### Experience the Mineral Makeover (40 minutes)

- Tell guests the idea of this party is for everyone to have fun with color. Mention that you will walk them through application tips. Remind them to use the Customize Your Compact checklist to mark all the items they like.
- Do the "Kiss Personality" activity.
- Encourage guests to share their personalities.
- Let guests know that the Color Cards will help them learn more about shade combinations and product application.
- Invite them to remove their eye makeup with Mary Kay<sup>®</sup> Oil-Free Eye Makeup Remover.
- Using the Color Insider book or DVD, mention the benefits of Mary Kay® Mineral Color and give them application tips for eyes, cheeks and lips.
- Romance the Mary Kay<sup>®</sup> Compact and Brush Collection.



#### Close (15 minutes)

At this point you are ready to meet with each guest individually. During individual consultations, consider asking the following questions:

- 1. Do you like your new look?
- 2. What do you think about the products you tried?
- 3. How would you like to fill your Mary Kay<sup>®</sup> Compact?
- 4. Would you like to earn some free\* products by sharing a party with a few friends? (Encourage her to write the names on the bottom section of her Customize Your Compact checklist\*\*.) Do you prefer weekdays or weekends?
- When appropriate, offer the Mary Kay opportunity.
- When guests give you their checklist, let them know if they like Mary Kay<sup>®</sup> color, they're going to love Mary Kay® skin care.
- Give each guest a TimeWise® skin care sampler to try at home. Let her know you'll call her in two days to see what she thinks.
- Lastly, thank them for coming and let them know you look forward to seeing them again soon to help them with all their beauty needs.

\*Available through participating Independent Beauty Consultants only and with \$200 in retail sales

\*\*Prior to contacting referrals via telephone or e-mail, you should consider whether such communication is consistent with state and/or federal "do not call" and/or "spam" laws regulations. For more information on this subject, you can go to www.marykayintouch.com. Otherwise, Mary Kay always recommends face-to-face contact, which should help you avoid issues with these types of regulations.

# have a mineral makeover

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# Mineral Makeover

This Mineral Makeover guide is designed to help you create a fun atmosphere where your customers can experiment with color.

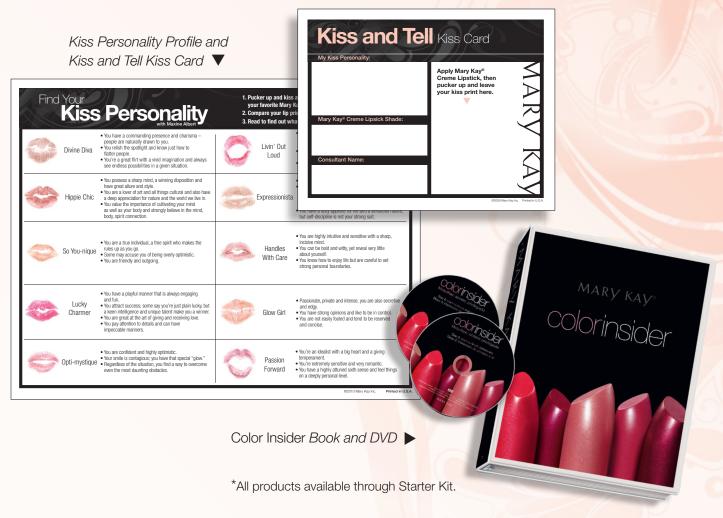
## Mineral Makeover Supplies

The following suggested materials are to help you conduct an exciting Mineral Makeover. Feel free to customize the party to fit your personality and style. You'll want to make sure you have these party supplies on hand before your event:

- Mineral Makeover guide
- Customize Your Compact checklists (one for each guest)
- Kiss and Tell Kiss Cards (one for each guest)
- Kiss Personality profile
- Color Cards
- Applicators
- Eyeliner samplers
- Lip liner samplers

- Mascara samplers
- Mary Kay<sup>®</sup> Oil-Free Eye Makeup Remover\*
- Skin care samplers
- Filled lip color and color display trays
- Mary Kay<sup>®</sup> Compacts and Brush Collection
- Color Insider book and DVD

Remember to coach your hostess and review the flow of the party with her. It will help ensure your party's success.



# Ready to Start!

Arrive at the party with enough time to set up before the guests arrive. Thank your hostess for giving you the opportunity to be in her home. Nicely arrange your products and display items, like the Kiss Personality profiles and color trays on the table. Put a Kiss and Tell Kiss Card and checklist at each guest's place.

#### Welcome (5 minutes)

 Welcome everyone and introduce yourself. Briefly share your personal story and your Mary Kay business achievements. Tell them about the Company by saying something like: "Thanks for being here today. Not only are you supporting my Mary Kay business, you're

		Phone:	
		Birthday:	
		st. Ask me how you can ge	
- Mana Kau® Fue Drimer (	10	Marry Kay® Oreana Lina	Hist. 610
□ Mary Kay <sup>®</sup> Eye Primer, <b>\$12</b> □ Mary Kay <sup>®</sup> Oil-Free Eye Makeup Remover, <b>\$15</b>		Mary Kay <sup>®</sup> Creme Lips PINKS	CHOCOLATE
Mary Kay® Mineral Eye		Dusty Rose	Amber Glo
SHIMMER	,	Hibiscus	Amber Su
Amber Blaze	Honey Spice	Pink Passion	Bronzed
Azure	Ivy Garden	Pink Satin	Downtown
Black Pearl	Lemongrass	TAWNIES	Brown
Blue Metal	Midnight Star	📄 🗆 Icy Peach	Gingerbrea
Chocolate Kiss	Moonstone	Sunny Citrus	Nocha
Copper Glow	Peacock Blue	Sunset 🗆 🔲	📰 🗆 Nutmeg
Crystalline	Precious Pink	🔎 🗆 Sweet Nectar	METALS
Denim Frost	Silver Satin	NEUTRALS	Copper Sta
Emerald	Spun Silk	Pricot Glaze	Mocha Fre
Granite	Sweet Plum	Frosted Rose	Pink Shim
MATTE		Maple 🗆 Maple	Sheer Blus
Almond	Lavender Fog	Raisinberry	Sunlit San
Cinnabar	Sienna	Shell	BERRIES
Coal	Silky Caramel	Toffee	Apple Berr
Espresso	Sweet Cream	Whisper	Berry Kiss
Hazelnut	White Lily	REDS	Back Cher
🗆 Iris		Blaze	Rich Fig
		Midnight Red	Whipped E
Mary Kay <sup>®</sup> Eyeliner, \$10			
Amethyst	Navy	Mary Kay® Liquid Lip (	Color, <b>\$13</b>
	A Olive	Cherry Coffee	🥑 🗆 Raspberry
Bronze	Steely	💇 🗆 Chocoholic	💇 🗆 Royal Plun
C Deeb Brown	L laupe	I Malted	🥑 🗆 Sherbet
Mary Kay® Mascara		Mary Kay® NouriShine	® Lip Gloss, <b>\$13</b>
Ultimate Mascara™, \$15		🏉 🗆 Beach Bronze	🧑 🗆 Gold Rush
📢 🗆 Black	🕅 🛛 Black/Brown	🏉 🗆 Berry Sparkle	🏉 🗆 Melon Sor
Lash Lengthening Mascara		🧢 🗆 Bronze Bliss	🌔 🗆 Pink Diam
📢 🗆 Black	🜾 🗆 Black/Brown	🥟 🗆 Coral Rose	🥏 🗆 Starry
Waterproof Mascara, \$10		🥟 🗆 Cream & Sugar	C Sugarberry
🞺 🗆 Black	🜾 🗆 Black/Brown	🍠 🗆 Fancy Nancy	of 🗆 Sweet Rai
□ TimeWise® Age-Fighting Lip Primer, \$22		Mary Kay® Mineral Cheek Color, \$10	
Mary Kay <sup>®</sup> Lip Liner, <b>\$1</b>		SHIMMER	
	Dusty Pink	Bold Berry	Sparkling
Chocolate	Dusty Fink	Golden Copper	Strawberry
	Pink	Shy Blush	Cream
		MATTE	
Dark Berry	Raspberry	Berry Brown	Citrus Bloo
Dark Chocolate		Cherry Blossom	Sunny Spi
		Cinnamon Stick	L Junity Spi
Mary Kay® Compact (unfill	ed), <b>\$18</b>		***
Applicators, \$2.50 – \$4		Mary Kay® Brush Collecti	
		over today and receive hostess cred	
Would you like to share this of five friends you'd like to	s Mineral Makeover with	your friends? Write the nam	es and phone num
		4.	
		4 5	
3		0	
	ant and the second followed as a second	nd earn free products?	

also supporting Mary Kay in all of its efforts to help make the world a better place. From helping put an end to domestic violence to caring for our environment, you're partying with a purpose."

- Give your hostess recognition: "Before we begin, I'd like to give special recognition to our hostess for giving us the opportunity to experience this great party." You may want to offer her a special gift that could impress the guests.
- Explain the materials found at each guest's place. You might say: "As you can see, each of you has a couple of items. One is a checklist to mark the products you like. Be sure to fill in your information at the top of the checklist." This form will become your personal file for each of the guests. You also have a Kiss and Tell Kiss Card that you'll use for a fun activity in just a few minutes.

Customize Your Compact checklist