

## VIRTUAL BEAUTY SESSION SKIN CARE CLASS GUIDE

*At everything we do in Mary Kay, we're supposed to talk a little bit about the company and the product, so I have these notes! I promise not to bore you, but that way I'll stay on track and you'll know what you're putting on your face today!*

### **What we're going to do today:**

1. Pamper your skin!
2. Teach you how to multi-mask!
3. Answer all of your questions with an Individual Consultation at the end!

*Let's get started!*

Go ahead and head into the bathroom, let's dump out your package!

Help her lay out all of her samples in numerical order. Let her know she can pull her hair back if she wants to, and she'll need a dry face towel.

**Let's start with eye makeup remover!** *(Have her take out her pre-saturated flat cotton pads).*

**Apply this to your eye area.**

**SAY:** A good eye make-up remover removes residue, does not age your eyes like rubbing will, and has conditioners to limit lash breakage, to help your lashes to grow longer.

While she removing her eye make-up, SAY:

So while you're doing that, let's talk about your skin! I feel like whether we're 17, 70, or anything in between, we all want beautiful skin, right?

What do you love about your skin?

What don't you love?

So one of the things most women don't know is that there are 8 steps to taking care of your skin, and that really makes a difference in us having skin we love! Can you believe it?!?

In Mary Kay, we know that's a lot to handle, so we came up with a multi-tasking line of skin care that will do ALL 8 of these things with 3 simple steps each morning and evening! Are you excited to multi-task?

**We're going to start with our TimeWise 4-in-1 Cleanser.** This cleanser actually does 4 things at once! It cleanses, tones, exfoliates, and brightens your skin all at the same time!

- Go ahead and open your Cleanser. Then, use your finger tips to wet your face. Once your face is wet, put the cleanser on your fingers. You will want to suds it up a little on your fingertips with some extra water before applying. Then, apply the cleanser to your face, avoiding the eye area. When you're finished cleansing, rinse your face in the sink and dry off!
- While she is washing, SAY:
- The 4-in-1 Cleanser comes in **two formulas**: one for **normal to dry** skin and one for **combination to oily** skin. It's formulated to thoroughly cleanse your skin without stripping it of its natural moisture. If you don't love this formula, you can always try a different one later!
- As you apply the cleanser, you're treating your skin to outstanding cleansing and makeup removal. You're also toning and exfoliating at the same time, so you're also doing **FOUR essential skin care steps** with just one product.

**Now, we're going to pamper your skin with a multi-masking experience!**

**Go ahead and open the Moisture Renewing Gel Mask and apply it to dry areas of your face.** (Usually upper forehead, cheeks, and chin.)

**SAY as she applies:** *The Moisture Renewing Gel Mask is formulated to attract and maintain moisture, as well as balance the moisture in your skin. Some of the cool ingredients in it are: Chestnut Seed extract, which helps firm and calm the skin; and Acai berries, which provide antioxidant support that guard against free radicals! This gel mask is gentle enough to be left on overnight - perfect if you really need a hydrating treatment!*

**Now open the ClearProof Deep-Cleansing Charcoal Mask and apply it to oily parts of your face.** (Usually lower forehead, nose, under eye area, and chin.)

**SAY as she applies:** *The Charcoal Mask is a triple-action mask. It contains activated charcoal that can absorb up to double its weight in impurities. Some of the great ingredients in it are: Kaolin and Bentonite Clays, which instantly absorb excess oils and reduce shine; Honeysuckle and Navy Bean Extracts, which work together to target skin discoloration; and Peppermint extracts, which also have a calming, soothing effect on the skin. You'll see as the mask dries, the darker spots will appear where the mask is working to pull out impurities!*

**SAY:** *Now, we're going to let these go to work for a few minutes while I tell you some fun facts about our products.*

**\*\***(NOTE: Can leave on for as little as 10 minutes and as many as 20 minutes)\*\*

**While you're masking, I'll share some Fun MK Facts you might not know!**

- The Mary Kay Foundation has donated over \$70 million to domestic violence programs and research to find a cure for cancers that affect women, and donates 97 cents out of every dollar raised!
- We make our own stuff! We produce our own products in our very own zero-landfill manufacturing plant in Texas.
- Our line is approximately 80% plant-based and it is very safe! There over 1,300 ingredients banned in various countries worldwide... and we choose not to use any of them.
- We have a No Cosmetics Graveyard Policy! We have a 100% satisfaction guarantee on all our products, and it's free for you and for ME to exchange products so you love everything you have!
- We also believe that our priorities in Mary Kay are God First, Family 2nd, and Career 3rd. We believe that women should be able to make an income without having to sacrifice their values or their families in order to do it.

**Now I'll share a little bit about me with you (*Show pictures from other side that illustrate your I Story!*)**

Share your I-Story (also known as your *I Story*):

1. Career
2. Family
3. What interested you in Mary Kay (why did you start?)
4. What you're getting out of it (what is it adding to your life at this time?)
5. Favorite part (what do you love the most?)
6. THANK YOU for letting me borrow you today! It's so important to me to become certified to hold and train on Virtual Beauty Sessions, and you are making a huge difference for me!

## **REFERRALS!**

- **SAY:** *Now we are going to do something fun for some FREE STUFF! Do you like free? Haha, me too! OK, go ahead and grab your paper and a pen real quick! The first thing I'm going to have you do is draw 15 lines on it. Let me know when you're done!*
- **Then SAY:**
  - *"OK, so the main way my business works is through referrals. And right now, I am in a training program and I need to do 30 practice faces. Just for being a practice face, you get a gift certificate as a thank you for your time. So on those lines on your paper, you can jot down names and numbers. When you jot them down they will be notified that they have a gift certificate, a pamper pack, and a pampering session with me! If they want to do it great, if they don't, great! The only rules are: they have to have skin! And be nice, bribeable, over 21, and live anywhere in America. When you fill up half the lines, you automatically get a gift in the mail from me! If you fill up all the lines, you not only get your gift, but you also get a FREE \_\_\_\_\_! I'll give you a minute to look through your phone and jot some people down—when you go into your contacts, you stay in the Zoom so you don't need to worry about dropping our call!"*

### **Once she has finished writing down referrals, SAY:**

*"OK I'm going to have you text me a picture of your paper so you can get credit for your prizes!"*

**Once you receive her text, SAY:** "Let your friends know that I will be calling. And if they want to do it great; if not great!"

### **What do I give for prizes?!?!**

If she orders product, I send the following with her order: a mini hand crème for half the lines and whatever product I offered her for all the lines. If she doesn't order product, I send her a color look card within her thank-you card for half the lines, and whatever I offered for all the lines (In that case, I may send her a mini hand crème for half of the lines instead of a color look card, since I'll be mailing a small package anyways).

**SAY:** *Now we're ready to remove your masks! Take a minute to check out your skin—the “wet-looking” parts are where you have excess oil. The white parts are where you have deep impurities.*

**Let's hit the sink again so you can rinse off your masks!**

**While you are rinsing off your masks, I'll tell you a little bit about our company origins.**

Mary Kay was a real person! She was a single mom who struggled to make ends meet in a male-dominated business world for over 25 years.

Have you ever been in a job with a glass ceiling? That's how it was for her. She finally retired in sheer frustration after yet another man whom she had trained was promoted above her.

After she retired, Mary Kay thought about her frustrations, and wanted to create something different for women. She invested her entire savings of \$5,000 to start this company because in 1963, banks didn't give women loans. In their first year, the company turned over a \$180,000 profit— in 1960's valuation! Now we are a Top 5 Global Beauty Brand and millions of women in nearly 40 countries worldwide own a small business of their own because of what she started!

I love that story because \_\_\_\_\_

**Let her finish drying her face and ASK:** *How does your face feel?*



**Now we're going to apply eye cream. Did you know that because the skin around the eye area is so thin and fragile, it's often where you first see signs of aging? A good eye cream is your first defense for looking younger.**

**Go ahead and open your TimeWise Age Minimize 3D Eye Cream!**

- Put some eye cream onto your ring finger and gently pat your ring fingers together.
- Then, gently use your ring fingers to pat the eye cream around your entire eye area. You can apply this underneath the eye and along the brow bone.

**While she is applying, SAY:**

- The 3D Eye Cream not only makes your skin feel intensely moisturized, but it helps improve the appearance of darkness, puffiness, fine lines, and wrinkles.
- You'll notice that your skin looks firmer as this cream immediately moisturizes and brightens the eye area.
- This eye cream absorbs quickly and is designed to wear well under makeup!
- You can use it in the morning and at night. It maintains moisture in the eye area for 12 hours so when it's used twice a day, you get 24 hours of hydration!

**Now that your face is ready to drink up some hydration, let's try our day and night cream. First, we'll apply anti-aging Night Cream. Go ahead and open your TimeWise Age Minimize 3D Night Cream.**

- Go ahead and massage the moisturizer into your skin in an upward and outward motion. While she applies, SAY:
- Did you know that your skin rebuilds its reserves at night? This Night Cream works while you sleep to give skin an extra boost of antioxidants.
- This re-energizes the skin's natural, youthful glow and helps reduce the look of fine lines and wrinkles.
- When you wake, your skin will look healthier, rested, and more radiant.
- Both our Day and Night Cream have a recurring hydration formula and will moisturize your skin for a full 12 hours.

**Next is our our morning anti-aging Day Cream. Go ahead and open your TimeWise Age Minimize Day Cream.** Normally, you apply it to your face in the morning after you cleanse, but I want you to see what it feels like, so let's apply it to the back of your hand.

- You'll want to use this every morning.
- This product contains broad spectrum SPF 30 UVA/UVB protection. We also make this moisturizer without SPF if you have challenges with SPF.
- It re-energizes your skin's youthful, natural glow and also helps improve the appearance of fine lines and wrinkles.
- It also helps even the look of skin tone and your skin will look more vibrant throughout the day.

These also come in different formulas. I've selected the formula that may be best for you today, but if you don't love it, we can discuss a different formula.

**These products provide the last 4 steps of your skin care routine: moisturize, protect from the sun, defend against the environment, delay your aging process— they have age-fighting serums *built into them*, and they deliver improvement in the aging you may already have!**

**Isn't it exciting to do all of that at the same time?!?**

**SAY:** *So how does your skin feel?*

*Let's review what is on your face... I know you got to try a lot tonight! You are wearing an innovative collection of age-fighting products called the TimeWise Miracle Set 3D.*

**Why is it called the Miracle Set?** Well, the Miracle Set does all 8 skin care steps in 3 simple steps, and it *uses the latest skin care science to deliver younger-looking skin for all skin types.*

It delivers visible improvement of multiple signs of aging in just 4 WEEKS, including fine lines, wrinkles, resilience, luminosity, smoothness, softness and overall appearance. Even more exciting, the results get better over time. *Improvement in all measured attributes TRIPLES from week 4 to week 12!*

*Check out this 3D photo imaging to see the results!*

**The Miracle Set 3D also has the Good Housekeeping Seal of Approval, which means that they back our product claims as well.**

**Today, you have a miracle on your face!**

## TABLE CLOSE

- **SAY:** *Just because we got together today doesn't mean you need to buy anything; we don't work that way in MK! But just in case you want something for now or later, I'm going to show you my specials and let you shop.*
- *Go ahead and open your envelope with your specials and gift certificate in it!*
- **OR**
- *I'm going to text you a pic with your specials right now!)*

## REVIEW SETS

**So Set A is your comprehensive skin care system, the Miracle Set! It's offered at a bundle price for \$110.**

**With set B, you get to add a Charcoal or Gel Mask, and you save even more!**

**With Set C, you get the Miracle Set the Charcoal Mask, the Gel Mask, AND it's the biggest discount, too!**

**What's really cool is that when you pick a set, you get exclusive access to one add-on for half-price!  
You can pick our Cleansing Brush, Travel Roll Up Bag, or Hydrogel Eye Patches!**

*Romance and share about each add-on item!*

## OFFER OPTIONS

- **SAY:** *You have a gift certificate with me, but you actually get to add \$X to it for your referrals, so it'll actually be \_\_\_\_\_ !*
- **OR** *I'll go ahead and send you your gift card, but you actually get to add \$X to it for your referrals, so it'll actually be \_\_\_\_\_ !*
- **SAY:** *I take Credit or Debit*
- **SAY:** *It's 100% satisfaction guaranteed, so if you don't love it, I will fix it!*
- **SAY:** *I ship for free, so anything you order will be sent out tomorrow!*
- **TRANSITION BY SAYING:** *So how does your face feel?*

**Then proceed directly into the individual consultation! (next page)**

## INDIVIDUAL CONSULTATION

### SAY:

1. *Did you have a good time?*
2. *What was your favorite?*
3. *Did you have any questions about your skin that didn't get answered?*
4. *You have your gift certificate, would you like to use it today or save it for later? ...OK great, what would you like to order today?*  
(Fill out ticket and send text invoice via ProPay: ask her to fill out all the fields so you have her shipping address for the products.)
5. *Let's make a list of everything you loved that you're not getting today, so if you call me later, I will know exactly what you are talking about!*  
**OR**, if she didn't purchase: *Let's make a list of everything you loved that you're not getting today, so if you call me later, I will know exactly what you are talking about!*
6. *What kind of color samples would you like me to send you with your order?*
7. Book a Share!  
**SAY:** *So, are you bribeable?*

**Continue with:** *"Well, right now I need to learn how to talk about the business side of Mary Kay, so if someone ever has questions about doing it, I can look like I know what I'm doing! My Director and I need a real live person who can listen and ask questions so I can learn how to answer them. I know you're probably not interested in doing Mary Kay, and I am TOTALLY OK with that! I promise that I will not bug you at all to do Mary Kay—I just need a guinea pig! Is there any way we could borrow you for a quick video chat and I will totally send you that \*\*\*\*\* for FREE with your order?"* (You can list a specific item you know she wants; eye make-up remover is always a great choice, because it's not on the set sheet and it has a great reorder!)

### **Pause and get the yes!**

*OK great! Thank you so much! Tell me about your schedule. Do you need weekend, weekday, or evening? Put your phone on speaker, pull up your director's schedule, and book it right then!*

### **Book your Share for within the next 7 days if at all possible!**

**Let her know you will be checking in on her to make sure she is loving her products! Reassure her that if she has any questions she can call you.**