

# MARY KAY HYDRASSESSMENT SCRIPT

My Goal with your MK Hydrassion is to bring you JOY and teach you how to keep your skin looking and feeling YOUNG and AMAZING for a long time! You are going to feel FABULOUS! Whether you have a little sample bag or full size product in your bathroom or no product and you just are curious about this “SESH” you are going to learn a lot about your skin and have some fun with us girls! So grab something yummy to drink and let’s do this!

\*\*We are also going to do some give-aways tonight (choose some REAL PRODUCT TO SHOW) with some MK Trivia and at the end we will give away the GRAND PRIZE so be sure you stay with us until the end!

Before we start, for the peeps who have their HYDRASSION BAGS or product at home, here are a few other things you will be needing!

- *Your Hydrassion Goodie bag of samples*
- *Glass of something yummy to drink (CHEERS) – for everyone!*
- *3 Washcloths (wet)-and a small hand towel*
- *Be near water and a mirror or have a little spray bottle/small hand held mirror near-by*

## A few other things:

1. Pretend you are at the SPA and they put those cucumbers around your eye area – that area will NOT be touched by anything that does not have the word EYE in it (EYE CREAM, EYE SHADOW...Ect)
2. You have to say nice things about yourself when you look in your mirror!
3. And let me just tell you what a HYDRASSION is and how it all got started!

*It's our version of a really popular and expensive (\$250 bucks) appointment at a spa that you will LOVE! These specific steps give us a layering approach to your skincare routine that mimics the spa experience with similar ingredients, yet easy and safe to use at home. Adding to your routine brings maximum skin benefits – It Involves deep exfoliation, gentle pore-declogging, and extreme healthy nourishing hydration.*

\*\*I want to start by showing you one of our STAPLE MARY KAY ITEMS – Oil-Free Make-up Remover. (Show with a flat cotton pad and wiggling over your lash line).

*Hopefully you have already cleansed your skin – Preferably with **your MK Cleanser**– so I AM Just going to show you and tell you about the Volufirm cleanser that retails for \$30 – WE PICKED this cleanser in particular because it has HYALURONIC ACID and COLLAGEN! IT is a repairing cleaner - containing a skin-volumizing peptide that stimulates production of our tissue matrix-and it is our MOST LUXURIOUS CLEANSER we have!*

1. Microderm refine \$36 (YOU WILL NEED A LITTLE WATER or a spray bottle works) This is a physical exfoliation and circulation stimulator with aluminaoxide crystals (rounded so they won't cut your face) Use the every 2-3 days in the shower.

Now let's talk about PLUS and MINUS MASKS – A minus mask REMOVES a layer of skin or dirt, bacteria, etc. A PLUS mask adds nutrients, botanicals, etc. into your skin deeply and more intensely. You need both – be careful of just exfoliating without adding moisture, hydration and nutrients to your skin.

2. Charcoal mask \$25 – is a MINUS MASK - pore de-clogging and gentle "adsorption" (or acts as a magnet) of toxins and pollutants with activated charcoal and bentonite to help with oil control. It also contains navy bean that is proven to help with Skin Tone (discoloration) – You can use a MASKING APPLICATOR like this one for a more even application.

OK we are going to let this sit for about 10 min. – and while that is drying let's do some MK TRIVIA!

\*Here is what you will win (choose something and show)

Mary Kay's signature color is pink. Is that because it was her favorite color or **because she thought it looked good in bathrooms?**

**WAIT FOR COMMENTS –**

IN 1963 Mary Kay started Mary Kay Cosmetics in Dallas TX, and PINK did look good in bathrooms in the 60's! But it is still a powerful color today! I'm going to give some fun facts about MK the company in a quick 90 sec. commercial: Listen up b/c I might ask you something from these facts later on for a prize!

### **90-second commercial**

- Mk exists for 3 main reasons
  - First is to enrich women's lives, which gives us this amazing, equal business opportunity
  - Second is the find a cure for cancers affecting women. Last year we donated about \$5 million dollars to cancer research in the form of \$100,000 grants given to doctors
  - Third is to stop domestic violence. ¼ women will or are currently experiencing some form of domestic violence. Each year the Mk Ash foundation write 150 checks in the amount of \$20,000 different women's and children's shelters, funding them and keeping them open.
  - Fun Fast Facts:
    - All the products are made here in the us and we are a GREEN company with a 0% landfill policy in Dallas.
    - We don't test on animals!

- Everything is non-comediogenic, hypo-allergenic, non-carcinogenic and formulated for sensitive skin, so no one is turning into a pumpkin at midnight!
- We are also EEU Certified which means we use the strictest regulations on what can put in our products and how we product them! (The same as in Europe)!

SO MARY KAY is such a good company and actually has taken on ½ it's production plant to make hand sanitizer for the front lines! That is SO like Mary Kay!

OK – can you see the little black dots in your mirror!? THAT IS ALL OF THE JUNK coming out of your pores! Congrats!!! YOU DID IT!

**\*\*NOW** HERE IS WHERE YOU COULD ALSO apply your Satin Lips - Lip scrub \$12 (show really quick)

- gentle lip exfoliating sugar scrub

Now take a warm/hot washcloth and just lay it on your face! Let it steam for a min. – go to HAWAII!!!

OK are you ready to go deeper??? HERE WE GO!

3. Take out your REVEALING RADIANCE FACIAL PEEL \$68 – smooth this on your skin – and if you are more sensitive, maybe just try a small area first. It will tingle a little bit and it this might sound scary.... “The word PEEL and glycolic acid” – HOWEVER it is encapsulated glycolic acid and has with calming marine extracts, which makes it gentler on your skin and not as intense as a SPA GLYCOLIC PEEL (that costs over \$250/session). This is a CHEMICAL EXFOLIATION that is actually breaking up the bonds of your skin matrix to allow the dead skin cells that get stuck to come to the surface and allowing plump, healthy skin cells to replace them. It will give you plumper, hydrated, brighter skin and help with the deeper lines and wrinkles. This is such an amazing value – using it 2/week you have about a 6 month supply for only \$68 bucks! Such a great deal.

As that is sitting for about 5 min. – I want to talk about a question I get a lot – CAN I DO MY Hydrassion every day? Remember what we talked about.... this is a DEEP 1/week treatment. SO then what do you do everyday?

**\*\*Talk** about the Miracle Set being like tooth brush and toothpaste – go through the set. – talk about the benefits and also the simplicity of it. (SHOW THE SET)

4. PORE MINIMIZER (step 2 of the Microdermabrasion) – Go ahead and pat this on your T-ZONE AREA – where your pores are actually 90X larger than the pores around your eyes

(look in your mirror) This is proven to minimize pores with botanical extracts and help calm your skin from the exfoliation treatments.

Now to address our EYE AREA! Since these pores are 1/90<sup>th</sup> the size of the other pores on our face and this skin does not have oil glands – it is VERY delicate skin and needs products with smaller molecules to fit (moisturizer, and other facial products can BLOCK pores and make more puffy or dark – or DRY OUT THIS AREA and looks OLD). REMEMBER WHAT WE TALKED ABOUT “EYE-CREAM...EYE SHADOW” ECT.

5. Take out your HYDRO-GEL EYE PATCHES! I just saw these at Sephora for \$70 bucks! YOU GET 30 applications to do 2x/week for only \$40! These are all the RAGE and for ZOOM CALLS a MUST! Calming, depuffing, dark circle and fine line reducing AND makeup goes on so much smoother and super-hydrates this delicate area that can dry out easily.

WHILE YOUR PATCHES are on, I will also mention our 24-hour hydration Shae butter lip balm that comes in the SATIN LIPS SET! (put this on)

MK TRIVIA – How many different kinds of cars does Mary Kay give to earning consultants?

7 (and of course the CASH OPTION) – and we have a special VITURAL BIZ SET UP for only \$35 right now if you are like, “YA, this is so simple-I am on FB already and YA, extra money would be great right now! AND A CAR....THEN YA! Talk to your consultant and get more information! Women will come out of this Pandemic very much supporting small biz more than ever and you could help us build that SMALL BIZ community!

Now I am putting on my Nourishing oil \$50

Mary Kay Naturally hydrating oil has a blend of sweet almond oil, sesame oil and olive oil, as well as plant-derived squalene and vitamin E.

If you are into NATURAL FOOD, PRODUCTS etc., I want you to google ECO-CERT – It is the highest certification a product can get for being 100% NATURAL – from composition to production to packaging. Of course, MK goes WAY above what the FDA will approve and there is actually not even a US certification or specification for what Natural actually means! So, WE HAD TO GO TO EUROPE!

6 - TW moisture renewal gel mask \$24 – NOW SMOOTH this all over your face (around your patches). You can actually wear this overnight for an enhanced pampering experience IT is an antioxidant super power proven to firm, calm and strengthen our skin barrier. AND it is like giving your skin a NICE DRINK OF WATER to finish this off!

Go ahead and take your patches off and smooth in the serum that is on your eyes now.

YOU DID IT!!! NOW FEEL YOUR FACE!

Go ahead and comment how your face feels now and if you have any questions?

Before we do our GRAND PRIZE drawing, I want to tell you about the special offers for being a part of this HYDRASSION tonight!

SHOW THE PLACEMAT! This is our TRAVEL ROLL UP BAG with everything we talked about tonight!

Total cost breakdown is \$333 plus the \$28 pore min. = \$361 and that includes this BAG (SHOW THE BAG...romance it!

For you tonight, we want you to have it for as much as a 1 single SPA SESSION would cost - \$269 – SAVINGS OF \$92!

There are also add on's at the bottom if you are not using a daily eye cream, oil free make-up remover, etc.

If you have some of these products right now and you just want to get a few things, you can purchase 2 and get the 3<sup>rd</sup> ½ off (of equal or lesser value)

OR if you are just needing a BASIC SKIN CARE PROGRAM RIGHT NOW – the Miracle Set retails separately for \$116 but tonight you can get it for \$99 - \$17 savings! Then if you wanted to get a few of the HYDRASSION products, you can do the buy 2 get one ½ off!

\*\*HOW ABOUT HOSTING one of these for the girls that you know? YES – ZOOM has been so much fun or a special FB Group just for your peeps! Everyone gets goodie bags and you get some Free shopping with your consultant and entered into our HANDBAG DRAWING of the Month!

THANK YOU SO MUCH for joining us! Make sure you txt your consultant by (2 days later) to take advantage of the special offers just for YOU TONIGHT!