

Welcome to our Glamour Makeover

Tell very short I-Story

We want to thank you for coming and being our personal MODELS today! Please know that your beauty consultant could have chosen anyone to bring with her today and she choose you...we want you to feel really special.

Our goal today is that you will sit back relax, have fun, and learn something new.

I want you to know that we're looking for 3 things today! And I believe that each and everyone of you fit into ONE of these categories....so....we will ask you at the end of today's event which of these categories you fit into.

1. We are looking for clients! How many of you use mascara, eyeliner, eyeshadow, blush, lip liner lipstick, cleanser, moisturizer, foundations.....
All we are asking is that you try our products today. If you LIKE THEM, we would love for you to become a customer. Did you know MK is actually the #1 Best Selling Brand of Both Skin & Color Cosmetics?
2. We are looking for hostesses. All a hostess is in Mary Kay is a woman that decides to hold a pampering session or product preview in their home. All you need is a table and chairs and 5 family members or friends. You do not need to clean your house, make food, or decorate. You see, BOOKINGS are the life line of our business. And the highest compliment that you can pay your consultant is to book a skin care class, or product preview with her. Now ladies....this is a great deal for you because when you are a hostess you can get tons of free products with Mary Kay and treat your friends to a complementary pampering session.
3. We are looking for business associates.
 - a. We are looking for sharp women exactly like you to join our team.
 - b. We are looking for women who need more, want more, and are willing to change their life.

- c. Mary Kay always taught us that at events just like this there is always someone who has been praying for a better way of life or a new positive opportunity.
- d. Someone that has been surfing online for another way to make an income or has just reached a point in their life where they are asking....is this... all there is.
- e. So, we are going to give you a little more info on Mary Kay at the end....Now this opportunity may not be for you.....but maybe you know someone that needs this opportunity and you can be a talent scout for your beauty consultant.

Okay...so to give you an overview of today!

1. **We are going to give you specific tips** on how to apply your make-up based on your eye shape, face shape, hair color and eye color.
2. **We are going to assist you but we want you to be applying your make-up as well.** You see it is like going to a hair stylist and going home and never being able to get your hair to look that good, so we want you to do your makeup today so you that you learn how to do it correctly and tomorrow you can wake up and recreate this same look.
3. **And then we are going to share with you our specials for today only,**
4. **Your going to hear a little bit more about the MK opportunity so we can get your opinion on the marketing plan and give some free gifts!**

BRUSH SET:

Now before we get started....

If you would like to use our professional brush set tonight we are offering it for 50% (\$24) and this is what it includes

1. Valued at over \$100, regularly \$48, this set comes with 5 Professional Brushes and this awesome bag. It rolls up, you can keep all of your makeup in here, and it is easy to throw in your purse or take with you.
2. We are going to teach you how to use each brush, so you will know exactly how to apply your makeup with this brush set when you get home. And just like a painter or artist has special brushes that they use, these brushes will make a huge difference in the way your makeup goes on and looks.

3. How to care for a brush – wash with a mild shampoo or facial cleanser & dry over a counter – do not stand up when wet
4. If cared for properly, this set will last forever!

SO, just let your consultant know right now if you would like to purchase the brush set.

The very 1st thing we are going to put on is our NEW Foundation Primer! This product is incredible – it is a Hollywood secret that all makeup artists use. It is an oil-free gel like formula that you apply all over your face before you apply foundation and it helps to absorb oil, enhance the look of the skin by reducing the appearance of fine lines, wrinkles, and pores, and helps your foundation last longer throughout the day. Sounds incredible right? This acts as a pot-hole filler for your face, giving you a flawless look. You would never paint your walls without first using a Primer, right? Well, you never want to apply your makeup without the Foundation Primer, so go ahead and put a little dot of that all over your face to prime your skin for the rest of your makeup.

Concealer

- Concealer is going to help cover up dark circles underneath the eye area
- Take a SMALL dot with your ring finger and put a dab right by your nose in the corner of your eye.
- Your ring finger has the least amount of tension, and when you are dealing with the eye area you want to be very gentle because the skin there is very thin. It is actually only 1/4 as thick as the skin everywhere else on your face.
- So GENTLY dab the concealer in, around, and underneath your eye, so you aren't tugging and pulling the skin.
- We also have a concealer brush that will help you avoid tugging your skin and give you a very smooth application with your concealer

Now that you have your concealer and primer on, I want to make sure all the consultants have stripe tested our models to find their perfect foundation shade. We want your foundation to match your skin perfectly so that it doesn't even look like you have anything on other than the fact that

your skin looks even and enhanced. This is going to set the base for the rest of your makeup and protect your skin from the environment. No matter what type of Foundation you like, we have one that you will love. All of our foundations are fade resistant once they set and you can actually use 1/3 less of the Mary Kay foundations than any other brand – so a little bit goes a long way.

If you are over 18, we have an incredible NEW option – our TimeWise Anti-Aging Liquid Foundation that is specific for your skin type, which is completely unique to MK. If you have normal or dry skin, you can wear our NEW Luminous Wear Foundation that will moisturize and hydrate your skin, and give you a luminous glow, which is great especially during these harsh winter months. This will instantly brighten, firm, and improve the look of your skin, plus you are getting the age fighting advantages of our patented TimeWise complex that helps to slow aging.

If your skin is more oily, you can use our Matte-Wear Liquid Foundation that will help control and absorb oil and give the skin a clean matte finish, all while fighting lines and wrinkles with our TimeWise complex.

If you prefer a powder foundation – we have an awesome Mineral Powder Foundation, Cream to Powder, and several other options to suite your needs. Talk with your consultant about what works best for you, and she can customize a formula in your perfect shade.

Another trick of makeup artists is using a foundation brush. I want to bring up my model and show you how flawless your makeup will look when you use a Foundation Brush. This isn't like a powder brush where you rub all over, this is more like a Paint Brush, where you make short, fast, downward strokes, starting in the middle of the face and working your way out to the outer edges of the face. Doesn't this look smooth and flawless?

Facial Highlighting Pen

- This is another Hollywood Secret – this lifts shadowy or dark areas off your face so your skin looks brighter and more rested.**

- After you have your foundation on, you can apply this brush anywhere you would like to brighten & bring out – under eyes, expression lines, etc.
- There are light reflecting particles in this Facial Highlighting Pen that act like little mirrors to make your skin look flawless
- Great for touch ups to freshen makeup. Definitely want to use this if having pictures taken.

Eyebrows

- a. Eyebrows frame your eyes, much like your hair frames your face.
- b. Quick tips on eyebrows.....**
 - i. Hold your pen vertically against the side of your nose, noticing where it meets the brow....this is where your eyebrow should start.
 - ii. Hold the pen against your nostril and move it diagonally around the middle of your eye....this is the best place for the peak of your arch
 - iii. Place the pen against your nostril and extend it diagonally to the outer corner of your eye this is where your brow should end
 - iv. USE PENCIL TO FILL IN AND FIX – short feathery strokes to make the illusion of hairs, not to “paint” / “color” on**

Eye Primer

Compacts (Demo)

2. Eye Shadow -

- a. Your consultant has picked out 3 eye shadows for you to use today.
Highlighter, Midtone and an Accent Color**
- b. She also has a print out to help guide you on how to put on your eye make-up based on your eye shape.**
- C. Bring up MODELS: hooded eye QUALITY, deep set eye (stronger frontal bone), standard**
 - i. The number 1 is for your highlighter (buffer for eye)**
 - ii. 2 represents where you put your mid-tone**

- iii. **3 represent where you put your accent color (really makes your blue eye look bluer, green eyes look greener)**
- iv. **Accent – change, have several colors**

3. Eyeliner

- a. **I recommend just putting eyeliner on top, especially if you have small eyes.**
- b. **NEVER just put eyeliner on bottom. It drags the eye down. If put on bottom, always put on top**
- c. **Start on top where natural lashes start, and go to end of eye – applying eyeliner CORNER TO CORNER.**
- d. **If put on bottom, don't go all the way across, closes eye in.**
- e. **Always apply eyeliner on outside of eye, never pull eye down and apply inside the lid**
- f. **Long Wearing, Ultra Creamy, Smooth Glide Formula – Waterproof and Smudge Proof – Lashes appear fuller**
- g. **Shaper under the cap to shape/sharpen liner anytime**
- h. **Different colors can make eye color pop – coordinate with accent color of eye shadow**

4. Mascara

- a. **Show how to apply**
- b. **Back and forth at the base of lash to thicken**
- c. **Swoop in upward motion to lengthen**

Ultimate: Lengthens, thickens, separates

It gives you longer lashes and 5 times the volume. Plus it has the Smart Wiper Technology that delivers the perfect amount of product on the wand so it doesn't clump

**Lash Love: Defines, Defends, & Delivers 4 times the volume
Patented complex helps to moisturize & strengthen lashes. Helps defend against breakage, doesn't feel heavy, and has a sculpted flexible brush that will coat each individual lash, even tiny hard to reach lashes.**

5. Cheeks

- a. Start at brow bone and come down at a vertical slant
- b. Start color no closer than 2 fingers from your nose. Don't want to accent your nose.
- c. You want to pull color up so your face has the illusion of looking lifted.

***** Bronzers and Highlighting Powders******

-**Bronzers** go in a little C big C shape around face – use powder brush – helps to contour and shade the exterior of the face.

-**Highlighting Powders** go wherever you have darkness or shadows – under eyes, around crease of mouth – use blush brush

6. Powder

- a. Different Types –Loose/Dual Cov
- b. Match foundation and concealer
- c. Apply in a downward motion because you have hairs on your face and want to lay hairs down.

7. Lips: Lip Liner:

- a. If want to make lips look bigger, draw liner on outside of lips/smaller, draw on inside
- b. Outline 2 humps and bottom curve, then fill in
- c. Liner has wax in it to help it stay on all day – waterproof formula keeps lip color from feathering or bleeding
- d. Contains age fighting ingredients to protect elastin and guard against free radicals.

Lipstick:

- a. Crème Lipstick is long wearing, has a vanilla flavor, contains vitamins A and E to keep lips looking young and smooth

Nourishine Plus Lip Gloss:

- a. Instantly Moisturizes Lips
- b. Vitamins and Mineral Smooth, protect, and condition
- c. Not Sticky
- d. Long lasting formula

Look in the mirror, how do you feel about your new look? Don't you look slammin good! Now, here is the great thing, we are running a special, today only on the colors you have used.

*****PASS OUT SPECIAL SHEET*****

TALK ABOUT SPECIAL SHEET AND Close Sale and remind that if there is something they want, but can't get, they can always earn it for FREE by hosting a party.

****ROMANCE HOSTESS PROGRAM****