

# GET READY TO PARTY - MARY KAY STYLE!

**TO BEGIN YOUR PARTY PREP**, set your binder up for presentation. (It transforms into a trifold!) The *Mary Kay*® logo should be facing out where your guests will be, and a blank pink panel will be facing you. Open the binder rings, and slide the pages onto the pink panel – which should be facing you. When you flip this page over, the checklist should be facing you and HELLO, BEAUTIFUL should be facing your future audience.

**CHOOSE THE PRODUCTS YOU'D LIKE TO DEMONSTRATE** from the color-coded product sections.

**REVIEW THE ESSENTIAL INFORMATION** such as key ingredients, formula benefits and sample dialogues provided on the product pages.

**KEEP YOUR PARTY UNDER 45 MINUTES**, and make sure that product demonstrations stay under 15–20 minutes.

**MAKE THIS YOUR OWN!** Dialogues are suggestions only, so feel free to apply your personal style.

## HERE'S HOW THE FLIP CHART WORKS:

The Flip Chart includes dialogues and prompts to help you confidently hold any type of *Mary Kay*® party you desire. You will always begin a party with the OPENING section and end a party with the CLOSING section. The Flip Chart is divided into the five color-coded sections shown below:



**OPENING**



**SKIN CARE**



**COLOR**



**PAMPERING**



**CLOSING**

hello,  
*beautiful!*

MARY KAY®

# GET SET FOR SUCCESS

## WITH PREPARTY PREP!

hello,  
*beautiful!*

MARY KAY

### GET READY.

- Create a *Mary Kay*® Shop My Party link. Share it with your hostess and guests several days prior to her party.
- If you also have virtual guests, consider sending them product samples and a Zoom link in advance.

### GET SET.

- Set the main party table with essentials for each guest, including a tray, mirror and closing set sheet – available to print on *Mary Kay InTouch*®.
- Set up an area for individual consultations.
- Prep the area with everything you need to close sales and share the Mary Kay opportunity.
- If you did not preprofile guests before the party, have Beauty Profile cards on hand.

### GLOW!

- Flip this page to officially start the party.



“YOU CAN DO IT!”  
- MARY KAY ASH

WELCOME

TO THE

best party ever!





## WELCOME GUESTS

### 🕒 1 MINUTE

Welcome guests to the party and give your hostess some love!

### OPEN

**Welcome to the party! My name is [name].**

### SHARE

- **Thank you for being here! We all deserve a little “me” time, don’t we?**
- **Thank you to our lovely hostess, [name], for making this happen!**
- **As a thank-you for organizing this party, you’ll receive special perks today!**
- **These perks are extended to all my hostesses. I can go over these after the party.**

### TRANSITION

*But first, I’d like to tell you a little more about my journey!*

## I-STORY

### 🕒 1 MINUTE

Share your Mary Kay journey and how this experience has positively impacted your life.

### OPEN

**My Mary Kay business has ...**

- Elevated my confidence ...  
*[Share your growth.]*
- Positively impacted my family ...  
*[Share your situation.]*
- Introduced me to a culture where women encourage one another ...  
*[Share your experience.]*

### WRAP UP

**And your presence at this party is a continuation of my story. You all are helping me continue to grow, and I am truly grateful for that!**

**I am also grateful to be part of this amazing Company – founded by a woman for the empowerment of women. Let me tell you a little bit about Mary Kay!**





SELFLESSLY  
HELPING  
OTHER  
WOMEN  
BECAUSE  
WE'RE  
STRONGER  
TOGETHER.



FEEL THE LOVE  
*of* MARY KAY.

## SHARE THE HEART OF MARY KAY.

### 1 MINUTE

Share the heart of Mary Kay, our empowering values and inspirational pride points!

### OPEN

***Get ready for all the feels!*** Mary Kay Ash created this Company to empower women and change their lives for the better. From helping women feel confident about how they look with innovative products to nurturing relationships through uplifting parties – it's all part of the loving heart of Mary Kay.

### SHARE

***Some of my favorite things about this Company are ...***

- Mary Kay was started by a woman for women.
- For more than 60 years, Mary Kay has been empowering women to manage their own time, to be self-starters and to be who they truly want to be.
- Mary Kay has core values of faith first, family second, career third.
- Mary Kay Inc. and the *Mary Kay Ash Foundation*<sup>SM</sup> have donated \$55 million – and counting – to help end domestic violence.
- The *Mary Kay Ash Foundation*<sup>SM</sup> has donated \$36.5 million – and counting – in grants to cancer research.



### TRANSITION

***It's truly an amazing Company,***

***and having a Mary Kay business just fits my life. Let me share a little bit about this amazing opportunity!***





**EMPOWERING  
WOMEN**

*is my mission.*



## SHARE THE OPPORTUNITY.

### 1 MINUTE

Introduce them to the Mary Kay opportunity and how it can fit their lives! Use these talking points or create your own.

### OPEN

***The positive vibes keep coming!** The Mary Kay opportunity thrives today because it allows you to create a business with the freedom and flexibility to fit into your life, no matter when or why you start! Everyone has different goals when they start a Mary Kay business.*

*From the potential to earn extra money on the side to making connections or learning new skills, the Mary Kay opportunity can help you be who you want to be, whatever you envision!*

*You choose how much time to put in and how involved you want to be, selling products you can believe in while helping women look and feel their best!*

### TIP:

Mary Kay Ash always said there is a future Independent Beauty Consultant at every party. Who do you think that could be? Ask your guests to watch what you do today to see if they'd like to do the same!



### TRANSITION

*Now that you know about my business and this empowering beauty brand,*

*are you ready to indulge in fabulous products?*

***Let's get glowing!***



BEGIN WITH  
*beautiful*  
SKIN.





## SKIN CARE OVERVIEW

### 1 MINUTE

From customized routines to targeted solutions, Mary Kay has what your customers need.

### OPEN

***We all want beautiful skin, right? If you could wave a magic wand and change one thing about your skin, what would it be?***

*[Wait for responses. Validate their concerns.]*

***I know! The struggle is real! The good news is that you have the power to change those things.***

### SHARE

***For the next 30 minutes, you will be pampered with innovative products designed with age-defying concerns in mind. Sound good?***

### TIP:

If someone in your group is experiencing advanced signs of aging, acne or other skin care concerns, let them know that you will address their specific needs after the *TimeWise® Miracle Set®* demonstration.



### TRANSITION

*Let me introduce you to my absolute favorite regimen. It's skin care and self-care wrapped up in one luxurious experience.*

# ***TIMEWISE<sup>®</sup>*** ***MIRACLE SET<sup>®</sup>***



- ❁ FEWER VISIBLE FINE LINES AND WRINKLES.
- ❁ INCREASED FIRMNESS.
- ❁ IMPROVED RADIANCE.
- ❁ ADDED HYDRATION.
- ❁ IMPROVED SKIN TEXTURE AND BETTER OVERALL APPEARANCE.
- ❁ IN 2 WEEKS, FINE LINES START TO FADE, WRINKLES START TO SOFTEN AND SKIN'S FIRMNESS BEGINS TO IMPROVE.\*

\*Results based on one of seven independent third-party clinical or consumer studies in which from 55 to 213 women used a *TimeWise<sup>®</sup> Miracle Set<sup>®</sup>* product as directed

## TIMEWISE® MIRACLE SET®

 1 MINUTE

### OPEN

**Who needs a skin-tervention?** With TimeWise® Miracle Set®, you'll be on your way to strong, healthy skin from day one, and week after week brings you closer to your best skin yet. Sound too good to be true? That's why it's called the TimeWise® Miracle Set®!

### SHARE

**I love that** this innovative regimen is a hybrid of high-science skin care and soothing self-care, resulting in a twice-daily ritual that feels like effortless pampering.

*It's also ...*

- **Easy to use.** In just three simple steps – morning and evening – this regimen helps support skin's critical needs for daytime defense and nighttime recovery.
- **Scientifically proven,** meaning that instant results and long-term improvements are backed by extensive research!
- **Effective.** While you will see results in as little as 2 weeks,\* in just 4 weeks,\* you are on your way to improving multiple signs of strong, healthy skin.
- **Super powerful,** thanks to our **TimeWise 3D® Complex**, which is in every product! In fact, the longer you use these products, the stronger your results become.



### TRANSITION

*Let's walk through what this amazing set has to offer!*

\*Results based on one of seven independent third-party clinical or consumer studies in which from 55 to 213 women used a TimeWise® Miracle Set® product as directed



***TIMEWISE***  
***MIRACLE SET***



***TIMEWISE***® 4-IN-1 CLEANSER



***TIMEWISE***® ANTIOXIDANT  
MOISTURIZER



***TIMEWISE***® DAYTIME DEFENDER  
SUNSCREEN BROAD SPECTRUM  
SPF 30\*



***TIMEWISE***® NIGHTTIME RECOVERY

\*Over-the-counter drug product



## TIMEWISE® MIRACLE SET®

 1 MINUTE

### PRESENT PRODUCTS

Hold up the retail-sized product as you introduce each one.

### OPEN

*The TimeWise® Miracle Set® includes four essential products for optimal skin care performance:*

- *TimeWise® 4-in-1 Cleanser*
- *TimeWise® Antioxidant Moisturizer*
- *TimeWise® Daytime Defender Sunscreen Broad Spectrum SPF 30\*\**
- *TimeWise® Nighttime Recovery*

**TIP:** *You can add on the TimeWise® Eye Cream to create the Ultimate TimeWise® Miracle Set®!*

### OPTIONAL PRODUCT INFORMATION

Our innovative, scientifically proven, extensively researched and patented *TimeWise 3D®* Complex powers every product in this set. It helps protect against causes of visible premature skin aging while addressing three critical dimensions of skin support.

Think of it like the “**ABCs**” for skin:

**Antioxidants** – Provide advanced environmental protection<sup>†</sup> against skin-damaging free radicals caused by sun and pollution. Reduces<sup>†</sup> free radicals caused by blue light by 29%.

**Brightening** – Targets and helps promote a more even skin tone.<sup>†</sup>

**Collagen** – Helps support<sup>†</sup> skin’s natural collagen and elastin.



### TRANSITION

*Are you ready to experience these luxurious products for yourself?*

<sup>\*\*</sup>Over-the-counter drug product <sup>†</sup>Based on in vitro studies

MARY KAY

TIMEWISE

4-IN-1 CLEANSER



**TIMEWISE® 4-IN-1 CLEANSER**

**CLEANSE.**

**PREP.**

*Refresh!*

- ⊗ THOROUGHLY CLEANSES.
- ⊗ IMMEDIATELY REFRESHES.
- ⊗ GENTLY EXFOLIATES.
- ⊗ LEAVES SKIN LOOKING BRIGHTER.
- ⊗ PREPS SKIN FOR THE BENEFITS OF YOUR NEXT SKIN CARE STEPS.



## TIMEWISE® 4-IN-1 CLEANSER

 2 MINUTES

### OPEN

**You deserve a fresh start.** The first step in this regimen, TimeWise® 4-in-1 Cleanser features a multibenefit formula that gently cleanses away complexion-dulling impurities and makeup, along with the stress of the day.

**TIP:** To make this experience more zen, ask your guests to reset by inhaling and exhaling three times prior to applying the cleanser.

### DEMO

*Doesn't it sound yummy? Let's try it!*

1. Press the wet facial cloth onto your skin – ensuring dampness.
2. Apply the cleanser to your face, avoiding the eye area.
3. Rub upward and outward in small circles.
4. Use the wet facial cloth to gently remove the cleanser.
5. Pat dry for a sparkling-clean feeling.



### WRAP UP

*How does your skin feel?*  
*[Wait for responses.]*

*I know! I love that ... [Validate positive responses.]*

### TRANSITION

*Let's move on to the next TimeWise® product!*



MARY KAY

TIMEWISE

ANTIOXIDANT  
MOISTURIZER



**REPLENISH.  
RE-ENERGIZE.**

*Radiate!*

**TIMEWISE® ANTIOXIDANT  
MOISTURIZER**

- ⊗ LEAVES SKIN LOOKING MORE RADIANT.
- ⊗ IMPROVES SKIN'S FIRMNESS.
- ⊗ BOOSTS HYDRATION FOR 12 HOURS.\*

\*Based on an independent third-party clinical study in which 30 women wore the product for 12 hours

## TIMESWISE® ANTIOXIDANT MOISTURIZER

 2 MINUTES

### OPEN

*Now that our skin is sparkling clean, we need to replenish moisture.*

### SHARE

*The TimeWise® Antioxidant Moisturizer re-energizes skin's healthy glow as it boosts hydration for 12 hours.\**

*I love that ...*

- The lightweight formula absorbs quickly and leaves skin feeling soft, supple and looking more radiant.
- It infuses the face and neck with one of two applications of the *TimeWise 3D®* Complex, which helps support skin's critical needs.
- It's antioxidant-rich, which helps reduce the look of fine lines and improves skin firmness.

### DEMO

*Doesn't it sound melt-into-skin amazing? Let's try it!*

*Pick up a small amount on your fingertips, and apply it in an upward and outward motion. You can always add more.*

*Does anyone know why we always put on our skin care in an upward motion? It's to counteract the downward gravitational pull!*

### WRAP UP

*How does your skin feel? [Wait for responses.]  
I know! I love that ... [Validate positive responses.]*

### TRANSITION

*Let's move on to the next TimeWise® product!*







**DELAY.**  
**DEFEND.**  
*Defy!*

**TIMEWISE® DAYTIME DEFENDER  
SUNSCREEN BROAD SPECTRUM  
SPF 30\***

- ⊗ DELAYS VISIBLE SIGNS OF PREMATURE SKIN AGING.
- ⊗ HELPS PROTECT SKIN FROM ENVIRONMENTAL STRESSORS.
- ⊗ HELPS FADE VISIBLE FINE LINES.
- ⊗ SUPPORTS SKIN'S NATURAL DAYTIME PROTECTION.

\*Over-the-counter drug product

## **TIMEWISE® DAYTIME DEFENDER SUNSCREEN BROAD SPECTRUM SPF 30\***

 **2 MINUTES**

### **OPEN**

*Now that we have replenished moisture, it's time to add a protective barrier to defend against damaging light rays.*

### **SHARE**

**TimeWise® Daytime Defender Sunscreen Broad Spectrum SPF 30\*** helps delay visible signs of skin aging with broad spectrum UVA/UVB protection – and more!

*This daily essential ...*

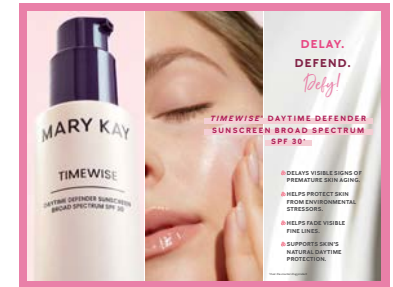
- **Features prickly pear extract** to help strengthen<sup>†</sup> skin's moisture barrier, critical for helping keep good things in your skin and bad things out.
- **Infuses skin with another layer** of *TimeWise 3D®* Complex for protection.
- **Helps skin appear more vibrant** throughout the day as it improves the look of uneven tone.
- **Features a quick-absorbing formula** that reduces the look of fine lines and improves skin's overall appearance, leaving it noticeably revitalized.

### **DEMO**

*Doesn't it sound powerful?  
Let's try it!*

*If anyone has an SPF sensitivity, please apply this formula to the back of your hand instead of your face.*

*If not, go ahead and apply in an upward and outward motion.*



**TIP:** If this is an evening party, have guests try this product on the backs of their hands.

### **WRAP UP**

*How does your skin feel? [Wait for responses.]*

*I know! I love that ... [Validate positive responses.]*

### **TRANSITION**

*Let's move on to the next TimeWise® product.*



**TIMEWISE® NIGHTTIME RECOVERY**

**REBUILD.  
RECOVER.**  
*Rest!*

- ⊗ WAKE TO SKIN THAT LOOKS WELL-RESTED.
- ⊗ DELIVERS FRESH INGREDIENTS TO SKIN WITH EACH PUMP.
- ⊗ HELPS RECOVER WHAT CAN BE LOST DURING THE DAY.
- ⊗ SUPPORTS SKIN'S NATURAL NIGHTTIME RECOVERY.



## TIMEWISE® NIGHTTIME RECOVERY

 2 MINUTES

### OPEN

*Now that we've completed our daytime routine, it's time to walk through winding down with this nighttime recovery essential.*

### SHARE

**TimeWise® Nighttime Recovery** works when skin is most able to rebuild its reserves and recover what can be depleted during the day. This lightweight, dewy formula soothes skin and leaves it feeling rejuvenated by morning.

*This powerful nighttime formula ...*

- **Features chamomile extract**, an effective nighttime ingredient known to help bring a soothing calm\* to skin while you sleep.
- **Features a Nutribeads® Duo**, which includes resveratrol (pearl beads) and a blend of vitamin derivatives (pink beads) that burst when dispensed to release fresh ingredients.

- **Adds another infusion** of the *TimeWise 3D®* Complex that works overnight to reduce skin's stressors.

*When prepping for bed, you'll apply **TimeWise® Nighttime Recovery** after cleansing but before moisturizing. This formula is designed to maximize your skin's ability to rebuild and recover during sleep.*

### DEMO

*Since our skin is prepped for daytime, apply this formula to the back of your hand instead of your face.*

### WRAP UP

*How does your skin feel? [Wait for responses.]  
I know! I love that ... [Validate positive responses.]*



### TRANSITION

*Let's move on to the next TimeWise® product!*



**REVITALIZE.**  
**REDUCE.**  
*Renew!*

**TIMEWISE® EYE CREAM**

- ⊗ **HYDRATES.**
- ⊗ **FIRMS.**
- ⊗ **BRIGHTENS.**
- ⊗ **VISIBLY REDUCES FINE LINES.**

## TIMEWISE® EYE CREAM

 2 MINUTES

### OPEN

**Congrats!** You just completed the TimeWise® Miracle Set® experience. But before we move on, I'd like for you to try this revitalizing Eye Cream.

### SHARE

It's also important to give special care to the delicate eye area. **TimeWise® Eye Cream** is specifically formulated to address the unique needs of the eye area.

Also featuring the **TimeWise 3D® Complex**, this Eye Cream is the eye-deal enhancement to TimeWise® Miracle Set®, making it the *Ultimate* TimeWise® Miracle Set®!

**What I love** about this formula is that it ...

- **Helps improve multiple signs** of visible skin aging and fatigue, including fine lines, dullness, firmness and texture.
- **Visibly brightens the eye area** and provides 12 hours of moisturization.\*

- **Contains algae extract**, which helps prevent undereye puffiness† and helps reduce the pigment that contributes to the look of dark circles.†

- **Is a quick-absorbing cream**, which means minimal wait time to apply makeup.



### DEMO

*Doesn't it sound eye-mazing? Let's try it!*

*Use your ring finger to gently pat the Eye Cream around your eye area. Apply underneath the eye and along the brow bone.*

### WRAP UP

*How does your eye area feel? [Wait for responses.]*

*I know! I love that ... [Validate positive responses.]*

### TRANSITION

*Let's move on to the next step in our skin care routine!*

†Based on an independent third-party clinical study in which 30 women wore the product for 12 hours  
\*Based on in vitro studies



FRESH.  
FLAWLESS.

*Fab!*

MARY KAY® CC CREAM  
SUNSCREEN BROAD SPECTRUM  
SPF 15\*



\*Over-the-counter drug product

## MARY KAY® CC CREAM SUNSCREEN BROAD SPECTRUM SPF 15\*

 2 MINUTES

### OPEN

*Now that your skin looks and feels renewed, let's add a flawless finish to your daytime routine.*

### SHARE

*With Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15,\* you can face the day with flawless confidence! It helps protect skin from the environment, plus it evens out skin tone for a glowing complexion.*

### DEMO

*It sounds like a perfect finish. Let's try it!*

- *Use your fingertips to apply the CC Cream to your face.*
- *Start in the middle of the face, working outward toward your hairline and along the jawline.*

*Fun Fact: Does anyone know what the CC stands for? It stands for Complexion Corrector.*

### WRAP UP

*One of the perks of having an Independent Beauty Consultant is that I can help you find the perfect foundation shade and formula, from CC Cream to full coverage.*

*Let's discuss all your options at your individual consultation.*



### TRANSITION

*I'd love to connect with you for a customized color or pampering appointment!*





**SHARE  
THE GIFT  
of beauty!**





## REFERRAL ACTIVITY

 2 MINUTES

Extend the gift of your beauty services to the families and friends of your guests.

### OPEN

***Did you enjoy yourself?*** Then treat your family and friends to this much-needed pampering service! It's free for them, so there's no risk – just bliss.

### SHARE

***I love making women feel special, which is why I adore my Mary Kay business. I also rely on referrals to grow my small business.***

- ***When you refer friends and family to me, they will experience the same level of care and nurturing that you received today.***
- ***As I said earlier, we all deserve a little “me” time!*** If you can think of women in your life who need some self-care, please write their info on the back of your Beauty Profile card.
- ***I'll reach out to them*** and set up a pampering experience they will thank you for.
- ***Additionally, this is a worry-free zone. If your referrals decline, I'll simply thank them for their time!***

## WRAP UP

***If you didn't receive the Mary Kay® Shop My Party link, just let me know so I can send it to you. This will allow you to go over everything we've sampled today – and order all your faves.***

***If you have friends who couldn't attend today, send them this link so they can shop from this party. Their orders will contribute to our hostess's credit.***



## TRANSITION

***Now, back to the party!***



**SIMPLE SKIN CARE SOLUTIONS**



**Skin Analyzer**  
MARY KAY



**ADVANCED SIGNS OF AGING SOLUTIONS**

*Say hello*  
TO  
**CUSTOMIZED SOLUTIONS!**



**ACNE SOLUTIONS**



**TARGETED SOLUTIONS**



**DERMOCOSMETIC SOLUTIONS**

## CUSTOMIZED SKIN CARE OVERVIEW

 1 MINUTE

### OPEN

*In addition to the amazing products we shared today, Mary Kay offers several other skin care regimens and products that target specific skin care concerns.*

### SHARE

*Find out what your skin needs, and customize your routine with the **Mary Kay® Skin Analyzer App!** It acts like a digital skin care assistant and scans your complexion to provide personalized Mary Kay® skin care recommendations!*

***It's easy ...***

- **Download the *Mary Kay® Skin Analyzer App*** wherever you get your apps.
- **Follow** the instructions to get started, and scan your face.
- **Tap** “Share Results” to email or text your results to me.

*During our individual consultation, I can guide you through your Mary Kay® product recommendations.*



### TRANSITION

*Let me introduce you to a few of these specific skin care solutions!*

**ADVANCED.  
AGE-DEFYING.**

*Amazing!*

**TIMEWISE® VOLU-FIRM® SET**

- **REDUCED LOOK OF DEEP LINES AND WRINKLES.**
- **IMPROVED LOOK OF WRINKLE SEVERITY.**
- **RESTORED LIFTED APPEARANCE.**
- **RECAPTURED YOUTHFUL VOLUME.**
- **IMPROVED SKIN FIRMNESS AND ELASTICITY.**
- **ENHANCED APPEARANCE OF SKIN CLARITY.**





## TIMESWISE REPAIR® VOLU-FIRM® SET

 1 MINUTE

### OPEN

*OK, so who wants to turn back the signs of time even more?*

### SHARE

*The TimeWise Repair® Volu-Firm® Set is a premium collection for advanced age-defying.*

*I love that ...*

- **The appearance of** deep lines and wrinkles is reduced, lifted appearance is restored and youthful volume is recaptured.
- **It's created to** target advanced signs of aging, targeting the multiple reasons why skin ages instead of only addressing the outward signs.
- **It's powered by** the Volu-Firm® Complex, which targets the advanced signs of aging like never before.
- **The Volu-Firm® Complex** - which is present in every product - delivers a union of three ingredients that's crucial to skin vitality.

*With TimeWise Repair®, it's never too late to rescue skin from the damage of the past and recapture a vision of youthfulness.*

*This set includes ...*

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



## EXPLORE THE BEAUTY OF SCIENCE!

*The Volu-Firm® Complex contains:*

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

## TRANSITION

*Let me know if you'd like to try samples of these products after the party.*

*Let's move on to the next skin care solution!*

**HEALTHY.**

**HAPPY.**

*Skin!*

## **MARY KAY® SKIN CARE**

- **CLEANSE, EXFOLIATE, TONE AND MOISTURIZE TO MAINTAIN CLEAN, HEALTHY SKIN.**
- **CHOOSE BETWEEN HYDRATING AND MATTIFYING FORMULAS.**
- **SUITABLE FOR ALL SKIN TYPES , INCLUDING SENSITIVE SKIN.**



## MARY KAY® SKIN CARE

 2 MINUTES

### OPEN

*If you're looking for a simple start to skin care, but are not quite ready for age-defying products, then this line is for you!*

### SHARE

*Start a healthy skin care habit with a regimen designed with your skin in mind. You can choose from hydrating or mattifying cleansers and moisturizers – plus a scrub and toner – all with skin-protecting vitamins and antioxidants.*

### For Normal to Dry Skin

- **Mary Kay® Hydrating Cleanser** effectively removes impurities, so skin feels hydrated, fresh and soft – not tight or dry.
- **Mary Kay® Hydrating Moisturizer** is a nourishing, nongreasy, lightweight formula that delivers increased levels of moisturization.

### For Combination to Oily Skin

- **Mary Kay® Mattifying Cleanser** effectively removes impurities and excess oil to help reduce shine.
- **Mary Kay® Mattifying Moisturizer** delivers necessary daily hydration. The lightweight, gentle formula is oil-mattifying.

### To Complete Your Regimen

- **Mary Kay® Exfoliating Scrub** helps polish away dead skin cells and unclog pores. Skin looks soft and smooth and feels deeply cleansed. Use two or three times a week.
- **Mary Kay® Balancing Toner** helps restore skin's balance without drying it out. Helps skin look healthy and vibrant.
- The Exfoliating Scrub and Balancing Toner are suitable for all skin types.



## TRANSITION

*Let's move on to the next customized solution!*



CLEAN.  
CLEAR.  
*Confident!*

## CLEAR PROOF® ACNE SYSTEM

- SEE CLEARER SKIN IN 7 DAYS.\*
- FEATURES SALICYLIC ACID AND BENZOYL PEROXIDE.



\*Based on a 12-week independent clinical study

## CLEAR PROOF® ACNE SYSTEM

 1 MINUTE

### OPEN

*Don't let breakouts interrupt your life!  
Introducing the system that knocks out acne.  
This effective regimen has been clinically shown  
to provide clearer skin in just 7 days.\**

### SHARE

*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

- Clarifying Cleansing Gel†
- Blemish Control Toner†
- Acne Treatment Gel†
- Oil-Free Moisturizer for Acne-Prone Skin

### TRANSITION

*Let's move on to the next  
solution-specific set!*



\*Based on a 12-week independent clinical study  
†Over-the-counter drug product

**PURE.**  
**POTENT.**  
*Pow!*

**MARY KAY CLINICAL SOLUTIONS®**  
**RETINOL 0.5 SET**

- PREVENT SIGNS OF VISIBLE AGING YOU CAN'T SEE YET.
- REVERSE ADVANCED VISIBLE SIGNS OF AGING.
- IS FORMULATED WITH METICULOUSLY TESTED INGREDIENTS THAT ARE SCIENTIFICALLY PROVEN TO DELIVER HIGH LEVELS OF SKIN CARE PERFORMANCE.





## MARY KAY CLINICAL SOLUTIONS® RETINOL 0.5 SET

 1 MINUTE

### OPEN

*Who wants to take their skin care routine to the next level with dermocosmetic solutions?*

### SHARE

*Amplify your age-fighting even more with this innovative set featuring a dynamic duo that delivers the power of pure retinol.*

### *This set includes ...*

- **Retinol 0.5** that delivers pure, potent retinol at a 0.5% clinically proven concentration, which helps improve the appearance of wrinkles, uneven skin tone and loss of facial firmness.
- **Calm + Restore Facial Milk** that delivers a power shot of rich fatty acids to nourish dry skin, which calms irritated skin\*, delivers instant hydration\* and keeps skin comfortable.



### TRANSITION

*Let's explore even more dermocosmetic solutions!*

\*Results based on two independent clinical studies in which women used the Calm + Restore Facial Milk

ELEVATE.  
ENHANCE.  
*Unleash!*

**MARY KAY CLINICAL SOLUTIONS®  
BOOSTERS**

- ADDRESS SPECIFIC SKIN CARE CONCERNS.
- FEATURE WELL-KNOWN AND SCIENTIFICALLY ACCLAIMED INGREDIENTS.
- REFLECT SOME OF THE STRONGEST CLINICAL CLAIMS MARY KAY HAS EVER ACHIEVED.



## MARY KAY CLINICAL SOLUTIONS® BOOSTERS

 1 MINUTE

### OPEN

*Who wants to elevate their skin care results even more?*

### SHARE

*Break through to your best skin yet with **Mary Kay Clinical Solutions® boosters!** These high-performance dermocosmetic products give skin a solution-specific boost one drop at a time. Think of them like a wellness shot for your skin. They're truly the perfect additions to an established routine.*

***These issue-targeting boosters** address specific skin care concerns, such as ...*

- *Ferulic + Niacinamide Brightener provides **visible dark spot reduction.***
- *PHA + AHA Resurfacer **accelerates skin renewal.***
- *C + Resveratrol Line-Reducer **visibly reduces wrinkles.***
- *HA + Ceramide Hydrator **boosts hydration with dual-action hyaluronic acid.***



### TRANSITION

*Let's go over all your options at our individual consultation!*

### CLOSE

*Flip to the Closing section! You got this!*



EXPLORE  
EVERY HUE

*of you!*

# BEFORE-THE-PARTY CHECKLIST

EXPLORE  
EVERY HUE  
*of your*

Help your customers create their own looks – from a five-minute to full-face and everything in between. This is your time to introduce them to everyday essentials and special-event extras.

## HERE ARE SOME TIPS TO HELP YOU HOLD SUCCESSFUL COLOR PARTIES:

- Review** the Color section pages to practice presenting, doing product demos and making it all your own!
- Review** the Opening section of this Flip Chart, which is where you'll begin.
- Review** the Closing section of this Flip Chart, which is where you'll end.
- Complete** the *Color Confident* Program on *Mary Kay InTouch*® to learn how to create the perfect makeover using pro tips and techniques.
- Review** the Looks Collection for beauty tutorials that feature step-by-step applications and more!
- Consider** using *Mary Kay*® Color Cards along with a few more product samples you would like to demonstrate.
- Set out** application tools your guests will need for a hygienic experience! Providing small items such as sponge-tip and doe-foot applicators, cotton rounds and cotton balls make a huge impact.
- Advise** your customers to arrive with a clean and moisturized face for the party/appointment.
- Follow up** on previously purchased products. Ask how the products are working for her – addressing any questions she may have.
- Hold up** the individual retail-sized product as you demo each one.

**Flip the page to make their day!**

GORGEOUS.

GLOWING.

*Glam!*

**MARY KAY® CC CREAM  
SUNSCREEN BROAD SPECTRUM  
SPF 15\***

- PROTECTS SKIN FROM THE ENVIRONMENT.
- EVENS OUT SKIN TONE.
- CREATES A GLOWING COMPLEXION.



\*Over-the-counter drug product



## MARY KAY® CC CREAM SUNSCREEN BROAD SPECTRUM SPF 15\*

 2 MINUTES

Help her achieve the standard of beauty she dreams of – from effortless chic to modern classic to full-on glam.

### OPEN

*Who's ready to play with makeup? Yay! Let's begin with a few questions.*

*What are your makeup must-haves?*

*What would you say your makeup style is: effortless, classic or full-on glam?*

*Good to know! I'm a(n) [effortless, classic or full-on glam] kind of gal but love all these personal styles.*

### TRANSITION

*So let's start with a daily essential we all need.*

### SHARE

*With Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15,\* you can face the day with flawless confidence!*

*It helps ...*

- *Protect skin from the environment.*
- *Even out skin tone.*
- *Create a glowing complexion.*



### DEMO

*Doesn't it sound lovely. Let's try it!*

- *Use your fingertips to apply the CC Cream to your face.*
- *Start in the middle of the face, working outward toward your hairline and along the jawline.*

*Fun Fact: Does anyone know what the CC stands for? It stands for Complexion Corrector.*

### WRAP UP

*How does your skin look? [Wait for responses.]*

*I know! I love that ... [Validate positive responses.]*

*One of the perks of having an Independent Beauty Consultant is that I can help you find the perfect foundation shade and formula, from CC Cream to full coverage.*

### TRANSITION

*Let's get started on your eyes.*

★  
●  
**SWEEP.  
SHIMMER.**

★ ●  
*Swoon!*

**MARY KAY CHROMAFUSION®  
EYE SHADOW**



- **LIFEPROOF FORMULA.**
- **GORGEOUS COLOR WITHOUT COMPROMISE.**
- **LONG-LASTING FRESHNESS.**

## MARY KAY CHROMAFUSION® EYE SHADOW

 2 MINUTES

### OPEN

*There's so much to love about **Mary Kay Chromafusion® Eye Shadow** because it offers gorgeous color without compromise!*

*This lifeproof formula holds strong for 12 hours,\* so you can count on it for long-lasting freshness – even through work, workouts and weather.*

**TIP:** *Matte shades are the way to go for customers with fine lines, so use shimmer finishes sparingly with more mature customers.*

### DEMO

***Doesn't it sound enchanting? Let's try it!***

*[Follow the application instructions on the Color Card or pick up a demo idea from **Color Confident** on **Mary Kay InTouch®**.]*

*For a wash of color ...*

- **Apply** a neutral eye color as a base shade from lashline to brow bone.
- **Sweep** the eyelid color from lashline to crease – starting in the middle of the eyelid and fanning out.

- **Press** the second eye color to the crease starting from the outer edges and sweeping inward.
- **Blend** the two shades together.
- **Create** a smoky eye by applying a third shade along the lashlines and blending out.



**TIP:** *Add a flush of color to your complexion with Mary Kay Chromafusion® Blush! Choose from 10 expertly curated shades made for every skin tone.*

### WRAP UP

*How do your eyes look? [Wait for responses.]*

*I know! I love that ... [Validate positive responses.]*

### TRANSITION

*Let's move on to the next color product!*

\*Results based on a 12-hour independent clinical study in which 27 women used Mary Kay Chromafusion® Eye Shadow after a single application





**BIG.**  
**BOLD.**  
*Bam!*



**MARY KAY®**  
**ULTIMATE MASCARA™**

- EXTREMELY VOLUMIZING.
- SUPERTHICKENING.
- SMUDGE-, FLAKE- AND CLUMP-RESISTANT.



## MARY KAY® ULTIMATE MASCARA™

 2 MINUTES

### OPEN

*Now it's time to add the final touch for look-at-me lashes! While Mary Kay has a variety of mascaras to choose from, this is a fan-fave!*

### SHARE

*This extremely volumizing, superthickening, all-in-one formula creates the look of big, bold, separated lashes that lasts all day. Plus, it's available in Black and Black Brown shades!*

### DEMO

*Doesn't it sound like your next obsession? Let's try it!*

### WRAP UP

*How do your lashes look? [Wait for responses.]*

*I know! I love that ... [Validate positive responses.]*

**TIP: Line and define** lashlines with Mary Kay® Waterproof Eyeliner – or any of our fabulous eyeliners – for extra emphasis.



**TIP: Give brows a wow!** Create your ideal brows with Mary Kay® brow essentials, such as Precision Brow Liner, Volumizing Brow Tint and Clear Brow Styling Gel.

**TIP: Replace mascara every 3 to 4 months for best results.**

**TIP: Smart Wiper® technology delivers the exact amount of product you need, so ditch pumping or swirling the wand!**

### TRANSITION

*Now that our eyes look fab-u-lash, let's move on to lips!*

LUMINOUS. LUSH.

Love! ♥



## LIPSTICK AND LIP GLOSS

 1 MINUTE

### OPEN

*Finally, let's polish your pout with loveable, covetable lip color!*

### SHARE

*Who doesn't love lipstick and lip gloss? They're fun, quick pick-me-ups with vibrant payoff.*

- *How do you feel when you get a fabulous new shade?*
- *Who here likes a shiny finish?*
- *What about a matte finish?*
- *Where are the gloss-lovers?*

*The good news is that whether you're a gloss gal, a matte maven or anything in between, Mary Kay has the finishes you've been dreaming of.*

*Let me introduce you to a few of my faves – I know you're going to feel the same!*

### DEMO

Talk about each of these lips color options while spending extra time on the sample that you provided for them to try.

### **Mary Kay® Gel Semi-Shine Lipstick**

- Radiant color.
- Luminous shine.

### **Mary Kay® Gel Semi-Matte Lipstick**

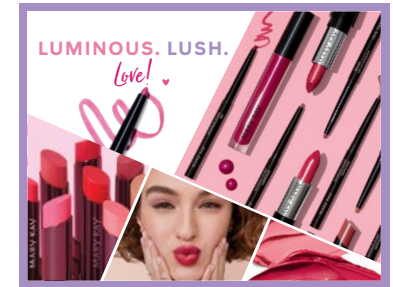
- Rich, stay-true color.
- Long-lasting wear.

### **Mary Kay® Supreme Hydrating Lipstick**

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

### **Mary Kay Unlimited® Lip Gloss**

- Nonsticky and nontacky.
- Delivers instant moisture.



**TIP:** *Perfect your pout* with Mary Kay® Waterproof Lip Liner to enhance your look.

### WRAP UP

*How do your lips look? [Wait for responses.]*

*Doesn't your glam look gorgeous! [Validate positive responses.]*

### TRANSITION

*Let me know what other shades you'd like to try at our individual consultation!*





*faves*

**FOR DAYS.**

**WE GET RAVES FOR THESE  
FAN-FAVES!**





## CUSTOMER FAVES

 1 MINUTE

### OPEN

*In addition to the amazing products you tried today, Mary Kay offers an endless array of solutions for your unique needs – like these fan-faves!*

### SHARE

- **Mary Kay® Makeup Finishing Spray by Skindinavia** helps you set and forget your looks. Plus, it lasts up to 16 hours! It's an absolute essential.
- **Mary Kay® Oil-Free Eye Makeup Remover** is a can't-live-without product! It easily removes even waterproof formulas without rubbing or tugging.
- **Mary Kay® Essential Brush Collection** will elevate your glam game to flawless.



### TRANSITION

*I highly recommend these faves to complete your everyday looks!*

### CLOSE

*Flip to the Closing section! You got this!*

**SELF-CARE**

*starts here!*

# PRE-PAMPERING CHECKLIST

SELF-CARE  
*starts here!*

From decadent facial treatments to spalike body products, Mary Kay puts the care in self-care.

- Review** the Pampering section pages to practice presenting, doing product demos and making it all your own!
- Review** the Opening section of this Flip Chart, which is where you'll begin.
- Review** the Closing section of this Flip Chart, which is where you'll end.
- Consider** using product samples with retail-sized packaging so guests can see what they would be purchasing.
- Follow up** with customers who previously attended a skin care or color party and ask how the products have been working for them – addressing any questions.
- As you prepare** for your party, keep in mind that applying *TimeWise*® Microdermabrasion Refine and *Clear Proof*® Deep-Cleansing Charcoal Mask on the same day can cause skin irritation. So if you would like to introduce them at the same party, make sure your guests apply these products on separate areas of their skin (think face or hand).
- Advise** guests to arrive with a clean face – or you can provide them with *TimeWise*® 4-in-1 Cleanser samples to ensure everyone has a fresh start.
- Consider** providing guests *TimeWise*® Antioxidant Moisturizer samples at the end of their pampering experience to complete their skin care.

**Flip the page to make their day!**



**MARY KAY®**  
**HYDROGEL EYE PATCHES**



- **HYDRATES.**
- **COOLS.**
- **SOOTHES.**
- **DEPUFFS.**

**PAMPER.**  
*Polish*  
**PORE-FECT!**



**TIMEWISE® MICRODERMABRASION**  
**PLUS SET**

- **GENTLY EXFOLIATES.**
- **IMPROVES SKIN TEXTURE.**
- **SKIN LOOKS YOUNGER.**
- **PORES LOOK SMALLER.**



## TIMEWISE® MICRODERMABRASION PLUS SET

 2 MINUTES

### OPEN

*How would you like the look of polished, younger skin and significantly smaller pores? Who wouldn't?*

*With the TimeWise® Microdermabrasion Plus Set, you can immediately see glowing results after just one use.*

### SHARE

The first step is TimeWise® Microdermabrasion Refine. This physical exfoliator reduces the appearance of fine lines and gently refines skin's texture. You can use it two or three times per week for best results.

- *After cleansing, wet your face with your fingertips.*
- *Using circular motions, gently massage over face.*
- *Then rinse thoroughly with warm water and pat dry.*
- *Later in the party, we will apply the second step – TimeWise® Pore Minimizer.*

### TRANSITION

*Let's move on to the next pampering product!*

## MARY KAY® HYDROGEL EYE PATCHES

 1 MINUTE

### OPEN

*Now let's give your eyes some TLC.*

### SHARE

*These instantly reviving hydrogel patches deliver a fresh burst of cooling hydration to awaken eyes. They contain glycerin, a powerful humectant known to moisturize the skin and help with water loss.*

### DEMO

*Don't they sound divine? Let's try them!*

*Take them out and place them under your eyes like so [motion]. Then sit back, relax and let these little pink gels work their magic for 10 minutes.*

### TRANSITION

*How amazing do they feel? [Wait for responses.] You can use them twice weekly to help with the look of puffiness and dullness.*

*Let's move on to the next pampering product!*



# RENEW. RESTORE.

*Reveal.*



***TIMEWISE***<sup>®</sup>  
**MOISTURE RENEWING  
GEL MASK**

- INSTANTLY HYDRATES.
- LOCKS IN MOISTURE.

***CLEAR PROOF***<sup>®</sup>  
**DEEP-CLEANSING  
CHARCOAL MASK**

- UNCLOGS PORES.
- ABSORBS EXCESS OIL.
- REDUCES SHINE.



## MULTIMASKING

 2 MINUTES

### SHARE

*Today, we will be multimasking using two of our most popular face masks!*

**TimeWise® Moisture Renewing Gel Mask** will instantly hydrate drier areas of the face, lock in moisture and minimize pores.

**Clear Proof® Deep-Cleansing Charcoal Mask** will act as a magnet to deep clean pores. It also absorbs skin impurities from oilier areas of the face.

### DEMO

*Using your fingers or a masking brush ...*

- *Apply the **TimeWise® Moisture Renewing Gel Mask** to the outer cheeks and the very top of your forehead.*

**TIP:** For guests who opted for the *TimeWise®* Microdermabrasion Plus Set experience, only offer them the *TimeWise®* Moisture Renewing Gel Mask to avoid skin irritation.

- *Apply the **Clear Proof® Deep-Cleansing Charcoal Mask** to the forehead, nose and chin (T-zone).*

- *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.*



**TIP:** While your guests are soaking up all the relaxing vibes and real benefits of their masks, ask them to participate in the Share the Gift of Beauty Referral Activity on Page 29. You can even offer the guest who provides the most referrals a free mask as an incentive!

### TRANSITION

*We'll leave these masks on for 10 minutes so you can experience all the benefits!*

*Let's move on to the next pampering product!*





REJUVENATE.

*Revitalize.*

REFRESH.

**WHITE TEA & CITRUS  
SATIN HANDS® PAMPERING SET**

- HANDS FEEL INSTANTLY MOISTURIZED, SOFT AND SMOOTH.
- HANDS FEEL REVITALIZED, SOOTHED AND PROTECTED.
- SKIN FEELS RENEWED, LOOKS REJUVENATED AND INSTANTLY LOOKS HEALTHIER.



## WHITE TEA & CITRUS SATIN HANDS® PAMPERING SET

 5 MINUTES

### OPEN

*Who's ready for an instant hand refresh?*

*This go-to pampering essential is something you can treat yourself to daily. Our hands work so hard, and they're often overlooked.*

*I love that ...*

- **In just three steps**, this spalike treatment revitalizes and rejuvenates the look of hands, so they feel renewed and instantly look healthier.
- **You can enjoy this refreshing scent** – or opt for the fragrance-free version – and feel your senses renewed and hands restored.

### DEMO

*Let's head over to the sink to indulge in this three-step refresh!*

- Massage the Protecting Softener into hands to prep skin for exfoliation.
- Exfoliate hands with the Refining Shea Scrub to polish away dull, dry areas.
- Replenish hands with Nourishing Shea Cream.

### WRAP UP

*Don't you just love the way your hands feel?*

*Let's remove your masks to reveal refreshed complexions!*

*Gently remove your eye patches, then wipe off your masks with the warm, saturated cloths I've set out.*

*Now it's time to apply the **TimeWise® Pore Minimizer** – the second step of the TimeWise® Microdermabrasion Plus Set.*

- *Using your fingertips, apply it to your face in an upward and outward motion.*
- *This product tightens the look of pores and can be used twice a day.*

### TRANSITION

*How does your skin feel?*

### CLOSE

*Flip to the Closing section! You got this!*



thank you

*so much!*

MARY KAY®

## CLOSING

 5 MINUTES

### THANK YOUR GUESTS.

- **Thank you all for** attending the party today! Again, you are each helping me achieve my goals as a small-business owner.
- **Let me know if** you can picture yourself doing what I did today! I would love to tell you more about how this business can fit your life at our individual consultation.
- **Please look at** the closing set sheet from our party today. As you review these sets, circle the ones you would like to purchase if money were no object.
- **I will begin our** individual consultations in a few minutes to answer questions about *Mary Kay*® products or the Mary Kay opportunity and to finalize your product orders. If you joined me online, I'll connect with you shortly.
- **Check your phone** after the party to access the *Mary Kay*® Shop My Party! link – created especially for [*Hostess name*]. You can use this link to place your orders, and it will help her earn credits toward her hostess reward!
- **Tell me if** you'd like to host a party – skin care, pampering or color! Plus, whatever products you love, we can share at your party!





**HOW  
DO  
YOU  
FEEL?**

**BECAUSE YOU LOOK *amazing!***





## FOLLOW UP

 5 MINUTES

**Great job!** You just completed your party – and the guests are glowing! Now it's time for the individual consultations. Begin with in-person party guests, but make sure to follow up with virtual guests as soon as possible.

Here are some questions to get the conversation flowing:

- Did you enjoy the party?
- Were there any additional products you were interested in trying or learning more about?
- Do you have any questions for me as your personal Mary Kay Independent Beauty Consultant?
- Let's set you up with your absolute must-haves! What products would you like to order first?
- Would you like to host a party and learn about hostess rewards?
- Have you considered learning more about the Mary Kay opportunity?



Contact your customer **two days** after her first appointment to see how she likes her new products.

Check her progress **two weeks** later at her follow-up appointment.

Contact her every **two months** for reorders or to suggest new products. When you process orders through *myCustomers*<sup>SM</sup>, you can select the follow-up option within the order that will automatically generate your 2+2+2 reminders!



MARY KAY®