

Use a page protector to insert this page after page 5 of the company flip chart. Insert Mary Kay Ash photo on back side.

Keep page 1-3 of the company flip chart. Attach this page over page 5 of the company flip chart.

Welcome Guests and Thank Hostess

Hello 😊!!

I'm ____! Thanks again for coming!! I'm so excited to introduce you to Mary Kay.

Thank you _____ for being my hostess. I've so enjoyed partnering with you!

**** *If she's taking advantage of the SHOT Program: present her with an empty gift bag representing her hostess gift - and say "You're going to get to fill this with some things from your wishlist tonight for FREE".***

Let me start by giving you an idea of what we're going to do tonight. We'll begin with our skin care program. This is what Mary Kay is famous for! The first time around, it's sold together. Why!?....because it's specially formulated to work together, so that you get the best results. What is really important is that you don't use one person's cleanser with someone else's moisturizer, because what happens is an explosion will happen upon your face! So you want your skincare all one brand, so it's working for you collaboratively.

Then we'll play with some Mary Kay color. I like to call them learning colors, because it lets us play with basic colors and create a basis, or foundation, of color application. And then we can get into advanced color from there. So here's the good news about color, it's not a tattoo, it's not permanently attached to your face.

So, today is the first of at least TWO facials. This first one is to try the products AND...the second one is your follow-up to make sure anything you take home, you ABSOLUTELY LOVE and, is working properly. PLUS you get to try any one of our over 350 other products that are customized for you, because we can't *possibly* get to *everything* today!

At the end of the class, we'll get together one-on-one to discuss what you tried today and to book your follow-up!

All of our products are backed by Mary Kay's 100% satisfaction guarantee - which means you have until the end of the tube and the bottom of the bottle to decide if you like it. That's how much I want you to love your Mary Kay.

And I don't know if you will get tempted...BUT *in case you do*: debit or credit, checks, Venmo are all fine...whatever works for you!

And the BEST part is, when you love something, you get to take it home with you today!

Ok...so first, take a minute and notice how your skin feels right now!...(model with them)

When you use your skin care, always go up and out on your cheeks (*model for her*), across your forehead, and down your nose. Always go upward on your neck (*modeling*); and use your ring finger around your eyes (*modeling*) because it applies the least amount of pressure to that super delicate area.

Mary Kay Ash

Now I'd like to introduce you to Mary Kay Ash. (*Show her picture in the flip chart*)

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, whom she had trained, was promoted above her.

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. She knew she wanted that company to sell a product that would create confidence, and make women feel beautiful inside and out.

Mary Kay always said her priorities were God first, family second, and career third and when she put her life in that order-everything seemed to work out! ! She also founded her company on the Golden Rule and emphasized the importance of giving back.

Now, I want to share with you a little bit more about our amazing company and the power of washing your face with Mary Kay.

Pink Changing Lives and Pink Doing Green

Did you know that when you wash your face with Mary Kay, you are supporting a company that is privately held, family owned, 100% debt free, and celebrating over 60 years with well over 4 billion dollars in sales a year and we rank #1 in brand loyalty?

We are in 40 countries! And most recently, have been recognized as the #1 Direct Selling brand of Skin Care and Color Cosmetics in the *WORLD*!

And, you can be proud of our environmentally friendly company because we are “Pink Doing Green” and the majority of our products are manufactured right here in the U.S.! Our manufacturing plant in Dallas, and our distribution centers in the U.S. are 0% landfill! We have planted over 1 million trees nationwide, and built 20 Nature Explore classrooms in domestic violence shelters around the U.S.

When you wash your face with Mary Kay, you’re also helping to support our mission to end domestic violence and cancers that affect women. To date, \$96 million has been donated to keep women and children in safe havens and to fund cancer research.

It’s also important to know that Mary Kay has never supported animal testing. In fact, we’re committed to the elimination of it and have partnered with other countries to show that safe products *CAN* be produced without testing on animals.

Finally, here is a cool fact! As women, we control over 80% of purchases in America! That totally makes sense, doesn’t it?! Now...that is a lot of power we have when we take our consumer dollars and invest in products, people, and companies that align with good values, that are socially and environmentally responsible, like those you find in Mary Kay.

The Mary Kay Opportunity

Every woman has her own reason for starting a Mary Kay business - to pay off student loans, supplement a household income, or just to have some fun money. Some recognize that their Mary Kay business can become their primary source of income or can offer them more freedom and flexibility.

So before we get into skin care and color, I would love to share with you a little bit more about my story.

(Insert your I-Story here)

In fact, Mary Kay always said there is a beauty consultant at EACH and EVERY class, and I believe her! She found that quality women attract other quality women. Usually if there is one person that would be great at Mary Kay, then there could be more! So, just watch me tonight and see if you could see yourself doing what I do.

Alright... now I want you to think about this....

How old you are is YOUR business... but how old you LOOK is now mine! (smile 😊!!)

What we will be doing now, really only takes a couple minutes to do at home in the morning and evening, and you will feel the difference today, and results you'll love 2 days from now, 2 weeks from now, and 2 months from now! I'll be following up to make sure!

We're going to start with the Oil-Free Eye Makeup Remover, which is already on your cotton round. So, gently swipe across your eyelid, and your brow, so you see how it feels. It removes eye makeup without pulling or tugging, and it is safe if you wear contact lenses.

TimeWise Miracle Set

Now it's time to experience a miracle! The **Timewise Miracle Set** is an innovative collection of age-fighting products that work together to keep your skin looking youthful longer. It's suited for all skin types, including sensitive skin and those with rosacea.

This set also has the Good Housekeeping Seal of Approval, which is *earned*, not awarded! So that is a *really big deal* for a brand to have.

Did you know that only 20% of visible skin aging comes from the natural aging process? That means 80% is in your control! Things like UV rays, blue light, pollution, stress, lack of sleep, smoking, and diet can all contribute to skin aging.

The **Miracle Set** is a three-dimensional approach to combat all of those stressors. It will:

- **DEFEND** with multiple antioxidant benefits against age-accelerating free radicals on your skin
- **DELAY** skin aging with UVA/UVB protection and powerful age-fighting ingredients **AND**
- **DELIVER** visible improvement of multiple signs of aging in *just* 2 weeks, including: fine lines, wrinkles, resilience, luminosity, smoothness, softness and overall appearance!

So, are you ready to pamper your face? Great! We're going to start with the **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 you. *(pause to wet washcloths)* Use your cloth to thoroughly wet your face.

You'll find your cleanser in well #1.

Go ahead and apply the cleanser to your face, upward and outward, avoiding the eye area. If it's not lathering, just add more water. And remember at home, your neck is part of your face.

Now here's the scoop, a lot of people think that clean means that your face has to be tight. That's not true. When it's tight, you strip your skin of something called the acid mantle, which is a really important part of your skin's health. It has to do with moisture and protection, and it acts as a barrier to bacteria, viruses, and other contaminants. So it's important you don't feel tight and dry after cleansing, and you don't strip your face of that very important acid mantle.

The cleanser is four steps in one, providing:

- cleansing
- exfoliating - to get rid of those dead skin cells - if you don't, those cells are highlighters for wrinkles
- toning - which is important for pH balance
- PLUS - the added benefit of skin looking brighter

One application saves you time, and one tube saves you money!

When you're finished, just wash it off. Now you've just prepared your skin for the benefits of your next step!

TimeWise® Antioxidant Moisturizer

The next step is antioxidant moisturizer. Now let's talk about wrinkles...and how no one wants them! Our scientists have formulated breakthrough skin science to help delay the signs of skin aging, and moisturizer is a critical step in your skin's future youthful appearance.

It's in well #2. Go ahead and apply this to your face now in an upward and outward motion. Start with a small amount; you'll notice a little goes a long way. You'll use this every morning and every evening right after cleansing. This moisturizer re-energizes your skin's natural, youthful glow and hydrates for 12 hours! It has a super lightweight formula, absorbs quickly, leaves skin feeling soft, supple and more radiant! Plus, the antioxidants help reduce the look of fine lines and wrinkles, and improve skin firmness.

Remember, apply your skincare in an upward motion to counteract the fact that gravity is always pulling our skin down! You don't want to help gravity. (smile 😊)

Now that your moisturizer is on, feel your face again. (demo your hands up on your cheeks, across your forehead, down your nose)

I know you already feel the difference!

TimeWise Daytime Defender Sunscreen

The third step in the **Miracle Set** is a **daytime defender** or a **nighttime recovery** (*hold up to show bottles*) . We're going to apply each of these on the back of your hands for now, just so you can experience the power of the basic skincare on your face.

Let's start with the **daytime defender** in well #3. Normally you'll use this in the morning, **AFTER** you moisturize. It helps delay visible signs of skin aging with SPF 30 broad spectrum UVA/UVB protection.

It also has prickly pear extract to help strengthen your skin's moisture barrier and keep good things in, like moisture, and bad things out - like pollutants, that lead to dryness and dullness. This layer will defend against harmful free radicals and help your skin appear more vibrant.

TimeWise Nighttime Recovery

Now let's try **nighttime recovery** in well #4. You can apply this to the back of your other hand. This one you'll normally use in the evening, right after you cleanse, **BEFORE** you moisturize.

Your skin needs to recuperate and recharge at night, just like your mind and body, and with chamomile extract this will calm your skin as you sleep. It also contains special Nutribeads (*hold up to show bottle*) which burst as you pump them through the bottle to deliver vitamins and antioxidants fresh to your skin. The lightweight, dewy formula soothes skin and leaves it feeling rejuvenated by morning!

The next product we're going to try is the **TimeWise Eye Cream**. You'll find your **eye cream** in the top left well on your tray.

Use your ring finger to gently pat the eye cream underneath your eye and along the brow bone.

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. It not only makes your skin feel intensely moisturized; it helps improve multiple signs of skin aging, including fine lines, dullness, firmness and texture.

It also contains algae extract which helps reduce undereye puffiness and dark circles. *(not that anyone needs that *giggle*)* Plus, it absorbs quickly, so you don't have to wait long to apply any eye makeup!

You want to make sure you're using **eye cream** in the morning and at night. It maintains moisture in the eye area for 12 hours so we recommend using it twice a day to lock in 24 hours of moisturization!

Your skin feels amazing, doesn't it? *(nod up and down while smiling)*

The final step in the Miracle Set is CC cream, which stands for complexion corrector. Our **CC Cream** is a skincare product, not a foundation, and it does come with the skincare set.

It's in the large oval on your tray.

Use your liquid foundation brush to apply the **CC Cream** to your face (if you don't have brushes, they can use their fingertips to apply). Start in a downward motion on your cheeks, then across your forehead and down your nose. We apply in a downward motion because the little hairs on your face grow down. If you go in the opposite direction, it doesn't look smooth like satin.

CC cream is a multi-tasking skincare product with 8 benefits - it protects, brightens, corrects, minimizes redness, conceals, hydrates, reduces the signs of aging, defends against the environment, and covers flaws for healthy, radiant-looking skin.

Since CC cream goes on better with a brush, I will be sure to give you a chance to get yours for free!
CC cream offers a more casual look, but if you do want a fuller coverage foundation, we can try one at your **follow up** appt.

Now... close your eyes. Try to remember what your face felt like when we started. Now, feel your face again (*make them touch their face like they did at the beginning*). Doesn't it feel so soft?!

Now, we're going to try some supplements. First is the **Replenishing Serum C+E**. You will find it in the top right well on your tray. Go ahead and apply it to your neck. Remember: always go upward on the neck. *(model for her)* This serum is formulated with botanical ingredients to enhance the production of new collagen and keep the existing collagen from breaking down. It lifts, tones, enhances, and helps your skin look younger! Normally, you'll use this morning and evening all over your face & neck, or wherever else you need a LIFT! Some of us want to take a bath in it! *(smile!)*

Let's be real...who knows you're supposed to use SPF but you hate the way sunscreen feels? Our Mineral Facial Sunscreen is breathable, non-greasy, low-shine formula that dries to a natural, beautiful finish. It's great for all skin types and skin tones - AND it's suitable for anyone over age 1. This is huge! Powered by zinc oxide, this sunscreen provides broad spectrum SPF 30, giving 100% instant protection against sun damage caused by UVA and UVB rays. Zinc oxide is also known to offer protection from blue light, which we're exposed to through our cell phones, tablets, computer screens— even the UV lights at nail salons. You'll apply this daily, over your moisturizer, on your face, neck, chest and back of hands. It can be worn under makeup or on its own.

Next let's try the **Indulge Soothing Eye Gel**. *(put a small amount on the back of each person's wrist to test)* This cooling, soothing eye gel helps to diminish puffiness and refresh tired-looking eyes, **PLUS** it contains botanical extracts which help to tone and firm the skin around your eyes. You can use it anytime you need. It is recommended keeping it in the refrigerator to help reduce puffiness even faster.

Now let's try **Satin Lips**! It begins with a lip scrub that is in well #5. Scoop it ALL up, smooth it on your lips and then make little circles. *(while they're exfoliating say--It's an all-natural white tea, citrus & shea butter sugar scrub)* If you don't exfoliate, no moisture can get through, so it's like watering a dead plant! You're removing all that dry, dead, chapped skin. Now take a clean corner of your cloth and wipe it *all* off your lips. Then apply the lip balm that is in well #6. It's shea butter, not wax like chapstick.

Ok...next is **Foundation Primer** It is in well #7 on your tray. Go ahead, scoop it up, and apply it on the back of one hand. It is going to: protect with SPF 15, fill in every teeny tiny line, pore, and wrinkle on the face leaving your skin feeling SILKY SOFT & give your foundation hours and hours of staying POWER! It feels like a VELVET MASK. And **I will actually give you a chance to get this for FREE later!**

*** (use undereye corrector only for ivory/beige/light bronze skin tones
and perfecting concealer for darker bronze tones) ***

Next, we are going to try our groundbreaking **Undereye Corrector**! It is in well #8. Use your ring finger to gently pat under both eyes. Who wants to help wake up tired-looking eyes? It's a special peach shade formulated to color correct bluish- purple shadows beneath the eyes, to neutralize dark circles and brighten the under eye area, for a refreshed, wide-awake appearance.

Now as women, we all know that skin care never ends with the basics. Many of us want additional products to meet our individual needs. You will get to experience more products at your **follow-up appointment.**

Basic Color Application

Now we are going to play with Mary Kay color! I have pre-selected them based on your eye color. *Here they are* – the learning colors. I know you're going to love them! After today's class is over, I have several options for you to choose from at your *follow-up* appointment.

Now let's open your goodie bag! Shake it out and find your color card.

EYES: Peel the plastic off the eye shadows. We are going to do the shadows in the order of 1...3 and then come back for 2! Grab your sponge-tip applicator, take off half of color #1 and apply it from the lash line to the crease and everywhere in between on your first eye. Then use the other half for the other eye.

Next, using the other side of the applicator, take color #3, which is your highlighter, and apply it from your crease all the way up to your eyebrow. This will bring height and brightness to your eye.

Now, you can go back for a tiny bit of #2, which is your accent color - and either apply it like a soft eyeliner right into your lash line for a more natural look, or for a more dramatic look, apply it to the outside corner of your lash line and up into your crease, like a sideways V, being careful not to go past that imaginary line between the end of your eye and the end of your eyebrow! Then blend so you don't see where one color starts and another stops. It should look smooth & soft. (*Suggest using their finger to blend if eye applicator isn't doing the trick.*)

MASCARA: Next is mascara! We have 5 amazing formulas of mascara, but today we are trying one of our customer favorites and best sellers: the Ultimate Mascara, which is a volumizing mascara. When applying mascara, don't pump it because you're drying out the mascara in the cylinder...just twist. Also, you should replace your mascara every 3-4 months because bacteria can build up! Now I'm going to come around and give you your mascara wands (*dip wands in mascara tube or use the mascara samples*). Go ahead and apply your mascara. (*while they apply mascara, you say...*) All of our formulas are water-resistant and flake-proof, so they will not run or smudge during the day, AND are so easy to remove with our eye makeup remover, which will preserve and protect your lashes. **if virtual, have them use their own mascara for the moment and talk about ours**

CHEEKS: Ok now go ahead and take some blush off #4 on the color card with the cotton ball. Find the flat part of the cheekbone – place color in 3 dots on your cheekbone (*show them where - place 2 fingers next to your nose and point to the cheekbone*). Blend the dots with the cotton ball with downward strokes, because the tiny hairs on your face grow down.

LIPS: Last, peel off the lipstick part #5 of your color card & use your finger to apply. This is a gel semi-matte or semi-shine lipstick. It's long-lasting and won't dry out your lips. At your **follow-up** appointment, you can always try a different lipstick or lipgloss!

Now, I want you to look in your mirror, and repeat after me! I. am. beautiful!! (*Have guests hold their mirrors out at arms length & compliment each other on something new they like on themselves*)

Referral Game

"Ooh, wait a minute...did I give you guys a chance to win a prize? (*act surprised*) No? OK, let's do that right now, you just need your phone and a pen (*stop and wait until they have their phones out!*)

I always say, the BIGGEST compliment you can give me is to share me with your friends. Because I don't advertise...this is the only way that I have of building my business. Soooo..... it's a huge, huge compliment that you would share YOUR fabulous friends and family with me. Referrals just mean you liked me, you had fun, and you want to help me with my business!

And, I always have a gift for you for sharing! For 7 names you'll get your foundation brush for free! For 13, you get a mascara for free! For 15 you get the primer and for 20 you can choose any of the 2 gifts that you love! So, go ahead...I'm going to give you a couple of minutes and play a fun song! (Cue up "Call me Maybe"). Grab your phone. You can write your names and numbers on the Fabulous Game Sheet. (Show a completed one for reference.) Ready? Ok...here we go! And remember, the names only count if they're over 22 and if you have the name and number!

(*Encourage names by suggesting... friends/family/co-workers/friends from church/the gym...etc*)

Now we're going to try satin hands. This first part is a hand softener (*give a small amount in their palm to each guest*). Rub that all over your hands just like hand lotion. Then the next part is a hand scrub (*give one pump in the palm of their hand*) Now rub this one all over, and rinse with water and dry. (*let them go rinse*). Ok, then the last step is hand cream. Doesn't that feel good??

Table Close

Pass out Get Set for a Beautiful You sheet. Don't leave your post.

Now I'll show you what we used tonight. I am going to take things out of my roll up bag. You can leave *your* products in *your* bag and/or follow along with the Get Set for a Beautiful You sheet I gave you.

(Romance the roll-up bag per Skin Care Class Live video Link)

Now...the reason why your skin looks and feels the way it does is because of the skincare underneath. Go ahead and feel your skin one more time. (make them feel their cheek**) It's just like if we were going to paint this room, no matter how gorgeous the color, if you didn't spackle first, the cracks are going to show through!**

Now remember...the first time around, the basic skincare comes as a set, because it's specifically formulated to work together, so you get the results Mary Kay guarantees you. If you were to choose anything at all, and I do my job properly, this would be the set you would take home today.

So... Let's take a look at **Pocket #1**

Set 1 is our "Basic Skin Care Set" and includes your 4-in-1 cleanser, antioxidant moisturizer, and your CC Cream. It's 82. (refer to placemat and state price, ex: 82...not 82 dollars ... and follow pricing for correct skincare set)

Set 2 is the "Defend & Recover Set" with your Daytime Defender Sunscreen and Nighttime Recovery. It is 68. But, when you include it with the Basic Skin Care Set, it becomes our Miracle Set, which includes all the anti-aging benefits we learned about today...and you save 12 dollars!

AND ... For the Ultimate Skin Care Regimen you can add in the Eye Cream and Replenishing Serum C+E for lifting and firming. All 3 sets in Pocket 1 come to 236.

Pocket #2

Set 4 is your "Color Me Beautiful Compact". It's 82. *(Take out and romance the compact)* .You know how you buy a palette and always run out of your favorite color first? Our compact is magnetic, and each color comes separately, so you just replace each color as you need it. And the best part is then you only pay for the compact ONCE! It comes completely filled and is totally customizable.

Set 5 is the "Necessities Set" and contains the oil-free eye makeup remover, mascara, and eyeliner. It is 50.

Pocket #3

Set 6 is the "Bright Eyes" with the soothing eye gel and an undereye corrector. It is 34.

Set 7 is the "Magic Set" with the foundation primer and a concealer. It is 36.

Pocket #4

The final pocket has the satin hands and satin lips sets. It is 60.

And as you can see...when you get 200 or more, you will get this gorgeous roll up bag as a gift from me FOR FREE...and if you're a girl like me who wants it all, then you can get all 8 sets for just 419... which is a 546 dollar value... so you can save 127 dollars!!!!

Now we are going to do our individual consultations, but before we do that, I would love to introduce you to someone who is *really special* to me. She has a little message to share with all of you. **PLAY COMMERCIAL** (*link on cyndeegress.com home page*). *I will share the link with you before we finish up today.*

Ask if anyone needs to leave early or take the most excited person first.....

In a separate area (living room, dining room) have set up for a one-on-one close: Datebook, sales slips, pens, "Follow Up To A Beautiful You/SHOT program" and summary sheet binder.

Individual Close

Sit below the guest on the floor ...

So,__, did you have fun today?

Tell me something you learned.

I am so happy I taught you that!

Ok, I am sure you already know what you would like to take home, because smart women know what they want....but if I did my job properly the thing you'd want to take home most is the skincare. Did you want to start with the basic tonight?

After the Basic Set ... you can go through the rest of the sets/products to make yes, no, or wish piles .

Add her total together.

If she purchases \$200 or more in products, tell her about taking the rollup bag home!

Then, fill out sales slip, add tax, and say:

How would you like to handle this?

The next step is to book your **follow-up** appointment. It's usually 2-3 weeks from now. What's better for you, during the week or weekend? *(If she doesn't know her schedule, say "I know you don't have your calendar, but let's just pencil in a tentative date. If you find there's a conflict, it's not a problem to change it".)*

(Look over at her "maybe" pile or show her the circled items on her flyer.) If I told you that you could get these free or for next to nothing, would you want to?

Great! Let me tell you how - *(smile!)*. Well, when you share your **follow up** appointment with a few friends, maybe even some of the women you referred to me on the Fabulous sheet, I will work to earn you these products for free or next to nothing. Explain **the SHOT** program. Give her a paper with the SHOT program printed, or text her a picture. You can earn up to \$100 at your follow up appointment! ...

1. When you have 6 friends join you, you'll get \$20 for free
2. When you hold your date, you'll get \$20 for free
3. If the total sales combined are 200, you'll get \$20 for free
4. If 2 people book their own follow-up appointment, you'll get \$20 for free
5. And when you watch the video link I'm going to send you and connect back with me, you'll get the last \$20!

SHARING THE OPPORTUNITY WITH YOUR CUSTOMER

(SHARE WITH EVERYONE!)

“So _____, the last thing we get to do is I'm going to send you the link that Cyndee talked about, and you're gonna love it. It's 20-ish quick minutes of inspiration, and we all need that! I can't wait to hear what speaks to you and whether Mary Kay *is* for you, or not, here's my secret wish....

I would love for you to join me, and be my partner, and if it's not for you, ok. But I want to talk to you either way. So when will you take a peek at it?” *(Schedule a time to connect with her and your sales director - as close to her watching the video as possible)*

Once you have a time set send her the link right away and say “Great! Also just for watching it and connecting back at that time, you get \$25 for free! I can't wait for my director to get to meet you. She'll be on too, just in case you have any questions, she knows how to answer it for you.”