_\_\_ (hostess) did today, you can receive some really great Mary Kay perks!



**TIP:**

*If you gave your hostess her customized color makeover before the class, you might want to mention how great she looks.*





HELLO,  
BEAUTIFUL!







2-3  
MINUTES

## Compliment Time!

**1** OK everyone, fluff up your hair and hold your mirror out at arm's length, because this is how people see you.

**Now take a look in the mirror!**

**2 This is my favorite part of the party – Compliment Time!**

There's nothing that feels better than a genuine compliment. Don't you agree?

Let's go around the room and compliment each other. Let's start with \_\_\_\_\_.  
(guest of choice)

**3 Doesn't it feel great to get compliments?** I want to make sure you keep getting those compliments. So at your follow-up appointment, we can fine-tune your skin care regimen to make sure things are working the best for you.



**TIP:**

*Direct the first compliments to the quietest person at the table. That way, the liveliest guests will speak up and get the compliments rolling. The first compliments set the tone for the rest, and you want them to sell each other on the results and the products. If a guest's skin looks really great and no one mentions it, you can give her that compliment yourself!*





THE BEAUTY OF  
**FRIENDSHIP**



# Beauty of Friendship Referral Activity



**3-4**  
MINUTES

**1** You know, *Mary Kay's mission is to enrich women's lives.*<sup>SM</sup>

Think for a moment about some of your favorite women. The ones you can always count on. The ones you truly love and appreciate. Wouldn't you love to do something special for them to show them how much they mean to you and enrich your life?

**2** That's the *Beauty of Friendship.*

And I want to give you the opportunity to treat these special women in your lives to a free makeover from me – compliments of you!

**3** On the back of your Customer Profile, there's a section that says, "Give your friends the gift of a complimentary facial." Just jot down the names of women you want to appreciate, along with their phone numbers, and I'll contact them to let them know that we have a fun surprise for them on your behalf.\*

**4** Just knowing that you were thinking of them puts a smile on your friends' faces and most women are super excited to book their free pampering sessions! If they say "no," I'll thank them for their time and ask them to call and thank you for thinking of them.



\*Prior to contacting referrals via telephone, text or email, you should consider whether such communication is consistent with state and/or federal "do-not-call" and/or "spam" laws and regulations. For more information, visit the Legal page on *Mary Kay InTouch*\* ([marykayintouch.com](http://marykayintouch.com)).





GET  
SET!



## Table Close



1-2  
MINUTES

**1** Have you all had fun? I hope you learned some useful tips about the importance of caring for your skin.

May I take a moment to show you our most popular sets? Great! Everyone turn over the place mat in front of you.

**2** As you look over these sets, circle the ones you would like to take home if money were no object.

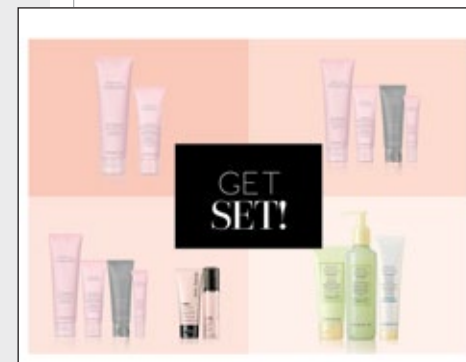
When we get together individually, I'll tell you more about how you could earn some of those products for free!

**3** Of course, the set we tried today was the **TimeWise® Miracle Set 3D™**, which goes for \$110. For the **ultimate skin care regimen**, you can add the Microdermabrasion Plus Set to the

*Miracle Set 3D™* for a total of \$165. Plus, you can add your perfect shade of **CC Cream** for an extra \$20 and the **translucent loose powder** for \$16.

**4** Remember how great our hands felt after trying the *Satin Hands®* Pampering Set? You can take that special treat home for only \$36. And there's an equally amazing *Satin Lips®* Set for only \$22.

**5** I'm going to give you a minute to look over all the great sets shown here, and please feel free to ask me any questions you may have.



### TIP:

Many successful Independent Beauty Consultants have said that they don't use the word "dollars" when relaying prices to party guests. They just say the number because they feel it sounds more friendly that way. For example, when sharing the Miracle Set 3D™ they say, "It goes for one-ten," instead of "one hundred and ten dollars." Try it when you practice and see if it feels friendlier to you.



IMAGINE FEELING  
**BEAUTIFUL**  
EVERY SINGLE DAY!





# Table Close



**1**  
MINUTE

**1** Now I'd like everyone to close their eyes. I want you to imagine you're going into your closet to find a special outfit you wore to a party or a special occasion. Can you see it? I want you to think of all the accessories that go with it: your jewelry, that handbag, those shoes. Now I want you to think about how much that complete outfit cost. Was it \$100? \$200? \$300?

More? Now open your eyes.

**In the last year, how many times have you worn that special outfit?**

**2** OK, let's put that price into perspective, because that outfit is going to sit in your closet about 364 days a year, **but you'll wear these *Mary Kay*® products every day, not just on special occasions.**

**3** And what's the first thing that people see when they meet you? **Your face!** That's why skin care is the best investment you can make in your appearance.

**4** **You can't throw your old face away and buy a new one!** Which is why I enjoy teaching women like you how to keep the face you have looking radiant and beautiful so you always feel confident when you look in the mirror!





I  
APPRECIATE  
YOU!





# Lead-In to Individual Consultations



**1**  
MINUTE

**1** OK, who likes party favors?  
**Well, I've got a party favor for everyone!** I'm going to give you each a special color card that has three eye shadows, a cheek color and a lipstick. You can play with it when you get home. Or you can try on whichever products you like while I'm doing the **individual consultations**. It'll give you a taste of what's to come at your follow-up appointment.

**2** I have SO enjoyed being here today with you fabulous women! I hope you've had fun too! And \_\_\_\_\_ (hostess's name), thank you for being an **awesome hostess**.

**3** I would really value all of your opinions about the *Mary Kay*® products you tried, so please take a few minutes to answer the questions on the back of your Customer Profiles.

Then we'll meet for your individual consultation to customize a skin care program just for you.

**4** We'll start the individual consultations now. \_\_\_\_\_ (energetic guest!), let's start with you!

**Just grab your purse, your Customer Profile and your place mat, and we'll be back in a minute.**

\_\_\_\_\_ (hostess's name), this would be a great time to serve the refreshments.



**TIP:**  
*Try to start your individual consultations with the most excited person. When the other guests see her come back with her purchases, it could further entice them to make purchases as well!*





ALL YOU NEED  
IS LOVE  
AND  
*Lipstick!*

MARY KAY<sup>®</sup>

## Individual Consultation – Close the Sale

**1** Did you have a good time today/tonight? (*Nod your head “yes.”*)

**2** How does your face feel? (*Touch your face with the back of your hand.*)

**3** Do you have any questions for me as your personal Independent Beauty Consultant?

**4** So tell me, what did you like best about the *Miracle Set 3D™*?

**5** Did you circle your favorite sets on your place mat? If money were no object, what sets would you take home with you today? And what are you most comfortable taking home with you? Great!

*(Take out your sales ticket and start writing!)*

**6** Is there anything else you'd like to add? (*Keep adding until she stops. Then total up the sale and add tax.*)

How would you like to take care of this? Check, cash, Visa®, MasterCard®, Discover® or American Express®?  
*(Complete transaction before moving on.)*



### TIP:

*You can create and record every sales ticket in a flash with the myCustomers+™ App. For your most loyal customers, you can even change the suggested retail price to offer a discount on one product or apply a discount to the entire order.*

A collection of pink roses and individual petals scattered across a white background. Some roses are in full bloom, while others are buds or single petals. The petals have a soft pink hue with some yellowish-orange centers.

HELLO,  
*Gorgeous!*

MARY KAY®



# Individual Consultation – Book the Follow-Up Appointment

**1** For your follow-up appointment, what's usually best for you – morning, afternoon or evening?

OK, great! I have \_\_\_\_\_ (date) and \_\_\_\_\_ (date) available. Which works better for you?

*(Have her write her name, phone number and address in that time slot in your date book, then skip to #3. If guest says no, read #2.)*

**2** You know, it's absolutely fine if you don't want to have a follow-up appointment. You can still be my customer for life! But our products are guaranteed, and that's why we recommend doing that checkup from the neck up. Plus \_\_\_\_\_ (hostess's name) will receive credit because you booked at her party.

**3** You can share your follow-up with a few friends, just like \_\_\_\_\_ (hostess's name) did. That way it will count toward your hostess credit, AND you'll be able to get that \_\_\_\_\_ (product) you wanted for FREE or at a great discount. You can even use this list of special women you wrote on your Customer Profile to be your guests.

It can be a *Beauty of Friendship* party. How does that sound? Great!

*(If guest has shown enthusiasm during the party or if hostess gave you her name as a potential team member, read #4.)*

**4** You seem like you enjoyed yourself today/tonight. I would love to give you some information on the Mary Kay opportunity. We can get together for a half-hour sharing appointment to learn more. And if it isn't for you, I would still love to have you as my customer. When's your first free half-hour, tomorrow or the next day?



## TIP:

*Don't forget to share the opportunity with the hostess as well. Since she has watched what you do firsthand, she could be one of your best prospects.*



# PARTY ON!

**Here's more to share with your customers**  
during the skin care party or during individual consultations  
based on your guests' skin care needs.

MARY KAY®



# EASY BEAUTY SOLUTIONS, NATURALLY SIMPLE!

**Botanical Effects<sup>®</sup>**  
Skin Care

88% said it leaves skin feeling nourished.\*

86% said it revitalizes skin.\*

83% said it enhances skin's natural beauty.\*

80% said it leaves skin looking radiant.\*

6 **My skin looks healthy!** 9

That's what 9 out of 10 women said after using *Botanical Effects<sup>®</sup>* skin care in an independent consumer study.\*



CUSTOMIZE YOUR FORMULA

Dry (1), Normal (2), Oily (3)

\*Results reported during a one-week independent consumer study

## Botanical Effects® Skin Care

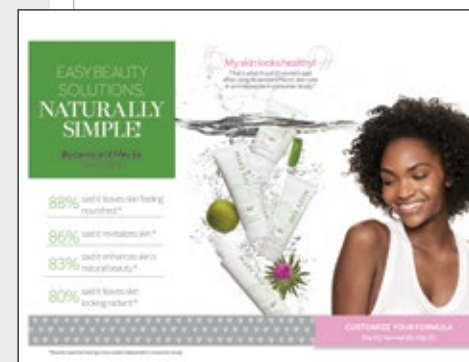
**1** Who says skin care has to be complicated? If you have **simple skin care needs**, or if your skin is sensitive to certain ingredients, then *Botanical Effects*® could be the ideal skin care regimen for you. Every product in the collection is **infused with an exclusive antioxidant-rich botanical complex** to help defend against environmental damage and help promote healthy skin.

**2** Then each formula – **Dry, Normal and Oily** – is personalized with additional botanicals specifically chosen to give your skin type just what it craves for beautiful balance. Mary Kay also tested the regimen to make sure those with sensitive skin could share in the beauty of its holistic botanical benefits. And all *Botanical Effects*® products are **hypoallergenic and free of synthetic dyes or added fragrance**.

**3** *Botanical Effects*® is super simple to use. Just **cleanse and hydrate** morning and night to reveal radiant-looking skin. Use the mild, **gentle freshener** for an added feeling of clean and refreshed skin. And apply the **mask** up to twice a week to deep clean and revitalize skin. You can get all four items for only \$58,\* or we can totally design a regimen that's perfect for you.

**4** I also think it's pretty impressive to know that **Mary Kay designed the *Botanical Effects*® packaging to be gentle on the planet**. You've got to love a company that not only wants to help women look more beautiful, but genuinely wants to help make the world more beautiful too!

\*Price is suggested retail.



### TIP:

*Each of the tube sleeves for the Botanical Effects® Cleanse, Hydrate and Mask contain 50% post-consumer resin material. So what could have been destined for a landfill instead gets a new lease on life as part of the packaging.*

# SEE CLEARER SKIN

IN 7 DAYS!\*

**Clear Proof®**  
Acne System

**THREE OUT OF FOUR**  
people said they would switch to **Clear Proof®** Acne System!†



That's what 8 out of 10 people said about the **Clear Proof®** Acne System in an independent consumer study.†



Here's what else they had to say:†

84% said their complexion looks clearer.

77% said it helps clear up pimples better than what they've been using.

82% said it reduces the severity of acne blemishes.

80% said it fades the look of lingering acne spots.

85% said it minimizes the appearance of pores.

\*Based on a 12-week independent clinical study

†Results reflect the percentage of panelists who agreed with the statements during a three-week independent consumer study.



## Clear Proof® Acne System

**1** If you're looking for **an effective yet gentle regimen for treating mild to moderate acne**, the *Clear Proof®* Acne System just might become your new best friend. With *Clear Proof®*, you get an effective regimen clinically shown to provide **clearer skin in just 7 days.\*** Isn't that amazing?

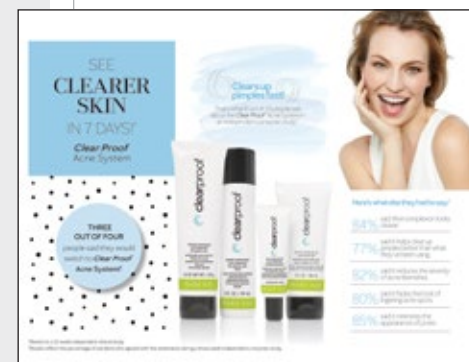
**2** This four-product set uses a **combination of salicylic acid and benzoyl peroxide** to attack the multiple factors that can contribute to acne breakouts. It clears up blemishes without irritation and helps maintain a clear complexion. It unclogs pores, removes excess oil and leaves skin feeling healthier. And it fades the look of lingering acne spots.

**3** Mary Kay asked people from coast to coast to try the *Clear Proof®* Acne System and the results were clear. Three out of four people said they would switch to the *Clear Proof®* Acne System.\*\* Why?

Because they said **it clears up pimples faster than their previous regimens.\*\*** That says a lot, don't you agree?

**4** But it's more than just fast results that makes an acne system worthy of your attention. To truly get your acne under control, it takes a consistent program with results over time. In an extensive 12-week independent clinical study conducted under the supervision of a dermatologist, **people showed continued improvement in their skin during 12 weeks of use.\***

**5** The *Clear Proof®* Acne System includes the **clarifying cleansing gel†**, **blemish control toner†**, **acne treatment gel†** and **oil-free moisturizer for acne-prone skin**. And best of all, this easy-to-use regimen feels soothing to irritated skin as it clears up blemishes and allows skin to heal. You can get the whole system for only \$45, which saves you \$14 from buying the products individually.



**TIP:**

*Clear Proof® is great for everyone! The Clear Proof® Acne System is shown effective on teens to 50-year-olds, males and females, and different ethnicities!*

Prices are suggested retail.

\*Based on a 12-week independent clinical study

\*\*Results reflect the percentage of panelists who agreed with the statements during a three-week independent consumer study.

†Over-the-counter drug product

# LIFT AWAY THE YEARS.

## *TimeWise Repair® Volu-Firm® Set*



### The results\* speak for themselves:

91% had less noticeable deep lines and wrinkles.

86% had skin that looked lifted.

98% had less undereye puffiness.

93% had skin that looked more even toned.

93% had a significant improvement in overall appearance.



This premium collection is your advanced age-fighting regimen!



\* Results reflect the percentage of women who showed improvement during a 12-week independent clinical study

## TimeWise Repair® Volu-Firm® Set

**1** It's never too late to **rescue your skin from the damage of the past** and recapture a vision of youthfulness. And that's thanks to *TimeWise Repair*®! This **premium skin care collection** combines extensive research and innovative ingredients to deliver impressive results as it targets the advanced signs of aging.

**2** Now is the perfect time to discover what *TimeWise Repair*® can do for your skin. With this five-product set, you can not only **target the advanced signs of aging, but also target the multiple reasons why your skin ages.** And women all over are raving about the benefits and the results they're seeing.

**3** The look of deep lines and wrinkles is reduced. Lifted facial contours appear restored. Youthful volume is recaptured. Even skin tone is revealed. And vital moisture is replenished.

**4** And the regimen is so perfectly pampering. The **foaming cleanser** revitalizes, renews and goes beyond cleansing. The **lifting serum** recovers the firmness of youth. The **day cream sunscreen broad spectrum SPF 30\*** resists visible aging like never before. The **night treatment with retinol** reveals youthful-looking skin. And the **eye renewal cream** reawakens tired eyes and gives them a lifted look. You can pamper your skin with this exclusive set for \$205, which saves you \$39 from buying the products individually.

\*Over-the-counter drug product  
All prices are suggested retail.



### TIP:

*Personal testimonials can be so powerful, especially when it comes to premium products. If you have a personal testimonial or even testimonials from customers or other Independent Beauty Consultants, you should consider sharing them with your guests*





# Legal Information

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## Your Skin Care Party

This Flip Chart contains the tried-and-true dialogues that many successful independent sales force members have used to conduct their *Mary Kay*<sup>®</sup> skin care parties. You may also have some wonderful ideas of your own about how to conduct your skin care parties. And if you do, that's great! Feel free to use any of the ideas and dialogues provided to create the skin care party that works best for you.

## Your Relationship With the Company

As a Mary Kay Independent Beauty Consultant, you are self-employed. Our marketing plan has been developed to support your independent contractor status. Simply stated, this means you are your own boss.

## Your Independent Contractor Status

As an independent contractor, you are not an employee of the Company. There are many advantages to your independent contractor status, and as your business grows, so can the value of your self-employed position. You will receive plenty of business guidance, yet you have the freedom to choose your own hours and the business methods that work best for you. The ideas in the Flip Chart are suggestions that may help you build your Mary Kay business.

The Company retains no right of control over you except those terms and conditions outlined in your Independent Beauty Consultant Agreement. You, in turn, have no power or authority to incur any debt, obligation or liability, or to make any representations or contracts on behalf of the Company. For additional information regarding the tax and legal aspects of your business, please refer to the guidelines found on the *Mary Kay InTouch*<sup>®</sup> website by selecting "Legal" or "Tax" from the drop-down menu under "Resources."

*Botanical Effects, Clear Proof, Mary Kay, Mary Kay InTouch, Pink Changing Lives, Pink Doing Green, Satin Hands, Satin Lips, Start Something Beautiful, TimeWise, TimeWise Repair and Volu-Firm are registered trademarks; Age Minimize 3D, Miracle Set 3D and myCustomers+ are trademarks; and Mary Kay's mission is to enrich women's lives and The Mary Kay Foundation are service marks of Mary Kay Inc.*

**TIP:**

*Click on the "Products" tab on Mary Kay InTouch<sup>®</sup> to get fact sheets on all the products you will be showing.*

*And as always, the Start Something Beautiful<sup>®</sup> magazine, the Skin Care Party How-To video, as well as Mary Kay University, are excellent places to learn more about giving successful and fun Mary Kay<sup>®</sup> skin care parties.*



A close-up, top-down view of a vast field of roses. The roses are in various stages of bloom, with some fully open and others just beginning to unfurl. The color palette is soft and romantic, featuring shades of light pink, blush, and pale yellow. The petals are layered and ruffled, creating a rich, textured appearance. The lighting is even, highlighting the delicate curves and textures of the flower petals.

MARY KAY®