

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® 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® Compact and Brush Collection.



Color Cards ▶

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® 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® 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**

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® Oil-Free Eye Makeup Remover*
- Skin care samplers
- Filled lip color and color display trays
- Mary Kay® 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.

Kiss Personality Profile and Kiss and Tell Kiss Card ▼

The Kiss Personality Profile is a grid of 12 personality types, each with a corresponding lip print and a brief description of traits. The Kiss and Tell Kiss Card is a form for guests to fill out, including fields for their name, Mary Kay® Creme Lipsick Shade, and a space to apply the product and leave their kiss print.

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Color Insider Book and DVD ▶

*All products available through Starter Kit.



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

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.

The 'Customize Your Compact' checklist is a form for guests to fill out, including fields for their name, address, phone, and birthday. It lists various Mary Kay products and their prices, with checkboxes for selection. The products include Eye Primer, Oil-Free Eye Makeup Remover, Mineral Eye Color, Creme Lipstick, Eyeliner, Mascara, Lip Liner, Compact, Applicators, and Mineral Cheek Color.

◀ Customize Your Compact checklist