

VIRTUAL SKIN CARE PARTY DIALOGUES

MARY KAY®

To open the Virtual Skin Care Party Flip Chart – Guest
Pages on your computer, go to *Mary Kay InTouch*® >
Education > Party Central > Virtual Parties.

Welcome Guests and Introductions



3-4
MINUTES

1 Hi, I'd like to thank everyone for joining today. For those of you who don't know me, my name is _____, your Mary Kay Independent Beauty Consultant.

If you have a hostess:

I also would like to thank _____ (hostess's name) for hosting this party.

I reward all of my hostesses with fabulous perks, and I'd be happy to tell you about them at the end of this party.

2 But first, let me share a little about the rest of the party.

Today you're going to learn about incredible Mary Kay® products for healthy and radiant skin, and as we go along, I will also be sharing information about the Company as well, so you will get to know what makes the brand so special!

If you sent your guests product samples:

Before we start the party, have your product sample packets ready and scissors to open them. You need a washcloth, access to water and a mirror.

3 During the party, I encourage each of you to like, love or comment in the chat section. Also, have a pen close by so you can participate in some fun activities.

At the end, I will follow up with each of you one-on-one for an individual consultation to discuss your specific skin care and beauty needs and to answer any questions you may have.

4 Now let's start with the introductions.

Tell us your name, a little bit about yourself and (if there is a hostess) how you know our hostess.

Who would like to go first?



Consider a drawing for a prize, etc., to encourage participation and engagement.

Feel free to make this work for you and your Mary Kay business, or ask your Independent Sales Director for suggestions.

Consider mentioning that you've got a few product samples to give away as prizes throughout the party. For each question asked, enter a ticket into a bowl for a drawing at the end of the party. The more a guest participates, the better chance she has of winning!

Mary Kay Ash



1
MINUTE

1 It is great to meet everyone, and I am so glad you've joined us today! Now I'd like to tell you a little about **Mary Kay Ash**.

Click the button to play the video.

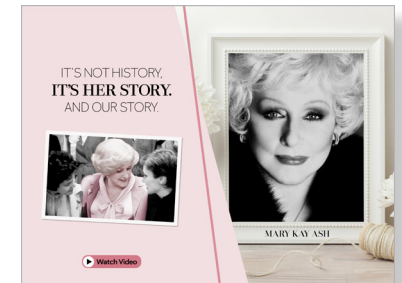
2 **Mary Kay was a single mom** struggling to make ends meet in a male-dominated business world for more than 25 years. She retired in protest after yet another man whom she had trained was promoted above her.

3 In 1963, Mary Kay thought about her career frustrations and wished there was a company where women could be fully rewarded for their skills and abilities.

She realized she didn't have to just sit and wish; **she could start that kind of company herself**. And she knew she wanted that company to sell a product that would create confidence and make women feel beautiful inside and out.

4 This Company follows the **Golden Rule** and emphasizes the **importance of giving back**.

5 I'm a small business owner, and when you buy from me, you're supporting MY DREAMS and your local community.



Your I-Story



2-3
MINUTES

1 I've been building my Mary Kay business for __ months/years. My mission is to _____. My vision is to _____. And one of my goals is to _____.

2 By all of you being here today, you are helping me fulfill my mission, vision and goals, so thank you from the bottom of a grateful heart.

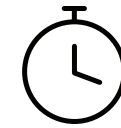
3 Before I started my Mary Kay business ...
(add your I-story here)

4 What I like best about my Mary Kay business is _____.



To help identify your “why” and create your I-story, check out MK University on *Mary Kay InTouch*® and your *Start Something Beautiful*® magazine.

The Mary Kay Opportunity



1-2
MINUTES

1 One of the things I love about the Mary Kay opportunity is that it allows a woman to create a business with freedom and flexibility, and it can fit into her life based on her goals.

Mary Kay Ash realized women needed an opportunity to have flexibility while balancing their lives with their values and priorities. Mary Kay Ash always said that her priorities were God first, family second and career third. She found that when she put her life in this order, everything seemed to work out.

2 **Would you like to own your own business, share your love of beauty and potentially earn extra income?** Just watch me today to see if you think you'd ever want to learn to do what I do. Feel free to let me know if you are interested in learning more about the Mary Kay opportunity! You can let me know through the chat.



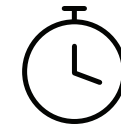
OPTIONAL INFORMATION

In fact, millions of women in nearly 40 countries worldwide have embraced the opportunity, making Mary Kay one of the largest direct sellers of skin care and color cosmetics in the world.

The Mary Kay opportunity thrives today because it's a great way to potentially earn extra income. And because it's about real women helping other women look and feel their best.

Every woman has her own reason for starting a Mary Kay business. What's yours?

What You Offer Your Customers



1
MINUTE

1 Did you know that Mary Kay spends millions of dollars and conducts **hundreds of thousands of tests** each year to ensure that *Mary Kay*® products meet our high standards of quality, safety and performance?

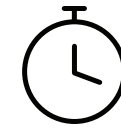
2 How many of you have a drawer full of makeup or skin care mistakes that you paid good money for? With the *Mary Kay*® **Satisfaction Guarantee**, those makeup and skin care mistakes are a thing of the past.

3 So if there's any *Mary Kay*® product you purchase today and later decide you'd like to swap or return – because it isn't the right formula or color – just let me know. I can exchange it or issue you a refund if you prefer!



OPTIONAL INFORMATION

There are millions of loyal *Mary Kay*® consumers around the world because *Mary Kay*® products consistently deliver the benefits women want at great prices. All because they have Independent Beauty Consultants like me who work to find the right products to help them look and feel great.



1 Great! Now let's **get the party started!**
We all want beautiful skin, right?

2 So, let me ask you this, through the chat, if you could wave a magic wand and change one thing about your skin, what would it be?

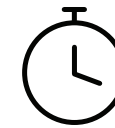
Are you ready to make some changes?

3 I am going to pamper you like the fabulous, amazing women you are!

What we will be doing together during this party in the next 30-45 minutes will only take a few minutes to do in the morning and evening. Sounds great, doesn't it?



TimeWise Miracle Set 3D® Overview



5-7
MINUTES

1 TimeWise Miracle Set 3D® is an **innovative collection of age-fighting products** that work together to deliver the benefits you need for younger skin.

TimeWise Miracle Set 3D® helps interrupt triggers that can cause your skin to look older before its time.

2 This four-product regimen uses the **latest skin care science to deliver younger-looking skin for all skin types**, including sensitive skin.

Let's watch this short video to learn more about this amazing product.

Click the button to play the video.

3 I'd love for you to guess! Type into the chat bar **how much you think external factors play a role in skin aging**.

Wait a few seconds to give time for them to answer, then reveal it's 80%.

It's 80%!

Things like UV rays, air pollution, smog, car exhaust, lack of sleep, smoking, stress and diet can also contribute to skin aging.

OPTIONAL PRODUCT INFORMATION

Skin aging is the result of two main influences:

- 1) internal: the natural aging process; and
- 2) external: environmental and lifestyle factors.

These external influences can lead to the look of premature skin aging.

Let's talk about what a three-dimensional approach to skin aging means.

First, it **DEFENDS against age-accelerating free radicals on skin with multiple antioxidant benefits**. Antioxidants are your best defense against these free radicals.

Second, it **DELAYS the look of premature skin aging with UVA/UVB protection and the exclusive patent-pending Age Minimize 3D® Complex**, which combines three powerful age-defying ingredients – encapsulated resveratrol (res-ver-a-trol), vitamin B3 and an age-defying peptide.

Finally, this set **DELIVERS visible improvement of multiple signs of aging in just four weeks,* including:**

- Fine lines
- Wrinkles
- Resilience
- Luminosity
- Smoothness
- Softness
- Overall appearance

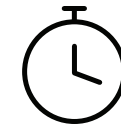
*Results based on a 12-week independent clinical study in which 62 women used the TimeWise Miracle Set 3D® twice a day



TIP: This regimen is perfect for women who may be experiencing moderate signs of skin aging and want to feel confident that investing time in caring for their skin can deliver visible improvement of multiple attributes of younger-looking skin in as soon as four weeks.



TimeWise® Age Minimize 3D® 4-in-1 Cleanser



2-3
MINUTES

1 Are you ready to pamper your face?

Set the product samples you received in the mail out in front of you as we get started.

The first thing you are going to do is cleanse your face with the *TimeWise® Age Minimize 3D® 4-in-1 Cleanser*.

You might need some scissors to get the packet open and ready. You'll also need a washcloth and access to water.

2 Use a washcloth to wet your face. Make sure you thoroughly wet your skin. Now go ahead and apply the cleanser to your face, avoiding the eye area. Rub upward and outward in small circles.

3 As you apply the cleanser, you're thoroughly cleansing your skin without stripping it of its natural moisture. You're also getting the combined benefits of **three essential skin care steps: cleansing, exfoliating and freshening. Plus, the added benefit of skin looking brighter.**

You're also preparing your skin for the benefits of your next skin care step. When you're finished, just remove your cleanser with the wet facial cloth.

4 How many of you don't necessarily wash your face before going to bed? Before Mary Kay, I didn't always do it either. But someone told me to think about my glasses or my car windshield. Think about how dirty those get in one day. That same stuff is coming in contact with your skin, and you don't even see it. Then you go to bed, you're rolling around on your pillow, you wake up and that dirt and grime is still there. So, you want to **make sure you're washing your face twice a day, morning and night, especially before going to bed.**

If you have not sent your guests product samples:

The first thing we will talk about is cleansing your face with the *TimeWise® Age Minimize 3D® 4-in-1 Cleanser*.

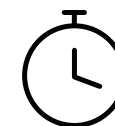
(and continue with 3)



TIP: Consider showing your guests retail-sized products as you talk about their features and benefits.

CONFIDENT -
CONNECTED - CONNECTED - CONNECTED
CONFIDENT -

Clear Proof® Deep-Cleansing Charcoal Mask



2
MINUTES

1 If you've ever tried a face mask, you'll know masking is all the rage. So I would love to introduce you to one of my favorite masks.

It may sound illogical, but getting a little dirty can actually help deliver skin that's deep-down clean. That's the magic of activated charcoal.

This is no ordinary mask! This triple-action mask deeply cleanses skin, immediately reduces shine and features an effective complex of botanical extracts to help clear the way to beautiful skin.

Let's watch this video about one of my favorite *Mary Kay*® products!

2 *If you sent your guests product samples of the Clear Proof® Deep-Cleansing Charcoal Mask:*

Take the product out of your packet and apply an even layer of the mask over your skin.

We'll leave this on for 10 to 20 minutes while you experience the benefits.

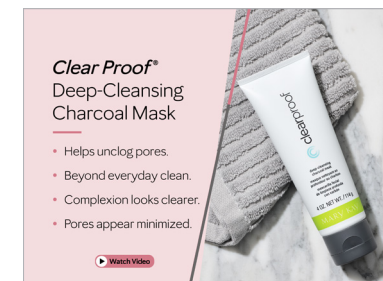
You'll notice it transforming from a rich, creamy texture to a soft, matte finish as it dries down and absorbs skin impurities.

Afterward, you'll rinse thoroughly with warm water, pat your skin dry and follow with your preferred moisturizer.

If you have not sent your guests product samples of the Clear Proof® Deep-Cleansing Charcoal Mask:

You can ask your guests to let you know through the chat if they are interested in this product, and you can tell them more about it during their follow-up consultations.

While guests are waiting for the Clear Proof® Deep-Cleansing Charcoal Mask to dry, share the information about Pink Changing Lives®, Pink Doing GreenSM and The Beauty of Friendship Referral Activity.

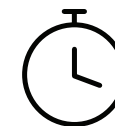


OPTIONAL PRODUCT INFORMATION

The mask is formulated with **activated charcoal**, an ingredient so powerful it can bind up to double its weight in pore-clogging impurities.

Think of it like a powerful magnet withdrawing dirt and debris from deep within pores. You'll love how the mask soaks up excess oil to deliver a smooth, matte appearance.

If you suffer from problem skin, you may have experienced dark spots and lingering discoloration. This multitasking mask was formulated to help with that too! *Clear Proof®* Deep-Cleansing Charcoal Mask contains honeysuckle and navy bean extracts shown to target the appearance of skin discoloration. All of this while helping to soothe skin – now that's a result you can believe in!



1 How many of you appreciate **doing business with companies that are socially or environmentally responsible?**

Then you'll be glad to know that when you use *Mary Kay*[®] products, you're supporting a company that does good!

2 **When you wash your face with *Mary Kay*[®] products,** there are women and children who finally have a safe haven because of the more than **\$82 million** in support provided to women's shelters across the United States.

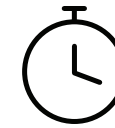
3 **When you moisturize with *Mary Kay*[®] products,** you're supporting a company dedicated to **fighting the many cancers that affect women.** *The Mary Kay Foundation*SM has donated more than **\$30 million** to medical research in hopes of finding a cure.

4 **When you use *Mary Kay*[®] products,** you are supporting a company with a bold ambition to achieve sustainable change for our planet. Innovation never stops as we strive for product, supply chain and operational excellence in all that we do. Mary Kay's global manufacturing center functions as a Zero Waste to Landfill facility and was recently awarded the coveted LEED Silver certification for using healthy, highly efficient and sustainable practices.

5 Mary Kay also touches hearts by giving back globally to causes that impact women and their families – all thanks to one amazing woman.



Beauty of Friendship Referral Activity



3-4
MINUTES

1 You know, Mary Kay's mission is to enrich women's lives.

Think for a moment about some of your favorite women. The ones you can always count on. The ones you truly love and appreciate. Wouldn't you love to do something special for them to show them how much they mean to you and enrich your life?

2 That's the *Beauty of Friendship*.

And I want to give you the opportunity to treat these special women in your lives to a complimentary makeover from me – compliments of you.

3 Along with the product samples you received, I also included a Beauty Profile card. **On the back of your Beauty Profile card, there's a section that says, "Give your friends the gift of a complimentary facial."**

Simply jot down the names of women you want to appreciate along with their phone numbers, and take a picture of the card to send me via text. I'll contact them to let them

know that we have a fun surprise for them on your behalf.*

4 Just knowing that you were thinking of them can put a smile on your friends' faces, and most women are

super excited to book a no-cost pampering session! If they say "no," I'll thank them for their time and ask them to call and thank you for thinking of them.

If you asked your guests to apply the Clear Proof® Deep-Cleansing Charcoal Mask, ask them to wipe it off with a wet washcloth.

*Prior to contacting referrals via telephone, text or email, you should consider whether such communication is consistent with state and/or federal "do-not-call" and/or "spam" laws and regulations. For more information, visit the Legal page on *Mary Kay InTouch*® (marykayintouch.com).

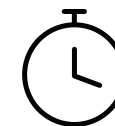


TIP FOR REFERRALS:

The following is only a suggestion. Feel free to make this work for you and your Mary Kay business, or ask your Independent Sales Director for suggestions.

- When they flip over the Beauty Profile card you sent them, have them text you referrals' names as fast as they can for a prize. Consider mentioning that you've got a few product sample packs for each of them to gift to their favorite ladies.
- Consider giving a grand prize to the first guest who gets done with her 10 referrals. Everyone else who submits referrals gets a prize of your choice.
 - "When I say GO, write the first names and phone numbers of friends who would appreciate a complimentary facial."
 - "On your mark, get set, GO!"

TimeWise[®] *Age Minimize 3D*[®] Day Cream SPF 30 Broad Spectrum Sunscreen* and *TimeWise*[®] *Age Minimize 3D*[®] Night Cream



4
MINUTES

1 Now, find the day cream and night cream samples that I sent to you.

2 Let's talk about wrinkles. I'm going to guess that none of us want them, right? Mary Kay scientists have formulated breakthrough skin science that can help delay the visible signs of aging. *TimeWise*[®] *Age Minimize 3D*[®] Day Cream and Night Cream are critical steps in your skin's future youthful appearance.

3 We'll start with *TimeWise*[®] *Age Minimize 3D*[®] Day Cream SPF 30 Broad Spectrum Sunscreen.* Go ahead and apply that to your face now in an upward and outward motion. As you'll notice, a little goes a long way! Start with a small amount – you can always add more!

You'll use this every morning right after cleansing. It provides **UVA/UVB protection and helps improve the look of fine lines and wrinkles.**

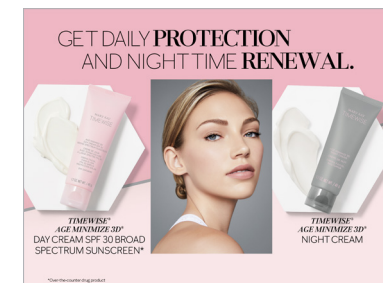
*Over-the-counter drug product

4 Does anyone know why we always put on our skin care in an upward motion? It's to counteract the fact that gravity is always pulling our skin down!

5 Next is *TimeWise*[®] *Age Minimize 3D*[®] Night Cream. Normally, you apply it to your face in the evening after you cleanse. But I want you to see what it feels like, so let's apply it to the back of your hand. (If a guest puts day cream on her hand, night cream goes on her other hand.)

I'd love for you to type into the chat bar how your skin feels.

Note: Depending on the time of your party, you can ask your guests to sample a day cream or night cream.



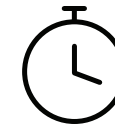
OPTIONAL PRODUCT INFORMATION

Did you know that your skin rebuilds its reserves at night? So, this night cream keeps working while you rest, giving skin an extra boost of antioxidants. So, you can awaken to skin that looks healthier, rested and more radiant.

TIP: If you are holding your party without the product samples, consider showing your guests retail-sized products as you talk about the features and benefits.

IDENTIFIED • CONNECTED • CONFIDENT • BEAUTIFUL

TimeWise® *Age Minimize 3D*® Eye Cream



2
MINUTES

1 The fourth product in the *TimeWise* *Miracle Set 3D*® is *TimeWise*® *Age Minimize 3D*® Eye Cream.

Now pick up the *TimeWise*® *Age Minimize 3D*® Eye Cream sample in front of you.

Did you know that because the skin around the eye area is so thin and fragile, it's often where you first see signs of aging? This eye cream can be your first defense for looking younger.

2 You're going to want to **use your ring finger to gently pat** the eye cream around your eye area. Apply underneath the eye and along the brow bone. Doesn't that feel great?

3 You want to make sure you're using *TimeWise*® *Age Minimize 3D*® Eye Cream morning and night. It maintains moisture in the eye area for 12 hours so when it's used twice a day, essentially you can get 24 hours of moisturization!

4 Doesn't your skin feel amazing?



OPTIONAL PRODUCT INFORMATION

This eye cream not only makes your skin feel intensely moisturized, it's working to smooth skin and improve your eye area's texture. Plus, it absorbs quickly, so you don't have to wait long to apply your makeup!

Customized Skin Care



1
MINUTE

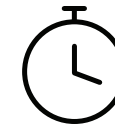
1 Are you having fun so far?

I hope you have been learning some useful tips about the importance of caring for your skin.

Now I'd like to take a moment to show you our most **popular sets**.



Customized Skin Care



1
MINUTE

1 In addition to the amazing *TimeWise Miracle Set 3D*®, Mary Kay offers many products that are customized for specific skin needs.

2 Mary Kay offers four other skin care sets customized for a customer's individual needs. There's *Botanical Effects*® for simple beauty, the *Clear Proof*® Acne System for acne-prone skin, *TimeWise Repair*® for advanced signs of aging and *Mary Kay Naturally*® for natural-certified skin care.

3 If you're serious about taking care of your skin, you'll love the **Mary Kay Clinical Solutions™ Retinol 0.5 Set**. This power pair of products introduces a new level of dermocosmetic performance to complement your nighttime skin care routine.

4 How many of you have tried specialized products your girlfriends swear by that just didn't do anything for you? That's because everyone's skin is different.

5 Mary Kay also offers an incredible array of targeted skin care solutions for specific problem areas. During our individual consultation, I can address any special skin care concerns you may have.



OPTIONAL PRODUCT INFORMATION

We want you to feel confident in our *Mary Kay Naturally*® line, so every product is third-party certified as natural according to comprehensive standards. The COSMOS standard requires evaluation of everything from the sourcing and processing of ingredients to the manufacturing of products and packaging.

Get Set for a Beautiful You!



2-3
MINUTES

1 *If you sent a copy of the set sheet:*

Great! Everyone take a look at the set sheet I sent in your packet.

As you look over these sets, circle the ones you would like to buy if money were no object.

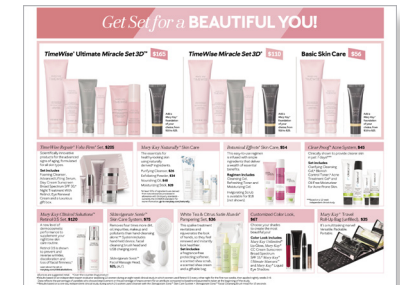
If you have not sent a copy of the set sheet:

Great! Everyone take a look at the set sheet on your screen. Which ones would you like to buy if money were no object?

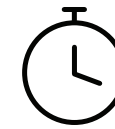
2 When we speak individually, I'll tell you more about how you could earn some of those products for free!

3 Of course, the set we tried today was *TimeWise Miracle Set 3D*[®]. For the ultimate skin care regimen, you can add the *TimeWise*[®] Microdermabrasion Plus Set to the *TimeWise Miracle Set 3D*[®]. Plus, you can add your perfect shade of CC Cream.

4 I'm going to give you a minute to look over all the great sets shown here, and please feel free to ask me any questions you may have.



Lead-In to Individual Consultations



1
MINUTE

1 Thank you all for a fabulous virtual party!

2 Repeat any special promotions you would like to offer.

3 Repeat the Mary Kay® Product Promise.

4 Success is in the follow-up! Remind guests you will follow up with them individually to answer questions about Mary Kay® products or the Mary Kay opportunity and to finalize their product order.

5 Remain online for a short time to answer questions.



Mary Kay® Product Promise

We never compromise when it comes to the quality and safety of our products. We make product decisions based on scientific fact, not opinion. We push the boundaries of innovation to consistently surprise and delight you. We always put you first.

Individual Consultation – Close the Sale

Once you've ended the skin care party, begin the individual closes by phone, text or email as soon as possible.

1 Did you have a good time (today/tonight)?

2 How does your face feel?

(Touch your face with the back of your hand.)

3 Do you have any questions for me as your personal Mary Kay Independent Beauty Consultant?

4 So tell me, what did you like best about the TimeWise Miracle Set 3D®?

5 Let's talk about your favorite sets. If money were no object, what sets would you buy today?

(Allow the customer to answer.)

Great!

Is there anything else you'd like to add?

(Keep adding until she stops. Then total up the sale and add tax.)

How would you like to take care of this? Check, cash, Visa, MasterCard, Discover or American Express?

(Complete transaction before moving on.)

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TIP: You can schedule the follow-up time with each guest prior to the party.

TIP: You can create and record every sales ticket in a flash with the myCustomers+™ App. For your most loyal customers, you can even offer a discount on one product or apply a discount to the entire order.

Individual Consultation – Book the Follow-Up Appointment

Thank her again for attending the skin care party, and let her know her product order is on the way!

1 For your follow-up appointment, what's usually best for you – morning, afternoon or evening?

OK, great! I have _____ (date) and _____ (date) available. Which works better for you?

2 You know, it's absolutely fine if you don't want to have a follow-up appointment. You can still be my customer for life! But *Mary Kay*® products are satisfaction guaranteed, and that's why we recommend doing that checkup from the neck up. Plus (hostess's name) will receive credit because you booked at her party.

3 You can share your follow-up with a few friends, just like (hostess's name) did. That way, it will count toward your hostess credit, AND you'll be able to get that (product) you wanted for FREE or at a great

discount. You can even use this list of special women you wrote on your Beauty Profile card to be your guests. It can be a *Beauty of Friendship* party. How does that sound? Great!

(If guest has shown enthusiasm during the party or if hostess gave you her name as a potential team member, read #4.)

4 You seem like you enjoyed yourself (today/tonight). I would love to give you some information on the *Mary Kay* opportunity. And if it isn't for you, I would still love to have you as my customer. **TIP** for when your customer would like to discuss the *Mary Kay* opportunity at a later time: When's your first free half-hour, tomorrow or the next day?



The following is only a suggestion. Feel free to make this work for you and your *Mary Kay* business, or ask your Independent Sales Director for suggestions.

Promote the hostess program and its rewards while booking follow-up appointments. Remember to remind her that she can also earn *Mary Kay*® products by hosting a future skin care party with you. "Text me after the party if you would like to host your own."

Consider offering a free Color Card to anyone who books a follow-up appointment with you.