



# Demo Travel Roll-Up Set-Up

*Even if you only have one travel roll-up bag, use it to make a Demo Bag! Your clients will love seeing your bag packed out with product, and seeing you use the bag throughout the appointment will help sell the bag! Setting your bag up with the correct product in each pocket will help your client mentally categorize her purchase.*

## Pocket 1: Basic Pocket

Both cleansers (normal to dry and oily to combo)  
Day Cream w/SPF (normal to dry and oily to combo)  
Night Cream (normal to dry and oily to combo)  
Day Cream w/o SPF (normal to dry and oily to combo)  
Eye Cream

## Pocket 2: Color Pocket

Compact, filled with any combo of colors (to view only, not to demo)

Ultimate Black Mascara  
Translucent Powder  
Lip Gloss to demo, any color you like  
Cream Eye Colors\*  
Eye Primer\*  
Foundation Primer\*  
Undereye Corrector\*  
Brow Liners & Tints

- **You will NEED to demo out:**
- Full Size Lip Gloss
- Satin Lips
- Mint Bliss
- Compact, filled with 3 Eye Colors & 1 Cheek Color
- **\*Starred items are optional & not recommended to demo at first! (You will want to demo them for check up appointments!)**
- Make sure to record all demoed items for your taxes on a sales ticket!
- Remember to keep the boxes for the color in the compact. Because this is a visual aide and not a demo, you can sell this entire compact or the colors in it.
- Remember to smudge some lip gloss on the facial tray with the applicator and use a new mascara wand in the mascara tube to keep the actual product in the tube sterile.

## Pocket 3: Extra Care Pocket

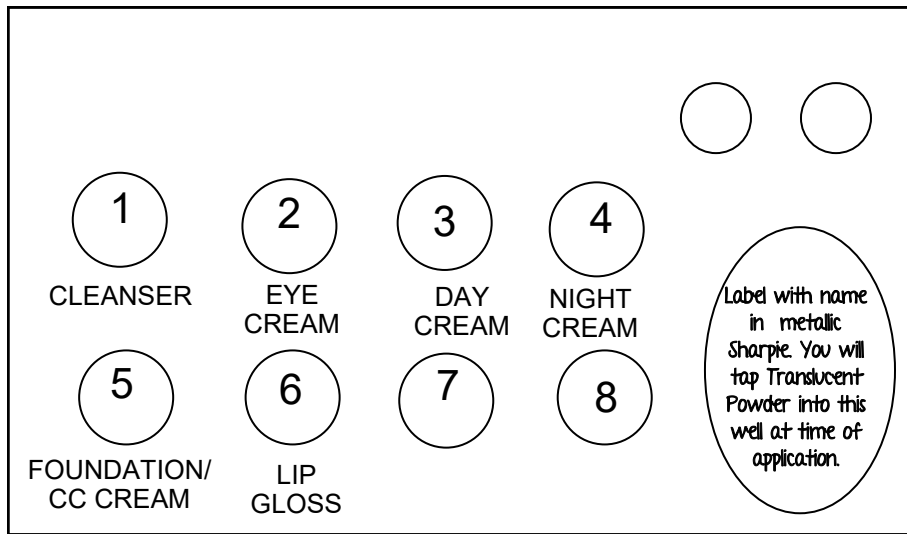
Oil-Free Eye Make-up Remover  
Charcoal Mask\*  
Gel Mask\*  
Other Supplements of Choice\*

## Pocket 4: Satin Pocket

Satin Hands Pampering Set—full size  
Satin Lips (mask and lips)  
Mint Bliss Energizing Foot Lotion

# Tray Set-Up for All First Appointments

**Put the following products into each well:**



**Plus, each guest will need a:**

CUTE Appointment Goodie Bag, Profile card, Headband, and Pen

\*Have your full size Oil-Free Eye Make-Up Remover, Translucent Powder, and Black Mascara on the table/ready!

**\*\*\*Please do not have Build-A-Bag Sheets, MK Placemats, beauty books, catalogues, or sales tickets out unless requested by a director, but have them ready to provide for your customers after the table close\*\*\***

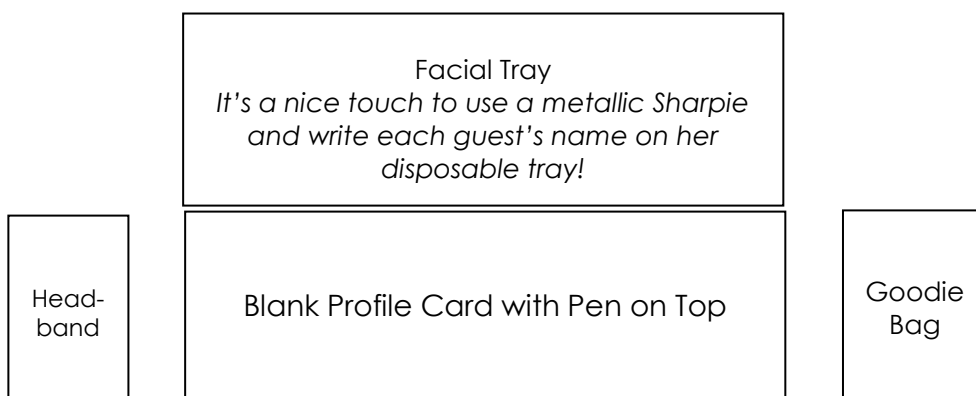
## **APPOINTMENT GOODIE BAGS CONTAIN:**

- 1 Mascara wand
- 2 Flat cotton pads (*Swisspers brand if possible*)
- 2 cotton balls
- 1 eye shadow applicator
- 1 Q-tip
- 1 Look Card
- 1 disposable washcloth
- Business Card (optional)



## Sample "Place Setting" for your Guests:

If all your guests have the same "place setting", there is no confusion as to whose goodie bag is whose, and they will all get the right look!



## Matching Foundation

1. Decide if your client is in the Ivory, Beige, or Bronze Family.
2. Decide if she is light or dark within that family. Be flexible with this— for example, a client could be either a dark Ivory or a light Beige.
3. If working with the 3D Foundations: ask her the questions shared in the Foundation Matching Video to determine her probable undertone family.
3. Pick either 2 shades of CC Cream or 3-4 shades of Liquid Foundation within the undertone family you believe to be correct. Stripe each shade along her cheek/jaw line. You can do this with clean q-tips right off your foundation tubes or jars. Be sure you don't re-dip after the q-tip has touched skin!
4. Instruct the client to blend the bottom half of the foundation stripe slightly, letting the foundation dry for a minute if it is liquid.
5. Pick the shade that seems to disappear into her skin where it was blended.
6. Immediately write her foundation and skin care formulas on the back of her profile card!

### CC Cream Information

- ◇ Our CC Cream can be thought of as being grouped into 3 families: Ivory, Beige, and Bronze.
- ◇ These run from light to dark within each family.

#### Ivory Family Shades

Very Light  
Light to Medium

#### Beige Family Shades

Light to Medium  
Medium to Deep

#### Bronze Family Shades

Deep  
Very Deep

### Timewise 3D Matte Wear/Luminous Wear Foundation Information

- Our Timewise Foundation is made up of 3 families: Ivory, Beige, and Bronze.
- These run from light to dark within each family. The number indicates the depth of shade.
- Undertones are labeled next to the number and are Warm, Cool, and Neutral.
- It is crucial to watch the training video to learn how to match these foundations.