

Beauty At Every Age Portfolio



CITY GIRL



COOL BLAST



BEAUTIFUL GEM



SWEET CHIC

Beauty at Every Age Portfolio Requirements

Beauty At Every Age is a program for Mary Kay Beauty Consultants to develop skill and knowledge with our skin care and color cosmetics on a variety of faces at every age. It is also a way to build a strong marketing tool with a Before and After Portfolio.

HOW DO YOU CERTIFY?

- Prepare a complete three-ring binder with page protectors for the Before & After looks beginning on September 1st and completed by December 15th.
- Each model must have a before & after picture, a completed information page, and marketing questionnaire.
- 1/3 of your face models need to be completed at your Girls' Night Out Meetings and Special Guest events.

CHOOSE YOUR GROWTH PLAN:

Beauty Advisor (BA)

- Complete 45 faces for your portfolio with at least 5 faces in each beautiful age category. At least 15 faces will need to have been guest models at our unit events.

Master Beauty Advisor (MBA)

- Complete 90 faces for your portfolio with at least 10 faces in each beautiful age category. At least 30 faces will need to have been guest models at our unit events.

SUGGESTIONS FOR PACKING FOR SUCCESS:

- Put all the samples needed for the Look in a zip lock bag for each model. Include a Beauty Book, Customer Profile, Sales Slip, and a Marketing Questionnaire (Woman of the New Millennium).
- Put all your flat products in each face case.
- Pack everything you need in our "Color Collection" Bag with the brochure display and your models' complete set up inside.

Order of EVENTS on Girls Nights Out:

6:45 **Model Set Up**—Your models need to be ready to begin on time. You need to have her trays filled and ready to begin with stripe testing completed. Your guest can begin filling out her Customer Profile and you can treat her to Satin Hands before the Skin Care Class begins.

7:00 **Skin Care Class Begins**—You will be able to listen and learn as a consultant teaches the skin care class. Do not interrupt, speak, or help teach. If everyone does this, chaos will occur.

8:00 **Success Meeting Begins**

8:10 **Model Introduction and Recognition.**

8:30 **End of Success Meeting**

OTHER RESPONSIBILITIES: Bee Prepared! You will be responsible for your own Before & After pictures. So bring your own camera.—A disposable or digital camera is a great idea

If you are a new consultant and do not have your Starter Kit yet, see your Recruiter or Director for the supplies you will need.

Please bring all your supplies needed to complete the facial and the Look. It's not fair, and it's distracting to the instructors and other consultants to borrow color, powder, face cloths, mascara, etc.

Bee on TIME!!! For each guest to enjoy the full Mary Kay experience and feel appreciated it is so important that we start on time. You and your model need to arrive 15 to 30 minutes BEFORE the class begins to prepare and set up!

Make everyone feel SPECIAL!! Bringing a small "Thank you—I appreciate you" gift for your model is a kind gesture!!

What will this PROGRAM do for YOU?

- Learn a lot about skin care and color combinations on a variety of skin tones and face shapes.
- Feel confident when you do a makeover on your customers, especially when they ask for your recommendation on colors and products.
- Have a full PORTFOLIO that you can show to customers to help them get excited.
- Receive an Achievement Certificate and be honored at a special Graduation Night.
- Have a reason to bring lots and lots of models to the meetings. GROWING your customer base, bank account, and very special team!!
- Honoring your models and customers — making them feel special and important!

Beauty At Every Age Booking Script

KEY SCRIPT POINTS

- Be Excited.
- Mention Beauty At Every Age Certification and tell her why you thought of her.
- Give details of model criteria
- Mention inviting friends and the additional discount offer
- Confirm with her what you agreed on.

GUIDELINE SCRIPT

“Hi _____. This is _____ with Mary Kay. Do you have just a minute? Well, I’m really excited! I have enrolled in the Mary Kay Beauty At Every Age Certification Program to get my professional training and I need models to try our skin care and color glamour looks. I’ve been asked to bring sharp, friendly women who are willing to play so I immediately thought of you. Is there any reason why you couldn’t be a part of my Certification Model Portfolio? (Wait)

Great! The workshops are at our Training Center on (____day) (at _____time). You will be with other models and I will be with you. We’ll take your Before and After picture, and I’ll have a surprise gift for you too. So tell me, what do you think? (Wait)

Oh, and there’s more! There will be door prizes, you’ll hear a little about what I’m doing and you’ll be a part of our training and recognition as we introduce the Looks to other consultants. And of course you have no obligation to purchase anything but if you decide you want some goodies, I’ll be able to give you everything you need at your makeover.

You know, the other thing is that you can always take advantage of my referral bonus program and earn free product by asking a friend or two to come along. Then for helping me get to my 45 or 90 faces we could put together a special package for you if you decided you want some of the colors you try.

REVIEW & CONFIRM:

Thanks so much! So, I’ll pick you up on_____, at _____. I’ll be wearing a jacket and skirt as will most of the consultants, but come in whatever you feel comfortable. I can’t wait, we are going to have so much fun!

SCRIPT IDEA FOR MEETING PEOPLE

“Hi. My name is _____ and I’m a Beauty Consultant with Mary Kay Cosmetics. I am currently enrolled in a Model Color Certification Course to develop my Professional Expertise in Skin Care and Color Application. I would love for you to be one of my Face Models in my Before and After portfolio.”

“There are a couple of Looks that I think you would be great for, and I was wondering if you would consider coming to be my model at my Certification Class?”

Then continue on to give her the same details as the previous conversation.

RSVP TO YOUR DIRECTOR

It is important to RSVP to your Director by 5:00 pm the day before the training with your model’s name and phone number. This allows us to be fully set up for the right numbers.

For your key prospects, must be called in by the day before the meeting, your Director can then call and confirm. She will say, “Hi_____, this is_____. I am _____’s Mary Kay Director. I understand that you will be helping her with her Model Certification training and I just wanted to thank you in advance for coming tomorrow night. She is so excited and I look forward to meeting you. Do you have any questions? Okay, we’ll see you tomorrow night!”

MODEL PROTOCOL

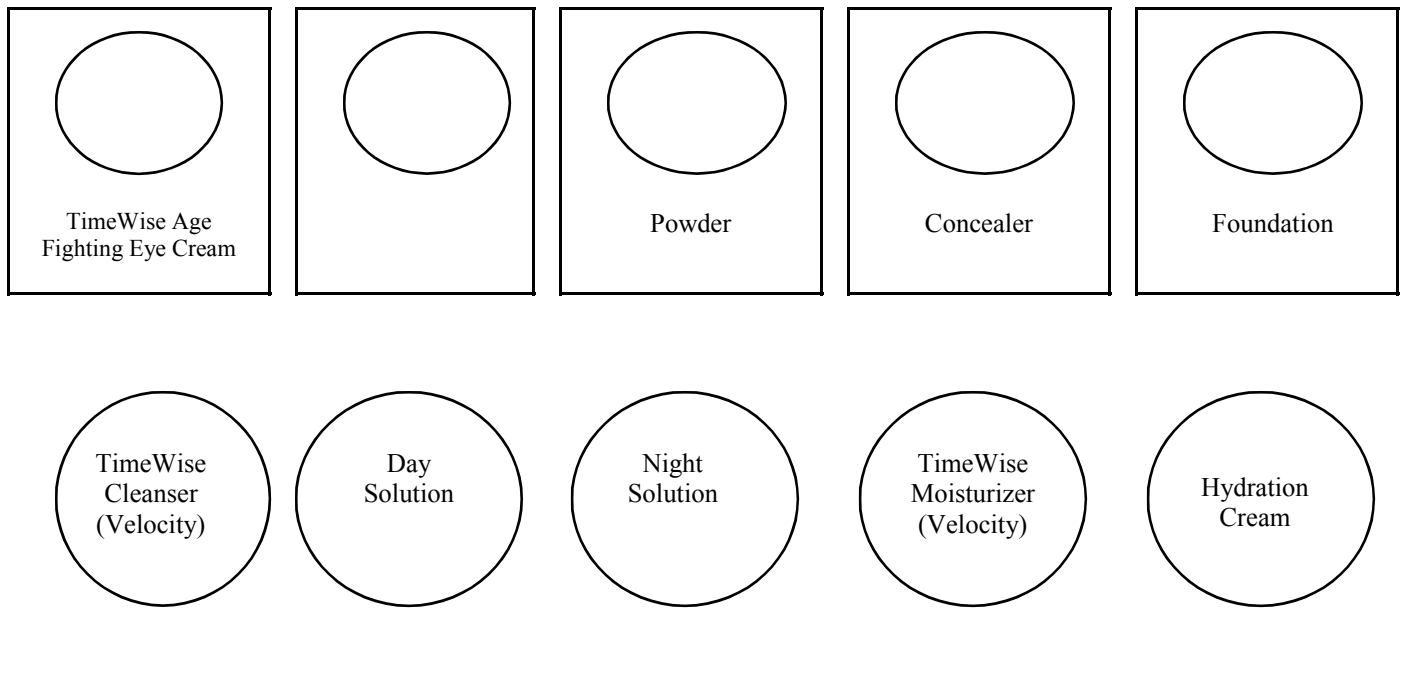
Always introduce your models to your Director when they come in and take them to say goodbye to her when you leave. Always mention your guest’s name as you approach your director before or after a meeting so that she may address them by name. Every bit of layering helps.

Make sure your Director has the Marketing Questionnaire filled out completely. This will allow her to follow-up for you. Don’t protect your guest from your Director...she will help you build your team!

During the model class, your role is to OBSERVE only! You will learn by watching, listening and taking notes!!

Skin Care Class Set-up & Supplies

Eye Shadow Applicator, Mascara Wand,
Lip Brush, Lip Liner Sample, Eye Liner Sample

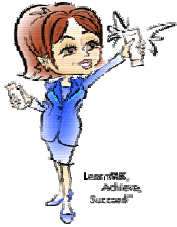


ITEMS TO BRING FOR EACH GUEST

You will be responsible for bringing all color supplies needed for your model's facial and Look for that evening. Skin Care will be provided by the Training Center. To eliminate too many bags in the classroom, consider putting everything you need for one face in a small polka dot bag, and bring one bag per guest along with your gift & foundation samples in a small bag.

- Customer Profile Card
- Sales Ticket
- Beauty Book
- Marketing Questionnaire
- Face Case
- Styrofoam Tray
- Disposable Face Cloth
- Head band
- Cotton Balls
- Eye Applicator
- Mascara Wand
- Foundation Wedge (Sponge)
- Look Card
- Eye-Liner and Lip Liner Sample
- Lip Gloss Sample
- Medium Coverage Foundation
- Dual Coverage Powder Sample
- Gift for Your Model
- Camera
- Recruiting/Hostess Packet

Skin Care Class Agenda



BEFORE the class begins, consultants need to prepare their model's trays with all skin care and color product samplers, including stripe testing your model to match foundation and powder.

Models need to have their Customer Profile completed and ready to begin at 7:00 pm.

WELCOME—MODELS FOLLOW WITH BEAUTY BOOKS

**Demonstrate Oil-Free Eye Makeup Remover
TimeWise 3-in-1 Cleanser (Velocity Cleanser)**

TAKE BEFORE PHOTO!

**Demonstrate Day/Night Solution
TimeWise Age Fighting Moisturizer (Velocity Lightweight Moisturizer)**

Ask people about what they would like to improve or change about their skin. Have them circle the appropriate product on the supplements page. Have them sample the supplement products on the tray:

INTENSE MOISTURIZER or OIL-FREE HYDRATING GEL TW AGE FIGHTING MOISTURIZER

APPLY Concealer, Foundation & Dual-Action Powder Foundation Talk about being able to personalize and customize to get their products just right for their skin type and special needs.

Color Time.....romance Color 101.....compact filled with 3 eye shadows, blush, lipstick and brushes, eye liner, lip liner, lip gloss and mascara.....all for \$102

Apply colors according to their LOOK CARD! Eyes, Cheeks, Lips!

What did they enjoy the most? Applause, applause and take **AFTER PHOTOS!!**

Each model needs to complete her Profile Page & Marketing Questionnaire.



Beauty At Every Age Marketing Questionnaire

Please tell us what **YOU** think...

Name: _____ Your consultant: _____

Home Phone: _____ Date: _____

Work Phone: _____ Occupation: _____

Cell Phone: _____ Best Time to Reach You: _____

Please circle your age group: 18-24 25-34 35-49 50+ Marital Status:

In a job situation, I like to: _____ have a boss _____ be the boss

What do you love about your current job? _____

If you could change one thing about your job, what would it be? _____

Where do you wish to be, career wise, in 5 years? _____

These are some of the reasons that others have chosen to become Mary Kay beauty consultants.

Which ones appeal to you?

- Excellent INCOME and ADVANCEMENT OPPORTUNITIES for part time work
- Improve SELF-CONFIDENCE & gain RECOGNITION for achieving GOALS
- Improve my life through POSITIVE SUPPORT and FREE TRAINING
- Earn the use of a CAREER CAR
- Set my own FLEXIBLE SCHEDULE
- Owning my OWN BUSINESS and enjoying TAX BENEFITS
- Working with a company whose philosophy is GOD first, FAMILY second, and CAREER third
- Gaining new FRIENDS
- Unlimited EARNING POTENTIAL
- ASSISTING OTHERS in looking their best & discovering their full potential

With the information you have about our company, please check the box that best describes you:

- | | |
|--|--|
| <input type="checkbox"/> This sounds really great and I'm ready to take a chance on me. | <input type="checkbox"/> I'd love to hear more information. Send me home with some today. |
| <input type="checkbox"/> Sounds like a wonderful opportunity, and I think I know someone who would be GREAT. | <input type="checkbox"/> Thanks for sharing the opportunity, but I'd just like to remain a loyal customer. |

On a scale of 1-10 with 1 being you would NEVER consider becoming a Mary Kay beauty consultant and 10 being you are ready to order your Showcase today and get started on this incredible journey, where do you stand right now?

1 2 3 4 (sorry, no 5's allowed) 6 7 8 9 10

If you started a business with Mary Kay would you choose:

- Spare time (3-5 hrs/wk) Part time (5-10 hrs/wk) Full time (12-15 hrs/wk)



Beauty At Every Age Tracking Sheet

To complete this course you must complete at least 45 or 90 Faces. With 1/3 of your models being guests at a unit event and each model must fill out the profile and marketing questionnaire to be counted for certification course.

Model's Name & Number	Date	Director's Initials	Age Category
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
7. _____	_____	_____	_____
8. _____	_____	_____	_____
9. _____	_____	_____	_____
10. _____	_____	_____	_____
11. _____	_____	_____	_____
12. _____	_____	_____	_____
13. _____	_____	_____	_____
14. _____	_____	_____	_____
15. _____	_____	_____	_____
16. _____	_____	_____	_____
17. _____	_____	_____	_____
18. _____	_____	_____	_____
19. _____	_____	_____	_____
20. _____	_____	_____	_____
21. _____	_____	_____	_____
22. _____	_____	_____	_____
23. _____	_____	_____	_____
24. _____	_____	_____	_____
25. _____	_____	_____	_____
26. _____	_____	_____	_____
27. _____	_____	_____	_____
28. _____	_____	_____	_____
29. _____	_____	_____	_____
30. _____	_____	_____	_____



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6. _____	_____	_____	_____
7. _____	_____	_____	_____
8. _____	_____	_____	_____
9. _____	_____	_____	_____
10. _____	_____	_____	_____
11. _____	_____	_____	_____
12. _____	_____	_____	_____
13. _____	_____	_____	_____
14. _____	_____	_____	_____
15. _____	_____	_____	_____
16. _____	_____	_____	_____
17. _____	_____	_____	_____
18. _____	_____	_____	_____
19. _____	_____	_____	_____
20. _____	_____	_____	_____
21. _____	_____	_____	_____
22. _____	_____	_____	_____
23. _____	_____	_____	_____
24. _____	_____	_____	_____
25. _____	_____	_____	_____
26. _____	_____	_____	_____
27. _____	_____	_____	_____
28. _____	_____	_____	_____
29. _____	_____	_____	_____
30. _____	_____	_____	_____

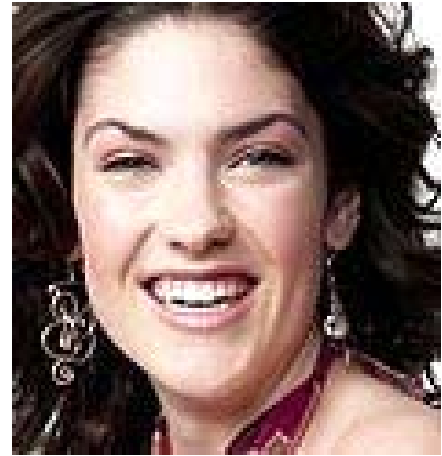


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6. _____	_____	_____	_____
7. _____	_____	_____	_____
8. _____	_____	_____	_____
9. _____	_____	_____	_____
10. _____	_____	_____	_____
11. _____	_____	_____	_____
12. _____	_____	_____	_____
13. _____	_____	_____	_____
14. _____	_____	_____	_____
15. _____	_____	_____	_____
16. _____	_____	_____	_____
17. _____	_____	_____	_____
18. _____	_____	_____	_____
19. _____	_____	_____	_____
20. _____	_____	_____	_____
21. _____	_____	_____	_____
22. _____	_____	_____	_____
23. _____	_____	_____	_____
24. _____	_____	_____	_____
25. _____	_____	_____	_____
26. _____	_____	_____	_____
27. _____	_____	_____	_____
28. _____	_____	_____	_____
29. _____	_____	_____	_____
30. _____	_____	_____	_____

Makeup Now



Velocity Age Group





Twenty Something's Age Group





Thirty Something's Age Group





Forty Something's Age Group





Fifty Something's Age Group





The TimeWise Age Group



BEFORE

3 1/2 X 5
VERTICAL
PHOTOS
WORK BEST

AFTER

3 1/2 X 5
VERTICAL
PHOTOS
WORK BEST



Sweet Chic

Eyes - For a Natural yet sophisticated look, apply MK Signature Eye Color in Spun Silk on the browbone, lid and along inner third of lower lashes. Apply

Hazelnut in the crease of the eye starting at the outer corner and blend with Spun Silk. Follow with double Espresso (dark) along top lashline and into outside half of crease. Also apply along lower lashline and blend where it meets Spun Silk. Line eye with Sable eyeliner.

Cheeks - Island Spice blended together adds a delightful glow.

Lips - Line lips with Chocolate lip liner. Follow with Sunset lipstick. And top off with Cream & Sugar lip gloss.

MODEL NAME: _____

OCCUPATION: _____

PHONE: _____(H)_____ (W)

BEST TIME TO REACH ME: _____

EMAIL: _____

What did you like best about being a model?

Do you like this "look"? Yes No

Did you learn anything new? _____

What do you think of the new TimeWise Foundation? _____

THANK YOU FOR BEING MY MODEL!

What would you like to spend your \$10 Gift Certificate on today?

BEFORE

3 1/2 X 5
VERTICAL
PHOTOS
WORK BEST

AFTER

3 1/2 X 5
VERTICAL
PHOTOS
WORK BEST



Beautiful gem

Eyes - For gorgeous exotic eyes, apply MK Signature Eye Color in Bamboo on browbone and along inner third of lower lashes. Follow with Woodland over

eyelid and blend where it meets Bamboo. Next, apply Virtual Violet from lashes into crease of eye. Blend with Woodland. Also apply Virtual Violet along bottom lashes and blend where it meets Bamboo. Then, line eyes with Violet eyeliner.

Cheeks - Cheeks are brushed with Brick cheek color. **Lips** - Line lips with Dark Chocolate lip liner. Follow with MK Signature Crème Lipstick in Black Cherry. Complete the look with Berry Smoothie lip gloss.

MODEL NAME: _____

OCCUPATION: _____

PHONE: _____(H) _____(W)

BEST TIME TO REACH ME: _____

EMAIL: _____

What did you like best about being a model?

Do you like this "look"? Yes No

Did you learn anything new? _____

What do you think of the new TimeWise Foundation? _____

THANK YOU FOR BEING MY MODEL!

What would you like to spend your \$10 Gift Certificate on today?

BEFORE

3 1/2 X 5
VERTICAL
PHOTOS
WORK BEST

AFTER

3 1/2 X 5
VERTICAL
PHOTOS
WORK BEST



Cool Blast

Eyes - Make this cool, understated look yours by applying MK Signature Eye Color in Crystalline on brow-bone and along inner third of lower lashes.

Next, apply Rose Mist eye color over eyelid. Blend where it meets Crystalline. Add Java (dark) eye color from lashes into crease of eyelid and blend with Rose Mist. Also apply Java along bottom of lashes and blend where it meets with Crystalline. Line eyes with Steely eyeliner. **Cheeks** - Cheek color in Mocha Blush (light) brings the face to life.

Lips - Line lips with Neutral lip liner. Add Frosted Rose lipstick and top off with Natural lip gloss.

MODEL NAME: _____

OCCUPATION: _____

PHONE: _____(H)_____ (W)

BEST TIME TO REACH ME: _____

EMAIL: _____

What did you like best about being a model?

Do you like this "look"? Yes No

Did you learn anything new? _____

What do you think of the new TimeWise Foundation? _____

THANK YOU FOR BEING MY MODEL!

What would you like to spend your \$10 Gift Certificate on today?

BEFORE

3 1/2 X 5
VERTICAL
PHOTOS
WORK BEST

AFTER

3 1/2 X 5
VERTICAL
PHOTOS
WORK BEST



City Girl

Eyes - Create this polished look by applying MK Signature Eye Color in Moonstone on browbone, lid and along inner third of lower lashes.

Next, apply Hazelnut eye color in the crease of the eyelid starting at the outer corner and blend with Moonstone. Follow with Blue Moon (dark) eye color and blend along top lashline and into outside half of eyelid crease. Apply along lower lashline and blend where it meets Moonstone. Line eyes with Indigo eyeliner. **Cheeks** - Sunny Spice cheek color adds a nice touch. **Lips** - Line lips with MK Signature Lip Liner in dusty Pink. Follow with Shell lipstick. And for the kiss of perfection, add Cream & Sugar lip gloss.

MODEL NAME: _____

OCCUPATION: _____

PHONE: _____(H) _____(W)

BEST TIME TO REACH ME: _____

EMAIL: _____

What did you like best about being a model?

Do you like this "look"? Yes No

Did you learn anything new? _____

What do you think of the new TimeWise Foundation? _____

THANK YOU FOR BEING MY MODEL!

What would you like to spend your \$10 Gift Certificate on today?

BEFORE

3 1/2 X 5
VERTICAL
PHOTOS
WORK BEST

AFTER

3 1/2 X 5
VERTICAL
PHOTOS
WORK BEST

**YOUR
CHOICE OF LOOK
HERE**

MODEL NAME: _____

OCCUPATION: _____

PHONE: _____(H)_____ (W)

BEST TIME TO REACH ME: _____

EMAIL: _____

What did you like best about being a model?

Do you like this "look"? Yes No

Did you learn anything new? _____

What do you think of the new TimeWise Foundation? _____

THANK YOU FOR BEING MY MODEL!

What would you like to spend your \$10 Gift Certificate on today?