

MARY KAY

pop-up party GUIDE



VIRTUAL PARTY IN UNDER 30 MINUTES

pop in & party on!

You and your customers are on the move again, but we all still enjoy online experiences! Now that we're back in full swing, you may want to offer your customers and their guests a quick, fun, casual virtual party where they can learn more about you, get an overview of the Mary Kay opportunity and hear exciting information about whichever *Mary Kay*® products you'd like to share.



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YOUR VIRTUAL
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THE MARY KAY®
DIGITAL LIBRARY
POWERED BY
HOOTSUITE AMPLIFY!

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Virtual Backgrounds

HERE'S HOW IT WORKS:

1 CHOOSE THE PRODUCTS.

You choose the products you'd like to introduce from the Pick Your Products section of this guide, which is complete with descriptions, benefits and the suggested time to feature the product. Feel free to make this Pop-Up Party your own! **You can focus on skin care, pampering or color products – or a combination.**

2 SHARE YOUR CAMERA.

Instead of sharing your screen as you do during other virtual parties, we recommend sharing your camera while holding up the retail-sized *Mary Kay*® products you're talking about – no need to send samples unless you choose to!

3 FOLLOW THE DIALOGUES.

You can follow the dialogues below to help your party flow. If you have time, consider inserting an icebreaker game after welcoming your guests.



Remember, the Pop-Up Party is designed to be lighthearted and brief, leaving your guests wanting more.

get this party started!



< 7 MINUTES

WELCOME YOUR GUESTS.

< 1 MINUTE

"Hello, everyone. Thank you for joining me today. My name is _____."

"I'd like to 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 more about them during our follow-up after this party."

"So let's get started!"

TELL YOUR I-STORY.

< 1 MINUTE

Introduce yourself, and tell guests how you began your Mary Kay journey. Here are a couple of examples to help guide you.

"Let me share with you why I started my Mary Kay business [**share your I-story**]. Starting my Mary Kay business has:

- Elevated my confidence because [**share your experience**]."
- Made a positive impact on my family because [**share your situation**]."

"By all of you being here today, you are helping me fulfill my goals, so thank you from the bottom of a grateful heart."

SHARE THE OPPORTUNITY.

< 1 MINUTE

Introduce them to the Mary Kay opportunity that can fit their lives however they choose.

"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."

"The potential to earn extra money, make new connections, learn new skills — they can all help you be who you want to be."

"Mary Kay Ash always said there is a future Independent Beauty Consultant at every party. So I wonder, who do YOU think it might be? Well, you never know! Just watch me today to see if you think you'd ever want to learn to do what I do."

LET'S GET STARTED!

< 1 MINUTE

Transition into the product section.

"Now, let's get started. What we'll be doing in the next 15 minutes is learning about some of the most popular *Mary Kay*® products."



Check out Pages 4–9 to help you choose which *Mary Kay*® products you will be introducing during your Pop-Up Party. Remember that to keep your **PARTY UNDER 30 MINUTES**, it's best to keep product demonstrations no longer than 10–15 minutes.

until next time

THANK ALL YOUR GUESTS.

< 1 MINUTE

“Thank you all for attending the party today! Again, you are each helping me achieve my goals as a small-business owner.

“If anyone here can picture themselves doing what I did today, send me a chat. I would love to tell you more about how this business can fit your life during our follow-up.

“I will be following up with each of you individually to answer questions about *Mary Kay*® products or the Mary Kay opportunity and to finalize your product order.

“If anyone would like to host a party, I’d love to help you out! We can make it a skin care, pampering or color party. I’m here to help you, so whatever products you love, we can share at your party!”

TIME TO FOLLOW UP!

Once you’ve ended the party, begin the individual closes by phone, text or email as soon as possible. If possible, consider scheduling your follow-up times prior to your party.

Here are some questions to get the conversation going:

- “Did you enjoy the Pop-Up Party?”
- “Were there any products you were interested in trying or learning more about?”
- “Would you like to host a party and learn about hostess rewards?”
- “Have you considered learning more about the Mary Kay opportunity?”
- “Do you have any questions for me as your personal Mary Kay Independent Beauty Consultant?”

PICK YOUR PARTY PRODUCTS!



SKIN CARE

PAGES 4-5



PAMPERING

PAGES 6-7



COLOR

PAGES 8-9

SELECT THE *MARYKAY*® PRODUCTS YOU’D LIKE TO INTRODUCE DURING YOUR POP-UP PARTY FROM THE PRODUCT DESCRIPTIONS AND DIALOGUES LISTED BELOW.

SKIN CARE



CONVERSATION STARTER:

"If you could wave a magic wand and change one thing about your skin, what would it be?"



TIMEWISE MIRACLE SET 3D®

< 2 MINUTES

"This simple, three-step skin care regimen is clinically shown to help skin look younger in just four weeks by visibly improving multiple signs of aging,* including fine lines, wrinkles and smoothness. Choose from specially formulated sets for normal to dry skin or combination to oily skin.

"*TimeWise Miracle Set 3D®* defends, delays and delivers younger-looking skin with a full-spectrum, three-dimensional approach that helps improve your skin with visible results."

TimeWise Miracle Set 3D® Products

1. 4-in-1 Cleanser
2. Day Cream SPF 30 Broad Spectrum Sunscreen†
3. Night Cream
4. Eye Cream

ADDITIONAL BENEFITS

- Includes our patent-pending *Age Minimize 3D®* Complex.
- This complex provides multiple antioxidant benefits to defend against free radicals on skin, which can be triggered by more than UV rays and can contribute to the look of fine lines, uneven tone and loss of skin resilience.
- It can also help you defy the look of skin aging by helping promote more even skin tone** and supporting skin's natural collagen.**

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

**Based on in vitro testing of key ingredients

†Over-the-counter drug product

TIMEWISE REPAIR® VOLU-FIRM® SET

< 1 MINUTE

"Who wants to lift away the years? With this fabulous set, the appearance of deep lines and wrinkles is reduced, lifted appearance is restored, and youthful volume is recaptured.

"The science of the *Volu-Firm®* Complex delivers a union of three ingredients that is so crucial to skin vitality, it's in every product formula within this regimen."

The Volu-Firm® Complex contains:

- Plant stem cells.**
- A biomimetic peptide.**
- A skin volume-supporting peptide.**

TimeWise Repair® Volu-Firm® Products

1. Foaming Cleanser
2. Advanced Lifting Serum
3. Day Cream Sunscreen Broad Spectrum SPF 30†
4. Night Treatment With Retinol
5. Eye Renewal Cream

SKIN CARE (cont.) →

PERSONALIZED SKIN CARE



Skin Analyzer
MARY KAY

Encourage your customers to download the *Mary Kay®* Skin Analyzer App and to scan their skin for their personalized *Mary Kay®* skin care recommendations.

SKIN CARE (cont.)



CLEAR PROOF® ACNE SYSTEM

< 1 MINUTE

"Introducing the system that knocks out acne! This effective regimen has been clinically shown to provide clearer skin in just 7 days.*

"The set uses a combination of salicylic acid and benzoyl peroxide to attack the multiple factors that can contribute to acne breakouts."

Clear Proof® Acne System Products

1. Clarifying Cleansing Gel†
2. Blemish Control Toner†
3. Acne Treatment Gel†
4. Oil-Free Moisturizer for Acne-Prone Skin

*Based on a 12-week independent clinical study

†Over-the-counter drug product



BOTANICAL EFFECTS® SKIN CARE

< 1 MINUTE

"For those who want fresh, uncomplicated skin care, this simple skin care regimen starts with ingredients that deliver a wealth of essential benefits.

CONSIDER ASKING:

"What concerns do you have? Sun protection, uneven skin tone or maybe trouble with wrinkles?"



"Botanical Effects® is infused with unique ingredients that deliver the essentials the skin needs year-round, for all skin types."

Botanical Effects® Regimen Products

1. Cleansing Gel
2. Refreshing Toner
3. Moisturizing Gel



MARY KAY NATURALLY®

< 1 MINUTE

"If you lean toward natural-certified skin care, you'll like the *Mary Kay Naturally®* product line. These are great products if you have sensitive skin, and each product combines naturally derived†† ingredients with exciting, versatile forms that elevate a beauty routine.

"Feel free to incorporate any of these products into your existing routine!"

Mary Kay Naturally® Products

1. Purifying Cleanser
2. Exfoliating Powder
3. Nourishing Oil
4. Moisturizing Stick

††At least 90% of ingredients are derived from natural sources processed in allowance with third-party standards — currently the COSMOS standard.

PAMPERING



MARY KAY® HYDROGEL EYE PATCHES

< 1 MINUTE

“Tell me, how does delivering a fresh burst of hydration to awaken your eyes sound to you right now? All it takes is 20 minutes two times per week to reap the benefits of these little magic *Mary Kay*® Hydrogel Eye Patches!”

ADDITIONAL BENEFITS

- Contains glycerin, a powerful humectant known to moisturize the skin and help with water loss.
- Crescent shape gently hugs the eye area to lock in benefits.



CLEAR PROOF® DEEP-CLEANSING CHARCOAL MASK

< 1 MINUTE

“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.”

ADDITIONAL BENEFITS

- This triple-action charcoal mask acts as a magnet to deep clean pores.
- Deeply cleanses skin.
- Immediately reduces shine.
- Features an effective complex of botanical extracts to help clear the way to beautiful skin.

CONVERSATION STARTER:

“Who here likes to pamper herself?”

“Let’s talk relaxation and rejuvenation. From decadent facial treatments to spalike, pampering body products, you’re going to love the ‘me’ time built into these favorites!”



TIMEWISE® MICRODERMABRASION PLUS SET

< 1 MINUTE

“How would you like to have the look of polished, younger skin and significantly smaller pores?”

“Start with *TimeWise*® Microdermabrasion Refine two or three times a week to immediately remove buildup from pores.

“Afterward, clear the way with *TimeWise*® Pore Minimizer, which immediately makes pores look smaller.”

ADDITIONAL BENEFITS

- Buffs away dead skin cells and removes pore buildup.
- Gentle exfoliation reduces the appearance of fine lines and immediately refines skin’s texture.

PAMPERING (cont.)



PAMPERING (cont.)



WHITE TEA & CITRUS SATIN HANDS® PAMPERING SET

< 1 MINUTE

"I always keep a few sets of the White Tea & Citrus *Satin Hands*® Pampering Set around for last-minute gifting occasions! Everyone loves this set. I give it to teachers, hairdressers, nurses and new moms – just about anyone!

"And if you prefer no fragrance, we've got you covered with the Fragrance-Free *Satin Hands*® Pampering Set.

"This spalike treatment revitalizes and rejuvenates the look of hands, so they feel renewed and instantly look healthier."

White Tea & Citrus Satin Hands® Pampering Set Products

1. Fragrance-Free *Satin Hands*®
Protecting Softener
2. White Tea & Citrus *Satin Hands*®
Satin Smoothie® Refining Shea Scrub
3. White Tea & Citrus *Satin Hands*® Nourishing
Shea Cream

ADDITIONAL BENEFITS

- Hands feel instantly moisturized, soft and smooth.
- Hands feel revitalized, soothed and protected.
- Skin feels renewed, looks rejuvenated and instantly looks healthier.
- Set makes a great gift, especially for brides.



TIMEWISE® MOISTURE RENEWING GEL MASK

< 1 MINUTE

"Get 10 skin-renewing benefits* in 10 pampering minutes with the must-have mask that locks in vital moisture. Upgrade your skin care routine with this hydration sensation to help your skin look fresher and more youthful."

ADDITIONAL BENEFITS

- Instantly hydrates.
- Locks in moisture.
- De-stresses.
- Purifies.
- Nourishes.
- Calms.
- Firms.
- Smooths.
- Softens.
- Minimizes pores.

*In an independent consumer study, women agreed that their skin appeared less stressed, felt nourished and calmed, and that the mask helped reduce the appearance of pores, among other visible benefits.

COLOR



MARY KAY® CC CREAM SUNSCREEN BROAD SPECTRUM SPF 15*

< 1 MINUTE

“So, let me ask you this. Does anyone know what CC stands for? It stands for complexion correction. 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.

“Isn’t it great to know that as you’re creating this flawless look, you’re also protecting your skin with SPF 15?

“A great foundation helps protect your skin from the environment. Plus, it evens skin tone and covers flaws for radiant, healthy-looking skin.”

*Over-the-counter drug product



MARY KAY® ULTIMATE MASCARA™

1 MINUTE

“How would you like some look-at-me lashes? This extremely volumizing, superthickening, all-in-one formula creates the look of big, bold, separated lashes that last all day.”

ADDITIONAL BENEFITS

- Extremely volumizing.
- Superthickening.
- Smudge-, flake- and clump-resistant.

CONVERSATION STARTER:

“What are your makeup must-haves? What would you say your makeup style is: the no-makeup look, the classic look or full-on glam?”



MARY KAY® OIL-FREE EYE MAKEUP REMOVER

< 1 MINUTE

“How many of you have ever struggled with removing your mascara at the end of the day? Well, get ready to say goodbye to those struggles with one of Mary Kay’s fan-favorites.

“This can’t-live-without product gently removes eye makeup, including waterproof mascara, without tugging or pulling the delicate skin around the eyes.”

ADDITIONAL BENEFITS

- Formula does not leave skin feeling greasy.
- Clinically tested for skin irritancy and allergy.
- Suitable for contact lens wearers.
- Suitable for those with sensitive skin and sensitive eyes.
- Hypoallergenic and ophthalmologist-tested.

COLOR (cont.)



COLOR (cont.)

LIPSTICK AND LIP GLOSS

1 MINUTE

Introduce your favorite lipstick!

“Lipstick and lip gloss are probably the products women feel the most comfortable with because they are fun, quick pick-me-ups.”

“Tell me, how do you feel when you get a new shade that makes you look fabulous?”



MARYKAY® GEL SEMI-SHINE LIPSTICK

- Radiant color.
- Luminous shine.



MARYKAY® SUPREME HYDRATING LIPSTICK

- Luscious hydration.
- Rich color.
- Brilliant shine finish.



MARYKAY® GEL SEMI-MATTE LIPSTICK

- Rich, stay-true color.
- Long-lasting wear.



MARYKAYUNLIMITED® LIP GLOSS

- Nonsticky and nontacky.
- Delivers instant moisture.

TRY ON COLOR PRODUCTS VIRTUALLY.



MirrorMe™
MARY KAY

To help your customers choose their shades, you can encourage them to download the *Mary Kay MirrorMe™* App and to try on hundreds of *Mary Kay®* color products virtually.