

Skin Care Portion of the SCC

In the tray...

- Cleaner
- Day or Night Solution
- Moisturizer
- Foundation—medium coverage or tinted moisturizer
- Satin lips

In the goodie bags...

- Cotton ball
- Sponge tip applicator
- Foundation sponge
- Basic color card
 - For the makeup portion of my SCC I either do the basic color card or eyesicles and lipgloss
- Beauty book with the insert that has all the sets on it
- Samples
- Business Card
- Mints or chocolate

After introductions and the opening, I say,

“Today you are going to try the Miracle Set (I show the page of the flip chart that has the Miracle Set & the percentages) which is the main skin care in Mary Kay. You will try a cleanser, the day/night solution, a moisturizer and a foundation. Does anyone know the 5 basic steps to good skin care?”

After they name all 5, I go over each step,

“You need to cleanse to get rid of dirt, makeup and oil, you need to tone/freshen to clean and refine your pores, you need to exfoliate to remove dead skin cells and brighten the skin, you need to moisturize to hydrate the skin and you need to protect your skin from the environment and the sun.”

“The Miracle Set covers all of these basic steps and it is also apart of the TimeWise skin care line which means it’s anti-aging. It helps to fight wrinkles, improve your skin’s complexion and give you younger looking skin.”

At this point I read the results of using TimeWise from the flip chart.

“Let’s start with the cleanser. This is a 3-in-1 cleanser because it cleanses, tones & exfoliates all in one! The classic basic set in MK had a bottle for each step but they found that women didn’t want to take all those steps, hence the 3-in-1. There is a formula for normal to dry skin and a formula for combination to oily. The beads that you see exfoliate your skin gently enough that you can use the cleanser twice a day.”

I tell everyone to put the cleanser on their face and then to wipe it off with the facial cloth.

While everyone is cleansing I ask,

“Who doesn’t wash their face at night?!? They did a study that showed that your skin ages 13 days for every night you don’t wash your face!”

Don’t wait until everyone is done, just move onto the day and night solution. Talk about them first and then have them try it.

“Now let’s talk about the day and night solution. These are apart of the Miracle Set. They are not moisturizers. They are anti-aging serums.” (I refer to the percentages on the flip chart and say...) “If you took the day and night solution out of the equation it would cut these percentages in half, except that everyone would have softer skin. The day and night solution are called the ProNewal system because you get protection during the day and renewal at night. Your skin needs different things during the day as opposed to the nighttime, so that is why they have 2 different solutions. The clear stuff you see (hold up the night solution) is a serum which firms and tightens the skin and the beads are vitamins A, C, and E. Have you ever seen vitamin E capsules broken open and topically applied to the skin? That is the idea here...the vitamins are pure and potent and if they weren’t encapsulated in the beads then they would have no shelf life and the product would expire in 1-2 weeks. When you pump the bottle the beads burst and you put the fresh vitamins on your skin. Vitamin A helps smooth the skin, vitamin E has antioxidants, which protect the skin and vitamin C helps to even out the skin’s complexion. The day solution has SPF 25 that protects the skin.”

“Now let’s move onto the moisturizer. I use to never use a moisturizer because I had oily skin and I thought a lotion would cause my skin to be more oily, but when you don’t hydrate your skin, your skin produces more moisture on it’s own and that moisture is in the form of oil! I am less oily now that I use a moisturizer. The formula for combination to oily skin has oily absorbers, which help to control the oil and shine during the day. The moisturizer is very light and it will not leave your skin feeling greasy or heavy. Not hydrating your skin is the leading cause of wrinkles besides the natural aging process. Hydrating your skin is one of the best things you can do.

I have the guests put the moisturizer on and then I talk about the oil free hydrating gel and the intense moisturizer—they do not try these products though.

“I want to tell you about the intense hydrators that we have in MK. When I first started I didn’t understand why I needed 2 moisturizers—I didn’t even use 1 at the time so I thought 2 was overkill! But the TimeWise anti-aging moisturizer works differently than the intense hydrators. The TimeWise moisturizer works on the surface of the skin to hydrate and fight wrinkles. The intense hydrators work on the dermis layer of the skin, or the cellular level to hydrate the skin. So when the skin sloughs off every 4 weeks, your skin will be much more hydrated, fresh, supple and soft because you are hydrating the

dermis layer. I have a consultant call it J-Lo Glo—her skin always looks to fresh, natural, supple, dewy, etc. And this is what that product is made to do for your skin.”

At this point I review all the skin care products while referring to the picture on the flip chart. You want the Miracle Set to make sense so go over it a lot!

“Now let’s talk about foundation! Foundation is actually the last step to good skin care. I use to think it was the first step to putting your makeup on, but it is actually the last step to taking care of your skin. Foundation offers a thin layer of protection between your skin and the environment. Do you know how dirty glasses get during the day? All that stuff is also sticking to your skin, but you just can’t see it, so foundation offers a thin layer of protection so that it sticks to your foundation instead of directly to your skin and then you wash it down the sink at night! Today you are trying our tinted moisturizer, which is our sheerest liquid foundation that has a moisturizer and SPF 20. It is very light and natural. I have already matched a shade to your skin so go ahead and put it on with the sponge in you goodie bag. Ninety percent of women wear the wrong color of foundation because to get a true match you have to know your skin’s undertones and most women don’t know their undertone. We aren’t going into detail about that tonight, but at your follow-up appointment we can talk about your skin’s undertone and how to match a foundation shade.”

When everyone is done with their foundation I have them try Satin Lips. When they have the mask on I tell them to leave it on for 1-2 minutes and I have them give me referrals on the back of their profile card. When we are done with Satin Lips I talk about some extra products and I close the travel roll-up bag. Here are some highlights of the products I talk about...

Microdermabrasion

- Smooth polishing of the skin—removes the 1st layer of skin to give your brighter skin and to help reduce blackheads and the size of your pores
- You see immediate results!
- Intense exfoliation
- Active ingredient is aluminum oxide crystals which are the same ingredients used at a dermatologists office or salon—they crystals are very fine which gives your intense exfoliation without damaging the skin
- Use it 2-3 times a week in the shower
- The 2nd step is to replenish with a serum that has lots of nutrients

Firming Eye Cream

- The area around the eye is the only water-based part of your entire face, everything else is oil-based pores. That’s why you don’t get a pimple on your eyelid, but the negative part is that it dries out faster, which is why wrinkles show up around the eye first.
- This product moisturizes, fights wrinkles, firms the skin (the skin around the eye is not attached to a muscle so it will droop first) & repairs dark circles

Eye Products

- The eye is the most important part of the face so there are a lot of products for the eyes...
 - Oil free eye makeup remover: kills eyelash mites, conditions the eyelashes, gently removes makeup without leaving the skin greasy
 - Indulge Soothing Eye Gel: has cucumber extract which reduces swelling redness and puffiness; helps clean up the mess on your face when you're done crying
 - Eye primer: keeps eye shadow on and keeps it from creasing
 - Facial Highlighting Pen: best product in the world! Covers up dark circles, has light reflectors that illuminate the eye area, can be used on facial lines and creases or any shadowy part of the face—works like a spackle to bring forward anything that is recessed on the face but don't use it on a pimple!

Cellushape Contouring System

- Builds and strengthens the skin's structure and support system. Women's skin is like a checkerboard (I interlock my fingers to create a visual) and if it is weak fat cells break through the surface to create lumps and bumps. Men's skin is striated (like a hard wood floor), which makes it harder for the fat cells to break through the surface. This is a day and night system which help to strengthen the skin's support system or the checkerboard. This product is different than all the other cellulite products because it is a day and night system and there is no heavy massaging required! Read percentages on the back of the box!

To close the roll-up bag I go over the sets on the Beauty Book insert and then the guests play with makeup while I do individual consultations.