

What You May Want to Say to Customers

New Products



- *(Customer Name), I'm calling to tell you about a breakthrough new product called TimeWise® Even Complexion Essence. Mary Kay has never offered anything like this! It's clinically shown to help reduce visible dark spots and reverse skin discoloration. And, when you use it in addition to TimeWise® skin care, this concentrated serum can help you see a more even, beautiful complexion. You're going to love the results! When can I drop by to give you a sample?*

For New Customers: (Customer Name), if you have never tried the Private Spa Collection™ Satin Hands® Pampering Set, prepare to be amazed! New and improved, this set is sure to make your hands feel super silky. The set features the new peach-scented Satin Hands® Satin Smoothie™ Hand Scrub which cleanses and exfoliates and leaves your hands feeling unbelievably smooth. It also comes with a convenient pump dispenser, so you can have one at every sink in the house! When is a good time to get together so that you can sample this new and improved product?

- *For Existing Customers: (Customer Name), I know how much you love the Satin Hands® Pampering Set, and I'm so excited to tell you that it just got better! Now it features three steps — not four — and you'll be amazed at the new Satin Hands® Satin Smoothie™ Hand Scrub. This new scrub exfoliates your hands and leaves them feeling super smooth. With a convenient pump dispenser and a delicious peach scent, you'll want to put one at every sink in the house! The set also includes Extra Emollient Night Cream and Satin Hands® Hand Cream to condition and moisturize your hands. When is a good time to get together so you can sample this great new product?*



- *(Customer Name), I know how much you love to try new lip colors, so I can't wait to show you the new and improved MK Signature™ Lip Liner. It comes in six fabulous new shades plus three of your favorites; it glides on smoothly and it's waterproof. Plus there's limited-edition MK Signature™ Constant Color™ Lip Crème — the perfect combination of lipstick and lip gloss in one! It comes in five great shades and has a tantalizing tropical flavor. How about if I stop by so you can pick out your favorite shades?*

Gift With Purchase



- *(Customer Name), now is a great time to stock up on skin care products or purchase some of your favorite makeup shades! When you purchase \$40 or more from me, you'll receive a travel-sized TimeWise® Microdermabrasion gift set. It's yours free just for being one of my best customers! Let's get together soon so you can experience this amazing skin care product with immediate results.*

Color 101 Looks



- *(Customer Name), your makeup look is so on-trend that I just had to call you and tell you about Creative Charm, the latest Color 101 Look for summer. The colors are truly unique, just like you! Can I drop off a Color 101 Card and some samples for you to try?*
- *Hi, (Customer Name), I called to tell you about Natural Splendor, a new Color 101 Look inspired by the natural beauty of the rainforest and perfect for your skin tone! Botanical and earthy hues combine to create a striking look. To get a true feel for the shades, why don't I bring you a Color 101 Card along with some samples? When would be a better time for you, Thursday or Friday?*
- *(Customer Name), if you have The Look for summer handy, I'd like you to turn to Page 19 right now! Vibrant Star, a new Color 101 Look, was created with you in mind! These dramatic shades will complement your skin tone so well. I think you'll look gorgeous! When can we get together to try it?*
- *(Customer Name), I'm calling to tell you I found a great new makeup look for you today! Enchanting Beauty is an elegant, new look that I think is just perfect for you. This romantic look is inspired by the feminine, vintage fashions that are so in style this season. Do you have a minute for me to come by tomorrow and show it to you? I'll be sure to bring you some samples!*