

*****If there are less than six guests at the event, do your normal skin care class presentation. If there are more than 6 guests attending, use this format.**

Goals of Debut:

- 1. Get 10 Bookings**
- 2. Recruit Your First Team Member**
- 3. Sell \$500-\$1,000 in Product**

Business Debut/Launch Party Outline

Everyone should get a Beauty book, Pink ticket, Profile Card, Pen and 3x5 card when they walk in the door. (Given out by New Consultant)

Have guests fill out Profile Card and then take entire group into the kitchen for satin hands and satin lips

-Recruiter

Welcome and thank everyone for coming. Introduce Recruiter.

-New Consultant

Introduce self and share I story

Recruiter

I am so excited to be here today to celebrate _____ business launch. Before we begin, I want to tell you a little about myself.....(Share I Story)

Do on time drawing from Profiles Cards. Winner receives a gift!

To start things off the "Mary Kay Way" let's give something away for free!! Do I have all of the Profile Card? Great, I'm going to pull a card and the winner will receive _____. Now...if you like to win free stuff, you definitely should consider hosting a party with New Consultant because you win:

-Romance New Consultant's Hostess Program (make sure this is discussed prior to event with recruiter/director.)

-Pull a Profile Card and give the winner a free gift. (Example: eye shadow, mini hand cream, etc)

State purpose of the event. – Recruiter

The purpose of the event today is to celebrate New Consultant becoming a small business owner! We wanted to launch her new business in a way that would encourage her and allow all of her family and friends to get behind her with support and love. So today, we celebrate New Consultant and I get to tell you all a little more about Mary Kay so you know more about New Consultant's new business.

Explain why you think new consultant will be a good consultant (affirm). Ask New Consultant to tell why she started Mary Kay in her own words. Ask New Consultant what is her favorite product.

-Recruiter

Example: "I have really enjoyed working with _____ because she is just so kind and charismatic. Everything that she does, she does it with excellence, and it is exciting to see her building her business. Everyone here is lucky to have _____ as their beauty consultant." _____, why don't you share with everyone what your favorite product is, and also your reason for starting Mary Kay.

Before we get started with the products, I would like for everyone to turn to Page 1 in your Beauty Book. I want to show you a picture of Mary Kay. I really like to show this picture, because a lot of women wonder if she was a real person. It's not like Betty Crocker, who they made up for a brand name. Mary Kay was a real woman, and she lived and created the company in the 60's. Now, she created the company so women could achieve financial success and balance family life. The values of Mary Kay are God First, Family Second, and Career Third. I love, love, love that, because those are my values as well, and it's wonderful being surrounded by like-minded women.

Next, let's turn to Page 6 in your Beauty Book, and you're going to find a picture of the Miracle Set. Now these are the products that we're going to be sampling tonight, and when these products are used together, the formulas reinforce the benefits of one another. Now, I'm going to say that again, because that's really important-- when these products are used together, *the formulas reinforce the benefits of one another*. So for instance, before I was using Mary Kay, I was using a hodge-podge of different products...you know, Clinique that, Estee Lauder this, whatever I could get my hands on...just a hodge-podge. However, when you get on the same product line, every single product is scientifically formulated to work off of all the other products in that line. So your skin gets in this moisture balance, this "moisture check" is what I like to call it, to where you're not having the "oily zone" and those dry patches and all this random stuff going on with your skin! It's very balanced; it's very healthy, because everything is working together to give you that correct balance. And if you're not on an anti-aging skin care line,

you're never too young and you're never too old. If you don't see a lot of age on your skin yet, you can get those anti-aging benefits while you're young. If you do have a lot of age on your skin, it's not too late to get on an anti-aging skin care routine to get those benefits too, because it will make a huge difference. Regardless, it's good to do something that actually helps your skin rather than just take your makeup off at night.

Recruiter:

Today, you will be sampling our products on the back of your hand, but when you schedule your party with New Consultant, you get to try the Miracle Set on your face, which is much more fun. You will get to feel, smell, and sample the products! You will also learn more about our entire anti-aging skin care line.

Recruiter - Go through the products. Do Ultimate Miracle Set on top of hand. "The Miracle Set has a TimeWise patented complex that speeds up the natural renewal process of your skin. You might not know this, but your skin is constantly regenerating and renewing itself. Our products, using the TimeWise complex, speed up your skin's natural renewal process which reduces fine lines and wrinkles and also makes your skin look balanced and beautiful. It also delivers the 5 Essential Steps to Ageless Skin: (let audience guess)

1. Cleanses – remove makeup/impurities
2. Exfoliates – to remove dead and dull skin cells
3. Freshens – to tone your skin
4. Moisturizes – hydrate skin
5. Protects – sun damage and environmental damage

Squirt the products on the back of everyone's hands:

3 in 1 Cleanser (allow everyone to try the N/D Cleanser): One reason I love our cleanser is because it knocks out three steps in one! It cleanses, exfoliates, and freshens all in one step. Can you feel the microbeads that are exfoliating? There are botanicals that tone, and then of course you're also removing your makeup, so you're cleansing your skin.

We also have different cleansers based on your skin type. So someone who has dry skin would use a totally different cleanser than someone who has oily skin. Our cleanser also comes in a bar form if you like suds, so there are two different options with that.

Day/Night Solution – Okay, I have a fun question for you...at what age do you think you start losing collagen in your skin? (Wait for response and let them guess, then give raffle ticket to whomever guesses correctly or the closest to age 15) Okay, this is going to blow your mind....at age **15** you start losing collagen in your skin! So it's very important that you use a formula to renew that collagen that you've been losing for however many years. That's why Mary Kay formulated a Pro-Newal treatment—protection during the day with the Day Solution, and renewal at night with the Night Solution. First, I will pass around the Day Solution. It's SPF 25, which is the perfect SPF for you to use on a daily basis. It's also a full-spectrum sunscreen. Who knows what a full-spectrum sunscreen is? It protects you from UVA and UVB rays...a lot of the sunscreens on the market are not full-spectrum, so it's very important that you use an SPF that protects you from UVA rays, which are rays that age you, and UVB rays, which are rays that burn you. It protects you from both. But this Day Solution is not just your SPF. It also contains antioxidants that neutralize free radicals, it has calming peptides that relax expression lines, and light diffusers to soften the appearance of fine lines and wrinkles. A lot of stuff going on all at the same time to help fight fine lines and wrinkles while you're getting that protection on a daily basis that you need! So, the day solution you use in the day, after you cleanse your face.

Okay, next I want to pass around the **Night Solution**. I love this stuff! It's really pretty....it has pink and purple nutribeads in it...I'm going to pass this around, do a little squirt. I want you just to feel the texture of that as well. It's a lightweight serum. You put this on at night. So as you sleep, your skin is being renewed. The number one thing the Night Solution does is enhance collagen in your skin, so we're all happy about that! This is going to restore elasticity and firmness in your skin, which you've been losing for several years. And it feels really good just to put this on before you go to bed...it's very, very lightweight, you do this right after you cleanse at night. In the morning you use your Day Solution, and at night you use your Night Solution.... does that make sense?

Okay, Great.

Age Fighting Moisturizer: The next thing we are going to try today is our moisturizer. Our moisturizer, just like our cleanser, is specially formulated for your skin type. So if you were using a combination to oily cleanser, you're also using a combination to oily moisturizer. And the same with your normal to dry cleanser, normal to dry moisturizer. Our moisturizer gives you a combined action of 10 hours of hydration along with the patented TimeWise complex that speeds up the natural renewal process of your skin. The great thing is that every single product in our TimeWise line speeds up that renewal process, so you're getting that with every single product. I talked before about a moisture balance or "moisture check," and it's really, really important...this is going to make sense when I tell you this: a lack of firmness in your skin is in part caused by a loss of moisture. *A lack of firmness is in part caused by a loss of moisture.* So again, that moisture balance is important.

Now think about it this way: the skin around your eyes is 1/4 as thick as the skin everywhere else on your face, and it makes sense, because that's the first place we start to age. You don't have as much skin, you don't have as much oil (and therefore moisture), so eye creams are super duper important. Now who here is using an eye cream on a daily basis? We all need to be doing that...let me tell you about our three different eye creams. The first is called **Firming Eye Cream**. This stuff is incredible! Get this – 96% of the women who used this firming eye cream saw a noticeable difference in fine lines and wrinkles in four to six weeks. 96%!! I love the Firming Eye Cream...it's going to firm up any sagging around your eye area as well as help diminish the fine lines and wrinkles. What I recommend is to use this if you're 30 or older. Now if you're under 30 and you want a thicker, more advanced eye cream, you can still use it, but definitely if you're over 30 or older, I would suggest using the Firming Eye Cream. The other eye cream is the **Age-Fighting Eye Cream**. This is a lighter weight formula that you can use if you don't see lots of lines and wrinkles around your eye area yet as a preventative measure, and also just to restore that moisture to the eye area. The last eye cream I want to tell you about isn't anti-aging....it's an instant

puff reducer – called **Indulge Soothing Eye Gel!** Does that sound like music to your ears? This is for the mornings where you got no sleep and you wake up and your eyes are all puffy and you're walking around all day and people keep telling you that you look so tired...who wants to hear that? This is going to be your best friend! You can keep it into the refrigerator and put it on when it's cold...it feels so, so good! It actually restores 110% of the moisture back into your eye area, which is why the puffiness goes down in five to ten minutes. I love this stuff! So what I do is I always keep this in my refrigerator for the mornings that I need it, but of course I always use an anti-aging eye cream daily.

MICRODERMABRASION: Okay, next I want to talk about microdermabrasion, which is a two-step process. Who here is at least familiar with the term “microdermabrasion?” Women are going to the spa and paying several hundred dollars to get microdermabrasion done professionally, and Mary Kay came out with a Microdermabrasion Set that you do two or three times a week in the shower and you get the exact same results! I will tell you, I LOVE this microdermabrasion! It is my favorite product...you use it one time, and your skin will feel the freshest, the cleanest, the most renewed it has ever felt. What I want to do is pass this around, and I want you to do a little squirt on your hand and just rub it around so you can feel the texture. It's made of alumina oxide crystals, so it's a heavy-duty exfoliator. I'll pass around this cloth so you can get it off. Now let me tell you exactly what this stuff does. Number one, it refines your pores. Lots of women complain that their pores are visually large....they say “if there was one thing I could change about my skin, my pores would be smaller.” So it's going to refine your pores, and when you refine your pores, it also helps with oil control. When your pores are smaller, they produce less oil; when they're larger, they produce more oil. So it will help with oil control, it will refine your pores, and it gets rid of all the dead skin cells and dull skin cells that sit on top of your skin. Remember how I talked about that four-week cycle, how your skin cells regenerate themselves and move to the top? If you don't get rid of those dead, dull skin cells, they can just sit on top of your skin, so you want to make sure you get rid of them...that's why your skin feels so fresh after you do

microdermabrasion; you've rid your skin of those dead cells that have moved to the top of the skin's surface. Now, I like to do this in the shower because you want to make sure you get all of it off. So you're in the shower, you're going to squirt some Microdermabrasion step one on your fingertips, and just rub it around your face for 1-2 minutes. You're going to let the water rinse it off, get out of the shower and dry your face off, and you put on Step 2, which is called "Replenish." Now I'm going to pass this around as well. It's a lightweight serum. Step 1 is called "Refine" and Step 2 is called "Replenish." You just exfoliated your skin so well that you need to replenish your skin to restore all the moisture and everything back into your skin area. I will tell you that this is just a wonderful product whether you have large pores or small pores, it helps with blackheads, it can help with acne, it's an all-over incredible, incredible product...by far my favorite—I love it!

I know it seems like I'm going thru a lot of products, but I want to remind you that our skin care routine is only 3 steps in the morning, 3 steps at night. (Pick up products as you show them). Every single morning, you use Cleanser, Day Solution, and Moisturizer. At night, it is Cleanser, Night Solution, and Moisturizer. Always do your eye cream at night, it is always last. I don't count the microderm in my every day routine because you don't do it every day, and I just keep mine in the shower.

Okay, what I would like you to do is pull out your insert sheet from your Beauty Book. It looks just like this....pull it to where the front is facing you with the travel roll-up bag. I'm going to draw your attention to the Ultimate Miracle Set. This is the set that we talked about tonight...you sampled all of the products. What I love about this set is it comes with your Cleanser, Moisturizer, your Day and Night solution, all our sets come with a foundation, and this set comes with Microdermabrasion (Step 1 and Step 2) and your choice of an eye cream. I love this set...it comes with it all! You're going to want that Microdermabrasion; you're going to want that firming eye cream. And so this is by far the best set for you. Now when you're looking at price point, I want you to remember that this

set will last you on average four months. Some women use it in three, some women use it in six, but on average it's going to last you four months...that's a *really* good deal for your price point. The special that I'm running tonight is that if you purchase the Ultimate Miracle Set, you get this travel roll-up bag for free. I love this travel roll-up bag....I take it everywhere I go! This actually rolls up...you can hang it on the back of your bathroom door, it Velcros open, and each pocket also Velcros out. So let's say that you had your color in one of the sections and you wanted to re-do your color before going out...pull off this section, put it in your purse, and you're good to go! Plus, it's clear, so you're no longer digging for your skincare or your color; it's all right there. This is a \$30 value, but if you purchase the Ultimate Miracle Set tonight, you get it for free. I also like to give you the option if you already own the travel roll-up bag or if you would like another option, you can get the Satin Hands Set – which we tried in the kitchen - for free, either one. So the travel roll-up bag or the Satin Hands for free with the Ultimate Miracle Set.

Recruiter Next, I want to play a fun game so that I can give away even more free prizes. Im going to hand out different items from my bag, and I want you to think about what this item could represent for _____ as a New Consultant. If you get the answer right, you get a ticket. If you do not, then other ladies can take a guess. At the end, I will draw a raffle ticket and the winner will receive _____.

Share Marketing – MRS CAB – Purse Game (Ask guests to pull items out of their purse that start with the letters that make up MRS CAB. The person who pulls out the item the fastest gets a raffle ticket. The lady with the most tickets wins a free gift.)

Okay, please pull out the 3x5 card in your packet of info, and write you name at the top. I'm going to take these cards up for a drawing as well. But before I do that, I want to go over the four ways you can help your new consultant in getting her business started, and I want you to write which one of these ways you will help her, on the card. It might be one way, or all four.

1. Schedule a party with 4 to 6 of your friends.

Now a party is simple to host. Don't think you have to serve a 4-course meal, and clean your house all day. All you have to do is have a table and chairs for the ladies to sit, and New Consultant does the rest. – **GET HOSTESS PERKS/Helping consultant reach her goal of 30 faces in 30 days**

2. Schedule a personal Facial with 1 or 2 of your friends.
3. Purchase any of the products that you saw today.
4. The fourth way you can help _____ with her business is by being a talent scout. We build our business 2 ways in Mary Kay. One is through building our customer base and the other way is by building our team. We have given _____ a challenge to have 9 women listen to the Mary Kay Career Opportunity. We have a prerecorded line called “Listen to the Listen for a Lipgloss” that you can call in to hear the marketing plan, how the business works, and how we make money. You also get a free lip gloss for your time. This opportunity may or may not be for you, but once you have the information, you can be a talent scout for _____.

So right now on your card, I want you to write down which way you are going to support your consultant. It might be one way, or it might be all four.

Now for the first 10 ladies to schedule a party with New Consultant, you will get \$10 off your purchase tonight. So make sure you see _____ before you leave and get on her calendar.

Take up 3 x 5 card and pick a winner, give away another prize.

Thank everyone for coming and offer refreshments.

“That concludes our presentation, so what I would like to do is meet with everyone individually to decide your own individual skin care needs. New Consultant will have her calendar available so that you can go ahead and get on her schedule for a party or facial. _____’s goal is to facial 30 women in her first 30 days of business. So by getting on her calendar tonight, you are helping her reach this goal. We have some refreshments too, so enjoy the food, get on _____’s calendar and come see me at the product table.

New Consultant Responsibilities for Set-Up

Foundations from Starter Kit
 Demo Satin Hands, Satin Lips, Microderm, and 3 Eye Creams (pull from inventory)
 Cleansers and Moisturizers (2 of each from Starter Kit)
 Day/Night Solution from Starter Kit
 Wet disposable facial cloths from Starter Kit
 Packet at Entrance (Beauty Book, Profile Card, Pink Ticket, 3x5 Card, and Pen)
 LLG Flyer Printed and at Product Table
 Light refreshments prepared for after presentation

New Consultant To Do:

Wet disposable facial cloths from Starter Kit. You can cut them in half since we are only using them for satin lips and products on hands
 Have 2 calculators at product table
 Set up Satin Hands and Satin Lips by kitchen sink
 Set up Booklets (Beauty Book, Profile Card, Pink Ticket, 3x5 Card) and Pens by the door
 Display products to sell
 Have a moneybag and extra Pink Sales Tickets at product table

Recruiter Responsibilities to Bring:

3 Giveaways
Demo Roll-Up Bag
Debut Script
Raffle tickets
MRS CAB Script