



MK Academy

Flip Chart Script

Test All for Foundation Colors...

“First, I’d like to **welcome and thank** everyone and to also thank (hostess’s name) for hosting this class. To show my appreciation, (name) gets to choose her **special gift** of FREE Mary Kay products. (present gift certificate or gift at this time)

I am so glad you could be here; we are going to have a fun time today... “Now, is everyone ready for **a Special Pampering?** Great!!

Let me tell you a little bit about what we are going to do today...

- **Learn a little bit about this company** and what we have to offer you
- Try first hand **America’s Best Selling Brand** of facial skin care and actually see and feel a difference in your skin today after just **one** application.
- Then we will finish with a **quick lesson on basic glamour to bring out your best** and I’ll have a **One on One Consultation** with you to:

answer any questions make suggestions
take care of any of your product needs or wants AND
give you a record of everything you tried today

“You will then have the opportunity to **book your PMS appointment with me**. In Mary Kay, PMS is a good thing! It means **Personal Makeover Session**. Let me share with you some of this season’s **hottest new looks** that you have to choose from. (Show the four “On-Trend” Looks from the Look Book and also the Create My Own Look option). **When you see a Look that you would like to try, simply write down the name of the Look on the back of your profile card so that I have record of what Look you would like to try at YOUR PMS Appointment.**

I'm looking forward to the opportunity to SERVE YOU Today:

We are looking forward to the opportunity to SERVE you as a Customer- If you are looking for mascara, lip liner, lip gloss, eye shadow, perfume, lotions, skin care, or amazing anti-aging products, etc. I would love to SERVE you. In trying our products, if you fall in love with something please consider purchasing from me. I love servicing customers and **would give you excellent service!!**

We are looking forward to the opportunity to SERVE you as a Hostess - I love offering ladies FREE product!! Our Hostess program is fun and filled with FREE products and gifts!! The highest compliment you can pay me is to introduce me to your friends, and our newest Hostess Program is amazing...I will share the details with you a little later!!

We are looking to serve you with a huge thank you as a Listener - I love our customers to receive a free lipstick or lip gloss, just for loaning their ear and asking questions about our company. This is about training...the **ONLY** way we can learn this part of our training is to have Real people ask Real questions!

“Now I'd like to introduce you to Mary Kay Ash. I've placed a Beauty Book next to your tray, so let's start by opening it to the first page where you'll see a photo of her. Some people don't know that Mary Kay Ash was a real person. She developed this company in 1963 with the sole intention of giving women a career that afforded them the opportunity to earn a corporate level income or great part time dollars with total flexibility so that they would not be compromising the things that are most important to them.

“The Business Community has recognized that Mary Kay Ash was way ahead of her time. She has been recognized as the greatest female entrepreneur in American history! Can anyone guess who the greatest male entrepreneur was?” (Answer: Henry Ford)

“Today, Mary Kay Inc. is one of the largest cosmetics companies in the world and has **achieved a leading-brand status** in the United States. In fact we have been the number one selling brand of skin care and color cosmetics every year since 1993! Plus, Mary Kay is in **more than 30 markets** worldwide.”

(Give ticket for guessing the #2 selling brand – Clinique)

“I’m also very proud to tell you about the Mary Kay Ash Charitable Foundation. It supports research to find cures for cancers that affect women and supports the fight against domestic violence. Last year, over \$5 million dollars was donated to these two causes.”

“The business opportunity gives consultants a great way to earn **extra money** and to celebrate their success with **beautiful prizes** – like diamonds and the pink Cadillac. In fact, the Company awards millions of dollars in cash and prizes every year. Did you know that Mary Kay has almost \$200 million worth of career cars on the road?”

“**I was excited about this opportunity because I wanted...**” (Tell your **I-story** here)

Before Mary Kay I...

Why I joined Mary Kay?

I am currently working towards?

What almost kept me from doing Mary Kay?

What I love most about Mary Kay?

I am passionate about having women join me because?

“Oh, by the way...would anyone be interested in getting **a free lipstick or lip gloss** that I mentioned earlier? Great, let’s do that now! I will also issue **5 tickets** for taking a career party bag home with you today and listening to our career marketing line.”

(Hand out Company Information Sheet and cover 3-4 of the Accolades, “Top Reasons Why Women Start a Mary Kay Business, Qualities, \$25-\$35 per hour (do not go over all the ways we make our money), and How We Get Started)

Collect Sheets and do Door Prize Drawing!!

(Start PMS Game...pass a prize every time you say PMS Appointment)

“Now, if you will turn to pages 4 and 5 in the Beauty Book, I am going to share with you a recipe for great looking skin! Mary Kay has **customized products to meet individual needs** at every age. That means products just for YOU so that you get the benefits YOU want. Whether you have Dry skin, Normal, Combination or Oily...Today, you will be using the formulation for **your skin type!**” You see on pages 4 & 5 the phrase “Powerhouse Skin Care”...let me share why...

“Our Mary Kay scientists develop the **highest-quality, most scientifically advanced products at reasonable prices**. In a typical year, Mary Kay spends millions of dollars and conducts more than 300,000 tests to ensure the highest quality of our products. Did you know that Mary Kay products, dollars per ounce, are one of the least expensive products on the market today? (Show Price Comparison)

Also, the **TimeWise** products you’ll be trying today are formulated with a **patented complex!** Did you know that Mary Kay products are **patented**? **That means they are a unique – one of a kind formula that no one else has!** Also the statistical claims made about that product had to have been **proven over and over again throughout the patenting process**.

In addition, our products are backed by a **100 percent satisfaction guarantee**. **How many of you** have a half drawer full of products in your bathroom that you haven’t put on your face in the last 3 months? We call those “**buying mistakes**” and with MK there are no buying mistakes, because not only are my **services FREE** but our products are **100% guaranteed**, so you are sure to get the results you want!!

MK Trivia: “Did you know-- Mary Kay products are **safe for sensitive skin?** Our products are **tested by independent Dermatologists** and determined to be safe for sensitive skin?

You are under **no obligation to purchase** anything today; however, if you fall in love with something, **I will accommodate you through MasterCard, Visa, Discover, American Express, Check, Cash, or “Happy Husband Plan”** and you can take the products home with you today; there is no wait!

Today we’re going to focus on the essentials of good skin care—just like a recipe for a cake. If the cake is really good, you don’t need much icing, right? The same is true for our face. If your skin is in good shape, you won’t need much icing or makeup. **So, today our focus is going to be on skin care and when we get together for your PMS Appointment, we’ll work on your icing or makeup!!**

The skin care program you will be trying today is the same basic equivalent of a dental care program – **would you ever dream of not brushing your teeth twice a day?** We should take care of our skin twice a day as well, it is the same basic hygiene.

MK Trivia: Did you know that our products are **Non-Comedeogenic**? This actually means non-pore clogging. Think of soap....what does it leave behind on your shower? A product that leaves a residue behind (which most products do) clog the pores of the skin and accelerates the aging process!! Yikes!! **Our products are Non-Comedeogenic and DO NOT leave a residue behind!!**

There are 5 Steps to a Recipe for Better Looking Skin!!!

- **Step One** is a **Topical Cleanser** to clean surface dirt, which most women do. **Did you know that 2nd only to the sun, that soap is the fastest accelerator of age?** Think about this...What do you use to get soap “scum” off your shower doors? Scrubbing Bubbles 409? Where we are cautioned to not breathe the fumes and don’t let it touch the skin...Do you think the soap is smart enough to stick only to the shower and not your face?
- **Step Two** is to **Exfoliate**. This removes the dead skin cells that build up daily on our skin. Exfoliation also maintains the collagen production in our skin!! No collagen injections necessary...our skin already produces it **WHEN** we take care of it!!
- **Step Three** is to **Tone**. Just like you lose heat through your head during the winter time, you also lose moisture through your pores all the time. It is important to keep them taunt (closed) to maintain your own moisture balance.
- **Step Four** is to **Moisturize**. We don’t want to add oil, but unless we keep the face moist it will work overtime producing oil to make up for the lack of moisture. That’s why you might feel squeaky clean when you wash your face, but by mid-afternoon you feel as if you could fry an egg on it—the face needs more moisture and it is trying to tell you so.
- **Fifth** and the last step is to **Protect**, which we will talk more about in a minute.

Take your mirror out of the tray and look at your skin: (hold mirror up and look up=how you used to look, hold mirror out front=how you look now, hold mirror down=how you could look in the future...we want to offset this as much as possible)

How old you are is your business, but how you look is mine...What we’ll be doing over the next 30 minutes will take you about three minutes in the morning and evening. Mary Kay knows that women are short on time so we created a stream-lined approach to skin care called TimeWise!!

“If you’ll turn to Page 6 & 7 in the Beauty Book for a **Miracle that is Guaranteed!!!**

As you see on page seven...There are some amazing statistics shown in a 12 week study with our Miracle Set...

Here is the most amazing statistic...proven through our patenting process...**In addition** to the results that you see on page 7, the **Miracle Set also delivers a 56% reduction in fine lines and wrinkles and a 37% increase in skins firmness.** We can be 60 and look 35...who could get excited about that!! **Are you aware that our skin shifts from “growing skin” to “aging skin” around the age of 18?** It is recommended to start an anti-aging skin care program in late teens.

On page 6 & 7, I am going to have you number the steps that we will be using to pamper your face today. Cleanser #1, Day/Night Solution #2, Moisturizer #3, and Protect #4...this is what we call the **MIRACLE SET!!**

They say a picture is worth a thousand words. We don’t want to just tell you how good our TimeWise Miracle Set is, we want YOU to **see** and **feel** the difference yourself!!

In order for you to get the full effect of how incredible this system is, I’m going to ask you **only treat the right side of your face to the Miracle Set, while you just protect the left side**, so that you can see and feel a difference in your very first application today!!

Everyone **take the back of your hand and feel your face.** Now put that into memory so that you can feel the difference when you’re finished with the Miracle Set!!

“Ready to put this Miracle in Motion?”

STEP #1:

“As you’ll be leaving your eye makeup on today, you’ll want to keep the cleanser away from the eye area, and most importantly these products are not designed for the eye area...they eye area must be cared for with products designed specifically for the eye area. **Explain and try Oil-Free Eye Makeup Remover– this is a cleanser for the eye area as well as an eye-makeup remover and then try Satin Hands...**

“Our first step is our TimeWise 3-In-1 Cleanser. Layers of dead skin cells, dirt and pollutants build up on your face daily. This removes the rough stuff that can make your skin look dull and less healthy. And 3-In-1 Cleanser comes in **two formulas**, one for normal to dry skin and one for combination to oily skin. It’s also available in a cleansing bar.”

Go ahead and wet your face with the wet facial cloth...then wipe the left side of your face with one side of the damp facial cloth to “clean it”. Then go ahead and apply the **TW Cleanser to the RIGHT side of your face only**. Do apply the cleanser in an **upward and outward** motion. When you’re finished, remove your cleanser with the wet facial cloth.”

“As you massage the cleanser, you’re treating your skin to outstanding cleansing and foundation removal. You also get the benefits of **microbeads that gently exfoliate** and **botanicals that tone**. Plus, your skin gets the benefits of the **exclusive TimeWise patented complex**. You want to wash your face twice daily. The TimeWise 3-1 Cleanser completes the first three steps of the recipe for better looking skin because it **cleanses, exfoliates and tones!!**

MK Trivia: Did you know that our products are **100% fragrance free** with the exception of our Fragrance line and a couple of other exceptions?

STEP #2:

“Now let’s talk about Birthday Lines – Better known as wrinkles. I’m going to guess that none of us mind having birthdays, we just don’t want them to show on our face!! Am I right? Well, Mary Kay scientists have discovered the key to help diminish the signs of aging with the TimeWise Day and Night Solution duo.”

The Day and Night Solution is like the workout for your face. It delivers maximum results by causing a chemical peel while you sleep, renewing the skin and then additional protection for the face during the day.

This is the Night Solution (hold it up). Normally you would apply this to your face at night right after cleansing. But for now, apply it on one of your elbows. This remarkable solution counteracts daytime damage with botanicals and peptides. These **Nutribead Microcapsules** you see burst as you dispense them to deliver fresh, highly effective antioxidants to restore the signs of past sun damage, pock marks, acne scars, and restore elasticity and firmness, **which helps lines and wrinkles fade away.** The TW Night Solution optimizes the skin’s own renewal process, kind of like a **high speed exfoliator** for your skin, causing a chemical peel while you sleep.

“We’ll start by applying **TimeWise Day Solution Sunscreen SPF 25.** You apply this in the morning after you cleanse your face. You can think of this as a veil of defense because it **protects and shields the skin** from harmful UVA/UVB rays. Plus, it has **calming peptides that relax expression lines** and light diffusers to soften the appearance of lines and wrinkles and is recommended by the Skin Cancer Foundation.”

STEP #3:

“Now we all know that moisturizing the skin is important. But did you know that a **lack of firmness is caused, in part, by the loss of moisture** and it also causes the breakdown of collagen and elastin fibers, which are the building blocks of the skin’s structure?”

The next product in the Miracle Set is the **TimeWise Age-Fighting Moisturizer**. And like many Mary Kay products, it comes in **two formulas** to meet the needs of your skin type. There’s also a moisturizer with SPF 15.”

“You can help **prevent this moisture loss with TimeWise Age-Fighting Moisturizer**. Go ahead and apply the moisturizer with your fingertips, using the same upward and outward motion. This moisturizer gives you the combined action of 10 hours of hydration and our patented complex that accelerates your skin’s own natural renewal process for firmer, smoother, younger-looking skin. It’s also formulated with an exclusive **dream humectant blend, plus powerful antioxidants that guard against free radicals to help your skin look and feel smooth and radiant.**”

Now feel your face again with the back of your hand. Isn’t your left side becoming jealous?

MK Trivia: Did you know that we create and manufacture our own products? This is very unusual in our industry...and in fact our **Laboratory and Manufacturing Facilities are FDA Certified?**

At MK we recognize that women have different skin concerns so we offer a variety of products that are designed to target problem areas for women, kind of like taking vitamins. Two areas that I have found that women generally want the most help in are usually the lip and eye areas!!

Have you ever noticed how women are becoming increasingly addicted to chapstick? Would you all agree that it does not matter how much you water a dead flower, it will not come back to life? Right? The same is true of your lips.

Satin Lips helps to CURE chapped lips, not just soothe them.

- Lip Mask: apply in circular motion in the shower 2 or 3 times a week.
- Lip Balm: apply every night – place on night stand

Have you ever noticed how the FIRST place that women will show signs of pre-mature aging is around her eyes?

There are three reasons for that and we have three products that will help!! (They can pick one to try!)

First, the skin under the eyes is only ¼ as thick as anywhere else on your face and there are NO moisture producing cells around the eye area. Take your ring finger and feel the difference between your eye skin and your cheek.

Because the skin is thinner, it is unable to retain its firmness and tends to droop quicker and start to look crepe'. Also, when you consider the activity level in the eye area, with our eyes blinking thousands of times daily...our eye area needs a lot of help...luckily we have our TimeWise Firming Eye Cream!! It helps where the body falls short, it tones, moisturizes, hydrates, firms, decreases fine lines, and contains light diffusers to decrease dark circles. It also prevents any products such as concealers or powders from showcasing your fine lines.

Second, women tend to hold water under the eye, causing tissue to swell and contract. Sometimes our “Bags” can look more like “Luggage”. Indulge Soothing Eye Mask soothes, reduces puffiness, and hydrates with chamomile, cucumber, and witchhazel, and it increases hydration by over 120%, kind of like Preparation H for your eyes. Also, if you struggle with dark circles we have an Eye Revitalizer that is amazing!!

Third, women show signs of aging around their eyes faster because of the WAY they take off their makeup. Our Oil-Free Eye Makeup Remover which you got to sample earlier is gentle and effective as an eye area cleanser as well as a eye makeup remover. It removes even Marathon Mascara without leaving you in a greasy cloud and without you having to pull and tug on your delicate eye tissue!!

STEP #4:

“If you’ll turn to Page 8 in the Beauty Book, let’s meet your perfect match and complete the FIVE Step Recipe for healthier and more radiant looking skin.

When you first arrived, we selected a foundation shade for you. Most people consider this step makeup, but it’s not, it is a **day time protector for the skin**. I don’t know how many of you are like me, I used to think I did not need foundation...as I did not realize that it is a protector for my skin.

How many of you have ever dusted a table, only to come back in an hour and find more dust on the table? That dust, dirt and pollutants are in the air all the time, so it’s important that you take this step to protect the skin that you just cleansed, exfoliated, toned and moisturized. (or use eyeglass analogy) Once you put this step on, everything you come in contact with will lay right on the surface of your protector until you wash it off at night. We match it so closely to your own skin tone that you don’t look or feel like you have anything on!

Go ahead and apply your foundation all over your face using your fingertips. Don’t dot it all over the face, work in a small area at a time and then move on to the next area, being careful to blend along your jaw line.

You’re all using the **Medium-Coverage Foundation** today. However, Mary Kay also offers several other formulations of foundation for a variety of preferences. You name it, we have it!! We can discuss your foundation preferences during your individual consultation.

(point out the difference between the left & right sides of their face)
*Compare pore size, appearance of lines around the eyes, skin smoothness.
One side will almost look like it’s glowing. Point out the difference to her neighbor.*

“Ladies, take the back of your hands and feel your face one more time. Isn’t it amazing? That’s why we call it a Miracle! Just think, if you can see and feel a difference in just one time, how great your skin will look and feel when you use it daily! Right now **nothing you have on your face is makeup.**

The best investment you can make in you, is to treat yourself to a good skin care program.

The Basic Skin Care Set, which is like choosing to eat right, includes (TW 3-in-1 Cleanser, Age-Fighting Moisturizer, and perfectly matched Foundation Protection) for only **54**, and it’s a good **4-5 month squirt value.** Think about it, you can’t even go to Wal-Mart and get a cleanser, a mask, a toner, a moisturizer, and a foundation that matches, that will last you 4-5 months and is guaranteed to give you results for only \$54, **plus you can receive \$25 in FREE products at your PMS Appointment for sharing your appointment with just 3 friends!!**

Or for better results, our **TimeWise Miracle Set.** It includes (TW 3-in-1 Cleanser, Age-Fighting Moisturizer, perfectly matched Foundation Protection, plus our incredible TW Day and Night Solutions) for only **104** (purchased separately would be 114) and get **miraculous results plus \$50 in FREE products when you share me with 3 at your PMS Appointment!**

What is the first thing people see when they look at you? Your face!! That is why skin care is the best investment you can make in your looks!! *You know when our house gets old we can sell it, when a toaster stops working we can throw it away, or when clothes no longer fit or are no longer in style we can give them away. YOUR SKIN is the only thing we cannot sell, throw away, give away or replace. And skin will never be out of style!!*

MK Trivia: Did you know that Mary Kay Cosmetics is a **PETA Pledge Member** and that **our products are PETA Endorsed?** PETA (People for the Ethical Treatment of Animals) means we do NO animal testing.

If you'll look at the next four pages in your Beauty Book, you'll see some of the customized skin care products Mary Kay offers. You already got to experience a couple of these amazing products...here is one that we don't have the time to try today – but you will be able to at your PMS Appointment...

- The **TimeWise Microdermabrasion Set** helps your skin look younger **WITH JUST ONE USE** by fighting lines and refining pores (we call it Satin Face).
- **Dermabrasion** has become an American craze! While its results may be pleasing, the discomfort of having it done and the price to accompany it are not! Mary Kay has come out with a product that is revolutionizing the way women take care of their skin! **Now, you can get the same results with aluminum oxide crystals used by dermatologists without the discomfort or price! It's called Microdermabrasion. Most dermatologists offer one session for \$50-\$75 and tell you it really takes at least 10 to get maximum results. Our Microdermabrasion set has more than 20 applications for only \$55.**

“Color Cosmetics are designed to enhance your features and if you like the way your skin feels with our skin care products, you are going to fall in love with our color.

“Why don’t you turn to page 14 and 15 in your Beauty Book; we are going to move into our basic glamour look. **Go ahead and apply your powder, cheek color and lip color now.**”

“While our time today doesn’t allow us to go into a more detailed color look, I’ll be giving you a **customized look at your PMS Appointment**. Speaking of PMS Appointment – did everyone get a chance to select your look?

One of the perks to being a Hostess is the FREE product...by simply sharing your PMS Appointment with 3 friends, just like (Hostess’s name) did tonight, and you also get a complete custom “Look” selected just for you that I will help you apply.

“It’s **compliment time**. OK, take a look at yourself in your mirror and see how great you look! Now, take a look at your neighbor and share what you like best about her look.”

“Compliments just make everyone feel good. And the nicest compliment you could pay me would be to **allow me to share these great Mary Kay products with your friends and family**. Who do you know that deserves the gift of pampering? You have the option of sending that gift to FIVE friends. On the back of your profile card, there is a space for five names and phone numbers. You can use your palm pilots and cell phones.”

“Everyone gets a gift of FREE product for sending the gift of pampering... everyone who sends FIVE Gifts of Pampering will get to select a prize! However, the First person done writing their list gets an extra special gift! Are you ready....set... go!!!

(You can make suggestions while you are getting your sets ready for closing the class!)

- 1. Think of a friend who is always giving and never takes time for herself*
- 2. A new mommy or bride*
- 3. Someone you know who is working 60-80 hours a week*
- 4. Someone who needs a pick me up, maybe has been through a rough time*
- 5. The DIVA you know who is all about makeup and fashion*

“**This is my favorite part of the class**, because it’s when I get to show you how everything comes and how you can take it home with you at **the Best Price and to see how you can earn products for FREE!!** As for the products, there is no wait. I should have everything here with me, but if not, I will have it to you within 48 hours. Which means there is no more running out to the department store or drug store, hunting for a parking spot, and fighting crowds. You can call me whenever you need something and I’ll deliver it right to your door!!

After I show you the products and how they come, **I’ll have a One on One Consultation with each of you.** I’ll give you a record of everything that you’ve used on your face today, answer questions you might have, and talk about your PMS date.

Let me share with you the specials just for coming tonight!!

Go Over Create a Roll-Up Bag Sets Sheet...Ultimate Roll-Up, Petite Roll-Up, and Professional Woman’s Special!!

Keep in mind you will earn ½ back in FREE Product when you book your PMS Appointment with at least 3 of your friends who I have not met yet!!

*Let me put this into perspective for you...think about how often we eat out...once a month...once a week...more? **If you think about it, just about any time we go out to Chili’s, Outback, Olive Garden, Pappasitos, etc. with your husband or a friend, each order an entrée and a drink and then factor in tip we are usually \$40-\$50 and that is for ONE MEAL (and that is not including appetizers or a glass of wine)!! Do you realize that would be your skin care for 4-5 months!! The dollars that we would put into ONE MEAL!!!***

“I hope you enjoyed the class as much as I enjoyed teaching it!! I hope you’ve had fun. I would really value your opinion about the great Mary Kay products you’ve tried, so **please take a few minutes to fill out the questionnaire.** (ask each of the questions by reading aloud and give them time to write down their answers)

“Then we will have our final door prize drawings!” Then I’ll **meet with each of you for just a few minutes to discuss your skin care needs and what you will be getting FREE at your PMS Appointment!!** Does anyone have to leave early? Bring your Beauty Book, Your Personal Collection Bag sitting in front of you, your Customer Profile, and the Questionnaire. Now would be a great time to serve the refreshments.”