An “Egg-cellent” Easter idea

Step 1
Purchase plastic Easter eggs from your local discount store.

Step 2
Place product samples in each egg. I do a complete “look” in each egg by including samplers of: one cheek color, two eye colors, one lip color, one eyeliner pencil, and one lip liner pencil.

Step 3
Close the egg and seal with your name/address label.

Step 4
Attach a cute gift label with a catchy saying, like: “Hunting for Eggs-actly the right look? This one’s EGG-specially for you!”

Final Step
Give these cute eggs to current customers in their reorder bag, or place them in a basket or on a tree at your skin care classes or Open House and let each guest choose one!

Created by Melinda Whitehead, for Melinda’s Steel Magnolias
Adapted from an idea by Sales Director Lorraine Zenobi of Aurora, Ohio