TRADING FACES PARTY PLANNER
(Things to Consider)

It’s party time – get the girls together and have fun “trading faces” with Mary Kay® products! A Trading Faces Party is a perfect way to introduce your customers to the summer trends with the new Color 101 Cards. Your customers want to know what's hot now, and you can help! And Color 101 Cards provide perfectly coordinated looks that can give you more ways to talk about color and help your customers make the latest looks their own. So get ready to have fun and see your color sales soar with a Trading Faces Party!

- Encourage guests to come with a partner – bring a girlfriend, sister, mother, daughter, etc. You might also want to suggest they arrive with minimal or no makeup on their faces. Of course, for those that need to remove their makeup, it's a great opportunity to have them use the TimeWise® skin care.
- For the event, have each guest choose a Color 101 look for her partner to try and vice versa. You'll want to make sure all the Summer Color 101 Looks are on display for them to choose from.
- In addition to the Color 101 Cards, consider having samplers of the MK Signature™ lip liners, lip glosses and eyeliners so the guests can try the products and complete their entire look.
- In a separate display, you can feature other MK Signature™ shades should you or your guests want to choose different color combinations. Consider also having color accessories such as the MK Signature™ Brush Set, color compacts, brushes and applicators available as upsell opportunities.
- For additional looks, you can also direct guests to the virtual makeover on your Personal Web Site. Once they find the virtual look they love, they can make it a reality at the party.
- Once your guests have finished trying their looks selected by their partners, you can have compliment time where they show everyone their new looks. If you have a digital or instant camera, you could even take a “before and after” picture of each guest's makeover.

Trading Faces
  2 Friends
  2 Faces
  2 Makeovers
What colors will you choose for Her?
What colors will she choose for You?