



Overview: Krista Embry, Celebrity & Professional Make-up Artist, has collaborated with Arbonne to bring you an Arbonne specific *Impact Your Image* DVD. This new DVD is now imprinted throughout with Arbonne products and demonstrations.

Your Makeover Events are the perfect blend of Arbonne's skin care, About Face & Virtual Illusion Cosmetics, aromatherapy and Figure8 products. Keep up to date, learn new tips, and watch videos online at Krista Embry's website, www.iyinnov.com/prosite.

This class may be used as a first or second exposure. Offer it to your current clients. Offer it to past consultants who have not been active. Offer it to those who have previously said "no" to hosting an Arbonne presentation.

Options to Incorporate Arbonne Skin Care Products:

- Give guests a sample packet prior to the class. Ask them to use the products and arrive with a clean face. Ask them to bring their empty sample pack to be entered into a drawing.
- As guests arrive, give them a clean hand towel that is wrapped with a fabric headband and send them to a bathroom sink. Instruct to wash/tone/moisturize/eye cream with RE9 or FC5.

You are not applying make-up to your guests. You do not need to know how to be a make-up artist. Utilizing the *Impact Your Image* DVD does the work for you. You are their "guide".

Teach only **one** eye technique at a class. The concept is to get others to book classes learning a different technique. Different eye, lip & cheek colors are recommended with the various eye techniques, so you will always be able to sell additional colors for eyes, lips, etc.

Schedule the Hollywood Makeover

- Less is Best! You want a small group of 5 people to one Consultant. Make your event exclusive with limited seating. If a guest calls late to RSVP and your class is full, smile and explain it's full but that you have another date set and she's welcome to attend that makeover session.
- If possible, do these parties with a Consultant partner. It's a great teaching experience and also ensures each guest gets more attention.

Host Coaching

- Make sure your Host is using Arbonne products prior to the party. Follow your Host Coaching training provided by your upline.
- Get the *Guest List* including names, addresses, phone numbers and e-mail addresses.
- One to two days prior to the class, contact each guest with a phone call and/or e-mail.

Invitations

- There are both print and e-mail versions of invitations at www.iyinnov.com/prosite in the Resource Library – one for each of the eye techniques.
- You may also use free e-vite services such as www.evite.com to e-mail invitations.

Keep Things Sanitary

- Use a spritzer bottle with 70% alcohol and 30% distilled water to keep your brushes clean. Give each guest a white hand towel; spray it when they are ready to clean a brush. Lightly spray your color palettes with the alcohol to keep them sanitary between guests.

Arbonne and Impact Your Image Products Needed

- **Impact Your Image Arbonne Edition** (4/2009) DVD and television/DVD player, or laptop/computer. **Note:** There is a new “Starter Kit” available at www.iyinow.com/prosite which includes 4 DVDs, 1 Training DVD, Updated Sales Guide Book, 5 Artist Palettes, 50 disposable eyeliner brushes, and 1 spray bottle.
- *Impact Your Image* model book (available through Krista Embry’s site)
- Arbonne Color travel palettes (one travel palette may be shared between 5 guests), and other About Face & Virtual Illusion products Krista recommends.
- NutriMinC® RE9® Skin Care – cleanser, toner, eye cream & day moisturizer, or FC5 products.
- Wipe-Out Makeup Remover/cotton pads in the event they arrive with makeup on.
- NutriMinC® RE9® Body Repair System or your other favorite body products on table for guests to try – the Skin Conditioning Oil is great for them to use on their cuticles!
- Daily Detox Tea or Figure8^{NGR}GO³ drink – allow guests to enjoy while watching the DVD. If you’re doing a class in the middle of the day, you could also serve the Figure8 Chews.

Supplies for Each Guest

- Placemat – Laminate an “About Face” color brochure (open it up to make it longer). Or laminate one of Krista’s “Webmag” issues (5 issues are available on Krista’s site). These Webmags may also be sent to your guest in a Thank You e-mail.
- Mirror – can get larger ones that stand up inexpensive at stores such as WalMart.
- White hand towel for each guest



- Artist’s palette – these can be purchased in the *Impact Your Image* starter kit, or at any art/hobby store where they sell paints and brushes, etc. The inexpensive, plastic ones can be washed and reused. Use the palette to dispense some of the products (use the disposable spatula for items such as the Cream Concealer or Lipstick): Foundation, loose powder, cream concealer, Lipstick, lip gloss.
- Disposable cosmetic wedge/sponge
- Disposable Arbonne spatulas, eye shadow applicators, lip brushes & mascara brush. Q-tips – the style with a pointy end and a round end (used for concealer).
- Order disposable eye liner brushes from www.iyinow.com/prosite. Your guest will have enough product on the brush to cover both eyes.
- Arbonne’s 10-Piece Precision Brush Sets. We recommend each guest use the real brushes for best results. Have at least two brush sets to start with. Clean brushes with the Intelligence Tea Tree Oil Shampoo after each event. **Note** – do not soak the brushes which causes swelling of the wooden handles.
- **Reminder** – if you plan to have your guests use the skin care when they arrive, you will need to provide a wash cloth and hand towel. These look nice rolled and then secured with a headband.

Additional Literature when Closing

- Color Close & Power Pack Sheet
- Arbonne Product Catalog – Note: Do not give out Arbonne’s product catalogue until the orders have been placed. Send the guest home with a catalogue; feedback has shown that many times guests will hold off ordering if they are given a catalogue beforehand.

Think in Themes and Set the Mood

Use fun décor, food, candles and music. Be creative and fun!

- Audrey Eye – David Wilson’s music (European flavor); elegance; New York.
- Casual Eye – think spring; flowers; light jazz music
- Smoky Eye – flamenco guitar music; spicy food
- V-Shape Eye –classical music such as Bach

Preparation

- Set a place for each guest. Having laminated or disposable place mats helps.
- Give each guest a Make-Up Order Form and an Independent Consultation Application.
- Client Care Card
- Arbonne Color brochure (#2904)
- Set the table before guests arrive: Place mats, brushes, cosmetic wedges, palettes, Q-Tips etc. Review Krista’s free online **‘Training for Success’** for more information: www.iyinow.com/prosite
- Set up your ‘Party’ travel palette (one palette can accommodate up to 5 guests). For palette maps, please visit Krista’s site: www.iyinow.com/prosite or your upline’s website. This palette is designed with complimentary shadows/blushers for all skin types. There is a palette map for each eye technique under the Resource Library. **TIP:** Place these items in one gallon zip-lock bag per guest for easy storage. After the class, have the guests put their used items in the bag for clean up later.
- Select music to play in the background
- Prepare Detox Tea or Figure8^{NGR}GO³ drink

GUESTS ARRIVE – PREPARE FOR “IMPACT”!

- Introduce yourself – build rapport – tell them it’s going to be a fun event!
- If any guest has not prepared their skin by using the RE9 or FC5 line, send them to a sink where they can use the wash, toner, eye cream and moisturizer.
- Direct them to the area where you will be watching the DVD.
- Offer them a cup of Daily Detox Tea or ^{nrg}GO³
- Ask them to fill out the Client Care Card and top of the Order Form.
- Show them the *Impact Your Image* book of models. Have them look at the book to identify with the model their skin tone/coloring is most like.
- Ask them to write the name of the model on the order form. This helps you recommend the right colors when helping them place an order. If this is challenging for a guest, the model “Carol” is a universal model!

GET THE PARTY STARTED!

- Introduce yourself and welcome your guests. Tell them you want them to relax while watching *Impact Your Image* – to enjoy their Detox Tea or ^{nrg}GO³ – enjoy using any other favorite products you have supplied. Examples – the RE9 Body set, Skin Conditioning Oil on their cuticles, Aromatherapy Lotions for arms/legs, etc.
- **DVD:** When everyone has arrived: Play the DVD from the beginning **‘Get the Party Started’**. This will take them through the RE9 and FC5 skin care portion and then move immediately into the make-up application. It is advised to start at the beginning to allow your guests to hear about the skin care they have just used to prep their skin.
- Use a pause / play technique when viewing the DVD through each technique. The DVD flows intuitively through the menus to assist the host with ease.
 - Introduction / Skin care
 - Primer...pause the DVD and let guests apply the primer.
 - Select which foundation you will be using: Line Defiance or Mineral...pause the DVD to give guests a chance to apply each technique. Continue on in this manner until you reach **‘It’s All About the Eyes’** menu.
 - Select the eye technique you are hosting and again, start the pause / play throughout the teaching. This chapter will end with the appropriate lip technique.
 - If time allows, the **‘What Do I Recommend’** chapter is a powerful sales tool for the Arbonne Business Builder. Allow your guests to see Krista’s testimony regarding Arbonne products.

Tips to Share about the Products

- Comment about some of the products as they are being used. Examples...
 - *Our primer is so velvety – if you're concerned about fine lines and large pores, this product does the trick!*
 - *Arbonne's Mineral Powder foundation covers in one application and will not turn ashen on your skin.*
 - *Isn't the FC5 Mattifying powder a powerful product! It takes away the shine, sets your makeup and even highlights your bone structure!*
 - *Our eye shadows contain cucumber extract which is great for swelling. And they contain crushed minerals which make them very soft and easy to blend.*
 - *Our eye and lip pencils won't smear or transfer.*
 - *The pigments in our products are incredible – you're getting true color that won't fade or change color throughout the day.*

CLOSING WITH THE 3 WAYS TO WIN

- Share your brief “Why” Story
- Share the 3 Ways to Win – This is the fun part... shopping! With Arbonne you can Save, Share or Earn!
 - **SAVE:** *If you would like to be Arbonne head to toe then you might think about being a preferred client and receive a 20% discount on your orders.*
 - **SHARE:** *You can save by hosting your own friend's night out and earn 80% discount. If your wish list is bigger than your budget, this is the perfect way to get what you want without breaking the bank. If you are interested in your own party circle a 9 or 10 on your card and we can get you on the calendar and start planning your party. If you aren't sure, circle 6 or 7. I have information you can take home with you.*
 - **EARN:** *If you are interested in the Arbonne Opportunity - whether you want to make a few hundred a month or several thousand a month. I want to take you out for a coffee or soda and see if there is a fit for you with Arbonne. No pressure – we'll just take a look. Circle a 9 or 10 if you want to get together. If you would like more information circle a 6/7 and I can send you home with that information tonight.*
 - *As you can see whether you are a client, a host, or a consultant you are valued and rewarded. Now that you know how we can work together, let's start shopping! Because I am your consultant, I want to sit with each of you individually so that we can have our own consultation. I know what products will give you the best results and I have a sheet with all of the specials on them so you will definitely want to meet with me. If you need to leave early, I can meet with you first.*
- Meet individually with each guest / Place Orders / Wrap up with your host. Send them home with a catalog and if appropriate, any Discover Arbonne or Host information.