

The *New* Mary Kay “Beauty Experience”

More than just great products, we can offer a fabulous experience.

****NOTE **** This is like MK Appointments 202 – Once you’ve mastered the MK Party and held several appointments. This twist *enhances* and puts 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.

Wording to SWITCH:

“Beauty Experience” vs. “Party”

“Second *Experience*” vs. “Second appointment”

“Try in-home Beauty *Treatment*” vs. “Try products”

“Try the Charcoal Mask Experience” vs. “Try the Charcoal Mask”

“Beauty Experience Packages” vs. “Hostess Program”

Wording to ADD to romance the Experience:

“*This is the New Mary Kay Beauty Experience*”

“It’s me bringing spa-like treatments into your home, with your friends, where you get to use the treatments and have a relaxing night together.”

“This is the New Mary Kay Beauty Experience we get to offer but *classic* Mary Kay does not change. Classic Mary Kay is free, in your home, 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 Treatment” -- “Ultimate relaxation in your home”

Treatments to SWITCH out or ADD to the “classic MK party” for the EXPERIENCE:

- Revealing Radiance Facial Peel
- Charcoal Mask
- Moisture Renewing Gel Mask
- Satin Hands & Lips
- Mint Bliss Energizing Lotion
- Repair Set – especially the cleanser: “It’s like washing your face with a silk cloud”
- Skinvigorate Brush - just the Hostess uses the brush OR pass around the handle, everyone uses their own brush head.

→ ***** How to fold in the Experience to your “classic” appointments: *** ←**

- **Keep using the flipchart – ADD making it more about *them* and making it an *experience***
- Keep doing skin care regime -- **consider switching the Miracle Set for Repair** which feels more spa-like
- **ADD treatments between cleansing and moisturizing**
- Consider NOT taking off eye makeup (give the time for a dash out the door look to a treatment)
- Keep doing the purse game, the referral game, all your usual party/appointment steps
- Keep sharing about the 2nd appointment – **just SWITCH to calling it an experience**
- **ADD Beauty Experience “Package Options”** to choose from instead of “Hostess Program”
- To book: **“I would love for you to experience Mary Kay’s new spa-like treatments.”**

Beauty Experience PACKAGE Options:

- **Hostess Credit based on how many people they have at their experience**
- “We get to offer a New Beauty Experience. You get to choose a spa-like treatment or a custom color experience.”
- “Out of our treatment options you can chose...
 - o the **Facial Peel Experience** (which is the ultimate anti-aging that leaves your skin radiant and vibrant. It has glycolic acid in it that dissolves dead skin and your skin is radiant after 1 treatment.)
 - o OR you can choose our **Charcoal Mask Experience** (which de-clogs pores – it draws out everything in your pores and it really opens up the senses. It smells like essential oils, it has eucalyptus, rosemary and honey suckle in it. Honey suckle is anti-bacterial so it kills bacteria that may be on your face.
 - o OR you can choose the **Microdermabrasion Treatment** (that provides deep exfoliation and leaves your skin radiant after just 1 use.)
- PLUS when you choose to **share your experience** with girlfriends it’s like bringing the spa to you and your friends in your home for free where each person chooses their own treatment.
- **Because you are the one that gets them together**, you get to take home your favorite products and basically bring the spa to your own bathroom every day.
- “Here’s what most people do.” Explain the platinum package as the ultimate experience. “Do you wanna try for that?” “OK so to have 8 girlfriends we probably want to invite about 16-20”

2nd & 3rd Beauty Experience ideas:

- Expert Foundation Matching Session
- Beauty Bar – Coffee and Color Experience (color set out for them to sample)
- Beauty Color Experience

Ideas to add to the Beauty Experience:

- Sparkling Cider or Juice (with plastic champagne flutes) – You can toast the Hostess! She will LOVE that!
- Warm towels (you can have the Hostess have crockpot ready for you) or put in microwave (just make sure not too warm)
 - o Use Mint Bliss on feet & legs then wrap feet in warm wash cloths
 - o Use after facial treatment or mask
- Real wash cloths (vs. disposable)
- Hot Cocoa, Coffee, Tea – the Hostess can have the drinks and your bring toppings or extras
- Move it to the living room (instead of kitchen or dining room table)
- Cucumber slices (they can put on their eyes while their mask dries) Cucumbers are so inexpensive
- Fruit or cucumber to put in their water
- Spa Music softly in background (YouTube: https://www.youtube.com/watch?v=N_G1IQLz6ig)
- Fancy mints on the table
- Candles on the table