

# JOY AREA-INSTRUCTORS GUIDE STEP BY STEP SKIN CARE

Page 2 of beauty book. Use your instructors guide or tablet with Show & Sell app.

I would like to introduce you to Mary Kay Ash, she is the founder of our company. I like to introduce her 1<sup>st</sup> because a lot of cosmetic companies were started by men or a made up brand name. She really did exist! She was a living, breathing woman! She started Beauty by Mary Kay in 1963 so women from all walks of life could have equal opportunity. She wanted women to have a successful career, make an executive income (if they choose to) have her own identity, and not have to sacrifice her family in the process. Now I realize you weren't even born in the 60's (say regardless of the age of women around the table) but I'd like to share why she was so passionate about equal opportunity for women. A woman was making 50 cents to a man's dollar back then! (Smile)

Page 3:

Our mission statement is to enrich women's lives! And that is not for just the women IN Mary Kay but for people outside of Mary Kay as well. The way we fulfill that mission statement as a corporation is through the sale of our products! (You may want to ask, has anyone ever purchased a MK product before? If someone says YES say, "Thank you from everyone in MK" let me share with you what your money went towards) We take the profits from the sale of our products on the corporate end and put back into local communities. We fund cancer research for women, build homes with the Habitat for Humanity, fight against the trafficking of women, & support domestic violence shelters for women & children. Recently, we have started providing surgeries for children born with facial deformities and building educational libraries in 3<sup>rd</sup> world countries for children to get an education. So money always goes towards a good cause when spent with MK! (Smile) We are very environmentally friendly as well, we recycle our product packaging. For every 10 product packages that are recycled we plant a tree!! Did you know that?

Page 4: \*Have interaction going on throughout the facial/party. To engage them ask a lot of questions!

Ask-If you were going to the mall shopping for skincare or glamour, what brands would you recognize? Maybe not tried but you would recognize the brand? (let them call out brand names, this tells you where they shop and what type of products they are familiar with, if they mention a brand you are about to talk about say-that's exactly what I wanted you to say! If they mention other brands- politely say, you may have heard of....Clinique, Estee Lauder, Lancome, Elizabeth Arden, Mac, Sephora? These are considered prestige products/brands. If MK was in a department store we would sit right on the shelf next to these prestige brands such as Clinique, Estee Lauder, Mac, Sephora etc-same high quality & ingredients but we deliver at a more affordable price! Smile & say, everyone can afford to look fabulous with MK, its beauty on a budget!

Page 5:

We are going to talk about healthy skin today. Do you know how many steps it takes to have healthy skin? (let them guess, not correct answer-say, good guess-if they guess correctly say, You are absolutely correct! If I were giving away a prize you would have won! laugh)

It's actually 5 steps! We must cleanse because it removes makeup, dirt, & impurities, exfoliate it removes dead, dull surface cells, freshen it refines, tones, & tightens the skin, moisture to keep the skin hydrated, and protect from the environment that ages and damages the skin. That is a lot isn't it? I know I am tired already! (Laugh) Mary Kay came out with a skin care line that has been recognized as the #1 brand in America, its been sealed by Good Housekeeping, and it has a patent on it so other companies can imitate but not duplicate this line. It's our TimeWise Miracle Set! (Hold the product up and romance it like gold)

We came out with this skin care line for 2 major reasons! 1 is to save you time! (Hold up the cleanser) in this one step we will cleanse, exfoliate, & freshen all in one step! (hold up the moisturizer) Moisturize & protect here. We will also use some other added products to keep your skin young & healthy looking (show the day/night set) and that is the 2<sup>nd</sup> reason we came out with this line-to turn back the signs of aging! By using this line (place the miracle set directly in front of her so she can see it) you will preserve your skin by 10years! (With a younger lady/group, say-I realize you may not be concerned with ageing, think of it like preventative maintenance-it is easier to prevent than correct later down the road. Plus, if you want to stay young, you have to start while you are young!)

Now if I brought you in here and just put makeup on your face you would look good in 15minutes! We want you to look good in 5, 10, 15yrs and it all starts with how you take care of your skin today. I like to think of it like this....an artist can't paint a beautiful picture on a flawed canvas so we are going to cleanse it, prep it, & paint it! (Smile/Laugh)

\*Have interaction going on throughout the facial/party. To engage them ask a lot of questions!

\*If using the show & sell app go to supplements page so you can feature the Satin Lips & micro set, if not flip your books to page 12-13

Are you ready to get started?

\*If someone has eye make up on-demo the eye makeup remover, if they are not wearing eye makeup wait until the end after they have applied the mascara, then take their mascara wand and smear the excess all over the back of your hand, show & describe the eye makeup remover and remove from your hand. They will be equally impressed!

Say-This is our oil free eye makeup remover, it doesn't look oil free but it is. It is a 2 part product, the top part removes any waterproof or water resistant eye make up the bottom part has conditioners that softens & conditions the eye area. The way it works is by shaking it up & blending it together, squirt it on a cotton ball or cotton pad and remove your eye makeup. You can lay it right on your lashes & it will dissolve the mascara. No more raccoon eyes! & it has been clinically proven to prevent the buildup of eye mites! (explain what eye mites are) and say this is your eye wash a must have product!

Say-Tell me some things you have used on your lips to keep your lips nice & soft? (Again, they will call out different products) all those products you just mentioned...chapstick, carmex, blistex & etc provide temporary relief for the lips, they moisten and soften dead skin then when that feeling goes away you do what? (let them answer) laugh, nod your head up & down and say, lick your lips, bite the dead skin, or put some more on! Today, we are going to use our satin lips set.(hold it up) It is a 2 step system. The 1<sup>st</sup> step is our lip mask(show the lip mask), you will put it on let it dry for 1 minute then take it off with a wet cloth, this would only be used once or twice a week depending on how dry your lips are. It will remove the dead, dry skin off your lips. (hold up the balm) once we take off the mask you will put on the balm and it will hydrate your lips up to 6hrs at a time- so where the other products moisten the dead skin we actually remove it with the mask so the balm can get below the surface and do what it is supposed to do. You can use the balm as often as you like just as you would a chapstick/carmex.

Now scoop your lip mask up and apply all over your lips. Say-I want to warn you(smile) it's not going to look attractive, it'll look like you ate a powdered donut! (let them wipe their finger with a cloth/tissue you have provided for them)

Page 6: Before we put anything on your face it's important for you to know, that our products are safe for sensitive skin & skin irritancy, Non comedogenic, hypo-allergenic which means we will not clog your pores, not tested on animals, we are 100% guaranteed, our products are tested to a pharmaceutical grade which means it is a higher grade than what you can get at your local drug store but doesn't require a prescription to get, and we're American made and support the American economy!

Scoop your cleanser up and apply it on your face in an upward & outward direction towards your hairline. The reason we go upward & outward is because gravity pulls down on your skin so we want to go in the opposite direction to fight against it. Your cleanser has microbeads in it and what they are doing is releasing blends of botanicals that is freshening your skin to tone & tighten and we're exfoliating your skin to remove dead, dull surface cells to reveal a younger, healthier looking glow. The areas we start to lose the fastest is the eyes, mouth, & neck area. Whenever working in the throat area always go upward so you don't get a chicken neck! (laugh) I'll get you a wet cloth so we can take everything off. (at that time, if using show & sell app play the skin care video that shows all the skin care lines we offer) It is real important to cleanse in the morning and the evening if not cleansing before you go to bed at nighttime you will show signs of aging 7x's quicker than if you are!

\*warm their wet cloth in a microwave if possible, can always carry hot cloths in a lunch tote

Give her the wet cloth and have her remove the cleanser in an upward – outward direction just like she put it on and take the lip mask off in a circular motion. Let her pat her face dry with a cloth you have provided for her next to her tray.

Now take some of your lip balm and put it on. Say-our products are concentrated so a small amount goes a long way, you may not need as much as what is in your tray but definitely use as much as you need! How does that feel?

How does your face feel? (Nod your head and smile) say, "nice and clean, and refreshed"?

\*Feature microdermabrasion from show & sell app or go to page 15 in beauty book

If you were going to the spa to get what I am sharing with you today, you would spend about \$175!! The next product I am going to share with you would cost \$85 by itself for 1 treatment. It's our MICRODERMABRASION set!!! Exact same ingredient and results as you would get from the spa for a fraction of the price! The 1<sup>st</sup> step is the refine- It is gritty to the touch and is

actually very finely crushed aluminum oxide crystals. This contains caffeine and gives you instant gratification of smoother skin. It literally feeds your skin from below bringing oxygen to the top of the skin for the healthy glow. It removes the dead skin cells that are in and around every single pore so you can see how it gives long-term benefits of smaller looking pores and less breakouts.

\*have them moisten their face with the water dish you provided next to their tray, take the 1<sup>st</sup> step of microderm and gently polish on the RIGHT side of their face for about 60seconds. Share that at home it's easiest to use in the shower. And in the areas they may experience breakouts to be more aggressive & apply more pressure. At home they would splash it off their face, today they will take it off with a clean wet cloth. (When demoing microderm its best to have 2 facial cloths for them to use)

Then apply the replenish step to the face where they just removed step 1. this is not a moisturizer but replenishes the skin replacing the good that came off with the bad. It nourishes the skin from above with a green tea complex which is a great natural anti-inflammatory. Your skin instantly feels as soft as a baby's bottom! How does that feel? Can you see a difference from one side of your face and the other?

Page 6 or TW Miracle Set on your show & sell app

The next thing we are going to use is what I call Spanx for your face! (hold up the day/night solution) Chuckle and say, every girl needs a pair of spanx no matter the size! This is a pro-renewal system(show the set) I like to think of this as botox in a bottle, the most inexpensive face lift you will ever get! Seriously, it's your vitamins for your skin(hold day solution up) the day solution has your spf in it-this is the #1 reason our skin gets aged and damaged regardless of the color of our skin-from the environment. This is a broad spectrum sunscreen fighting against the UVA-the aging ray and the UVB-the burning ray. Allot of people feel like if they are not going to the beach or don't have fair skin(hold up your arm) that they don't need sunscreen but studies show(point to the lights) that overhead lights, computer screens, & cell phones let off uva rays-they are the sneaky rays because we can be exposed to them even more than the burning ray. Take your day sol and put it on the RIGHT side of your face only.

(Show the night solution) When you go to sleep this product will go to work! The night solution has these microcapsules in it, they are capsulated fresh vitamins! Collagen producing peptides-blends of vitamin A, C, E what they do is (take your hands do an upward lift on both sides of your face) while saying-promote the production collagen. Do you know at what age we start losing collagen in our skin?(let them answer, make it fun by saying good guess) it's at the age of 15!!!! So before we are even allowed to drive we have started to age! (you will see the amazement on their face, you can add-by the time we see a line forming (choose one of the #'s they just mentioned like 25 that's usually what people say) around the age of 25 and we think we are now starting to age and in all reality the aging started years prior, by the time you see it on the outside damage has been done on the inside and it makes products work harder and longer to see results. (if young group remind them that it's easier to prevent than to correct ☺) I'm going to give you a squirt of the night solution to put on your elbow-not that you would use it there but so you can see it is not sticky or jelly, it's a very soft serum and it instantly softens even the toughest of the skin!

The next product we will use is the TW moisturizer. When you put it on it will feel like taking a BIG drink of water for your skin! It'll leave your skin feeling cool & refreshed, soft and supple. A lack of firmness in the skin is due to a lack of moisture, we want to keep your skin cells plumped up! It hydrates your skin around the clock, 10hrs at a time.

\*when having a combo/oily person use this example; being oily skin person myself I understand that you may be hesitant in using a moisturizer because you don't want to feel anything heavy on your skin, weighted down, or something sitting on the surface making you feel greasy. The difference between oil and moisture is this, if we were to take a raisin and put it in a cup of oil it would stay looking like a raisin, if you take that same raisin and put it in water it starts to plump up like a grape. Moisturizer keeps your skin cells plumped up like a grape! Our moisturizer balances the PH in the skin, it targets the dry & the oily at the same time.

\*Play the Miracle set video from your Show & sell app

You just used our Miracle Set! Show each piece as you explain-cleansed, exfoliated, & freshened with the 3&1 Cleanser, moisturized and used other added benefits to receive 11 benefits to healthy skin! \*Show the miracle set 11 benefits from the show & sell app, go over them or have someone at the table read them from the beauty book PAGE 7

By using this skin care line it is guaranteed to receive 100% softer, more supple skin, 25% improvement in skin elasticity, 46% more even skin tone!

How does your face feel? Which side feels the best? Look in the mirror and see the difference from the right side and the left side (they can lift their mirror out of the tray so they can get a good look) right side looks lifted and glowing, the left side is dull and deprived! (Smile & chuckle)

Page 13/under supplements on Show & Sell App (eye enhancers)

Now we are going to move to the eye area. The eye area is the first place we show signs of aging, the reason is because it is the only place on the whole body that doesn't produce its own moisture. The difference between a grape & a raisin is moisture and we don't want our eyes to look like prunes, do we?! (laugh) The skin in the eye area is the most delicate skin on the entire body. The more we pull and tug on it the more it gets stretched out of shape so we have to be very gentle in the eye area. So we always want to use our ring finger because it is the weakest finger of all. Take your eye cream with your ring finger and gently pat, go in on the bottom and out on the top. This eye cream will lighten, brighten, & tighten in 1 step plus it works as a light diffuser where it lightens dark circles and prevents new ones from forming. It is a creamy, soft eye cream meant to be used morning & evening.

Page 10 or Flawless Finishes on Show & Sell App

The last step to having healthy skin is to protect! By using a foundation you shield your skin from the environment, cover any minor imperfections and get a flawless look. Before we use any foundation we are going to use a FOUNDATION PRIMER! This is the best thing you can do for your skin and your foundation. Primer fills in the pores, feels like silk on your skin, has spf, and it is what gives the Hollywood airbrushed look! Take your primer and out it on the right side of your face.

Page 11 or Flawless Finishes on Show & Sell App

\*highly recommend using CC cream for the 1<sup>st</sup> appt

(Here is a description of all that we offer)

TW Matte/Luminous-contains high pigment so little goes along way, instantly skin looks younger & firmer, gives a nice youthful look, contains anti-aging benefits. Light weight and sheer with great coverage! Matte dries without any shine, setting with a translucent powder is optional as it dries to matte finish. Luminous gives the dewey look for more mature skin to keep it hydrated and young looking.

Mineral powder-foundation in a powder form, contains a natural sunblock, can be layered for buildable coverage, allows pores to breathe, light, weight & sheer, great for natural look.

CC Cream- A+B=C!!! Antiaging properties with beauty balm (moisture & spf) and color correction. 8 benefits for healthy skin-not a foundation but appears like a foundation.

Page 18-19 or palette perfection on Show & Sell App

Do 5 minute to fabulous look! Cream eye shadow, bronzer, lip gloss, & mascara!

\*Demo Mascara-our mascara has vitamin B derivative in it which will make your eyelashes stronger & healthier over a period of time. Anytime you are working with a mascara you want to twist the wand in the tube instead of pumping it because air will get in the product & dry it out. All mascaras need to be replaced every 2-3 months because eye mites reproduce inside the tubes.

**Ask** if anyone knows what eye mites are? (explain - natural healthy parasite that lives in the brows & lashes causing eye infections & contamination if get a buildup of the eye mites. When sleeping with mascara on at night they feast on it and eat at the hair follicle causing lashes to get brittle & fall out)

\*Show how they can customize their own compact with eye shadow, cheek color, & gloss/lipstick

Table Close: Page 20 or Everyday Miracles with Show & Sell App

We have over 200 products in our line, we have all the eyeliners & lip liners needed to complete your look, body care, men's products, acne & teenage products, colognes & perfumes-we're a full beauty store that comes to your door! I keep my products on hand so you don't have to wait on anything OR it will only take a couple of days for your products to come in. I accept visa, mastercard, discover, Amex, check, & cash! You are welcome to purchase a la cart (individually) mix/match to put together whatever you like-however I like to give everyone a deal and this is the deal I have for you today!

\*Do your McDonalds Close & pass out the sets closing sheets. Show the sets at the table using the McDonalds bags & happy meal box. The free gift with the Ultimate Set is the Roll Up bag, free gift with the Miracle Set & Basic set is a foundation brush(either mineral/liquid) Then do individual closes and instruct everyone to put all their trash in the plastic baggy and throw away.