

My Personalized Skin Care Party by Julie Weaver

To help you, the following are instructions on how to hold a Party: Opening, Body and Close. I believe this will help you customize your Party, making it and your very own! My wish for you is that you can learn from the material, and adapt this information in to any type of skin care party that you desire to hold. There is no need to memorize the information on these pages, just read it as you teach the party page by page. You will learn it as you go along and people looking at this career will be encouraged if they see you “reading” a script, and not thinking they have to memorize it.

The actual Instructor’s Guide & Beauty Book changes from time to time, this is meant to be a guideline to follow and is flexible for you to add to or take away to suit your needs.

- ◆ The price of success in this business is the Skin Care Party. Read it, Learn it, Master it!
- ◆ A Full Circle Party helps you to maximize your time, giving you the best results.
 - The 3 B’s in a Full Circle Party should be your main priority:
 - Basics: Your goal is to sell the Basic Skin Care to every person.
 - Bookings: Your goal is to book at least 2 Parties from every party.
 - Business Partners: Goal is to book at least 2 Career Chats from every party.

This Party Script will help you accomplish the 3 B’s at every party!

Assembly Directions

- 1) Print out all the pages. Cut them out to fit the Instructor’s Guide & Glue on. The pages should cover the entire page it is glued on, so as not to confuse you with other writing or photos in your Instructor’s guide.

The main thing to realize is, there is not a mistake that you can make that a wash cloth won’t fix, so be patient with yourself, have fun and share from your heart! The contents of this script have been a mixture of 20 years of experience, imitation of those who have gone before me and great additions of new ones that have followed. Thanks to all who have contributed to the ideas, and wording in this script.

Love

Julie Weaver

(This Page does not go in your Instructor’s Guide)

50 YEARS | one woman canSM MARY KAY



Slide in protector with 2nd pg of 1-on-1 close (upright when facing guests). Then “Introduce myself” back to back with “agenda” (agenda will be facing guests when pg flipped)

Paste over page 3

- **Introduce Myself**
- **Welcome and Thank You** to guests and Hostess
Greatest compliment you can pay me is to introduce Me to your friends!
- **Everyone of my Customers is entitled to Two Appointments!**
 - 1: Introduce you to Great Skin Care!
 - 2: Your In-Depth Glamour that you share with friends
- **As your Professional Beauty Consultant I also offer:**
 - * Free Quarterly Mailings with samples & gift with purchase!
 - * Free Bridal, Pageant, or Special Event Makeovers!
 - * 24/7 Shopping on my Web-site with Free Delivery!
 - * Special Occasion Gift Service for Christmas, Valentines, etc
 - * Special Themed Parties such as a PJ Party, Spa, etc.
- **When you Host a Party with 3-6 of your friends you get:**
 - * Personalized Glamour Look Designed especially for you!
 - * Step by Step instruction with Professional Brush Set!
 - * LOTS of FREE Product! (*explain Hostess Incentive*)

Paste over page 4

AGENDA

Let me tell you a little bit about what we are going to do today

- **Try first hand America's Best Selling Brand** of facial skin care and actually see and feel a difference in your skin today!
- **Finish with a quick "Dash out the Door" glamour look.**
- **Learn a little bit about this company** and what it offers you!
- **Check each person out with a quick 1 on 1 Consultation to:**
 - * Answer any questions you might have about your skin
 - * Make product suggestions for your special needs
 - * Send you home with any product you fall in love with

Here's what I'm looking for today:

- * Women who want Personalize Service—**Customers!**
- * Women who want to share me with friends—**Hostesses!**
- * Women who want more out of life—**Team Members!**

I promise today will be:

- * **Fun!**
- * **Informative!**
- * **Fast!**

Paste over page 5

(Turn to pages 4 & 5 in your Beauty Book)

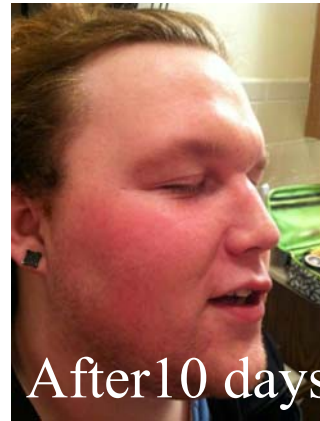
- **How many of you have a 1/2 a drawer full of products in your bathroom that you haven't put on your face in the last 3 months?** We call those "buying mistakes" and with MK there are no buying mistakes, because not only are my **services free** but our products are **100% guaranteed**, so you're sure to get the results you want!
- **Don't you love to Try before you Buy?**
- **You are under no obligation to purchase anything**; however, if you fall in love with something, I will accommodate you through Master Card, Visa, Discover, Check, Cash, or a "Husband or Budget Know Not Plan", and you can take the products home with you today. . . There is no wait!
- In order for you to get the full effect of how awesome this system is, I'm going to ask that you **only treat the right side of your face to Skin Care**, while we just protect and do glamour on the left side.
- Everyone **take the back of your hands and feel your face** *(demo for them)* now put that in your memory so you can feel the difference when you're finished with the Miracle Set!
- If anyone needs to remove their eye makeup, you can try our incredible **Oil-Free Eye Makeup Remover**. This product removes baked on, caked on mascara without leaving you in a greasy cloud, and without having to pull and tug on your delicate eye tissue. It even helps to **prevent eyelash mites**, with feed on old makeup and dead skin!



**Eyelash
Mites**



Before



After 10 days



Before TimeWise Repair



**After 2 Weeks Using
Timewise Repair**

1/2 drawer full of products script goes in with this page (pic page faces guests)

Paste over page 6

- Mary Kay doesn't believe that 1 skin care regiment fits everyone, but we do believe that good skin is as simple as **a recipe designed with your age, your lifestyle, and your skin's needs in mind!**

I've designed a Skin Care Recipe with you in mind.

- **There are 5 steps to a recipe for better looking skin!**
- **Wipe your face with the damp cloth sitting next to you.** Now, go ahead and **apply the TW Cleanser (marked on their tray) to the Right side only** in an upward and outward motion, avoiding your eye area.
(Read below while they're applying)
- **Step One: Topical Cleanser** to clean surface dirt, which most women do. Did you know 2nd only to the sun, soap is the fastest accelerator of age? Don't believe me? What do you have to use to get the soap "scum" off of your shower doors? Scrubby Bubbles, 409? Do you think the soap is smart enough to stick only to the shower and not to your face?
- **Step Two: Exfoliate.** If you look at men and women together, from mid nose down to their throat. The men will look younger than the women because they mask or exfoliate everyday when they shave.
- **Step Three: Tone.** I find that women with oily skin love this step; however, if you can open up your sinus passages with your current toner, that is NOT a good thing. Just like you lose heat through your head during the winter time, you lose moisture through your pores all the time. It's important to keep them taunt to maintain your own moisture balance.

Remove your cleanser. You want to cleanse every morning & at night. You have just completed the first 3 steps of the recipe with our 3 in 1 Cleanser!



Replenish
Serum +C

After 9
days!



Day & Night
Solution

“Start of 5 steps” script along with this pic pg is next (pic pg faces guests when flipped)

Paste over page 7

Have you ever tried to loose weight and get in shape? If you have you know that the 1st thing you do is to start eating right. That's kind of like what we did with the TW 3 in 1 Cleanser. How many of you have ever noticed the older you get the harder it is to stay looking firm?

Who would like to try our Face Lift in a Bottle? Turn to page 14 in your Beauty Book.

Apply TW Replenish Serum +C on Right side of face only. The Serum +C and TW Night Restore & Recover Complex are powerful collagen boosters. They help to boost the production of new collagen & keep existing collagen from breaking down. Skin will appear lifted & firmed in as little as a week. As you can see from the consumer study on page 14 the results speak for themselves

So far we've started our recipe for good-looking skin, we've given your face a lift but even Doctors agree to get the most out of your Beauty Routine, you need a daily workout! The Day and Night Solution is like the workout for your face! Let's **go back to page 6 & 7.**

Apply the Day Solution to the Right side of your face only. Apply this in the morning after you cleanse, and lift with Serum +C. You can think of this as a veil of defense. It protects and shields the skin from harmful UVA (*aging*) and UVB (*burning*) rays, relaxes expression lines, softens the appearance of lines and wrinkles, and is recommended by the National Skin Cancer Foundation. At night you'll apply the Night solution which helps to fade away deep lines and wrinkles, pock marks, and uneven pigmentation while you sleep!

If you're really serious about looking and feeling your best, you know you would need to **add vitamins** for your specific needs. That's where our skin **supplements** come in for your specific needs.

Turn to page 12 & 13 in your Beauty Book!



“Serum + & day solution” script along with this pic pg is next (pic pg faces guests when flipped)

Paste over page 8

As I said, our skin supplements are like the vitamins for specific problem areas of your skin. Two areas I have found women need the most help is usually their **lips and eyes**

Is anyone here addicted to chap stick? Would you all agree that it does not matter how much a person waters a dead flower, it will not come back to life? Right? The same is true with your lips.

Satin Lips helps to cure chapped lips, not just soothe them.

- **Lip Mask** Apply in circular motion in the shower 2-3 times a week (skin will ball off, smoothes your smoocher)
- **Lip Balm** Apply. Place on nightstand use every night. (remind me to take off)

Have you ever noticed how the 1st place women will show signs of premature aging is around her eyes? There are 4 reasons & 4 products to help!

- **Skin under your eyes is only a 1/4 as thick** as anywhere else on the face. Take your ring finger & feel the difference between the skin under your eye and your cheek. Because the eye skin is thinner, it is unable to retain its firmness and tends to droop quicker. We have **TW Firming Eye Cream** We can try this at your 2nd appointment.
- **Women hold water under the eyes, causing the tissue to swell.** Eat a piece of country ham, or Chinese food and you will wake up not only with bags, but a full set of luggage! **Soothing Indulge Eye Gel is like preparation H** for your eyes. **Apply with ring finger under right eye only.**
- There are **no oil glands directly under your eyes** (*why teens have no acne there*) that is why the skin looks so crepe'. We have **TW Age Fighting Eye Cream** to keep your under eye skin smoother & prevent any products around your eyes, such as concealer, from showcasing your lines.
Apply with ring finger under right eye only.



Timewise Age-Fighting Moisturizer



- Age-fighting
- 100% Oil-free
- Hydrates up to 10 hrs

“satin lips & eye gel/cream” script along with this pic pg is next (pic pg faces guests when flipped)

Paste over page 9

- And because of the **way they take of their eye makeup**. You've already experienced our **Oil-Free Eye Makeup Remover**, wasn't it amazing!
- There are other great supplements, like our **Microdermabrasion** set to reduce your pores, and we can try them at your 2nd appointment.
- **For now, let's get back to your Recipe for Great looking skin!**

Did you know that a lack of firmness is caused, in part, by the loss of moisture?

You can help prevent this moisture loss with our **TW Age-Fighting Moisturizer** which is the **4th step in your recipe for better looking skin!** Go ahead and **apply the moisturizer** with your fingertips, using the same upward and outward motion on the **Right side** of your face only.

(Read below as they apply)

- A lot of women who have oily skin don't think this step is necessary. They feel they will be adding oil to their face. **both TW formulas are 100% oil free**. If we don't keep the face moist, it will work overtime producing oil to make up for it. That's why you might feel squeaky clean when you wash your face, but by mid-afternoon you could fry an egg on it—the face needs moisture and it's trying to tell you so.
- Now, **feel your face again with the back of your hand**. Is your left side becoming jealous?
- Let's meet your perfect match and complete the **5th step of your recipe** for healthier and more radiant looking skin, which is to protect.
- **Turn to page 10 & 11 in your Beauty Book!**



“Moisturizer” script along with this pic pg is next (pic pg faces guests when flipped)

Paste over page 10

- **When you first arrived, we selected a foundation shade for you.** Most people consider this step makeup, but it's not. It plays an important role in your skin care recipe which is to be a **day time protector for your skin.**
- Kind of like paint or stain is to wood, our **TW Foundation has age-fighting benefits to help skin look firmer, younger, and healthier!** But just like you wouldn't stain or paint wood before you primed it, the same is true for your foundation. We need to use a **Foundation Primer first!**
- **Apply Foundation Primer on Right Side of Face only.** It reduces appearance of pores, lines, wrinkles & extends the wear of your foundation while diffusing light to hide skin imperfections! I like to think of it as a pot hole filler! Doesn't it feel as smooth as butter going on?
- **Go ahead and apply your foundation all over your face.** Work in a small area at a time, and then move to the next area, being careful to blend along your jaw line.
- **I'm going to come around and check your color** while you apply it.

(point out difference between left & right sides of face: pore size, lines around eye, smile line)

Quick Review . . . How does your face feel?

- **Take the back of your hands and feel your face 1 more time.** If it feels this great after using these products one once, imagine how great your skin will look & feel using it every day! Right now, **nothing you have on your face is makeup!**
- **The best investment you can make in you** is to treat yourself to a good skin care program!



**Put your Before photo
here**

“Foundation primer & foundation” script along with this pic pg is next (pic pg faces guests when flipped). Be sure to add at bottom of script on this page “DO SKIN CARE CLOSE” (as you will take out that pg in script). Also add your before pic with no make up to the bottom of this pic pg (shows them your skills on glamour techniques/application)

Paste over page 12

- Our Hostess is getting a Full Glamour Look designed just for her, Step by Step glamour instruction, and will be treated to using our Professional Brush Collection! I'll do that for you too, when we have your 2nd appointment!
- While I'm helping her to apply her Look we created, you can apply your Look at your own pace. *(if you need to speed things up, you can do a Face Race)*
- Here's what you'll be doing:

DASH OUT THE DOOR LOOK

- Apply **Cream Eye Color** (which is an eye color **primer**, and helps to make all of your eye color **waterproof & crease proof**) all over your eye lid, all the way up to your eyebrow.
- Next apply powder eye color in the crease and blend for contour.
- Next apply your eyeliner and mascara
- Then, your Blush *(can use cotton balls or mineral powder brushes to apply)*
- Last, your lip liner to outline and lightly fill in lips, and then your gloss over top.

- *(You help Hostess apply her Look)*
- Take a look at yourself in the mirror, and see how great you look! Turn to your neighbor and tell her "You Look Good"!
- As I said before the greatest compliment you can pay me is to share me with your friends. That tells me you liked me, had fun, and that you trust me to treat them the same way!
- How would you like to earn a FREE compact, filled with a choice of colors?

Show & Romance Compact: Made out of same materials as a Lap Top so won't scratch, Oprah listed as one of her favorite things & gave to entire viewing audience. Magnetic with over 1 million ways to fill it. Saves you money, and friendly on the planet!

- Everyone get your Compact **Tic-Tac-Toe Sheets**, we are going to play a little game!

Earn Your FREE Compact!!!



“Dash out the door glamour” script along with this pic pg is next (pic pg faces guests when flipped)

Paste over page 13

- We have what's called the Gift of Friendship. Where I will give you \$90 in Gift Certificates to give away to your BFF's. I will treat them to a pampering makeover, and a \$10 Gift Certificate from you with any special message that you would like me to send their way.
- And for each friend of yours that I give a makeover to, I will treat you to the product that is in the Tic-Tac-Toe Square where you wrote their name! Helping You to earn your compact filled for FREE! If you choose Host a Party and invite your friends to your 2nd appointment with me, then you can earn all of the products to go into your compact all at the same time! It's the Gift that keeps on giving!
- For those of you who have Smart phones, you will have a little advantage. Everyone who has a Smart phone, take it out and take a picture of yourself and text all of your friends and say "I just had a MK Makeover, and I love it! Text me back if you would like one too!" That will tell you who to put on your Tic-Tac-Toe sheet!
- The person with the most names and numbers and/or text responses (*must put their name & phone #*) in the next 5 minutes wins!
- ***You clean up the table while they are writing down names.***
- Now look at your list. You either just wrote down your guest list for your own Party or think about it - you just created a Customer list to start your own MK business!

Give Door Prize to Winner!

Start Something Beautiful!



“2nd part of tic tac toe script” script along with this pic pg is next (pic pg faces guests when flipped). Add to bottom of script pg “BUILD A BAG SHEET—ROLL-UP BAG CLOSE” & “FILL OUT OPINION POLL” (as you will remove these pgs of script).

Paste over page 15

Now, there's just one more set that I would like to show you. It's the Best Set of the Day! *(have them flip over their Build a Bag Sheet to show the Starter Kit)*

- It has 2 of Set #1, (2 Full-Sized Cleansers, 2 Full-Sized Moisturizers, and 12 Foundations from Ivory to Beige or Beige to Bronze!
- It has a Full-Sized Set #2 Day & Night Solution
- It has a Full-Sized Oil Free Eye Makeup Remover, Ultimate Mascara, Trays, Mirrors, Wash Cloths, Training DVD's, Catalogs, Color Cards with samples & instructions included all tucked in this Gorgeous Designer Bag!
- \$410 in just Product alone not including the supplies, Free & On-Going Training and Support, Prizes, Recognition, 50% discount on all of your own products, Incredible Tax Deductions, Fun, and more for just \$100!

But I wouldn't want you to get in for just the Bag, because there's so much more that Mary Kay has to offer! I am currently looking for women who want More and I'm willing to pay you to listen! We are going to play a little game, so that I can share a little bit about how Mary Kay has changed my life, and about what it offers to any woman who just wants More!

(Explain the rules: 1st one that pulls item out of their purse that starts with the letter that you call out yell "I love Mary Kay" wins the prize)

P: Personal Growth & Priorities: (Give Prize to Winner)

(talk about how you've grown in confidence & The Priorities the company was build on of God 1st, Family 2nd & Career 3rd)

A: Advance at your own Pace: (Give Prize to Winner)

(talk about how you get to choose who you want to work with. Everyone earns 50% commission, then build a Team earning 4%, 9%, 13%, Car, etc)

My Passion & Why

“One more set...starter kit” script along with this pic pg is next (pic pg faces guests when flipped)...obviously customize the pics for your “why” to coincide with your I-Story.

Next & last front to back pgs are “I & D finish of PAID” script & “1st sheet of the 1-on-1 close” (1-on-1 close faces guests when flipped ...however you don’t need to flip until you go to do the 1-on-1 close....so script will not be seen)

Paste over page 16

I: Income & Independence: (Give Prize to Winner)

(income is unlimited, tell what you've been able to do with income from MK)

Before I call out the last letter, I just want to share with you, WHY I am so passionate about what I do.

—

—

Does anyone have a question about the Mary Kay opportunity or how the money is made? *(Let them ask Questions about Career)*

D: Make a Decision: (Give Prize to Winner)

Ask you a question, but I'll give you the Answers: "Based on all that you've seen and heard tonight, what makes more sense for you in your life right now?"

- To be a Customer: I Love my Customers! Would you like to be one of my VIP customers, Receive Great Service on the #1 Brand of Skin Care and Color Cosmetic? OR
- To be a Consultant: Would you like to join my team, earn an incredible income, tax deductions, a Free Car, and still be able to keep your priorities of God 1st, Family 2nd, and your Career 3rd?

(Go to each one and ask: "Did you have a good time tonight? What makes more sense for you in your life right now? A Customer or Consultant?")

To those of you who may have been on the fence, or at least would like to learn more about the opportunity in MK, if you would be willing to listen to this CD while you are out and about, it's a great Rags to Riches story of my Senior Director. It will have you laughing and crying. You can just pop it in your car and listen and then I will give you a FREE lip gloss, just for giving me your feedback along with my CD back. *(hand out CD's)*

Paste over page 18

One on One Close

1. **Did you enjoy yourself tonight?** (nod your head yes)
2. **Could you see as Big a difference between the side of your face that we treated, and the side we didn't like I could?** (point out difference)

(get your datebook & her tic-tac-toe sheet)

3. **Tonight our focus was skin care, but at your 2nd appointment we will design a glamour Look specifically for you. What is the best time for us to get together for your follow-up appointment...Week days or Week Ends?** *(offer a choice of two until date & time is set)*

(Hand her a Hostess Packet)

This shows you all of the incredible ways you can earn lots of FREE product by sharing your 2nd appointment with some friends. And I know if your friends are 1/2 as much fun as you are, we are going to have a blast! Look this over, and be thinking about what you would like to earn FREE. What's a good time we can chat tomorrow about what you would like to learn & earn at your 2nd appt?

4. *(Look at Question #3 from her filled out "Build a Bag" sheet)*

If she marked sets say:

I see you'd like to take home *(sets she checked)*. Would you like to go ahead and add one more set to get your travel roll up bag free or get another set at 1/2 price?
(Be Quiet!! Whoever speaks 1st takes home the product!)

How would you like to handle that? MC, Visa, Discover, Check or Cash?

If she didn't mark any sets say:

My goal is to have everyone enjoying the benefits of our incredible Skin Care System. Let me ask, if you had the Skin Care would you use it? *(if she says yes, say)*
If I could divide it up into 3 payments of \$20 plus tax over the next 3 weeks, and yet give you the set to take home with you tonight so that you could immediately start seeing the benefits like you did tonight, would you like to get started with just the Basic Skin Care? *Be Quiet*

(If yes: Workout payment plans of 3 postdated checks)

Paste over page 19

One on One Close

5. (her name), there is just one more thing.

If she took a Career Bag:

I know Mary Kay may or may not be anything that you would personally be interested in, but you are definitely the caliber of woman that I'd like to work with. I'd love to share some of the facts about this business with you tomorrow or the next day and give you a lip gloss just for listening. Which is better for you? (Set up in 24-48 hours)

Go ahead and select the lipstick or gloss you would like for me to bring when we meet, and I can get your guest list for the friends you want to invite to your 2nd appointment at that time, and get your invitations out for you.

If she didn't take a Career Bag:

I know this career may or may not be anything that you would be personally interested in, but you are the caliber of woman that I would love to work with! Would you be open minded enough to listen while you are out and about tomorrow , and if nothing else, you can be a talent scout for someone who you think would be good?

Let's go ahead and set up a time (within 24-48 hours) to meet and I can get your guest list for your friends that you want to invite to your 2nd appointment, get your thoughts about the CD, and who you might have thought of. And I'll bring a lipstick or gloss for you when we meet.