

The “New” Mary Kay “Beauty Experience” More than just great products, we can offer a fabulous experience

****NOTE**** This Experience is like MK Appointment 202 – Once you’ve mastered the MK Party 101 and held several appointments. This twist enhances and put a fresh name on what we have always offered.

We’re not changing how we do parties or work full-circle, we’re simply changing the wording to paint a fresh picture and experience (a stress releasing and skin invigorating experience).

Words to switch:

Beauty Experience vs. Party
Second Experience vs. Second Appointment
Try in-home beauty treatments vs. Try products
Try the Charcoal Mask Experience vs. Try the Charcoal Mask

Wording to add to romance the Beauty Experience

“This is the NEW Mary Kay Beauty Experience”

“It’s me bringing spa-like treatments to your home, with your friends, where you get to use the treatments and have a relaxing night together.” Or – “You can come to my home with your friends, not have to worry about making snacks, clean your house, deal with your family, have a relaxing time together, and get up and “leave” when we’re done with your pampering”.

“This is the New Mary Kay Beauty Experience we get to offer, but the classic Mary Kay does not change. Classic Mary Kay is FREE, in your home or mine, with your girlfriends. You still get to take home FREE products to have a spa-like experience in your own bathroom!”

“Radiant”, “Vibrant”, “Luxurious”, “Anti-Aging”, “Ultimate relaxation in your home”

Treatments to SWITCH out or ADD to the “Classic MK Party for the Beauty Experience:

- Revealing Radiance Facial Peel
- Clear Proof Deep Cleaning Charcoal Mask
- Moisture Renewing Gel Mask
- Satin Hands & Lips
- Mint Bliss Energizing Lotion
- Repair Set – especially the Foaming Cleanser – it’s like washing your face with a silk cloud!
- Skinvigorate Brush – just the Hostess uses the brush, OR pass around the brush with individual replacement heads for each guest.

How to incorporate the Beauty Experience in your Classic MK Party and appointments:

- Keep using the Flip Chart – ADD making it more about them and making it an experience. If you are comfortable with not using the Flip Chart, proceed without. It will be more informal and relaxing.
- Keep doing skin care regime – consider switching the Miracle Set with the Repair Set, which feels more Spa-like.
- ADD Treatments, based on the package selected, between cleansing and moisturizing.
- Consider NOT taking off eye makeup and offer a “Dash-Out-The-Door” cheeks and lips color items.
- Consider getting them “ready for bed”, not doing any color, and offering a Color Beauty Experience for their “Second Experience”.
- Keep doing the Purse Game, the Referral Game, and/or the New “Have You Ever…” Game, along with our usual party/appointment booking steps, while their “treatments” are on their face (20 – 30 minutes). Play a game, get referrals, and share our Marketing Plan while the treatments dry and are on their face.
- Keep sharing about the 2nd appointment – now calling it the “Second Experience”.
- ADD Beauty Experience Package Options to choose from in the individual close, instead of “Hostess Program”.
- To book: “I would love for you experience Mary Kay’s new spa-like treatments during our new Beauty Experience – a stress-releasing and skin invigorating experience!”

Beauty Experience Treatments & Package Options:

- Hostess credit is based on how many people they have at their Experience.
- “We get to offer the New Beauty Experience. They get to choose a spa-like treatment or custom-color experience.”
- The Treatment options we get to offer:
 - Revealing Radiance Facial Peel - the ultimate anti-aging treatment, has glycolic acid in it to dissolve dead skin cells, and leaves your skin radiant and vibrant after just 1 treatment).
 - Clear Proof Deep Cleaning Charcoal Mask – de-clogs pores as it draws out everything in your pores and opens up the senses. It smells like essential oils, it has eucalyptus, rosemary, mint and honeysuckle in it (which is an anti-bacterial that kills bacterial that may be on your face); and navy bean extract that lightens dark spots and brightens your skin.
 - Microdermabrasion Plus Treatment – provides deep exfoliation and leaves your skin radiant and soft after just 1 use.
- PLUS when they choose to share their Beauty Experience with girlfriends, it’s like bringing the Spa to their/your home for FREE for them and their friends, and they get to choose their own Treatment.
- The “Hostess” gets to take home their favorite treatments and create the spa-experience in their very own bathroom, with the Package Options.
- Tell them – “here’s what most people do”, explaining the Platinum Package as the “ultimate experience”. If this is the package they choose and they want to have 8 girlfriends join them, they will need to invite 16 – 20 women.

2nd & 3rd Beauty Experience Ideas:

- Expert Foundation Matching Sessions
- Beauty Bar – Coffee & Color Experience (color displayed with samples for them to test)
- Beauty Color Experience – full color makeover

Ideas to add to the Beauty Experience:

- Sparkling Cider or Juice (in plastic champagne flutes) so that you can toast the Hostess! She will love that!
- Warm towels or wash cloths. Have the hostess pull out a crockpot to keep them warm; or you can use a microwave to warm them (just be sure they are not too warm).
 - Use Mint Bliss on feet & legs, and wrap with a warm towel.
 - Use warm wash cloths to remove facial treatments or mask. (dark colored cloths are suggested for removing the Charcoal Mask – it will stain light colored cloths)
- Real wash cloths, instead of the disposable facial cloths. Use the disposable cloths to be sure faces are completely dry before applying the Bio-Cellulose Mask, or wiping off the remaining aluminum oxide crystals from the Microdermabrasion.
- Hot Cocoa, Coffee or Tea – with toppings for an extra treat.
- Move it to the living room instead of the dining room or kitchen table. Sit on the floor or around the coffee table.
- Cucumber slices – use Indulge Soothing Eye Gel, put their selected treatment on their face, and top off with cucumber slices on their eyes, while their treatment sits.
- Put cut up fruit or cucumber in water.
- Spa music, softly in the background.
- Fancy mints on the table – use for the “Have You Ever Game”.
- Candles on the table or living room.