



How to Hold a Dynamic Collection Preview

Invite all your customers to a super fun night of playing with the new MK Signature™ colors! Hold a collection preview party for 6–10 customers and friends and let the fun begin!

- Be creative with the name of the party. Call it a “Summer Never Looked Better” Kickoff or invite your guests to a “Cool Off and Color” contest and include prize giveaways.
- Be sure to offer your hostess a gift for booking the party.

Display Tips

- Try to coordinate the bows and ribbons on your display tables with one or two accent colors. You don’t want to overwhelm or distract from the actual products on display.
- Use the new Color Collection Merchandising Bag as a convenient way to carry the entire MK Signature™ Color Collection! The versatile black bag holds the lipstick caddies, shade refill display trays and all the lip liners, brow liners and eyeliners. Just pack it and go!

Product Demonstrations

- Indulge all guests with a Satin Hands™ pampering treat as they come in.
- Let your guests sample the softening results of Satin Lips™ products as they fill out the newly revised customer profile, now available on the June 16 Consultant order form.
- Bring a basket filled with specialized skin care products and pass the products around so guests can sample them as you explain them during the party.
- Tempt customers with irresistible color with the eye, cheek and lip colors featured in the summer issue of *The Look*.

Fun and Games

- Use *The Look* as your preview guide. *The Look* guides guests through the promotional items and then through all the regular-line items in your collection. Give guests a roll of brightly colored stickers to place near the products that they just can’t live without featured in *The Look*. Give the customer with the most stickers a small prize.