

Beauty Express
Personalized Service for Business Women
19 Products in 19 Minutes
(without taking their make-up off)

Set up Suggestions

No trays, no mirrors, styrofoam inserts, starter kit — just a bag filled with the suggested products (make it small, compact, easy to carry and pretty).

Inside package add following tools of the trade:

- Profile Card
- Beauty Book with sets flyer
- Sales Ticket
- Business cards
- Pen and Calculator
- Small sheet of wax paper
- 3-4 disposable face cloths cut into quarters
- Cotton pads
- Small Squirt Bottle of Water

Products to Demo

- TW Cleanser
- TW Moisturizer
- Day/Night Solutions
- Foundation (most popular shade)
- Loose Mineral Powder Foundation & Brush
- Microdermabrasion Set
- Firming Eye Cream
- Targeted Action Line Reducer
- Black Eyeliner Pencil
- Oil-free Eye Makeup Remover
- Satin Lips Set
- Satin Hands foil packs
- Ultimate Mascara
- Color Compact

NOTE: Don't bring color with you, this is just an appointment to introduce skin care products and you are only showing 19 products in 19 minutes. Encourage her to set another appointment to experiment with our mineral powder color collection.

To schedule your Beauty Express appointment: "I am field testing a new concept for Mary Kay to meet with busy women. I would value your opinion of this program. It is so much fun—you will get to sample 19 of our top products and it will only take 19 minutes. I would really appreciate your opinion. Which would be better for us to get together....Wednesday or Thursday? Morning or Evening? 7 or 7:30 pm?"

Begin the appointment: Thanks for participating in our field testing of this new concept for busy women. My goal is to let you try 19 products in 19 minutes, so let's get started."

*Mary Kay has been the best selling brand of facial skin care and color cosmetics for the last 15 years.

*Products are fragrance-free, non-comodogenic and have a 100% money back guarantee.

*Mary Kay does not test her products on animals.

*There is no obligation to buy at this appointment, but if you are tempted—we accept cash, check, all the major credit cards, you can earn FREE products and we have a "husband unawareness program"

Demonstrating Product (dispense product onto sheet of wax paper to demo, let them pick up and place on back of one hand. You want to have a comparison of "this hand with product vs. this hand without product." *Great for sales!*) While demonstration, explain benefits.

Black eyeliner—have her draw on the back of hand and explain it has waterproof properties.

Oil-free Eye Makeup Remover—explain benefits and apply 3 drops onto cotton pad and have her press pad onto drawing to "transfer onto pad"—effective sales technique—then wipe away.

TW Cleanser—Put onto wax paper, have her apply to 1/2 of back of hand. Dampen facial wash-cloth (from squirt bottle) and have her remove (explain benefits of product)

Day Solution — on 1/2 of the back of hand, have her apply Day Solution.

Night Solution — on top of Day Solution, have her apply Night Solution (full day treatment)

TW Moisturizer—on wax paper, distribute moisturizer, explain benefits, have her put over the back of her hand. Also explain we have moisturizer with SPF15 added.

Foundation—explain benefits how it protects, covers, doesn't transfer onto clothing, place onto wax paper and have her put on 1/2 of back of hand.

Mineral Powder Foundation/Brush — have her touch between thumb & finger. Tell benefits.

Have her feel both sides of hand—explain one side is BASIC SYSTEM other MIRACLE SET.

Satin Hands Set—since you are not near a sink, on the wax paper, put a small amount of EENight Cream and Smoothie Hand Scrub on top of each other. Ask her to apply on hand to clean off Foundation and prior products. Remove with moistened facial cloth. Apply hand cream to hand. Have her look at both hands again to see texture. She will love satin hands

Microdermabrasion Step 1 & 2 — explain benefits—dampen back of 1/2 of hand you have been working on, distribute Step 1 to wax paper and have her gently apply for 20-40 seconds, Remove with warm facial cloth. Apply Step 2 and explain benefits.

Firming Eye Cream—everyone needs a great eye cream and this is it. Share benefits and dispense onto wax paper for her to apply to back of hand or on her arm.

Targeted Action Line Reducer—have her look at the palm of her hand and find a small line, explain how this product works, dispense a small amount and have her pat into line and watch it disappear.

Satin Lips Set — have her dampen back of hand or lips. Apply mask and gently massage to remove dead dry skin. Remove with damp facial cloth. Apply lip balm.

Ultimate Mascara—show her our fabulous mascara that separates and adds up to five times the volume.

Mary Kay Compact —let her know she picks the products/colors that go in the case. This versatile compact houses all Mary Kay color products. Women love it — so does Oprah!

Explain to her that since you promised only to take 19 minutes in your presentation that you do not have color products with you today. However, you would love to get together with her to treat her to a personalized color makeover. Ask which is better—weekday or weekend? Beginning of the week or end of the week? Thursday or Friday?

Day or evening? 7 or 7:30 pm?

Tell her about the Hostess Program this month.

Close — show her the sets in the Beauty Book Flyer. Ask which sets appeal to her — then hush! Sit back (give her space) and be QUIET. First person who speaks next, goes home with the products. Write sales ticket & set appointment for ... delivery of product, color appointment, skin care class, etc.