

# Beauty Session Cheat Sheet

**\*\*Meet guests and ask about their connection to the hostess before the session starts**

## Opening - All Sessions

- thank your hostess for the compliment of sharing her friends & family
- Introduce yourself
- So you can relax and enjoy, let me share what you can expect from our time together:
  - I'll quick introduce myself then we'll play in product
  - there's a fun game we'll play
  - and we'll finish with an individual consultation so I can answer questions and support you with any shopping you may want to do

## Introduction-

- Share Your I-Story
  - Share about yourself, 3 minutes or less: what matters to you, what made you start your MK Business, what makes you keep working your MK Business, and your current goal for your business
  - And Mary Kay Ash, the founder of our company, always said that there is at least one woman at every session who would be great doing what I do, so you'll have to let me know who you think it is!
  - So please watch what I do tonight and if it looks like fun and/or if making a change or some extra money would benefit you, ask me some questions, and you'll get answers and no pressure!

# **Skin Session/Skin Lesson**

**BEFORE THE SESSION STARTS - GREET PEOPLE & THEY CAN FILL OUT A PROFILE CARD**

**Begin the session with Opening, then:**

**Here is a Catalog for each of you!**

**You can pull your hair back & open your packet, because it's time for fun!**

- **Oil Free Eye Makeup Remover** - use on cotton pad to gently clean the eye area without pulling and tugging, condition eyelashes
- **Micellar Water** - on a cotton pad, like sweeping before you mop - to get the big stuff off
- **Cleanser** - deep cleanses, melts at body temp & flushes out pores, cleanses, exfoliates, tones and brightens all in one
- **Charcoal or Renewing Gel Mask** - during the 10 minutes of the mask drying, do the FAB C POMS letter game & give tickets for people who guess what the letter mean and anyone who asks questions. draw for prize at end of session.
- **Satin Lips** - first the scrub gently massaged into the lips, then wiped clean with warm washcloth, followed by lip balm
- **Day or Night Cream** - One to face, one to back of hand
- **Timewise Eye Cream**
- **Moisturizer** - apply a dime size amount to the face, avoiding eyes, to add moisture without adding oil to the face!

# **FAB C POMS GAME**

I offer women awesome products, I teach technique with that product, and the 3<sup>rd</sup> way I serve others is by sharing what the Mary Kay Opportunity offers, whether to help you be an informed consumer or because you're seeking something more for your life. So I'm going to share a letter & you can guess what it has to do with my MK business, & I'm going to give tickets for guessing. I'll give more tickets for questions the MK Business! And there is one 10-ticket question - let's see if you can guess it! (what does it take to get started)

**Flexibility** - It's imperative that women have fluidity. Something they can work when they can, in a way that uses their skills, and when they can. Mary Kay was the original hybrid work environment!

**Appreciation & Achievement** - Mary Kay Cosmetics is quite generous with us; there are prizes, cash bonuses, diamonds. What I really love is the validation & basic appreciation for my work & who I am

**Business Owner** - I like being in charge of my life, schedule and income. More importantly, I love mentoring women, teaching them confidence, business and life skills.

**Community & Cars** - I have really appreciate the culture & community I found in Mary Kay. There is a lot of support from the company & my teammates. I also love that we can earn the use of a company car so those funds I would spend on a vehicle come back into my budget

**Personal Growth, Prizes & Products** - Gaining confidence & Feeling Empowered by starting something new, learning new things & putting yourself out there. Generous prizes & bonuses from the company. And getting product at cost is pretty fun, too!

**Opportunity & Ownership** - Mary Kay offers an opportunity! That means you can do what you want with it, and the choices are yours! It's yours to own and can be something and some time that is just for you! The best part is that you don't have to do it alone, and there is a lot of support!

**Money** - It's an expensive world & it's fun to be able to actually do stuff! I appreciate that we make money in four ways with Mary Kay, so there's always something I can be tapping into

**Signing Bonus** - We encourage women to make the decision that's right for them, and if you do decide to join our team in the next 48 hours, we have a little signing bonus for you, as well.

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## **Dash-Out-The-Door Makeup Session**

**BEFORE THE SESSION STARTS - LIKE AS YOU'RE GREETING PEOPLE/THEY'RE FILLING OUT THEIR PROFILE CARD:**

- **Oil Free Eye Makeup Remover - use on cotton pad to gently clean the eye area without pulling and tugging, condition eyelashes**
- **Cleanser - deep cleanses, melts at body temp & flushes out pores, cleanses, exfoliates, tones and brightens all in one**
- **Moisturizer - apply a dime size amount to the face, avoiding eyes, to add moisture without adding oil to the face!**

**START THE SESSION WITH OPENING , THEN:**

- **Foundation Primer - apply size of pea to the face and blend out - makes makeup go on better, stay on better and look better**
- **CC Cream - a nickel size of CC Cream to be applied with a sponge or brush in short, downward strokes.**
  - **while the foundation dries do the FAB C POMS letter game & give tickets for people who guess what the letter mean and anyone who asks questions. Draw for prize at end of lesson**
- **Eyebrow Tint - apply with mascara wand - upward & outward**
- **Cheek Color - apple of cheeks in a circle motion**
- **Cream/Liquid Eyeshadow - using eye applicator, make sad face over the eyeball, fill down to lashes, using blank side, blend**
- **Mascara - using disposable wand apply a soft coat to bottom, then top lashes**
- **Gloss -using doe foot applicator or finger, apply gloss to your lips.**

**Here is a Catalog for each of you!**  
**You can pull your hair back & open your packet,**  
**because it's time for fun!**

## **Advanced Glamour Session**

### **BEFORE THE SESSION STARTS - LIKE AS YOU'RE GREETING PEOPLE**

- Oil Free Eye Makeup Remover - use on cotton pad to gently clean the eye area without pulling and tugging, condition eyelashes
- Cleanser - deep cleanses, melts at body temp & flushes out pores, cleanses, exfoliates, tones and brightens all in one
- Moisturizer - apply a dime size amount to the face, avoiding eyes, to add moisture without adding oil to the face!

### **START THE SESSION WITH OPENING , THEN:**

- Foundation Primer
- Eyebrow Tint
- Three Eye Colors - we do eyes first so fall-out is easy to fix
  - Accent Color - Darkest - make a v in the crease
  - Midtone - Medium Shade - sad face over eyeball
  - Highlighter - Lighter Shade for inside corner of the eye, under the the brow - then blend
- Eyeliner - at the lash line or water line - top and bottom - not next to the nose
- Mascara - bottom lashes first, top lashes last
- Matte Foundation
  - while the foundation dries do the FAB C POMS letter game & give tickets for people who guess what the letter mean and anyone who asks questions. Draw for prize at end of lesson
- Bronzing/Contouring Powder - little C from temple to cheek, big C temple to jaw
- Cheek Color - circular motions on the apples of the cheeks
- Highlighting Powder - in a C shape around the eye
- Lip Liner - on a doe foot applicator, outline & fill in completely
- Lipstick - using a doe foot appl. apply soft coat to the lips
- Lipgloss - using a doe foot or finger, apply to center of the lips
- Finishing Spray - spritz from about 6 to 8 inches from face, while holding break & closing eyes

# Table Close - It's Time to Wrap Up Our Session/Lesson!

- **Compliment Time**
  - at a Skin Session - which product did you like the best?
  - at a Dash or Glam Session - go around table and have them share what they like about each other's look
- **Hostess Program Benefits so you know how to support your host & what you can benefit when you set up a session**
  - share your hostess program clearly and simply
- **So this can be simple & easy, here's the scoop!**
  - I'm going to share the deal I have on sets because I like a bargain!
  - Then I have a few questions for you
  - And we'll finish up with Quick Consults so I can answer questions get your feedback on the experience! While you're waiting for your turn, you can write your name on your tickets & I believe the host has treats!
- **Deal I Have On Sets**
  - Display Roll Up Bag or Not
  - Walk through set options
  - Explain any deals
- **Questions - on the back of your profile please number 1 - 5 so you can write your answer for these questions**
  - #1 - what did you enjoy most about our time together
  - #2 - what would you like to learn more about with regards to skin & glam
  - #3 - if money were no object which products would you want
  - #4 - are you interested in booking a session, you can write yes and then whether you want Dash out the Door Glam, Advanced Glam, or Skin Session. Otherwise you can write "no, thank you" and I won't be offended
  - #5 - you heard about the MK Opportunity today, how would you rate your interest in having your own MK Business?
    - A - I want to be a rockstar customer & know about new products & deals!
    - B - I could be interested, not sure if it's for me, though I would love to do your Listen for a Lipgloss Zoom so I can get more info, see if it benefits me, and get a lipgloss, of course 😊
    - C - I'm in! I would love to save money on my products and/or make some money. Send me the link so I can get started!

## **Individual Close - a Conversation, Away from Group if Possible**

- **Thank You - Thank you for coming to support your friend! It means the world to her and I really appreciate you, too!**
- **It's just a convo - Let's just go through your card together and talk about what I can do to best serve you! But first, I'd love to know what questions you have?**
- **What she shared - Start with what she most enjoyed - this will tell you a lot about her and what is meaningful to her**
- **Session/Lesson - Look at whether she wants another session, if so, book this first!! Ask if evening or weekend works best, in person or virtual if you offer that, and then offer her two dates/times until you find one that works for both of you!**
  - **Write the date and time on a business card or her sales ticket so she can remember. If she says she needs to look at her calendar, let her know we just need to pick a tentative date so hostess gets the credit, and then if you get home and it won't work, we can just move it!**
- **Sale - I see that you wrote down that you would LOVE - if money were not option - to have \_\_\_\_\_, now that we're in the real world, is there anything I can get you tonight?**
  - **write out a sales ticket, don't forget sales tax, and get her payment information**
- **Sharing - I see that you marked yourself as an \_\_ (A, B, or C) \_\_, I would love you to share what made you choose that letter**
  - **if she picked C - send her your personal team building link from your MK Website!**
  - **If she picked B - tell her about Listen for a Lipgloss - when, you'll text her a reminder with the link, and you think she'd ask awesome questions & give great feedback!**
  - **if she picked A - a lot of times they're not really an A and they will have clued you in when they share what made them choose their letter (it's their concern - time, money, meeting people, etc). IF SHE SEEMS A LITTLE OPEN, ask if she's sure she wouldn't like to come on to the Listen for a Lipgloss Zoom just to get more info because it's normal to have those concerns and there are simple ways to work with them AND she gets a lipgloss!!!**
  - **Thank her again for her time and support, and tell her you're excited to be her consultant!**

# Color Cheat Sheet

ALSO FEEL FREE TO USE THE COMPANY'S COLOR CARDS IF YOU PREFER A MORE SIMPLIFIED OPTION

Hair Color/Skin Tone	Blonde Hair	Brunette Hair	Dark Black Hair	Red Hair
Fair Ivory Skin	Blossom, Hazelnut and Golden Mauve with Darling Pink and Rosewood and Nude Blush Gloss OR Biscotti, Hazelnut, and Burnished Bronze with Juicy Peach and Sunset Peach with Copper Aura Gloss	Blossom, Dusty Rose, and Golden Mauve with Rogue Rose and Mauve Moment with Soft Nude Gloss OR Biscotti, Hazelnut and Rustic with Rosy Nude with Rosewood and Unique Mauve Gloss	Blossom, Dusty Rose, Sweet Plum, with Shy Blush, Boho Plum and Nude Blush OR Biscotti, Cinnabar, and Golden Mauve with Dessert Rose and Appleberry with Soft Nude Gloss	Blossom, Hazelnut, and Rustic with Shy Blush and Rosewood with Nude Blush OR Biscotti, Cinnabar and Burnished Bronze with Rosy Nude with Casual Rose and Soft Nude
Tan/Beige Skin Tone	Cinnabar, Hazelnut and Candlelight with Juicy Peach and Casual Rose with Soft Nude OR Mahogany, Cinnabar, and Candlelight with Shy Blush and Rosewood with Fancy Nancy	Mahogany, Hazelnut, and Rosegold with Shy Blush, Boho Plum or Appleberry and Soft Nude OR Espresso, Cinnabar, and Rosegold with Rosy Nude, Berry Favour OR Sunset Peach with Copper Aura Gloss	Biscotti, Cinnabar, and Golden Mauve with Dessert Rose and Appleberry with Soft Nude Gloss OR Biscotti, Cinnabar and Burnished Bronze with Rosy Nude with Casual Rose and Soft Nude	Biscotti, Cinnabar and Burnished Bronze with Rosy Nude with Casual Rose and Soft Nude OR Candlelight, Cinnabar and Hotfudge with Golden Copper, Midnight Red and Soft Nude
Bronze & Ebony Skin Tone	Candlelight, Cinnabar and Burnished Bronze, Golden Copper with Berry Famous and Soft Nude Gloss OR Candlelight, Golden Mauve and Merlot with Desert Rose, Berry Couture and Nude Blush	Candlelight, Golden Mauve and Merlot with Desert Rose, Berry Couture and Nude Blush OR Candlelight, Cinnabar and Hotfudge with Golden Copper, Midnight Red and Soft Nude	Candlelight, Cinnabar and Shiny Penny with Golden Copper, Midnight Red and Beach Bronze OR Rosegold, Merlot, Golden Mauve, Wineberry, Appleberry and Sheer Illusion	Candlelight, Cinnabar and Burnished Bronze with Golden Copper, Midnight Red and Beach Bronze OR Rosegold, Merlot, Golden Mauve, Rogue Rose, Berry Famous and Soft Nude

# Packing Your Starter Kit

Remember to keep track of anything you add to your kit to demonstrate as it is a tax deduction

## Add to Kit ASAP

- Oil Free Eye Makeup Remover
- Timewise Miracle Set N/D
- Cleanser & Moisturizer C/O
- Charcoal Mask
- Satin Lips Set
- Timewise Eye Cream
- Foundation Primer
- Clear Brow Gel
- Liquid eyeshadow in Light Beam. & Pink Starlight
- Two Full Size Lipglosses - 1 neutral, 1 bold
- 1 of each CC Cream

## Misc. Supplies

- Hair ties & headbands
- a tackle box or container with mascara wands, sponge wedges, cotton pads, eye shadow applicators, and doe foot applicators
- pens
- money bag with:
  - sales tickets
  - cash/coin to make change
  - calculator
- catalogs - MK Look
- profiles
- wash cloths
- sack to gather wash cloths

## Add Over Time

- Colored Brow Tints - there are 4
- A Compact with the most popular current eye and cheek powders
- One of each eyeliner
- Two Lip Liners - neutral and a bold
- Bronzing Powder/Contouring Powder
- Highlighting Powder
- Two Lipsticks - one neutral, one bold
- Matte Foundations in your most usable shades
- demo foundation brushes