

VIRTUAL PAMPERING PARTY DIALOGUES

MARY KAY®

To open the **Virtual Pampering Party Flip Chart – Guest Pages** on your computer, go to *Mary Kay InTouch*® > Education > Party Central > Virtual Parties.

BEFORE THE PARTY CHECKLIST

Prepare for your virtual pampering party.

Virtual Pampering Party Flip Chart – Guest Pages and Dialogues have been created as a guide to help you hold a successful virtual pampering and multimasking experience party.

Here are some tips to help you hold successful virtual pampering parties:

- Make sure to **review** the Virtual Pampering Party Flip Chart – Guest Pages and Dialogues to **practice** how to present the fabulous *Mary Kay*® products!
- For your virtual pampering parties, **consider mailing product samples.**
- When sending your product samples, you can also include a copy of the [Pampering Party Closing Set Sheet](#) on *Mary Kay InTouch*® > Education > Party Central > Supporting Materials. Consider including a **Beauty Profile card** and **Beauty Book** if you have guests who will be attending one of your parties for the first time.
- If your customer previously attended one of your skin care parties, **follow up** on how her skin care product purchase from her initial virtual or in-person appointment is working for her, and address any questions she may have. This can happen during your customer's individual consultation.
- During your virtual pampering parties, **consider showing the retail-sized products.** It can be very helpful for your customers to see the actual sizes of the retail products they will be purchasing.

Welcome Guests and Introductions

3-4
MINUTES



TIPS: Consider a drawing for a prize to encourage participation and engagement.

You could mention that you've got a few product samples to give away as prizes throughout the party. For each question asked, enter a ticket into a bowl for a drawing at the end of the party. The more a guest participates, the better chance she has of winning!

Feel free to make this work for you and your Mary Kay business, or ask your Independent Sales Director for suggestions.

1 Hi, I'd like to thank everyone for joining today. For those of you who don't know me, my name is _____, your Mary Kay Independent Beauty Consultant.

If you have a hostess:

I also would like to thank _____
(hostess's name) for hosting this party.

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

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

Today you're going to have fun with Mary Kay® skin care and pampering products and learn how to treat yourself to luxury. I will also be sharing **information about the Company**, so you will get to know what makes the Mary Kay brand so special!

If you sent your guests product samples, add this to the dialogue:

3 Before we start the party, **have your product samples ready** and scissors to open them, as well as a washcloth and a mirror. Also, have a pen close by so you can participate in some fun activities. (Guests will need a pen to participate in the *Beauty of Friendship* activity and other activities you may have planned.)

4 During the party, I encourage each of you to like, love or **comment in the chat section**.

At the end, I will follow up with each of you one-on-one for an **individual consultation** to discuss your specific skin care and beauty needs and to answer any questions you may have.

5 Now, let's start with the introductions.

Tell us your name, a little bit about yourself and (if there is a hostess) how you know our hostess.

Who would like to go first? (If no one volunteers, you can choose who goes first.)



1 It is great to meet everyone, and I am so glad you've joined us today!

Now I'd like to tell you a little about

Mary Kay Ash.

Click the button to play the video.

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 whom she had trained was promoted above her.

3 In 1963, 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 This Company follows the **Golden Rule** and emphasizes the **importance of giving back.**

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



To help identify your “why” and create your I-story, check out MKUniversity on *Mary Kay InTouch** > Education and your *Start Something Beautiful** magazine. You can find a digital copy of *Start Something Beautiful** on *Mary Kay InTouch** > Education > New Independent Beauty Consultants Start Here, in the Supporting Materials tab.

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 ...

(Add your I-story here.)

4 What I like best about my Mary Kay business is _____.

The Mary Kay Opportunity

1-2
MINUTES



OPTIONAL INFORMATION

In fact, millions of women in nearly 40 countries worldwide have embraced the opportunity, making Mary Kay one of the largest direct sellers of skin care and color cosmetics in the world.

The Mary Kay opportunity thrives today because it's a great way to potentially earn extra income. And because it's about real women helping other women look and feel their best.

Every woman has her own reason for starting a Mary Kay business. What's yours?

1 One of the things I love about the Mary Kay opportunity is that it allows a woman to create a business with freedom and flexibility that can fit into her life based on her goals.

Mary Kay Ash realized women needed an opportunity to have flexibility while balancing their lives with their values and priorities. Mary Kay Ash always said that her priorities were God first, family second and career third. She found that when she put her life in this order, everything seemed to work out.

2 **Would you like to own your own business, share your love of beauty and potentially earn extra income?**
Just watch me today to see if you think you'd ever want to learn to do what I do. Feel free to let me know if you are interested in learning more about the Mary Kay opportunity! You can let me know through the chat.



1 Great! Now let's get the party started!

We all want **beautiful skin** and to feel great, right?

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

2 Are you ready to make some changes?

I am going to pamper you like the fabulous, amazing women you are for the next 30–45 minutes.

Sounds great, doesn't it?

TIMEWISE AGE MINIMIZE 3D 4-IN-1 CLEANSER



1 Are you ready to pamper your face?

Set the **product samples** you received in the mail out in front of you as we get started.

The first thing you are going to do is cleanse your face with the **TimeWise® Age Minimize 3D® 4-in-1 Cleanser**. You might need some scissors to open the packet, and you'll also need a washcloth and access to water.

2 Use your washcloth to wet your face, making sure to 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.

If you have not sent your guests product samples:

The first thing we will talk about is cleansing your face with the **TimeWise® Age Minimize 3D® 4-in-1 Cleanser**.
(then continue with 3)

3 As you apply the cleanser, you're thoroughly cleansing your skin without stripping it of its natural moisture. You're 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 the cleanser with your washcloth.

As they are cleansing their faces, go to next slide to talk about our Micellar Water.



TIP: *The following is only a suggestion. Feel free to make this work for you and your Mary Kay business, or ask your Independent Sales Director for suggestions.*

Consider mentioning that you've got a few Micellar Water Deluxe Minis to give away as prizes throughout the party. For each question asked, enter a ticket into a bowl for a drawing at the end of the party. The more a guest participates, the better chance she has of winning!

1 While you are cleansing your faces, let's talk about **Mary Kay® Micellar Water!**

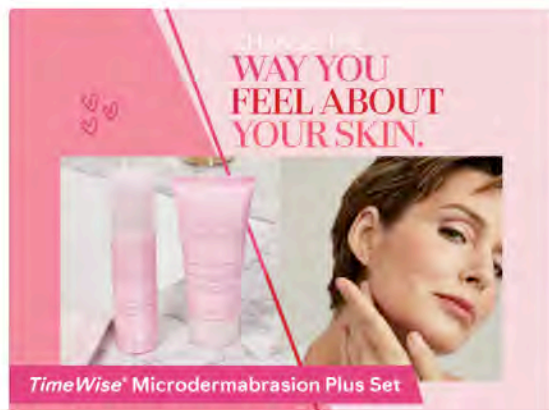
2 It works as a **quick cleanse** on its own or before your favorite *Mary Kay®* cleanser as a double cleanse. It attracts impurities, helps break down face makeup and gently cleanses the skin. It also leaves the skin hydrated, and best of all, **there is no need to rinse**, so you can use it when you're on the go or in a rush. Who loves the idea of easy cleansing?

3 Now, Micellar Water doesn't replace your everyday cleanser or your Oil-Free Eye Makeup Remover, but it does give you an alternative option, so you never have to skip clean skin.

4 All you need to do is **apply a small amount onto a cotton ball** or pad. Then, gently swipe upward and outward to remove the day's face makeup and other impurities, leaving you with a refreshed face!

5 As a reminder, **Mary Kay® Oil-Free Eye Makeup Remover** is made for the eyes, and **Mary Kay® Micellar Water** is made for the face.

Let me know through the chat if you would like to learn more about this product during our one-on-one consultation.



1 Are you ready to change the way you feel about your skin?

Now that your skin is clean, we're going to exfoliate your skin with the **TimeWise® Microdermabrasion Plus Set**. The *TimeWise®* Microdermabrasion Plus Set is a **two-step system** that gives the look of polished, younger skin and significantly smaller pores.

2 Let's start with the first step, **TimeWise® Microdermabrasion Refine**. *TimeWise®* 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 buildup from pores. You would use this exfoliator two or three times per week to get the best results.

3 Let's **open your sample** of *TimeWise®* Microdermabrasion Refine.

Wet your face with your fingertips. And using circular motions, gently massage over face. Then, rinse thoroughly with warm water and pat dry.

4 I have also sent you a sample of the second step, **TimeWise® Pore Minimizer**. Today, we will wait to apply the *TimeWise®* Pore Minimizer until a bit later in the party. We have some extra pampering in store for your skin first!



1 Now let's talk about one of the Mary Kay® fan-favorites.

2 **Mary Kay® Hydrogel Eye Patches** are shimmery pink gels that deliver a **fresh burst of hydration** to awaken the eyes. They contain glycerin, a powerful humectant known to moisturize the skin and help with water loss.

3 Are any of you wondering what hydrogel is? Simply put, hydrogel is water suspended in a gel matrix. Mary Kay® Hydrogel Eye Patches are saturated in a formula to deliver benefits to the skin in a fun, easy way. Acting as smile-shaped masks for under the eyes, they are **designed to stay in place** so they not only deliver the ingredients, they stay put to lock in the benefits.

Let's check out this video to see how they work.

If you sent samples of this product to your guests:

Are you ready to try these amazing Mary Kay® Hydrogel Eye Patches? **Open the sample packet** and pull out one of the saturated Hydrogel Eye Patches. Place it on clean skin under the eye, with the larger end of the patch toward the outer eye and the smaller end toward the nose. When you're done applying the first eye patch, remove the second patch and repeat on the other eye.

If you have not sent samples of this product to your guests:

Don't they look amazing? Although we are not sampling these awesome products today during our party, please feel free to ask me any questions you may have during our one-on-one consultation.



1 Who here has tried a face mask before? Then you know that masking is all the rage! And I would love to introduce you to two of my favorites – **Clear Proof® Deep-Cleansing Charcoal Mask** and **TimeWise® Moisture Renewing Gel Mask**.

2 It may sound illogical but getting a little dirty can actually help deliver skin that's deep down clean. That's the magic of activated charcoal in the **Clear Proof® Deep-Cleansing Charcoal Mask**. This is no ordinary mask! This triple-action charcoal mask **acts like a magnet to deep clean pores**. It deeply cleanses skin, immediately reduces shine and features an effective complex of botanical extracts to help clear the way to beautiful skin.

3 **TimeWise® Moisture Renewing Gel Mask** is equally fabulous and provides your skin with an entirely different set of benefits. As we age, our skin's ability to stay properly hydrated is diminished, which can lead to skin looking older than it is. Everyone – even someone with oily skin – needs to use skin care products that are formulated to not only add moisture, but to also help skin hold in every precious drop.

4 **TimeWise® Moisture Renewing Gel Mask** is formulated with scientifically studied ingredients that **help quench your skin's thirst** in addition to other skin-loving benefits. Signs of stress disappear, as skin feels calmed, purified and nourished.

Let's watch this video about two of my favorite *Mary Kay®* products!



TIP: *The following is only a suggestion. Feel free to make this work for you and your Mary Kay business, or ask your Independent Sales Director for suggestions.*

Consider a drawing for a prize, etc., to encourage participation and engagement.

The Mary Kay® Mask Applicator would be a great option for a prize giveaway. It helps maximize your masking with mess-free application and less product waste.

1 Take a look at the diagram to see where to put each mask.

TimeWise® Moisture Renewing Gel Mask will go on the drier areas of your face which are typically the cheeks and the very top of your forehead.

The oily areas of your skin will get the **Clear Proof® Deep-Cleansing Charcoal Mask**.

If you sent your guests product samples of the masks:

2 Take the sample of the **Clear Proof® Deep-Cleansing Charcoal Mask** and apply an even layer of the mask over the oily areas of your face. You'll notice the **Clear Proof® Deep-Cleansing Charcoal Mask** transforming from a rich, creamy texture to a soft, matte finish as it dries down and absorbs skin impurities.

3 Next, take the sample of the **TimeWise® Moisture Renewing Gel Mask** and apply an even layer of the mask over the drier areas of your face.

While applying your mask, make sure to keep the **Mary Kay® Hydrogel Eye Patches** in place.

4 You all are doing a great job applying the masks! Mary Kay also offers a fabulous **Mask Applicator** that allows you to **maximize your masking with mess-free application and less product waste**. If this is something you're interested in, just let me know after the party in our one-on-one consultation.

5 We'll leave these masks and **Mary Kay® Hydrogel Eye Patches** on for approximately **10-15 minutes** while we talk more about Mary Kay the Company and some other amazing **Mary Kay®** products.

*While guests are waiting for the masks to dry, move on to the next slides to share the information about **Pink Changing Lives®**, **Pink Doing Green®** and the **Beauty of Friendship Referral Activity**.*

If you have not sent your guests product samples of the masks:

You can ask your guests to let you know through the chat if they are interested in these products, and you can tell them more about the products during their follow-up consultations.

Beauty of Friendship Referral Activity

3-4
MINUTES



TIP FOR REFERRALS:

The following is only a suggestion. Feel free to make this work for you and your Mary Kay business, or ask your Independent Sales Director for suggestions.

- When they flip over the Beauty Profile card you sent them, have them text you their referrals' names as fast as they can for a prize. Consider mentioning that you've got a few product samples for each of them to gift to their favorite ladies.
- Consider giving a grand prize to the first guest who finishes with her 10 referrals. Everyone else who submits referrals gets a prize of your choice.
 - "When I say GO, write the first names and phone numbers of friends who would appreciate a complimentary facial."
 - "On your mark, get set, GO!"

1 You know, Mary Kay's mission is to enrich women's lives.

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 complimentary makeover from me – compliments of you.

3 Along with the product samples you received, I also included a Beauty Profile card. **On the back of your Beauty Profile card, there's a section that says, "Give your friends the gift of a complimentary facial."** Simply jot down the names of women you want to appreciate, along with their phone numbers, and take a picture of the card to send me via text. I'll contact them to let them know that we have a fun surprise for them on your behalf.*

If you did not send Beauty Profile cards, you can say this instead:

Just grab your phone and add my number if you don't already have it. It's _____. Now text me the names of the women you want to appreciate, along with their phone numbers. 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 can put a smile on your friends' faces, and most women are super excited to book a no-cost pampering session! 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 In Touch*® (marykayintouch.com).



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®* products, you're supporting a company that does good!

2 **When you wash your face with *Mary Kay®* products,** there are women and children who finally have a safe haven because of the more than **\$82 million** in support provided to women's shelters across the United States.

3 **When you moisturize with *Mary Kay®* products,** you're supporting a company dedicated to **fighting the many cancers that affect women.** The *Mary Kay Ash Foundation*SM has donated more than **\$30 million** to medical research in hopes of finding a cure.

4 **When you use *Mary Kay®* products,** you are supporting a company with a bold ambition to achieve sustainable change for our planet. Innovation never stops as the Company strives for product, supply chain and operational excellence in all that it does. Mary Kay's global manufacturing center functions as a Zero Waste to Landfill facility and was recently awarded the coveted LEED Silver certification for using healthy, highly efficient and sustainable practices.

5 Mary Kay also touches hearts by **giving back globally** to causes that impact women and their families – all thanks to one amazing woman.

Satin Hands®, *Satin Body®* and *Satin Lips®*



OPTIONAL INFORMATION

If you prefer a set with no fragrance, Mary Kay offers a **Fragrance-Free *Satin Hands®* Pampering Set** that is sure to excite you. In addition, you'll want to try the **Fragrance-Free *Satin Hands®* Shea Hand Sanitizer**** which features a quadruple blend of moisturizing ingredients: shea butter, aloe vera leaf extract, glycerin and betaine. The fast-drying, travel-friendly spray effectively kills germs. Plus, you'll love the **Fragrance-Free *Satin Hands®* Shea Hand Soap**.

*The best-seller logo/designation refers to top-selling products within the *Mary Kay®* product line.

†Based on biophysical testing

**Over-the-counter drug product

1 It looks like your masks and Hydrogel Eye Patches are almost ready to remove, but before we do, let me **introduce you to some fan-favorites and *Mary Kay®* best-sellers*** that I think you'll love at first try because they deliver **shea butter bliss from head to toe**.

2 How many of you have tried products with shea butter? All of the amazing *Satin Hands®*, *Satin Body®* and *Satin Lips®* products you see on your screen are **formulated with nourishing shea butter**, which helps skin feel satiny-smooth and instantly soft.

3 **White Tea & Citrus *Satin Hands®* Pampering Set** is a best-seller that instantly makes hands feel moisturized, soft, smooth and protected. Use it once, and you'll love it forever.

4 The ***Satin Body®* Collection** creates **the luxury of a spa retreat in your own home**, pampering your senses with the fresh scent of white tea & citrus.

There are four *Satin Body®* products you'll want to experience:

- **White Tea & Citrus *Satin Body®* Indulgent Shea Wash** cleanses and soothes dry skin with an enveloping lather.
- **White Tea & Citrus *Satin Body®* Revitalizing Shea Scrub** exfoliates and immediately buffs away dry skin.
- **White Tea & Citrus *Satin Body®* Silkening Shea Lotion** not only instantly moisturizes skin, it's clinically shown to **moisturize for up to 24 hours!†**
- **White Tea & Citrus *Satin Body®* Whipped Shea Crème** is a rich, luxurious indulgence that moisturizes instantly, keeps skin moisturized for 24 hours† and leaves skin feeling instantly soft.

5 And finally, the **White Tea & Citrus *Satin Lips®* Set** provides instant bliss for your lips. The **Shea Sugar Scrub** gently exfoliates to soften and smooth, polishing lips to perfection, and the **Shea Butter Balm** deeply moisturizes lips and leaves them feeling nourished.



If you asked your guests to apply the TimeWise® Moisture Renewing Gel Mask, Clear Proof® Deep-Cleansing Charcoal Mask and Mary Kay® Hydrogel Eye Patches, ask them to remove the patches and wipe their faces clean with a wet washcloth.

1 How does your skin feel so far? Now it's time to put the final touches on this **luxurious treatment** your skin has experienced today.

Let's grab your samples of the TimeWise® Pore Minimizer, TimeWise® Age Minimize 3D® Day Cream SPF 30 Broad Spectrum Sunscreen* and TimeWise® Age Minimize 3D® Night Cream.

2 Remember, we have exfoliated our skin with TimeWise® Microdermabrasion Refine. Now it's time for the second step, **TimeWise® Pore Minimizer.**

3 Open your TimeWise® Pore Minimizer sample. Using your fingertips, apply to your face in an upward and outward motion.

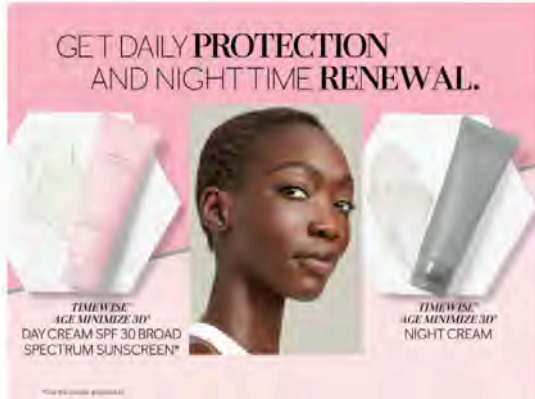
4 Pore Minimizer goes beyond skin texture to **tighten the look of pores.** With pores cleared of buildup and dead skin cells, Pore Minimizer works immediately to reduce their appearance. And the results get better over time.

5 If you were to purchase the TimeWise® Microdermabrasion Plus Set, you'll use the TimeWise® Microdermabrasion Refine two or three times a week and follow with your regular moisturizer. The Pore Minimizer **can be used daily, twice a day,** to reduce the appearance of pores. We can talk about it more in your one-on-one consultation if you have questions.

*Over-the-counter drug product

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

2
MINUTES



OPTIONAL PRODUCT INFORMATION

Did you know that your skin rebuilds its reserves at night? ***TimeWise® Age Minimize 3D® 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.

1 The final step in today's pampering experience is moisturizing.

I'm going to guess that none of us want wrinkles, 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 *TimeWise® Age Minimize 3D®* 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.*** 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 **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.) I'd love for you to type into the chat how your skin feels.

Note: Depending on the time of your party, you can ask your guests to sample the Day Cream or Night Cream.

*Over-the-counter drug product

DO AN ABOUT-FACE!

*Find customized solutions
for your specific skin needs*

OPTIONAL PRODUCT INFORMATION

We want you to feel confident in our *Mary Kay Naturally*® line, so every product is third-party certified as natural according to comprehensive standards. The COSMOS standard requires evaluation of everything from the sourcing and processing of ingredients to the manufacturing of products and packaging.

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.*

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 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.

3 Mary Kay offers four other skin care regimens customized for your individual needs. There's ***Botanical Effects***® for simple beauty, ***Clear Proof***® Acne System for acne-prone skin, ***TimeWise Repair***® for advanced signs of aging and ***Mary Kay Naturally***® for natural-certified skin care.

4 If you're serious about taking care of your skin, you'll love the ***Mary Kay Clinical Solutions***™ Retinol 0.5 Set. This power pair of products introduces a new level of dermocosmetic performance to complement your nighttime skin care routine.

5 Mary Kay also offers an incredible array of **targeted skin care solutions** for specific problem areas. During our individual consultation, I can address any special skin care concerns you may have.



1 If you are looking for products for your eyes, we've got you covered. From pampering to wrinkle relief to mascara removal, we've got everything you need ... and more.

2 Medical researchers tell us, the skin around the eyes has less collagen and elastin than skin elsewhere on the face. And as people age, the fat pads beneath the eyes diminish, causing the skin to appear even thinner and perhaps causing a hollowed-out appearance under the eyes. These unique characteristics of the skin around the eyes can require a little extra attention.

- You have already tried *Mary Kay*® Hydrogel Eye Patches, and hopefully you have experienced a fresh burst of hydration awakening your eyes.
- If your eyes tend to get puffy or tired, you'll love the moisturizing and soothing properties of **Indulge® Soothing Eye Gel**. This blue eye gel cools and refreshes a tired-looking appearance with calming botanical extracts.

- Powered by the exclusive **TimeWise® Repair® Volu-Firm® Complex, Eye Renewal Cream** is formulated to reduce the appearance of sagging skin and crepiness, help minimize undereye puffiness and help lessen the appearance of dark circles. It contains liquid crystals that help reflect light for a more luminous look and also help enhance the formula's effectiveness.
- **TimeWise® Age Minimize 3D® Eye Cream** helps improve multiple visible signs of aging and fatigue, including the appearance of dark circles, undereye puffiness, fine lines and wrinkles. Skin looks firmer as this quick-absorbing cream immediately moisturizes and brightens the eye area. Plus, it maintains moisture in the eye area for 12 hours. You'll see overall improvement in skin's appearance for a more youthful, rested look.
- **Mary Kay® Oil-Free Eye Makeup Remover** is a unique, two-phase product that gently removes even waterproof eye makeup without rubbing, pulling or tugging. The top phase removes waterproof eye makeup, and the bottom phase removes nonwaterproof eye makeup. Shake well for maximum effectiveness.



1 All done! Take a moment to see how you feel. Take a deep breath. **Feel how soft your face is.**

2 This is what it feels like to be **pampered!** To relax and renew your mind and your gorgeous faces.

3 And the real beauty of this pampering session is that **you can do it at home anytime** you like with these fabulous Mary Kay® pampering products we used today.

4 *If you sent a copy of the pampering party closing set sheet:*

Everyone take a look at the pampering party set sheet I sent in your packet. As you look over these sets, circle the ones you would like to buy if money were no object.

If you have not sent a copy of the pampering party closing set sheet:

Everyone take a look at the pampering party set sheet on your screen. Which ones would you like to buy if money were no object?

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

6 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.

Lead-in to Individual Consultations

1
MINUTE



MARY KAY® PRODUCT PROMISE

We never compromise when it comes to the quality and safety of our products. We make product decisions based on scientific fact, not opinion. We push the boundaries of innovation to consistently surprise and delight you. We always put you first.

1 Thank you all for a fabulous virtual party!

2 Repeat any special promotions you would like to offer.

3 Repeat the *Mary Kay*® Product Promise.

4 Success is in the follow-up!

Remind guests you will follow up with them individually to answer questions about *Mary Kay*® products or the Mary Kay opportunity and to finalize their product orders.

Remain online for a short time to answer questions.

Individual Consultation – Close the Sale

SUGGESTION

The following is only a suggestion. Feel free to make this work for you and your Mary Kay business, or ask your Independent Sales Director for suggestions.

Promote the hostess program and its rewards while booking follow-up appointments. Remember to remind her that she can also earn *Mary Kay*® products by hosting a future skin care party with you.

“Text me after the party if you would like to host your own.”

1 Once you’ve ended the **pampering party**, begin the individual closes by phone, text or email as soon as possible.

2 To make the purchase decision **easier** for your customer and more manageable for you, use the closing sheet you included in her packet. You can modify the products included in the bundles based on your customer’s preferences. Remember to update the price if you do swap out products.

Individual Consultation – Close the Sale

1 Did you have a good time (today/tonight)?

How does your skin feel?

2 Do you have any questions for me as your personal Mary Kay Independent Beauty Consultant?

3 So tell me, what did you like best about the pampering products you learned about today?

4 Let's talk about your favorite products. If money were no object, what would you buy today?

(Allow the customer to answer.)

Great!

5 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.)

(If guest has shown enthusiasm during the party or if hostess gave you her name as a potential team member, read #6.)

6 You seem like you enjoyed yourself (today/tonight). I would love to give you some information on the **Mary Kay opportunity**. And if it isn't for you, I would still love to have you as my customer.

TIP for when your customer would like to discuss the Mary Kay opportunity at a later time: When's your first free half-hour, tomorrow or the next day?

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.